150

ITU

1865 - 2015

ITU's 150th Anniversary
visual guidelines

The 150th Anniversary kit of visual guidelines serves to promote activities related to ITU's 150th Anniversary.

ITU membership and other stakeholders are invited to consult those guidelines to ensure that use of ITU150 logo is applied correctly.

Within the guidelines you will find examples of ITU's 150th Anniversary logo in horizontal and vertical forms. For special campaigns linked to Editorial Calendar/Thematic months, you are most welcome to use logo with tagline "Innovating Together", and this logo in horizontal and vertical forms is available.

Concerning National Celebrations and other activities:
Member States are invited to organize Official National Celebrations in 2015. ITU Member States, Sector Members, Associates and Academia are encouraged to organize activities such as events, workshops, projects or competitions between 1 January 2015 and 31 December 2015.

For promotional campaigns offline and online, and for National Celebrations special versions of the ITU150 logo have been prepared. For your ease of reference an example of the use of this logo is demonstrated in the guidelines.

In order to use ITU's 150th Anniversary logo, terms and conditions for use of the ITU's 150th Anniversary logo should be respected. Please, send us your request to **itu150@itu.int** under subject logo.

Main logotype

Coloured

Solid White

Solid Black

Pantone 279c

cmyk c70 m33 y0 k0

rgb r75 g146 b219

html 4B92DB

The main version is best used when dispalyed on its own or centered in layouts, at larger sizes. Main colour for the whole identity is Pantone 279c, considered 'UN blue'

Coloured   *Solid White*   *Solid Black*

Horizontal Version

Pantone 279c

cmyk c70 m33 y0 k0

rgb r75 g146 b219

html 4B92DB

The Horizontal version is best used with horizontal layouts, and in instances where the logo may be displayed at a smaller size, as the years will be easier to read

Design with "innovating together"

VERTICAL / CENTERED DESIGN
To use when logo is at the centre of the communication. Usually alone, or together with other logos, at large scale.

Coloured

Solid White

Solid Black

HORIZONTAL / SIDED DESIGN
To use for instances where logo appears in smaller sizes, eg: footer or signature on communications, and when logo needs to be displayed off-centre.

Coloured

Solid White

Solid Black

For special campaigns linked to Editorial Calendar/Thematic months, you are most welcome to use logo with tagline "Innovating Together", and this logo in horizontal and vertical forms is available.

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Coloured

Solid White

Solid Black

Coloured

Solid White

Solid Black

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1234567890

ITC Stone Sans Semi

1865-2015

Chalet Comprime CologneSeventy

innovating together

The main figure is made of customized ITC Stone Sans Semi glyphs. The years below are Chalet Comprime CologneSeventy
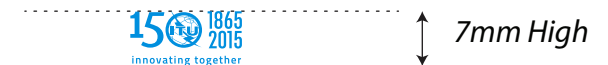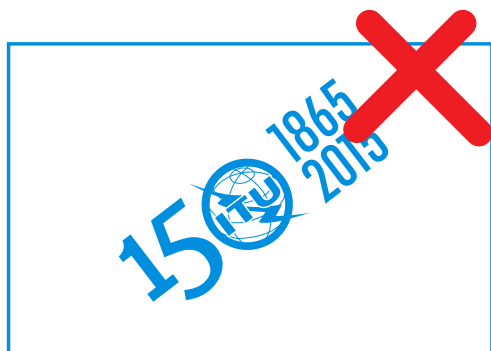
Safe space

Minimum size

8mm High

5mm High

Safe space with "innovating together"

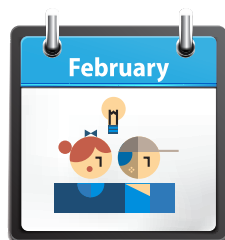**Minimum size**

10mm High

7mm High

Please respect the integrity of the logo. Do not stretch it; Place it with the right dimensions compared to other logos in the same communication; Do not change the colour; Ensure the background doesn't make it unreadable; Do not tilt it, etc

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January — ICT's Drivers of Innovation

February — Youth & Innovation

March — Innovation & Intelligent Transport Systems

April — Girls & Women & Innovation

May — ICT's Drivers of Innovation

June — Digital Switchover & Innovation

July — Accessibility & Innovation

August — Bridging the Digital Divide

September — Navigation & Innovation

October — Big Data & Innovation

November — WRC-15 as Enabler of Innovation

December — ITU – Driver of Future Innovation

Special icons were prepared to highlight the theme of Editorial Calendar. ITU Membership and other stakeholders are encouraged to choose one of the proposed monthly topics during the year and align organized activities with monthly theme of ITU's 150th Anniversary Editorial Calendar.

*ITU Colours
Blue, Red, Gold, Green*

historical pictures