

ICANN Communications Guidelines



Style Guide for Visual Content

Fourth Edition, January 2020

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ICANN's Visual Identity

MISSION STATEMENT

4

Mission Statement

ICANN Visual Content Mission Statement

ICANN is committed to excellence and quality. And that extends to our external content. To maintain that commitment, our content should strengthen ICANN's identity. This is accomplished by creating consistent, recognizable, engaging, and easy-to-understand content. A consistent identity also results in increased efficiency of design work and cost savings.

The visual elements in this document underscore ICANN's heritage and quality while signaling innovation and technology. These elements are at the core of the ICANN identity and they work together to reinforce our external identity.

This Style Guide does not address other identity elements such as messaging, tone, and voice. Please see the ICANN Style Guide for Written Content at:

<https://wecann.icann.org/community/gse/communications>.

This document does not cover content created by and for Supporting Organizations and Advisory Committees, or other community groups.

Content Covered by these Guidelines

The Style Guide for Visual Content governs the visual identity of ICANN's external content including: publications, newsletters, videos, presentations, social media, digital content, reports, infographics, stationery, and physical displays such as pull-down banners and signage.

ICANN Logo

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ICANN Primary Logo

The Core of ICANN's Visual Identity



The ICANN logo is the most visible and immediate representation of our organization and our work. It is the most important part of our visual identity and should be used in the approved formats.

This is the original and current ICANN logo with a slight adjustment to the ICANN Dark Blue color.

The master logo is made of three elements:

- Globe (lines indicate motion and also suggest a number sign)
- Horizon line
- ICANN name

All ICANN logos and lockups are available at:

<https://wecann.icann.org/community/gse/communications>

TRADEMARK

This logo is a registered trademark and should not be recreated or modified under any circumstances.

TYPE

The type family is Tahoma, which ensures that the logo remains easy to read even at small point sizes.

COLOR

Use the Master Logo in one color: ICANN Dark Blue
PMS 7463 c
C100 M63 Y12 K67
R0 G43 B73
Hex #002b49

ICANN Logo Use

Primary Logo Clear Space



Always maintain clear space around the master logo to protect the logo from distracting graphics or typography.



Measure clear space by the height of the "I" in ICANN for horizontal space and the width of the "I" for vertical. Never allow typography or other elements to "invade" the logo clear space.

Minimum Logo Size



Maintain a minimum logo size to ensure the logo elements are visible.

Print Minimum Size: 3/4" or 19 mm
Digital Minimum Size: 54 pixels

ICANN Secondary Logo

Secondary Logo



Color:
White logo
Dark blue background

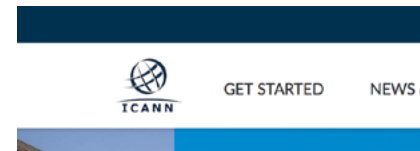
Secondary Logo Use

Which **ICANN Logo** should you use?

Although the **Primary ICANN Logo** should be your default logo, there are instances where the **Secondary ICANN Logo** provides increased visibility and is more aesthetically appealing.

Use the **Secondary ICANN Logo White on Dark Blue** when placing the logo on a light background.

The **Primary ICANN Logo** integrates seamlessly on a white background.



Primary ICANN Logo



Secondary ICANN Logo



Secondary ICANN Logo

ICANN Lockups

Lockups

Lockup-type treatments allow ICANN functions, and supporting organizations and advisory committees to identify themselves in ways that are consistent across the organization and community. The examples to the right of this paragraph illustrate this.

If you need a lockup, please contact:

icanncontent@icann.org

If the ICANN Logo will not fit or does not work with your content, you can use the word ICANN on its own (ICANN mini logo), as shown in the lockup, with the guidelines below.

ICANN



Print Minimum Size: 1" or 26 mm

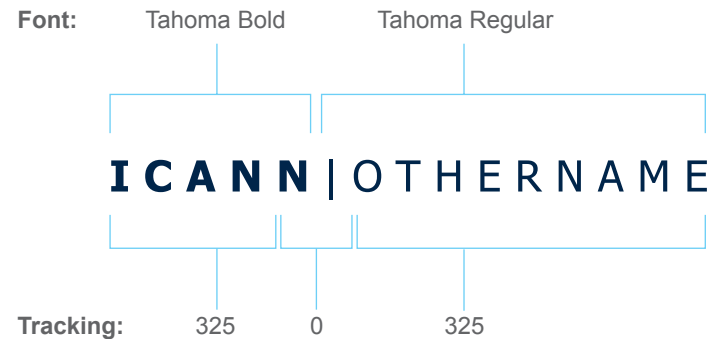
Digital Minimum Size: 74 pixels

Lockup-type treatments are intended to be used only by ICANN functions, and supporting organizations and advisory committees.

ICANN | SSAC

ICANN | GNSO

ICANN | PRS



ICANN Initiatives Logos

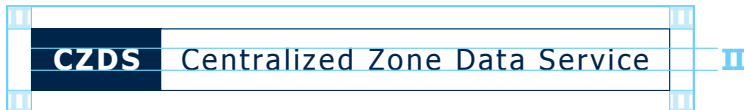
Initiatives Logos

This umbrella branding allows ICANN's initiatives to identify themselves in ways that are consistent across the organization and community.

The initiative logo has a modular design, integrating the ICANN mini logo in a single element without visual fragmentation. The lines differentiate the initiative logo from Lockups and help to reduce clutter.

The examples to the right of this paragraph illustrate this.

If you need an initiative logo, please contact:
icanncontent@icann.org



Always maintain clear space around the initiative logo to protect the logo from distracting graphics or typography.

Color:
Dark blue logo and white logo versions.

CZDS Centralized Zone Data Service

Initiative logo

ICANN

CZDS Centralized Zone Data Service

Option with ICANN minilogo integrated

ICANN

Contracted Parties Briefing

Option with ICANN mini logo integrated when the initiative logo does not have an acronym.

ICANN Logo With ICANN Tagline

ICANN Logo with ICANN Tagline

ICANN's tagline is **One World, One Internet**

There is a comma separating the two words and no period at the end.
Do not use "One World. One Internet."

Color:

Dark blue logo and white logo versions



One World, One Internet

Incorrect Use of the Logo

Gradient Colors

The visual identity audit found that the use of the gradient logo was minimal. The gradient is hard to specify and control over different color modes (PMS, CMYK, RGB) and does not represent well on screen. If you spot content using the logo with the gradient below, please email icanncontent@icann.org



Other Colors

Never use the logo in colors other than blue or white. (See page 7 or 8 of this guide).



Drop Shadows

Do not use a drop shadow with the logo.



Distracting Backgrounds

Please respect the primary logo clear space. See guidelines on page 8 for secondary logo use.

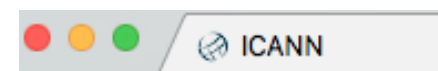


Variations

Do not alter the relationship between the ICANN name and graphic elements.



