



ICANN Visual Identity Guidelines

Guidelines for Consistent Visual Communications | May 2015

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Mission Statement

ICANN Visual Identity Mission Statement

ICANN is committed to operational excellence and that extends to its external communications. In order to maintain that commitment, our external content should strengthen ICANN's identity. This is accomplished by creating consistent, recognizable, engaging, easy-to-understand content. Creating a consistent identity also results in increased efficiency 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 document is an update to ICANN's existing visual identity guidelines and does not address other identity elements such as messaging, tone and voice.

This document does not address content created by and for community-driven groups, SO/AC groups or other third-party community groups.

Guideline Use

This document governs the visual identity of ICANN's external communications.

This content includes websites and other digital content, publications, newsletters, videos, presentations, reports, infographics, stationary and physical displays such as pulldown banners.

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 are available on the:

Staff Wiki > Teams > Communications > Logos

Direct link (VPN): wiki.icann.org/display/Comm/ICANN+Logos

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.
Pantone 7463 c
C100 M63 Y12 K67
R0 G43 B73
Hex #002b49

File Names:

ICANN_Logo_B_CMYK

ICANN_Logo_B_RGB

ICANN Logo Use

Master Logo Clear Space



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

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



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.

ICANN Secondary Logo

Secondary Logo Dark Blue



Color:
White logo
Dark blue background

File Names:
ICANN_Logo_W_CMYK
ICANN_Logo_W_RGB

Secondary Logo Yellow



Color:
White logo
Yellow background

File Names:
ICANN_Logo_W_Y_bg_CMYK
ICANN_Logo_W_Y_bg_RGB

Secondary Logo Use

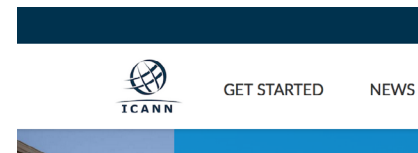
Which **ICANN Logo** should you use?

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

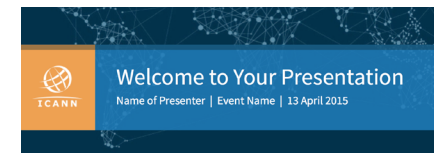
Use the **Secondary ICANN Logo White on Dark Blue** when placing the logo on a light background.

Use the **Secondary ICANN Logo White on ICANN Yellow** when placing the logo on a dark background.

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



Primary ICANN Logo



Secondary ICANN Logo



Secondary ICANN Logo

ICANN Lockups

Lockups

Lockup type treatments let departments, initiatives and platforms identify themselves in ways that are consistent across the organization. Here are examples of how to combine ICANN with a department or initiative.

If you are in need of a department or initiative 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, as shown in the lockup, with the guidelines below.

ICANN



Print Minimum Size: 1" or 26 mm
Digital Minimum Size: 74 pixels

ICANN | LEARN

ICANN | LEARN

ICANN | OMBUDSMAN

ICANN | FELLOWS

ICANN | GNSO

Font: Tahoma Bold Tahoma Regular



Tracking: 325 0 325

File Names:

ICANN_MiniLogo_B_CMYK
ICANN_MiniLogo_B_RGB
ICANN_MiniLogo_W_CMYK
ICANN_MiniLogo_W_RGB

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."



This logo combination is available on the Staff Wiki.

Color:
Dark blue logo and white logo versions

File Names:

ICANN_Logo_Tagline_B_CMYK
ICANN_Logo_Tagline_B_RGB
ICANN_Logo_Tagline_W_CMYK
ICANN_Logo_Tagline_W_RGB

Incorrect Use of the Logo

Gradient Colors

The Visual Identity Audit found that the use of the gradient logo within the ICANN organization was extremely minimal. The gradient is hard to specify and control over different color modes (PMS, CMYK, RGB) and does not represent well on screen. Therefore its use has been discontinued.



Other Colors

Never use the logo in colors other than those outlined on page 7 and 8.



Drop Shadows

Do not use a drop shadow with the logo.



Distracting Backgrounds

Please respect the master 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.



Color, Typography and Imagery

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Use of Pantone, CMYK, RGB and Hex Colors Codes

Color Codes

The four different color code formats are used for different types of content.

