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.
The main version is best used when displayed on its own or centered in layouts, at larger sizes. Main colour for the whole identity is Pantone 279c, considered ‘UN blue’.
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.
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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.
The main figure is made of customized ITC Stone Sans Semi glyphs. The years below are Chalet Comprime CologneSeventy.
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**Safe space**

![Safe space logo](image)

**Minimum size**

8mm High

5mm High

**Safe space with “innovating together”**

![Safe space with “innovating together” logo](image)

**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.
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’s 150th Anniversary visual guidelines stamps
ITU’s 150th Anniversary visual guidelines

stamps

ITU Colours
Blue, Red, Gold, Green

historical pictures
ITU’s 150th Anniversary visual guidelines clothing
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clothing