The globe icon within the ICANN logo can be used without the ICANN acronym **ONLY** for favicons, which are mini icons displayed in the address bar tabs of web browsers.



Color, Typography, and Imagery

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Use of Pantone, CMYK, RGB, and Hex Colors

Color Codes

There are four different color code formats for different types of content.

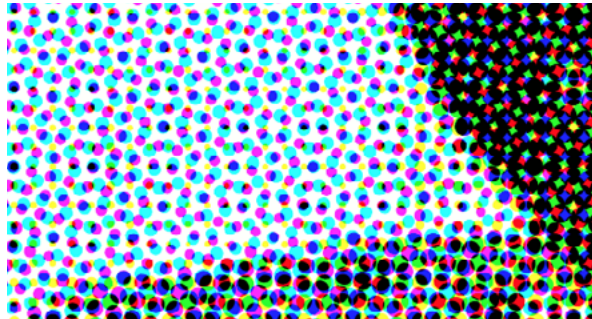
Pantone (PMS or Spot Color)

When printing with three or fewer colors, use Pantone Spot Color Codes.



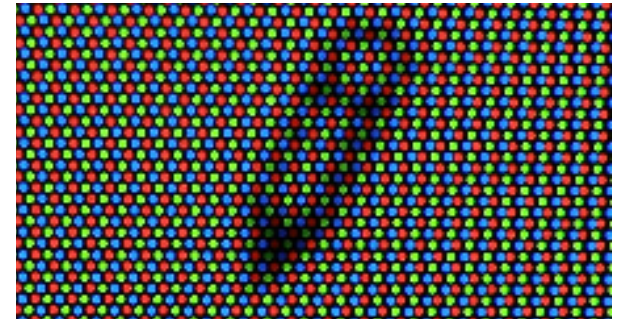
CMYK (Process Color)

When printing full color or photographs, use CMYK Process Color Codes.



RGB and Hex

When creating digital or video content, use RGB or Hexadecimal Color Codes.



Primary ICANN Colors

Primary Colors

The colors on this page should be incorporated into ICANN's external content. Our dark blue is ICANN's signature identity color and should be used mainly for the logo. Our medium and light blues are brighter and friendlier, and convey a welcoming and vibrant ICANN.

Why blue? Blue suggests authority, dignity, security, stability, heritage, and trust. Blue also communicates image attributes like friendly, approachable, reliable, and trustworthy. Darker blues? Tradition and quality. Brighter blues? Innovation and technology. Blue also combines well with other colors.

ICANN Dark Blue Print (spot color) PMS 7463 c Print (process color) C100 M63 Y12 K67 Screen R0 G43 B73 Hex #002b49 This blue remains the only official color for the ICANN Primary Logo.	ICANN Medium Blue Print (spot color) PMS 660 c Print (process color) C85 M45 Y0 K0 Screen R4 G123 B193 Hex #047bc1	ICANN Light Blue Print (spot color) PMS 639 c Print (process color) C100 M5 Y0 K10 Screen R0 G152 B213 Hex #0098d5	Black Print (spot color) PMS Black c Print (process color) C0 M0 Y0 K100 Screen R0 G0 B0 Hex #000000 ICANN Dark Grey Print (spot color) PMS Cool Gray 11 c Print (process color) C44 M34 Y22 K77 Screen R83 G86 B90 Hex #53565a ICANN Light Grey Print (spot color) PMS Cool Gray 1 c Print (process color) C0 M0 Y0 K15 Screen R221 G221 B221 Hex #dddddd
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Secondary ICANN Colors

Secondary Colors

Secondary colors add contrast and combine with our primary colors to form a strong color system.

Please remember: **PMS** code for spot color print (few colors and critical color accuracy). **CMYK** code for process color and digital print (full color photographs or graphics). **RGB** and **Hex #** for screen and displays (TV, video, online).

PMS 5425 c C60 M30 Y20 K0 R109 G153 B179 Hex #6d99b3	PMS 124 c C3 M40 Y100 K0 R241 G163 B30 Hex #f1a31e	PMS 7475 c C85 M35 Y45 K5 R25 G127 B134 Hex #197f86	PMS 158 c C5 M65 Y100 K0 R232 G119 B36 Hex #e87724
PMS 5425 c 30% C11 M0 Y0 K7 R207 G226 B236 Hex #cfe2ec	PMS 124 c 20% C0 M5 Y13 K0 R255 G240 B220 Hex #fff0dc	PMS 7475 c 20% C18 M0 Y8 K0 R206 G234 B233 Hex #ceeae9	

Extended Color Palette

Extended Colors





































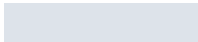






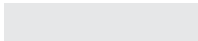
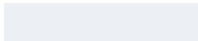

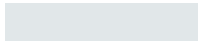
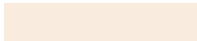


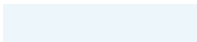
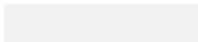

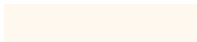

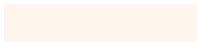
These extended colors allow for greater flexibility and options for content requiring multiple colors.

PMS 7490 c C60 M20 Y100 K0 R121 G163 B66 Hex #79a341	PMS 359 c C56 M0 Y69 K0 R118 G195 B124 Hex #75c37c	PMS 123 c C4 M23 Y94 K0 R244 G194 B42 Hex #f4c229	PMS 715 c C0 M55 Y78 K0 R246 G140 B74 Hex #f68b4a	PMS 7417 c C0 M76 Y82 K0 R242 G99 B62 Hex #f1633d	PMS 180 c C20 M100 Y100 K13 R178 G31 B36 Hex #b21f24
PMS 7490 c 60% C36 M12 Y60 K0 R171 G192 B131 Hex #aabf83	PMS 359 c 60% C34 M0 Y41 K0 R171 G216 B172 Hex #abd7ab	PMS 123 c 60% C2 M14 Y56 K0 R250 G215 B133 Hex #f9d785	PMS 715 c 60% C0 M33 Y47 K0 R251 G183 B137 Hex #fab689	PMS 7417 c 60% C0 M46 Y49 K0 R247 G158 B125 Hex #f79d7d	PMS 180 c 60% C12 M60 Y60 K8 R202 G118 B95 Hex #ca755f
PMS 7479 c C74 M0 Y78 K0 R52 G182 B109 Hex #34b66d	PMS 3252 c C68 M0 Y30 K0 R54 G191 B190 Hex #35bebe	PMS 7469 c C100 M25 Y0 K50 R0 G85 B129 Hex #005580	PMS 7685 c C91 M85 Y0 K0 R57 G71 B157 Hex #39479d	PMS 2623 c C80 M100 Y31 K26 R74 G31 B91 Hex #4a1f5b	PMS 513 c C58 M93 Y0 K0 R131 G57 B150 Hex #823995
PMS 7479 c 60% C44 M0 Y47 K0 R146 G207 B161 Hex #92cea1	PMS 3252 c 60% C41 M0 Y18 K0 R146 G213 B213 Hex #92d4d4	PMS 7469 c 60% C60 M15 Y0 K30 R67 G134 B172 Hex #4285ac	PMS 7685 c 60% C55 M51 Y0 K0 R125 G126 B188 Hex #7d7dbc	PMS 2623 c 60% C48 M60 Y19 K16 R127 G100 B135 Hex #7e6487	PMS 513 c 60% C35 M56 Y0 K0 R168 G126 B184 Hex #a87eb8

ICANN Shades

Primary and Secondary Shades




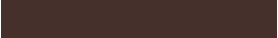



























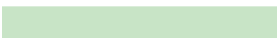










Lighter shades of each of the primary and secondary colors provide an even greater range of possibilities.