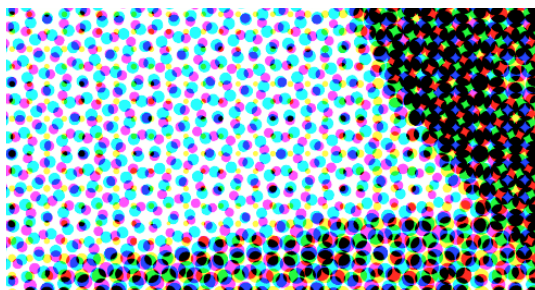
Pantone (PMS or Spot Color)

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



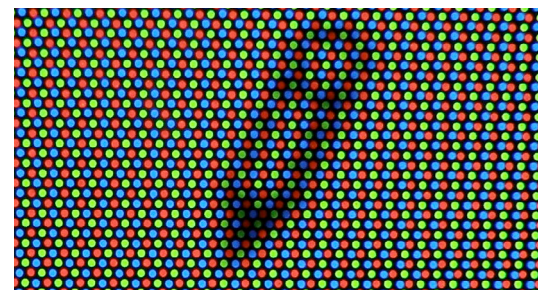
CMYK (Process Color)

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

Main Colors

The colors on this page should be incorporated into ICANN external content. Our dark blue is ICANN's signature identity color and should mainly be used 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) Pantone 7463 c Print (process color) C100 M63 Y12 K67 Screen R0 G43 B73 Hex #002b49 This blue remains the one and only official color for the Primary ICANN logo.	ICANN Medium Blue Print (process color) C85 M45 Y0 K0 Screen R4 G123 B193 Hex #047bc1	ICANN Light Blue Print (process color) C100 M5 Y0 K10 Screen R0 G152 B213 Hex #0098d5	Black Print (process color) C0 M0 Y0 K100 Screen R0 G0 B0 Hex #000000
			ICANN Dark Grey Print (spot color) Pantone Cool Gray 11c Print (process color) C44 M34 Y22 K77 Screen R83 G86 B90 Hex #53565a
			ICANN Light Grey Print (process color) C0 M0 Y0 K15 Screen R221 G221 B221 Hex #dddddd

Secondary ICANN Colors

Highlight Colors

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

Please remember: **Pantone** 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).
Not all colors have a Pantone code.

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

Extended Color Palette

Additional Colors

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

C34 M99 Y94 K52 R100 G11 B15 Hex #640b0f	C27 M92 Y96 K26 R148 G45 B34 Hex #932d21	C16 M70 Y100 K3 R204 G103 B40 Hex #cc6628	C9 M47 Y100 K0 R229 G149 B37 Hex #e59424	C60 M20 Y100 K0 R121 G163 B66 Hex #79a341	C75 M25 Y0 K0 R28 G154 B214 Hex #1b99d6
			C0 M5 Y13 K0 R255 G240 B220 Hex #fff0dc	C6 M0 Y10 K0 R238 G246 B232 Hex #edf5e7	C30 M1 Y0 K3 R166 G213 B238 Hex #a5d4ee
		C0 M0 Y0 K90 R65 G64 B66 Hex #414042	C85 M35 Y45 K5 R26 G128 B134 Hex #1a8086	C100 M25 Y0 K50 R0 G85 B129 Hex #005581	C60 M30 Y20 K0 R109 G154 B180 Hex #6d9ab4
			C18 M0 Y8 K0 R206 G235 B234 Hex #ceebea		C11 M0 Y0 K7 R207 G226 B236 Hex #cfe2ec

