



## **IPTC Corporate Identity elements (2003) (DRAFT)**

Author: Michael Steidl, MD

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This document lists and shows all elements to be used for maintaining a Corporate Identity of IPTC. The use of these elements and their properties is mandatory.

1. **Company name:**

Long name: International Press Telecommunications Council

Abbreviated name, acronym: IPTC

Legal name: Comité International des Télécommunications de Presse

2. **Company office address:**

Royal Albert House

Sheet Street

Windsor, Berkshire SL4 1BE

United Kingdom

3. **Company Logo:**



Placement: preferably next to the right boarder of a graphical frame

The colours of the logo are:

Background: bright white (RGB code: #FFFFFFF)

Graphics & text: dark blue (RGB code: #333366)

4. **Company Motto:** (List of drafts)

"Improving news exchange" / "Improving news flow"

"Improving worldwide news exchange" / "Improving worldwide news flow"

"We improve news exchange" / "We improve news flow"

"Standards for improved news exchange" / "Standards for improved news flow"

"Standards for worldwide news exchange" / "Standards for worldwide news flow"

5. **Company Mission statement:** (draft adapted from current documents)

IPTC develops and maintains technical standards to improve the flow of news by means of electronic communication. Therefore it studies techniques, research and developments in all areas of electronic communication technology and considers how they can be used best. From that IPTC formulates the requirements in electronic communication of the news business either



as standards or technical documents and brings them to the notice of appropriate authorities.

6. **Company "About":** (draft)

(Short version)

The IPTC, established 1965 and based in Windsor, UK, is a consortium of the world's major news agencies and news industry vendors. It develops and maintains technical standards for improved news exchange/flow that are used by virtually every major news organization in the world.

Information on all IPTC standards such as NewsML, NITF, SportsML, IIM and the Subject Reference System together with a list of existing members and information on how to join is available at <http://www.iptc.org/>.

(Long version)

The International Press Telecommunications Council (IPTC), based in Windsor, UK, was established in 1965 to safeguard the telecommunications interests of the World's Press. Since the late 1970's its activities have primarily focussed on developing and publishing Industry Standards for the interchange of news data. At present the IPTC membership is drawn mainly from the major news agencies around the globe but it also has a strong representation from newspaper publishers, system vendors and New Media organisations.

Information on all IPTC standards such as NewsML, NITF, SportsML, IIM and metadata like the Subject Reference System together with a list of existing members and information on how to join is available at <http://www.iptc.org/>.

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