 	 	 	 	 	 	 	 
PMS 7463 c 80% C80 M50 Y10 K54 R26 G64 B99 Hex #1a4063	PMS 660 c 80% C68 M36 Y0 K0 R82 G142 B203 Hex #528ecb	PMS 639 c 80% C80 M4 Y0 K8 R0 G166 B219 Hex #00a6db	PMS Black c 80% C0 M0 Y0 K80 R51 G51 B51 Hex #333333	PMS 5425 c 80% C48 M24 Y16 K0 R136 G169 B192 Hex #88a9c0	PMS 124 c 80% C3 M32 Y80 K0 R245 G180 B77 Hex #f5b44d	PMS 7475 c 80% C68 M28 Y36 K4 R86 G145 B152 Hex #569198	PMS 158 c 80% C4 M52 Y80 K0 R237 G143 B73 Hex #ed8f49
							
PMS 7463 c 60% C60 M38 Y7 K40 R102 G124 B147 Hex #667c93	PMS 660 c 60% C51 M27 Y0 K0 R124 G163 B214 Hex #7ca3d6	PMS 639 c 60% C60 M3 Y0 K6 R71 G182 B226 Hex #47b6e2	PMS Black c 60% C0 M0 Y0 K60 R128 G128 B128 Hex #808080	PMS 5425 c 60% C36 M18 Y12 K0 R169 G187 B205 Hex #a3bbcd	PMS 124 c 60% C2 M24 Y60 K0 R247 G197 B121 Hex #f7c579	PMS 7475 c 60% C51 M21 Y27 K3 R126 G166 B172 Hex #7ea6ac	PMS 158 c 60% C3 M39 Y60 K0 R241 G168 B113 Hex #f1a871
							
PMS 7463 c 40% C40 M25 Y5 K27 R153 G168 B183 Hex #99a7b6	PMS 660 c 40% C34 M18 Y0 K0 R164 G189 B227 Hex #a4bde3	PMS 639 c 40% C40 M2 Y0 K4 R137 G202 B234 Hex #89caea	PMS Black c 40% C0 M0 Y0 K40 R153 G153 B153 Hex #999999	PMS 5425 c 40% C24 M12 Y8 K0 R191 G206 B219 Hex #bfcedb	PMS 124 c 40% C1 M16 Y40 K0 R250 G214 B161 Hex #fad6a1	PMS 7475 c 40% C34 M14 Y18 K2 R165 G189 B194 Hex #a5bdc2	PMS 158 c 40% C2 M26 Y40 K0 R245 G195 B154 Hex #f5c39a
							
PMS 7463 c 20% C20 M13 Y2 K13 R204 G211 B219 Hex #ccd3da	PMS 660 c 20% C17 M9 Y0 K0 R207 G218 B240 Hex #cfdaf0	PMS 639 c 20% C20 M1 Y0 K2 R194 G225 B243 Hex #c2e1f3	PMS Black c 20% C0 M0 Y0 K20 R204 G204 B204 Hex #cccccc	PMS 5425 c 20% C12 M6 Y4 K0 R221 G227 B234 Hex #dde3ea	PMS 124 c 20% C1 M8 Y20 K0 R253 G233 B204 Hex #fce8cc	PMS 7475 c 20% C17 M7 Y9 K1 R206 G217 B220 Hex #ced9dc	PMS 158 c 20% C1 M13 Y20 K0 R250 G222 B200 Hex #fadec8
							
PMS 7463 c 10% C10 M6 Y1 K7 R230 G233 B237 Hex #e5e9ec	PMS 660 c 10% C9 M5 Y0 K0 R229 G234 B246 Hex #e5eaf6	PMS 639 c 10% C10 M1 Y0 K1 R221 G238 B248 Hex #ddeef8	PMS Black c 10% C0 M0 Y0 K10 R231 G231 B231 Hex #e7e7e7	PMS 5425 c 10% C6 M3 Y2 K0 R236 G239 B242 Hex #ecef2	PMS 124 c 10% C0 M4 Y10 K0 R254 G242 B226 Hex #fef2e2	PMS 7475 c 10% C9 M4 Y4 K1 R228 G233 B234 Hex #e4e9ea	PMS 158 c 10% C1 M7 Y10 K0 R252 G237 B223 Hex #fcdedf
							
PMS 7463 c 5% C5 M3 Y1 K3 R242 G244 B246 Hex #f2f4f5	PMS 660 c 5% C4 M2 Y0 K0 R240 G243 B250 Hex #f0f3fa	PMS 639 c 5% C5 M0 Y0 K1 R236 G246 B251 Hex #ecf6fb	PMS Black c 5% C0 M0 Y0 K5 R241 G241 B241 Hex #f1f1f1	PMS 5425 c 5% C3 M2 Y1 K0 R244 G246 B248 Hex #f4f6f8	PMS 124 c 5% C0 M2 Y5 K0 R255 G247 B238 Hex #fff7ee	PMS 7475 c 5% C4 M2 Y2 K0 R240 G242 B243 Hex #f0f2f3	PMS 158 c 5% C0 M3 Y5 K0 R254 G244 B237 Hex #fef4ed

Extended Color Palette Shades

Extended Color Palette Shades

Lighter and darker shades of each of these colors provide an even greater range of possibilities.