ICANN Shades

Primary and Secondary Shades

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

Pantone 7463C 80% C80 M50 Y10 K54 R26 G64 B99 Hex #1a4063	C68 M36 Y0 K0 R82 G142 B203 Hex #528ecb	C80 M4 Y0 K8 R0 G166 B219 Hex #00a6db	C0 M0 Y0 K80 R51 G51 B51 Hex #333333	C48 M24 Y16 K0 R136 G169 B192 Hex #88a9c0	C3 M32 Y80 K0 R245 G180 B77 Hex #f5b44d	C68 M28 Y36 K4 R86 G145 B152 Hex #569198	C4 M52 Y80 K0 R237 G143 B73 Hex #ed8f49
Pantone 7463C 60% C60 M38 Y7 K40 R102 G124 B147 Hex #667c93	C51 M27 Y0 K0 R124 G163 B214 Hex #7ca3d6	C60 M3 Y0 K6 R71 G182 B226 Hex #47b6e2	C0 M0 Y0 K60 R128 G128 B128 Hex #808080	C36 M18 Y12 K0 R169 G187 B205 Hex #a3bbcd	C2 M24 Y60 K0 R247 G197 B121 Hex #f7c579	C51 M21 Y27 K3 R126 G166 B172 Hex #7ea6ac	C3 M39 Y60 K0 R241 G168 B113 Hex #f1a871
Pantone 7463C 40% C40 M25 Y5 K27 R153 G168 B183 Hex #99a7b6	C34 M18 Y0 K0 R164 G189 B227 Hex #a4bde3	C40 M2 Y0 K4 R137 G202 B234 Hex #89caea	C0 M0 Y0 K40 R153 G153 B153 Hex #999999	C24 M12 Y8 K0 R191 G206 B219 Hex #bfcadb	C1 M16 Y40 K0 R250 G214 B161 Hex #fad6a1	C34 M14 Y18 K2 R165 G189 B194 Hex #a5bdc2	C2 M26 Y40 K0 R245 G195 B154 Hex #f5c39a
Pantone 7463C 20% C20 M13 Y2 K13 R204 G211 B219 Hex #ccd3da	C17 M9 Y0 K0 R207 G218 B240 Hex #cfdaf0	C20 M1 Y0 K2 R194 G225 B243 Hex #c2e1f3	C0 M0 Y0 K20 R204 G204 B204 Hex #cccccc	C12 M6 Y4 K0 R221 G227 B234 Hex #dde3ea	C1 M8 Y20 K0 R253 G233 B204 Hex #fde9cc	C17 M7 Y9 K1 R206 G217 B220 Hex #ced9dc	C1 M13 Y20 K0 R250 G222 B200 Hex #fadec8
Pantone 7463C 10% C10 M6 Y1 K7 R230 G233 B237 Hex #e5e9ec	C9 M5 Y0 K0 R229 G234 B246 Hex #e5eaf6	C10 M1 Y0 K1 R221 G238 B248 Hex #ddeef8	C0 M0 Y0 K10 R231 G231 B231 Hex #e7e7e7	C6 M3 Y2 K0 R236 G239 B242 Hex #e6eff2	C0 M4 Y10 K0 R254 G242 B226 Hex #fef2e2	C9 M4 Y5 K1 R228 G233 B234 Hex #e4e9ea	C1 M7 Y10 K0 R252 G237 B223 Hex #fceddf
Pantone 7463C 5% C5 M3 Y1 K3 R242 G244 B246 Hex #f2f4f5	C4 M2 Y0 K0 R240 G243 B250 Hex #f0f3fa	C5 M0 Y0 K1 R236 G246 B251 Hex #ecf6fb	C0 M0 Y0 K5 R241 G241 B241 Hex #f1f1f1	C3 M2 Y1 K0 R244 G246 B248 Hex #f4f6f8	C0 M2 Y5 K0 R255 G247 B238 Hex #fff7ee	C4 M2 Y2 K0 R240 G242 B243 Hex #f0f2f3	C0 M3 Y5 K0 R254 G244 B237 Hex #fef4ed

