



IPTC Corporate Identity elements (2004)

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Revision	Issue Date	Pages	Author (revised by)	Remark
unrevised	2003-09-12	2	Michael Steidl	
Rev a.	2004-02-19	2	Michael Steidl	updated per request from last Cttee meeting
Rev b.	2004-04-20	2	Michael Steidl	updated after Spring 2004 Meeting discussion

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:**

Postal address:

Royal Albert House

Sheet Street

Windsor, Berkshire SL4 1BE

United Kingdom

Web address:

www.iptc.org

Mail address:

office@iptc.org

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: #FFFFFF)

Graphics & text: dark blue

For print: RGB #000066, CMYK: 60%, 40%, 0%, 20%, Pantone: 541 CVC

For web graphics: RGB code: #333366

4. **Company document basic layout:**

Page format: A4 or Letter, preferably an intermediate format of 11 inch height, 21 cm width (the respectively smaller dimension of both formats)

Fonts:

Header: Sans Serif, > 14 pt

Body: Serif, 10 – 12 pt



Document format: PDF for printable documents preferred, other formats for technical reasons only, primarily XML formats for IPTC's XML based standards.

5. **Company Motto:**

"Information Technology for News"

6. **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 if pertinent.

7. **Company "About":** (draft adapted from current use)

The IPTC, 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 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/>.

8. **Spelling of IPTC brands:**

NewsML™	™ denotes NewsML as registered trademark
NITF	News Industry Text Format
SportsML	
ProgramGuideML	
EventsML	
SRS	Subject Reference System
IIM	Information Interchange Format

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