 PMS 5605 c C70 M53 Y83 K60 R47 G57 B35 Hex #2e3822	 PMS 560 c C81 M53 Y69 K53 R34 G62 B54 Hex #223e36	 PMS Black 2 c C56 M56 Y75 K58 R59 G100 B78 Hex #433b29	 PMS 439 c C55 M69 Y68 K58 R70 G48 B44 Hex #45302b	 PMS 4975 c C55 M78 Y69 K58 R70 G39 B40 Hex #462728	 PMS 504 c C62 M87 Y77 K63 R58 G24 B27 Hex #3a171b
 PMS 371 c C69 M40 Y100 K30 R76 G100 B46 Hex #4c632d	 PMS 626 c C76 M40 Y72 K29 R60 G100 B77 Hex #3b634d	 PMS 147 c C38 M45 Y81 K39 R113 G94 B52 Hex #715e33	 PMS 1265 c C36 M64 Y71 K39 R116 G75 B58 Hex #744a39	 PMS 499 c C36 M77 Y74 K39 R116 G59 B50 Hex #743a32	 PMS 483 c C48 M91 Y85 K46 R93 G33 B33 Hex #5d2120
 PMS 576 c C63 M28 Y100 K10 R105 G138 B59 Hex #698a3a	 PMS 556 c C69 M25 Y72 K7 R88 G142 B102 Hex #578e65	 PMS 1255 c C21 M35 Y87 K19 R172 G137 B56 Hex #ab8938	 PMS 457 c C18 M59 Y75 K19 R174 G106 B68 Hex #ae6944	 PMS 174 c C18 M76 Y78 K19 R173 G80 B59 Hex #ac4f3a	 PMS 1815 c C34 M96 Y92 K29 R134 G36 B36 Hex #852324
 PMS 7490 c 80% C48 M16 Y80 K0 R146 G177 B95 Hex #92b05f	 PMS 359 c 80% C45 M0 Y55 K0 R145 G205 B148 Hex #91cd93	 PMS 123 c 80% C3 M19 Y75 K0 R247 G204 B93 Hex #f6cb5c	 PMS 715 c 80% C0 M44 Y62 K0 R248 G161 B107 Hex #f8a06a	 PMS 7417 c 80% C0 M61 Y65 K0 R245 G130 B94 Hex #f4815d	 PMS 180 c 80% C16 M80 Y80 K10 R191 G80 B61 Hex #be4f3c
 PMS 7490 c 60% C36 M12 Y60 K0 R171 G192 B131 Hex #aabf83	 PMS 359 c 60% C34 M0 Y41 K0 R171 G216 B172 Hex #abd7ab	 PMS 123 c 60% C2 M14 Y56 K0 R250 G215 B133 Hex #f9d785	 PMS 715 c 60% C0 M33 Y47 K0 R251 G183 B137 Hex #fab689	 PMS 7417 c 60% C0 M46 Y49 K0 R247 G158 B125 Hex #f79d7d	 PMS 180 c 60% C12 M60 Y60 K8 R202 G118 B95 Hex #ca755f
 PMS 7490 c 40% C24 M8 Y40 K0 R197 G210 B167 Hex #c5d1a7	 PMS 359 c 40% C22 M0 Y27 K0 R200 G229 B198 Hex #c7e4c6	 PMS 123 c 40% C2 M9 Y38 K0 R250 G227 B170 Hex #f9e2aa	 PMS 715 c 40% C0 M22 Y31 K0 R253 G205 B173 Hex #fccdac	 PMS 7417 c 40% C0 M31 Y33 K0 R251 G188 B162 Hex #fabba1	 PMS 180 c 40% C8 M40 Y40 K5 R217 G156 B136 Hex #d99c88
 PMS 7490 c 20% C12 M4 Y20 K0 R224 G229 B207 Hex #dfe5cf	 PMS 359 c 20% C11 M0 Y14 K0 R226 G240 B223 Hex #e1f0df	 PMS 123 c 20% C1 M5 Y19 K0 R252 G238 B209 Hex #fbdd1	 PMS 715 c 20% C0 M11 Y16 K0 R254 G228 B209 Hex #fee4d0	 PMS 7417 c 20% C0 M15 Y16 K0 R253 G221 B205 Hex #fddccc	 PMS 180 c 20% C4 M20 Y20 K2 R234 G201 B188 Hex #eac9bb

Extended Color Palette Shades

Extended Color Palette Shades (continued)

Lighter and darker shades of each of these colors provide an even greater range of possibilities.

 PMS 567 c C84 M47 Y68 K58 R18 G61 B52 Hex #123d34	 PMS 547 c C82 M47 Y49 K58 R22 G62 B67 Hex #153d42	 PMS 539 c C100 M76 Y47 K47 R0 G46 B69 Hex #002e45	 PMS 2765 c C91 M81 Y37 K58 R22 G32 B63 Hex #161f3e	 PMS 2695 c C87 M87 Y49 K69 R22 G14 B41 Hex #160d29	 PMS 518 c C78 M84 Y37 K58 R44 G29 B61 Hex #2c1d3c
 PMS 555 c C81 M31 Y71 K39 R31 G96 B73 Hex #1e5f48	 PMS 5473 c C77 M31 Y43 K39 R37 G98 B100 Hex #256164	 PMS 648 c C100 M74 Y40 K29 R2 G63 B94 Hex #023f5e	 PMS 2768 c C91 M82 Y25 K39 R37 G47 B91 Hex #242e5a	 PMS 7449 c C84 M91 Y44 K55 R41 G24 B57 Hex #281739	 PMS 519 c C71 M87 Y25 K39 R72 G41 B88 Hex #482957
 PMS 7730 c C77 M16 Y75 K19 R47 G135 B91 Hex #2e875b	 PMS 7697 c C73 M16 Y37 K19 R48 G139 B140 Hex #308b8c	 PMS 647 c C99 M70 Y31 K14 R0 G79 B120 Hex #004f78	 PMS 2756 c C91 M84 Y12 K19 R50 G59 B123 Hex #313b7a	 PMS 7448 c C82 M96 Y37 K40 R58 G28 B75 Hex #391c4a	 PMS 512 c C65 M90 Y12 K19 R101 G51 B118 Hex #643275
 PMS 7479 c 80% C59 M0 Y62 K0 R107 G194 B137 Hex #6ac188	 PMS 3252 c 80% C55 M0 Y24 K0 R106 G201 B201 Hex #6ac8c9	 PMS 7685 c 80% C80 M20 Y0 K40 R0 G107 B150 Hex #006b95	 PMS 7685 c 80% C73 M68 Y0 K0 R92 G98 B172 Hex #5b61ac	 PMS 2623 c 80% C64 M80 Y25 K21 R99 G66 B111 Hex #63416f	 PMS 513 c 80% C46 M75 Y0 K0 R149 G92 B165 Hex #955ca5
 PMS 7479 c 60% C44 M0 Y47 K0 R146 G207 B161 Hex #92cea1	 PMS 3252 c 60% C41 M0 Y18 K0 R146 G213 B213 Hex #92d4d4	 PMS 7685 c 60% C60 M15 Y0 K30 R67 G134 B172 Hex #4285ac	 PMS 7685 c 60% C55 M51 Y0 K0 R125 G126 B188 Hex #7d7dbc	 PMS 2623 c 60% C48 M60 Y19 K16 R127 G100 B135 Hex #7e6487	 PMS 513 c 60% C35 M56 Y0 K0 R168 G126 B184 Hex #a87eb8
 PMS 7479 c 40% C30 M0 Y31 K0 R180 G221 B191 Hex #b3dcbe	 PMS 3252 c 40% C27 M0 Y12 K0 R183 G226 B225 Hex #b7e1e1	 PMS 7685 c 40% C40 M10 Y0 K20 R122 G165 B197 Hex #7aa5c4	 PMS 7685 c 40% C36 M34 Y0 K0 R163 G161 B208 Hex #a2a1cf	 PMS 2623 c 40% C32 M40 Y13 K11 R159 G139 B165 Hex #9f8aa4	 PMS 513 c 40% C23 M37 Y0 K0 R193 G164 B206 Hex #c0a3cd
 PMS 7479 c 20% C15 M0 Y16 K0 R216 G236 B219 Hex #d7ecdb	 PMS 3252 c 20% C14 M0 Y6 K0 R216 G239 B238 Hex #d8eeee	 PMS 7685 c 20% C20 M5 Y0 K10 R181 G203 B222 Hex #b4cade	 PMS 7685 c 20% C18 M17 Y0 K0 R204 G203 B230 Hex #cccbe6	 PMS 2623 c 20% C16 M20 Y6 K5 R200 G189 B204 Hex #c7bcc	 PMS 513 c 20% C12 M19 Y0 K0 R219 G204 B229 Hex #dacce4

ICANN Primary Typeface

Arial

Arial is our primary typeface for all staff-created content (presentations, reports, emails, and other documents). Staff should only use Arial font for the languages outlined in the next column. If using the ICANN Letterhead, PowerPoint, or Word templates please use Arial font.