Extended Color Palette Shades

Additional Shades

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

C27 M79 Y75 K42 R131 G60 B63 Hex #833b3f	C22 M74 Y77 K21 R169 G87 B78 Hex #a9574e	C12 M56 Y80 K3 R214 G133 B83 Hex #d68553	C7 M38 Y80 K0 R234 G170 B81 Hex #eaaa50	C48 M16 Y80 K0 R148 G181 B104 Hex #93b567	C60 M20 Y0 K0 R73 G174 B222 Hex #49aede	C80 M20 Y0 K40 R51 G119 B154 Hex #32779a
C20 M60 Y56 K31 R162 G109 B111 Hex #a26c6f	C16 M55 Y58 K16 R191 G129 B122 Hex #be817a	C9 M42 Y60 K2 R224 G164 B126 Hex #e0a37e	C5 M28 Y60 K0 R239 G191 B124 Hex #efbf7c	C36 M12 Y60 K0 R175 G200 B142 Hex #aec78d	C45 M15 Y0 K0 R119 G194 B230 Hex #76c2e6	C60 M15 Y0 K30 R102 G153 B179 Hex #6699b3
C13 M40 Y38 K21 R193 G157 B159 Hex #c19d9f	C11 M37 Y38 K10 R212 G171 B167 Hex #d4aba6	C6 M28 Y40 K1 R235 G194 B169 Hex #eac2a9	C3 M19 Y40 K0 R245 G213 B168 Hex #fd4da7	C24 M8 Y40 K0 R201 G218 B179 Hex #c9dab3	C30 M10 Y0 K0 R164 G215 B239 Hex #a4d6ee	C40 M10 Y0 K20 R153 G187 B205 Hex #99bbcc
C7 M20 Y19 K10 R224 G206 B207 Hex #e0cecfcf	C5 M18 Y19 K5 R234 G213 B211 Hex #e9d5d2	C3 M14 Y20 K1 R245 G225 B212 Hex #f4e0d4	C2 M9 Y20 K0 R250 G234 B211 Hex #f9e9d3	C12 M4 Y20 K0 R228 G237 B217 Hex #e4ecd9	C15 M5 Y0 K0 R210 G235 B247 Hex #d1eaf6	C20 M5 Y0 K10 R204 G221 B230 Hex #ccdde5
C3 M10 Y9 K5 R240 G231 B231 Hex #efe6e7	C3 M9 Y10 K3 R244 G234 B233 Hex #f4eae8	C2 M7 Y10 K0 R250 G240 B234 Hex #f9efe9	C1 M5 Y10 K0 R252 G244 B233 Hex #fcf4e9	C6 M2 Y10 K0 R242 G246 B236 Hex #f1f5ec	C8 M3 Y0 K0 R232 G245 B251 Hex #e8f4fa	C10 M3 Y0 K5 R230 G238 B242 Hex #e5eef2
C2 M5 Y5 K3 R247 G243 B243 Hex #f7f2f3	C1 M5 Y5 K1 R250 G245 B244 Hex #f9f4f3	C1 M4 Y5 K0 R252 G247 B244 Hex #fcf7f4	C0 M2 Y5 K0 R254 G250 B244 Hex #fdf9f4	C3 M1 Y5 K0 R248 G250 B246 Hex #f8faf5	C4 M1 Y0 K0 R244 G250 B253 Hex #f3f9fc	C5 M1 Y0 K3 R242 G247 B249 Hex #f2f6f8

ICANN Primary Typeface

Source Sans Pro

SOURCE SANS PRO is our typeface for publishing (both print and online).

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 < > () & @ * % # \$ € ¥ ? !

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

Light Regular Bold

If you do not have the Source Sans Pro typeface in your font library, please send an email to Tech Support at tech-support@icann.org and they will assist you in loading it into your font library.

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.

Source Sans Pro support 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.

ICANN Secondary Typeface

Arial

In cases where Source Sans Pro is unavailable, use Arial. This is a standard font on all Macs and PCs.

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

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.

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

SimSun (宋体) for Chinese

For Chinese script we use SimSun, the Mainland Chinese standardized Ming typeface. SimSun is a Simplified Chinese font featuring mincho (serif) stroke style.

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 2 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

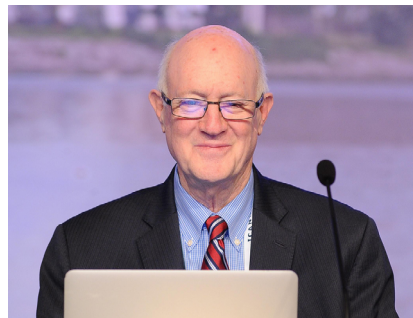
Use of Photos and Icons

Icons and Photos

ICANN uses a flat icon style for our content.



The icons are available in the ICANN Presentation Template.
Please refrain from using clip art or copying and pasting icons from the web.



It is important to remember, you may be violating copyright laws by grabbing photos discovered on the web.

Please ensure you have rights to use the photo. If in doubt, please consult with ICANN Legal or ICANN Communications.

Some photos or videos may be inappropriate for some regions or cultures. If in doubt, consult with Language Services or Communications.

