

**Brand Style Guidelines**  
**itSMF International and Chapters 2009**

# ***itSMF* International**

## ***The IT Service Management Forum***

### **INTRODUCTION**

The purpose of this document is to explain the brand house style adopted by itSMF International and its Chapters and to reinforce consistent application of visual elements in all of its communications. This includes publications, presentations, and all other marketing materials. Guidelines on the use of the logo are also included.

The trade word “itSMF – The IT Service Management Forum” is a globally protected trademark and cannot be used by any organization or assigned to any third party, without the express permission of the owners.

If you have any problems or are in any doubt of any of the elements of the brand style then please contact:-

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# **itSMF International**

*The IT Service Management Forum*

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# ***itSMF* International**

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### **1. itSMF International Logo Usage**

This section provides brand and design guidelines for use of the itSMF International logo by itSMF International and itSMF Chapters. It also applies to the generic variant itSMF® logo, although this is not generally used for itSMF International or Chapter specific collateral. However, the section covers use of the itSMF International logo and variants within, press articles, corporate literature, advertising and website usage. Individual Chapters also have their own localised variants, which provided permission is given from itSMF International, may stand as at March 2008.

Members strongly associate this material with the itSMF, so it is important that it works to build and protect the itSMF Brand.

#### **1.1 Logo Artwork**

The itSMF International logo should be used when promoting the itSMF International organization. It should only appear on Press Releases, Case studies or white papers (approval for any such other use must be gained in writing from the International Executive Board - IEB) but it can appear on Co-Branded publications with the permission of the IEB.

Any “endorsement” of publications, books or other such quality materials will be agreed with IPESC, which is a standing committee of itSMF International, who will approve use of the IPESC “Endorsement” logo which is an approved variant of the itSMF logo.

The itSMF International logo should appear



The logo should appear in full using black and pantone 207. On no occasion should this be altered in any way without the express permission of itSMF International and the owners.

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### **2. Global Membership Logo usage**

This Section provides brand and design guidelines for use of itSMF Global Member logos within, press articles, corporate literature, advertising and website usage.

Members strongly associate this material with the itSMF, so it is important that it works to build and protect the itSMF Brand.

In promotional campaigns where the logo is used by a Global Member, as permitted under the membership benefits and agreement with itSMF International, and provided that the Global Member remains “financial” with itSMF – International. The owners of the trademark and itSMF International **must** insist that quality and integrity are clearly defined in the policies that manage its brand.

An itSMF Global Member is permitted to use this logo under the membership agreement with itSMF International – no other logo will be acceptable unless written confirmation is gained.

#### **2.1 Logo Usage**

As part of the global membership benefit any global member organization can use the itSMF global member logo which can appear on their website or any corporate literature. This logo is not to be used to endorse a product or service but is just to state that the organization is a global Member of itSMF International. Any member or organization using the logo inappropriately will be asked to cease and desist from doing so, and may forfeit their membership. They must adhere to the terms and conditions of its use at all times.

#### **2.2 Printed and Websites**

The itSMF Global Member logo should appear.



The logo should appear in full using black and pantone 207. On no occasion should this be altered in any way without the express permission of itSMF International and the owners.

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### 3. Colours & Fonts

#### 3.1 itSMF International Logo

Black, bold italics Times New Roman ***it***

Pantone 207, bold Times New Roman **SMF**

Black, bold lower case times new roman **International**

#### 3.2 itSMF Chapter Variant Logo

Black, bold italics Times New Roman ***it***

Pantone 207, bold Times New Roman **SMF**

Usually Black, bold lower case times new roman italics ***Chapter***

A variant Chapter name or post-nominal (i.e. UK or USA) or country specific logo, symbol or flag may also be permitted.

#### 3.3 itSMF Global Members

Black, bold italics, Times New Roman ***it***

Pantone 207, bold Times New Roman **SMF**

Grey (50% black) with white reverse Times New Roman

global member

#### 3.3 Printed Logo on dark Backgrounds

The logo when printed on black or dark backgrounds can appear in complete white. However, agreement to use this logo in this context should be gained in writing from Ben Clacy ([ben.clacy@itsmf.co.uk](mailto:ben.clacy@itsmf.co.uk)) at itSMF.

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## **3. Sizes**

### **3.1 Printed collateral**

Any logo that appears on any printed promotional literature should be no smaller than 20mm long.

### **3.2 Website**

Any logo appearing on itSMF International member's websites should be no smaller than 20mm long

### **3.3 Usage Restrictions**

- To use the logo on any collateral, written approval must be gained
- the itSMF International logo should not be seen to be endorsing any product or service
- itSMF International members must gain written permission to use any where other than press articles, corporate literature, advertising and website usage
- When the logo is used on websites there must be a link through to the itSMF International home page.
- Pantone colour 207 and black should be used at all times

### **3.4 Promotional campaigns**

- Use of the logo must not bring the itSMF or the brand into disrepute
- Its use must add value to the brand
- It must maintain the highest quality standards across all production
- It must not imply that the itSMF International endorses or promotes an outside organization or its activities

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## **4. Design Guidelines**

### **4.1 Exclusion**

- No logo is to endorse any product, event or service offered by its members

### **4.2 itSMF Brand Name in Everyday Text**

- Whenever itSMF International appears in everyday text it should be written in standard font and in full (that is as itSMF International).
- Whenever or where there is an agreement, a partnership agreement, a sponsorship agreement or any other working relationship with itSMF International, the full text based logo (**itSMF International**) should be used within any literature or website. When referred to in everyday text it should appear in the standard font.
- In collateral for display services, the logo should appear
- [www.itsmf.org](http://www.itsmf.org) is always written all in lower case, even at the start of a sentence.

### **4.3 Use of itSMF Global Logo**

- itSMF Global Members Logo may only be used to illustrate the organization is a member of itSMF International and to no other commercial gain.
- The full logo should be used on websites – but when used, it shall link through to the itSMF International home website page
- The logo must be positioned next to or near the associated article or listings.
- Logos should be separated from commercial messages such as subscription tariffs and offers.



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## **5. itSMF® Logo**

The itSMF registered logo should **not** be used by any member of itSMF International unless written permission has been given by either itSMF International or itSMF Limited and should not be used for any individual membership promotional activity.

The logo can be used within the following areas under approval from the owners:-

- Press Releases approved by itSMF International and/or itSMF Limited
- Case Studies
- White Papers

itSMF International will cancel membership should the logo be inappropriately used.

All the above restrictions apply.