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

01234567890<>()&@*%#\$€¥?!

Text Arial Regular. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed a tristique ipsum, at consequat dolor. Integer semper leo nec dolor luctus hendrerit. Cras volutpat, nisl et fringilla scelerisque, velit mauris imper-diet metus, quis aliquam nisi eros quis purus. Vivamus id viverra velit. Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia Curae; Aliquam dapibus consequat enim a iaculis. Pellen-tesque sodales mauris sed nunc rhoncus, vel lacinia leo porttitor. Donec malesuada urna sapien, et iaculis mi laoreet quis. Nam tellus ligula, sagittis at convallis non, facili-sis at leo.

We use the Regular and Bold styles.

Regular **Bold**

Arial supports over 140 languages including: English, French, German, Portuguese, Spanish, Swedish, and Turkish.

ICANN Primary Typeface for Other Languages

Arial Unicode MS for Arabic and Cyrillic

There are certain language scripts that work better with Arial Unicode MS, an extended version of the Arial font. Arial Unicode MS is normally distributed with Microsoft Office, but it is also bundled with Mac OS X v10.5 and later. This is the Primary typeface for Arabic and Russian content, and all staff-created content should use this font. If you use the Arabic and Russian versions of the ICANN Letterhead, PowerPoint, and Word templates you must use Arial Unicode MS.

Arabic (multiplatform)	Arial Unicode MS	طبيعي
Cyrillic (multiplatform)	Arial Unicode MS	обычный

SimSun (宋体) for Chinese

For Chinese script, we use SimSun. This is the Mainland Chinese standardized Ming typeface. SimSun is a Simplified Chinese font featuring mincho (serif) stroke style. This is the Primary typeface for Chinese content, and all staff-created content should use this font. If you are using the Chinese version of the ICANN Letterhead, PowerPoint, and Word templates you must use SimSun.

Chinese (multiplatform)	SimSun (宋体)	正体
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Multilingual Matters

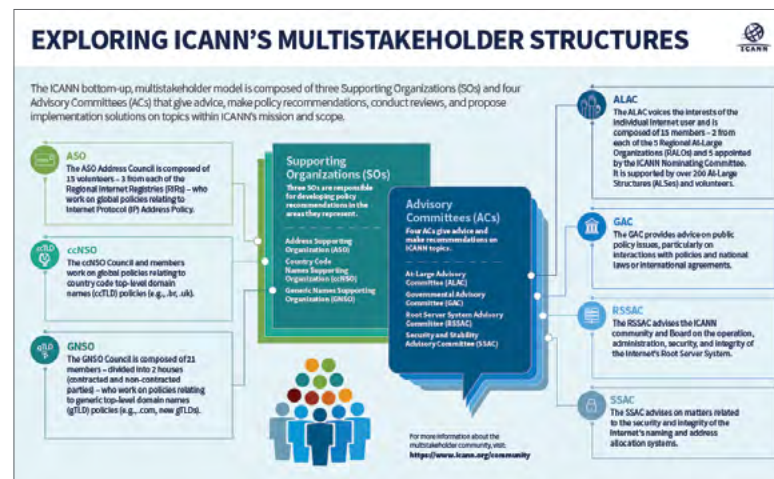
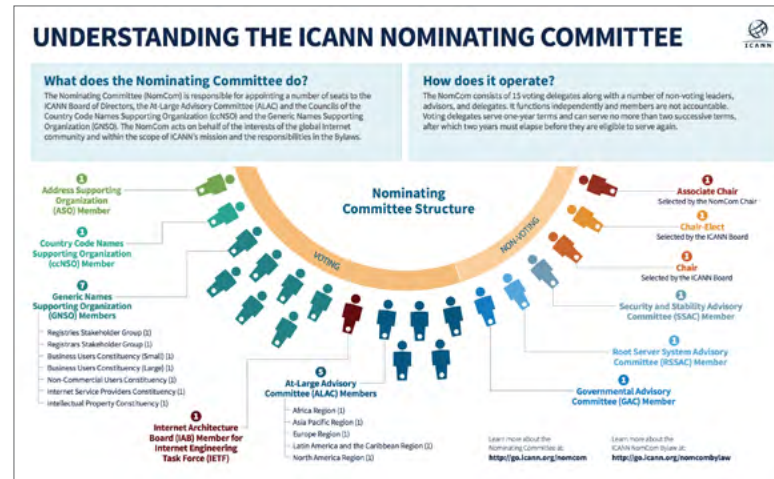
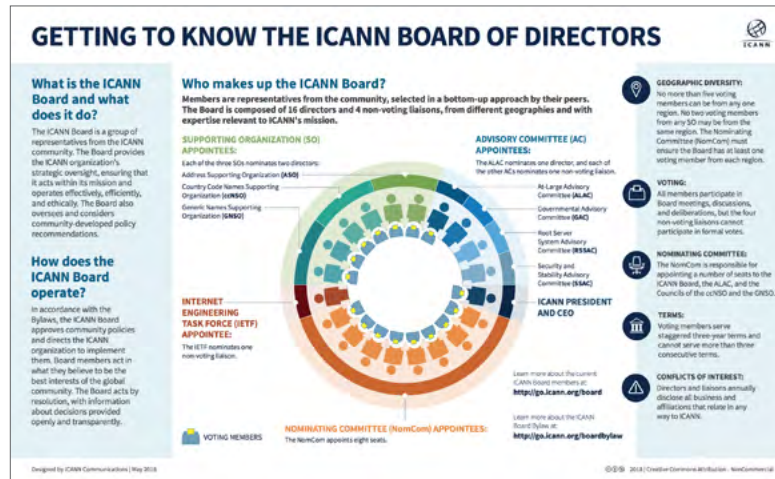
Compression and Expansion

Text expansion and compression is important to consider when creating media and artwork in other languages. A designer needs to know how translated text may or may not fit into existing artwork. This is especially important with constrained text or text within any visual element. Note: It is important not to use font sizes that are too small, as Asian language scripts often require font sizes which are two points larger.