ICANN's Flickr page is another source for high resolutions photos from ICANN meetings and other ICANN-related events.
Visit [flickr.com/photos/icann](https://www.flickr.com/photos/icann) to download photos directly to your desktop for use.

RESOLUTION AND PIXEL SIZE

Image size for print varies. If in doubt, consult Communications.

Note: MS Word is not a layout platform and not recommended for graphic or picture 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

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Presentation Template

Guidelines and Sample

There is one ICANN PPT template for ICANN Public Meetings and non-meeting presentations. Please use this template **for all external presentations**. We will no longer create a specific ICANN Public Meeting template, as many of you indicated you would prefer one template.

This template works on both PCs and Macs. You can edit it in Keynote if you prefer Keynote to PowerPoint. It has also been tested in Adobe Connect.

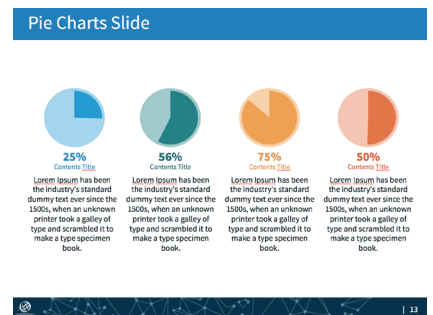
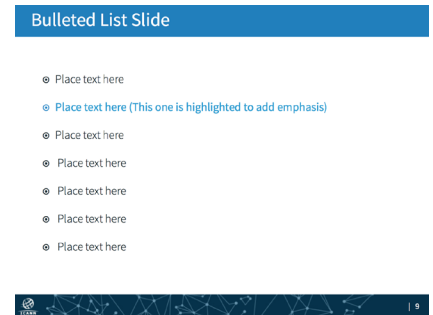
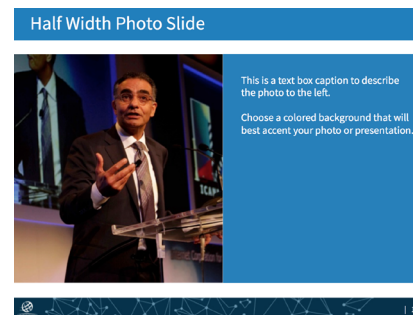
ICANN's font is Source Sans Pro, which should be in your font libraries (Macs and PCs). Please use this font for all ICANN presentations. Please contact Technical Support if you do not see Source Sans Pro in your font library.

TIPS ON USING THE TEMPLATE:

There are several different slides, from simple bullet slides to timeline slides. However, even the graphic slides are easy to use and instructions are available in the presenter notes of each slide. There is one blank slide at the very end. We have also included icons and the ICANN logos on an icon library slide at the end of the template, which you can use to create your own slides.

This template is available on the:

Staff Wiki > Teams > Communications > Templates
Direct link (VPN): wiki.icann.org/display/Comm/ICANN+Guidelines+and+Templates



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 external reports**.

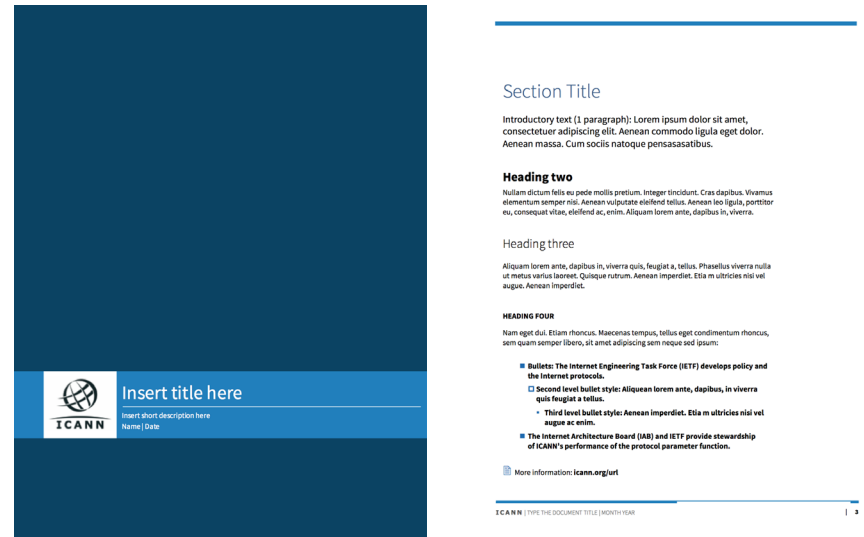
This template works on both PCs and Macs. You can edit it in Microsoft Word. There are versions with or without Table of Contents and Blue or White color schemes.

ICANN's font is Source Sans Pro, which should be in your font libraries (Macs and PCs). Please use this font for all ICANN reports. Please contact Technical Support if you do not see Source Sans Pro in your font library.

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

This template is available on the:

Staff Wiki > Teams > Communications > Templates
Direct link (VPN): wiki.icann.org/display/Comm/ICANN+Guidelines+and+Templates



Standard Lower Third and Bug

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.

ICANN's lower third consists of black all-caps text over a white transparent bar for NAME and white mixed text over a blue transparent bar for the Title. It also includes the ICANN logo and the website and location bug.

Animated formats (After Effects, Premiere Pro and Movie files) and a still format (Photoshop) are available.

For right to left scripts (Arabic), there is a separate file.

The Video Elements Guideline and Elements are available on the:

Staff Wiki > Teams > Communications > Templates

Direct link (VPN): [wiki.icann.org/display/Comm/](https://wiki.icann.org/display/Comm/ICANN+Guidelines+and+Templates)

ICANN+Guidelines+and+Templates



ICANN Public Meeting Lower Third and Bug

Formats and Sample

In addition to the Standard ICANN Lower Third, there is also an ICANN Public Meeting version available for use.

The elements are available on the:

Staff Wiki > Teams > Communications > Templates

Direct link (VPN): [wiki.icann.org/display/Comm/](http://wiki.icann.org/display/Comm/ICANN+Guidelines+and+Templates)

ICANN+Guidelines+and+Templates



ICANN Domain Names, IPv4 and IPv6 Examples, & ICANN Public Meeting Name

Domain Name and IP Examples, Public Meeting Name

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. For example, 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 lower-case (preferred), or using all upper-case but only in situations where IDNs are not used.

IPv4

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

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

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** and the preceding numbers remain the same.

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** and 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 text for ICANN Public Meetings is **ICANN53**, without a space or **ICANN53 Buenos Aires**.

In the case of the ICANN Public Meeting Logo, we do place a vertical line between ICANN and the Public Meeting number, **ICANN | 53**.

With the new Public Meeting Strategy launching in 2016, it may be necessary to distinguish the middle Public Meeting with the word “Policy.” Details regarding the identification of the middle Public Meeting is TBA.

Email Signature

Guidelines & Sample

Consistent email signatures deliver a visually coherent look across ICANN departments and offices. Just as our business cards follow a standardized approach, email signatures should be consistent. Consider your email signature your digital business card and include the appropriate information.

Name
Title
Organization

Telephone (Direct, Mobile) Fax
Email
Skype (optional)
Twitter (optional) Website

Please note the following guidelines:

- Personal quotations or philosophical statements should not be included as part of your signature. Your email signature is a direct representation of ICANN as an organization.
- Watermarked, colored or photographic backgrounds in emails are not permitted as they often make correspondence difficult to read and are not always compatible with other email programs.
- Preferred font and size: Arial 10pt

Examples

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Internet Corporation for Assigned Names and Numbers (ICANN)

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Legal Guidelines

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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 or individual wants to use the ICANN logo, take the following steps:

1. Evaluate the trust worthiness 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:
contract.manager@icann.org and **icanncontent@icann.org**, which addressed the first two points above.
4. With approval from Legal to proceed, a Trademark License agreement should be completed. The form will be provided by Legal.
5. Send a copy of the completed Trademark Form to:
contract.manager@icann.org for final review and approval.
6. The approved Trademark Form must be executed by both parties and returned to **contract.manager@icann.org** and **icanncontent@icann.org**.
7. Provide the organization with the proper ICANN logo, available at:
ICANN Wiki > Teams > Communications > ICANN Logos.

NOTE: Following the established approval process for 3rd 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.

For approval, follow the procedures 1-7 set forth in Non-Sponsor Use (see Left).

Provide the Proper ICANN Logo

As with any logo use, we should provide the high resolution version of the ICANN logo, available on the Staff Wiki. 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 an organization has not obtained permission, please contact ICANN Legal immediately.

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