EN	What is ICANN? ICANN is a not-for-profit, public-benefit corporation formed in 1998.	EN	100%	
FR	Qu'est-ce que l'ICANN ? L'ICANN est une corporation à but non lucratif et reconnue d'utilité publique fondée en 1998.	FR	+ 40% / + 60%	
ES	¿Qué es la ICANN? La ICANN es una corporación pública benéfica sin fines de lucro fundada en 1998.	ES	+ 20% / + 30%	
AR	ما المقصود بمنظمة ICANN؟ منظمة ICANN هي شركة ذات منفعة عامة غير هادفة إلى الربح تأسست في عام 1998.	AR	+ 10% / + 70%	varies by content
RU	Что такое ICANN? ICANN — это некоммерческая организация, созданная в 1998 г.	RU	+ 10% / + 40%	varies by content
ZH	ICANN是什么组织？ ICANN成立于1998年，是一个非营利性公益机构。	ZH	- 30% / + 20%	varies by content
PT	O que é a ICANN? A ICANN é uma corporação sem fins lucrativos, de benefício público formada em 1998.	PT	+ 15% / +30%	
JA	ICANNとは？ ICANNは1998年に設立された非営利公益法人です。	JA	- 20 % / 0%	
KO	ICANN이란？ ICANN은 1998년에 조직된 비영리 공익 단체입니다.	KO	- 20 % / 0%	
TR	ICANN nedir? ICANN 1998'de kurulan, kar amacı gütmeyen, kamu yararı için çalışan bir kuruluştur.	TR	- 15% / +30%	varies by content

ICANN Typeface for Designed Content

Although Arial is the Primary typeface for staff-produced content, our designed content (infographics, videos, etc.) requires greater flexibility. We have chosen three fonts for use in our designed content: Noto Sans, Roboto, and Source Sans Pro.



Noto Sans: Typeface for Designed Content

Noto Sans

Noto Sans is a free Google font that supports many languages. This font should be used in designed content (infographics, videos, etc.) only.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
01234567890<>()&@*%#\$€¥?!

Noto Sans has a Regular and Bold style.

Regular **Bold**

Text Noto Sans Regular. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed a tristique ipsum, at consequat dolor. Integer semper leo nec dolor luctus hendrerit. Cras volutpat, nisl et fringilla scelerisque, velit mauris imper-diet metus, quis aliquam nisi eros quis purus. Vivamus id viverra velit. Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia Curae; Aliquam dapibus consequat enim a iaculis. Pellentesque sodales mauris sed nunc rhoncus, vel lacinia leo porttitor. Donec malesuada urna sapien, et iaculis mi laoreet quis.

Noto Sans supports the following languages:

Arabic, Afrikaans, Basque, Breton, Catalan, Czech, Danish, Dutch, English, Estonian, Finnish, French, Gaelic, German, Hungarian, Icelandic, Indonesian, Irish, Italian, Latvian, Lithuanian, Norwegian, Polish, Portuguese, Romanian, Russian, Saami, Slovak, Slovenian, Spanish, Swedish, Turkish, and Vietnamese.

Roboto: Typeface for Designed Content

Roboto

Roboto is a free Google font that supports many languages. It is the standard Android font. This font should be used in designed content (infographics, videos, etc.) only. Roboto was designed to improve readability.

A B C D E F G H I J K L M N

O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

0 1 2 3 4 5 6 7 8 9 0 < > () & @ * % # \$ € ¥ ? !

Roboto has a wide variety of weights to accommodate space and emphasis considerations.

Thin Light Regular
Medium Bold Black

Text Roboto Regular. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed a tristique ipsum, at consequat dolor. Integer semper leo nec dolor luctus hendrerit. Cras volutpat, nisl et fringilla scelerisque, velit mauris imperdiet metus, quis aliquam nisi eros quis purus. Vivamus id viverra velit. Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia Curae; Aliquam dapibus consequat enim a iaculis. Pellentesque sodales mauris sed nunc rhoncus, vel lacinia leo porttitor. Donec malesuada urna sapien, et iaculis mi laoreet quis. Nam tellus ligula, sagittis at convallis non, facilisis at leo.

Roboto supports the following languages:
English and English-like (Latin, Greek, and Cyrillic)

Source Sans Pro: Typeface for Designed Content and ICANN.org

Source Sans Pro

Source Sans Pro was ICANN's Primary typeface but was replaced by Arial because it is not a standard font on Macs and PCs. Source Sans Pro remains the typeface for the ICANN website and can also be used on designed content.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
QRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

01234567890<>()&@*%#\$€¥?!

Text Source Sans Pro Regular. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed a tristique ipsum, at consequat dolor. Integer semper leo nec dolor luctus hendrerit. Cras volutpat, nisl et fringilla scelerisque, velit mauris imper-diet metus, quis aliquam nisi eros quis purus. Vivamus id viverra velit. Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia Curae; Aliquam dapibus consequat enim a iaculis. Pellen-tesque sodales mauris sed nunc rhoncus, vel lacinia leo porttitor. Donec malesuada urna sapien, et iaculis mi laoreet quis. Nam tellus ligula, sagittis at convallis non, facili-sis at leo.

We prefer to use the Light, Regular, and Bold styles.

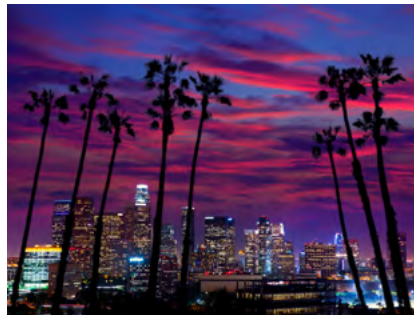
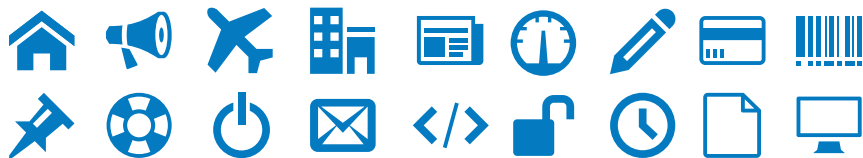
Light Regular **Bold**

Source Sans Pro supports the following languages:
Afrikaans, Basque, Breton, Catalan, Czech, Danish, Dutch, English, Estonian, Finnish, French, Gaelic, German, Hungarian, Icelandic, Indonesian, Irish, Italian, Latvian, Lithuanian, Norwegian, Polish, Portuguese, Romanian, Saami, Slovak, Slovenian, Spanish, Swedish, Turkish, and Vietnamese.

Use of Photos and Icons

Icons and Photos

ICANN uses a flat icon style for our content. The icons are available in the ICANN Presentation Template. Please do not use clip art or copy and paste icons from the web.



It is important to remember that you may be violating copyright laws by grabbing images from the web. Please ensure you have rights to use an image and if in doubt, please consult with ICANN Legal or ICANN Communications.

Some images or videos may be inappropriate or don't translate well for certain regions or cultures. If in doubt, consult with Language Services or Communications.

ICANN's Flickr page is another source for high-resolution images from ICANN meetings and other ICANN-related events. Visit <https://flickr.com/photos/icann> to download images directly to your desktop for use. ICANN Communications also has high-resolution approved images of the ICANN Executive Team, President & CEO, and Board members.

RESOLUTION AND PIXEL SIZE

Image size for print varies. If in doubt, consult with Communications. Note: MS Word is not a layout platform and is not recommended for graphic or image heavy documents.

Resolution for general web use: **72 pixels per inch.**
Recommended sizes:

Small size	(1/4 screen)	600 px shorter edge	~80 Kb
Medium size	(1/2 screen)	1000 px shorter edge	~200 Kb
Large size	(full screen)	1500 px shorter edge	~500 Kb

ICANN Templates

<u>PRESENTATION TEMPLATE AND MAPS</u>	<u>30</u>
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<u>ICANN DOMAIN NAMES, IPV4, AND IPV6 EXAMPLES,</u>	
<u>AND ICANN PUBLIC MEETINGS</u>	<u>33</u>
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Presentation Template and Maps

Presentation Template

There is one ICANN PowerPoint template for ICANN Public Meeting and non-Public meeting presentations.

ICANN's official font is Arial. Please use Arial when working in the templates.

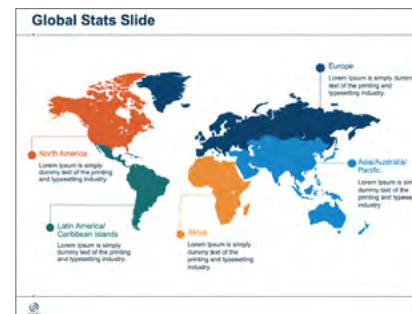
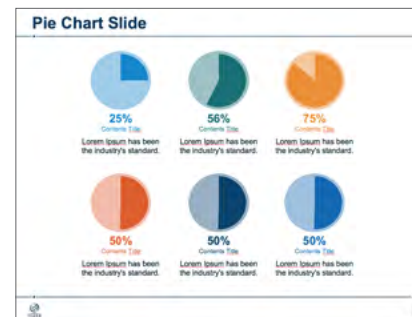
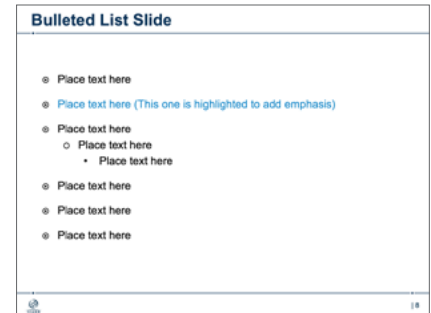
You can find the templates on WeCANN:

<https://wecann.icann.org/community/gse/communications>

ICANN org does not use national borders in maps because some national borders remain in dispute. Please use the generic continental/regional maps in the [ICANN PowerPoint presentation template](#) (Full version). These are unlocked templates and the content and graphics are editable.

Map Usage

ICANN org does not use national borders in maps because some national borders remain in dispute. Please use the generic continental/regional maps in the [ICANN PowerPoint presentation template](#) (Full version). These are unlocked templates and the content and graphics are editable.



Report/White Paper Template

Guidelines and Sample

There is one ICANN Microsoft Word template for ICANN reports and white papers. Please use this template **for all reports**.

ICANN's official font is Arial. Please use this font when working in the templates.

Word is not a layout program and is not recommended for complex documents. InDesign is the preferred software for complex document creation.

ICANN Word Templates:

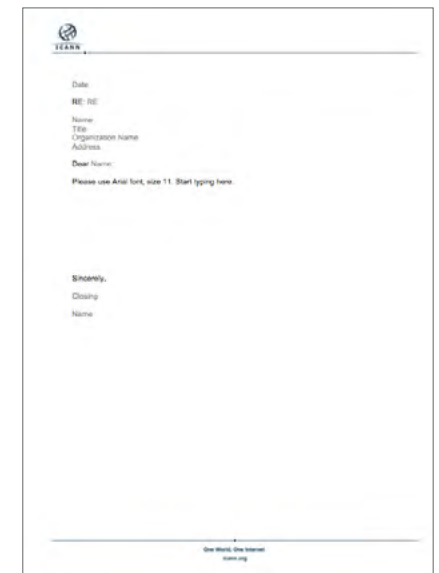
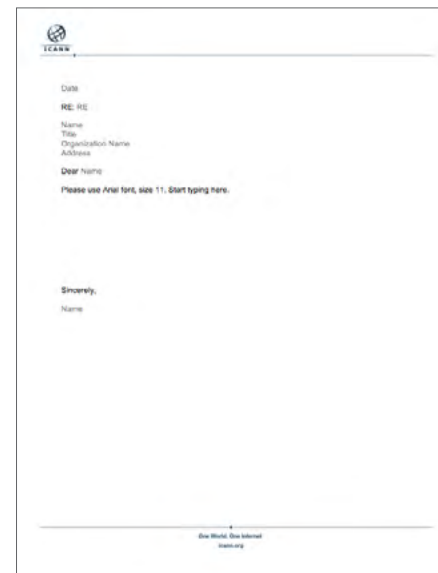
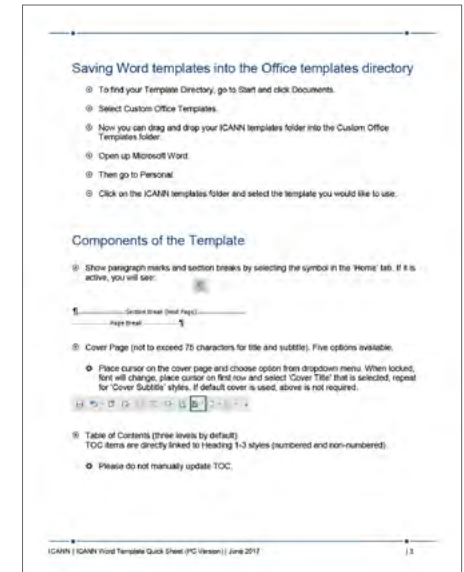
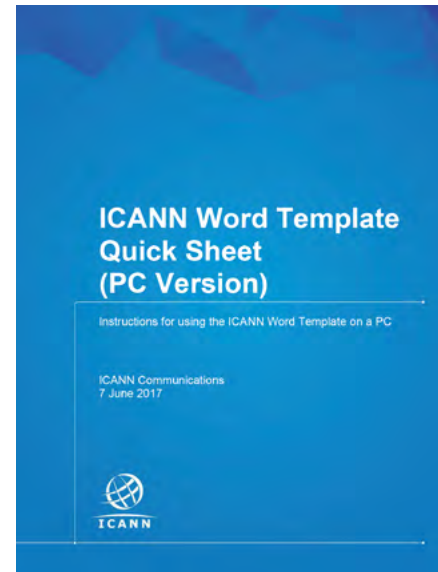
The ICANN Word Template is available in letter and A4. Please use Arial font when working in the template. You can find the ICANN Word Template here:

<https://wecann.icann.org/community/gse/communications>

ICANN Letterhead:

We have created a generic ICANN Letterhead. If need be, you can add the ICANN office address in the body of the letterhead. It is available in both letter and A4. You can find the ICANN Letterhead here:

<https://wecann.icann.org/community/gse/communications>



ICANN Video Elements

Opening Animation

The ICANN animation and music is used for all ICANN videos (except ICANN Public Meeting videos) at the top and tail of the video.

The Opening Animation is available on an External Google Drive at:
<https://drive.google.com/open?id=15swQZsTMxc2YFfQvSdLQ0Pjzx3Vlbiuu>

Lower Thirds Formats and Sample

A lower third is a graphic used to display names and titles in videos. It is positioned in the title-safe lower third of the frame.

The ICANN Lower Thirds are available on an External Google Drive at:
https://drive.google.com/open?id=15IEFOdvibiU2o26o0RQmU71rAGjYvE6_

Video Guidelines

The Video Guidelines address the use of the Video Elements in more detail. Video Guidelines are available on weCANN at:
<https://wecann.icann.org/community/gse/communications>

In addition to the ICANN animation, there is also an ICANN Public Meeting version. This Public Meeting version changes for each Public Meeting. If you need the Public Meeting Animation and music, please contact:
icanncontent@icann.org



ICANN Domain Names, IPv4 and IPv6 Examples, and ICANN Public Meetings

It is often necessary to use domain names or IP numbers to illustrate your point.

Domain Names

ICANN is authorized to use any domain name ending with **.example**. You can use the top-level domain **.example** by itself, or as part of a longer domain name such as **www.corporation.example**.

You can also use examples of internationalized top-level domain names. ICANN has reserved translations of the word “example” and “test” in multiple languages. Here are translations of **example.test**:

Russian: пример.испытание

Arabic: مثال.إختبار

Chinese: 例子. 测试

While ASCII domain names, those written with a-z, are case-insensitive, those involving non-Latin and Latin with diacritics are case-sensitive and must be in lower-case. You should be consistent within a document, either using all lowercase (preferred), or using all uppercase but only in situations where internationalized domain names are not used.

IPv4

ICANN is authorized to use the following IPv4 addresses as examples:

For any number between **192.0.2.0 - 192.0.2.255**, change the number after the last decimal and use any number between **0-255**. The preceding numbers remain the same.

For any number between **198.51.100.0 - 198.51.100.255**, you change the number after the last decimal and use any number between **0-255**. The preceding numbers remain the same.

For any number between **203.0.113.0 - 203.0.113.255**, you change the number after the last decimal and use any number between **0-255**. The preceding numbers remain the same.

IPv6

Below are four examples, ICANN is authorized to use:

fd84:69e1:1ce7::25

2001:db8::53

fd84:69e1:1ce7:5522::a290:c749:736b

2001:db8::80

ICANN Public Meetings

The approved format for ICANN Public Meetings is **ICANN60**, without a space, or **ICANN60 Abu Dhabi**.

In the case of the ICANN Public Meeting Logo, place a vertical line between ICANN and the Public Meeting number, **ICANN | 60**.

The official names of the three ICANN Public Meetings are:
Community Forum (March/April Meeting)
Policy Forum (June/July Meeting)
Annual General (October/November)

Email Signature

Your email signature is a direct representation of the ICANN organization. Consistent email signatures deliver a visually coherent look across ICANN functions and offices. Consider your email signature your digital business card. Our business cards follow a standard format, and so should our email signatures.

Format

Name
Title, Department
Organization

Office Telephone:
Mobile:
Website URL

Guidelines

- Use Arial 10 pt.
- Use spaces, not hyphens or periods, between parts of a telephone. Prefix number with *Telephone:* or *Mobile:* (don't abbreviate).
- Do not include your email address – the recipient can find it in the email header.
- Do not include the ICANN logo.
- Do not include quotations or philosophical statements.
- Do not use watermarked, colored, or photographic backgrounds. These elements make emails difficult to read and are not compatible with all email programs.

Example

Jane Smith
Vice President, Stakeholder Engagement
Internet Corporation for Assigned Names and Numbers (ICANN)

Office Telephone: +1 202 570 74805
Mobile: +1 202 374 7945
www.icann.org

Legal Guidelines

<u>COPYRIGHT AND USE OF PUBLISHED MATERIALS</u>	<u>36</u>
<u>SPONSORED AND NON-SPONSORED LOGO USE</u>	<u>37</u>

Copyright and Use of Published Materials

ICANN Content

The use of copyrighted material from the ICANN website is permissible by non-ICANN organizations with the following conditions:

1. It provides attribution to the source (ICANN).
2. It uses the materials in context.
3. It does not use the materials in a way that implies ICANN sponsorship or approval of the organization's work. This includes not reproducing the ICANN logo separate from where it may appear within the materials.

Sponsored and Non-Sponsored Logo Use

ICANN Logo

LEGAL APPROVAL OF NON-SPONSOR USE

If an organization wants to use the ICANN logo in connection with an event that ICANN is not sponsoring, take the following steps:

1. Evaluate the trustworthiness of the organization (is it reputable, have we worked with them in the past, etc.).
2. Find out how, when, why, and where the organization wants to use the ICANN logo.
3. Obtain permission by sending a short email to: legal-contracts@icann.org and icanncontent@icann.org, and address the first two points above.
4. With approval from Legal to proceed, draft a Trademark License agreement, which is available on weCANN.
5. Send a copy of the completed Trademark License agreement in Word format to: legal-contracts@icann.org for final review and approval. If the organization is based outside of the United States, an OFAC/Trade Regulations Review check will be needed before Legal can approve the agreement.
6. The approved Trademark License agreement must be executed by both parties and returned to legal-contracts@icann.org and icanncontent@icann.org.

NOTE: Following the established approval process for third-party use of ICANN's name and logo is critical to preventing misuse, unapproved endorsement, and/or false representation of ICANN's name and/or logos.

LEGAL APPROVAL OF SPONSOR USE

If ICANN is sponsoring an event, the sponsored organization may use our logo to promote ICANN as the sponsor by completing a Sponsorship Agreement, which must detail scope and duration of use of the ICANN logo. ICANN's Sponsorship Agreement template is available on weCANN.

For approval, follow the steps 1-6 in Non-Sponsor Use.

Provide the Proper ICANN Logo

As with any logo use, provide the high-resolution version of the ICANN logo, available on the WeCANN. Do not simply copy and paste a logo from Google Images or from the ICANN website.

Misuse of the ICANN Logo

If you notice misuse of the ICANN logo or learn that an organization has not obtained permission, please contact ICANN Legal immediately.



One World, One Internet

If you have questions about these guidelines, please send an email to icanncontent@icann.org.