VISUAL IDENTITY GUIDE

WORLD STANDARDS DAY

14 OCTOBER

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OVERVIEW

We encourage everyone to use the World Standards Day visual identity to show your support. That's why we've created this guide – a handy reference to help you use the visual identity in the most impactful way. It's not meant to be an exhaustive set of guidelines but more of a quick reference, so you can spend more time getting creative and planning your World Standards Day activities.

We have developed a visual identity that embodies the following five principles, with the overarching focus of the World Standards Day campaign – the Sustainable Development Goals (SDGs) – serving as a core design consideration.

Visionary: A powerful visual concept that can be used for multiple years (and built upon).

Inclusive: A flexible design that allows users to highlight their own priorities.

Adaptable: Easy to use and include in various formats and deliverables.

Bold: An eye-catching design that is fun and recognizable.

Representative: Uses the 17 colours of the SDGs.

We hope you enjoy using and expanding upon what has been created so far.

DESIGN ASSETS

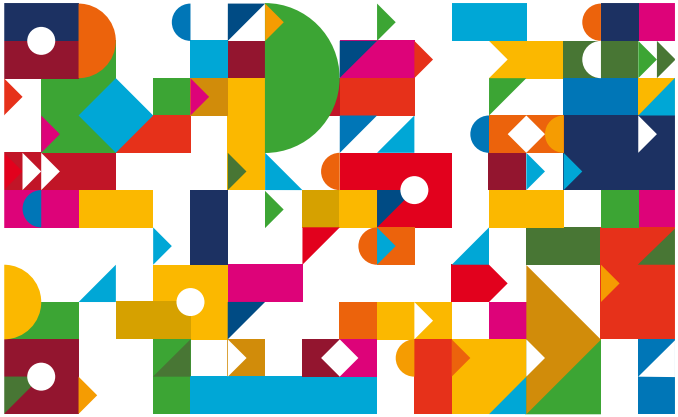
The following assets will be used throughout the multi-year campaign to build brand recognition.

SHAPES

A collection of geometric shapes to create a fun, tessellated effect. The design is based on a **future-proof** system of squares, triangles and circles. These simple geometric shapes can be used alone or grouped to create patterns, structures, and symbols (see **symbols**). The rendering of the shapes is fun and modern, with a trendy, dynamic effect.

The source Adobe Illustrator file is constructed on a grid as a single background element and can be used to create and modify the shapes.

We recommend using mostly square shapes in your designs.



COLOURS

The SDGs are the overarching focus of World Standards Day. The colours of the World Standards Day visual identity have been chosen to create a strong visual link between the two campaigns. **Each colour is associated with a specific Goal.** Designers can highlight their own organization's priority Goals through the prominent use of corresponding colours.

RED

PMS: 185 C
C 1 **M** 100 **Y** 92 **K** 0
R 229 **G** 36 **B** 59
HEX: E5243B

MUSTARD

PMS: 7555 C
C 18 **M** 37 **Y** 100 **K** 1
R 221 **G** 166 **B** 58
HEX: DDA63A

KELLY GREEN

PMS: 7739 C
C 81 **M** 15 **Y** 100 **K** 2
R 76 **G** 159 **B** 56
HEX: 4C9F38

DARK RED

PMS: 200 C
C 16 **M** 100 **Y** 86 **K** 7
R 197 **G** 25 **B** 45
HEX: C5192D

RED ORANGE

PMS: BRIGHT RED C
C 0 **M** 90 **Y** 94 **K** 0
R 255 **G** 58 **B** 33
HEX: FF3A21

BRIGHT BLUE

PMS: 638 C
C 82 **M** 7 **Y** 9 **K** 0
R 38 **G** 189 **B** 226
HEX: 26BDE2

YELLOW

PMS: 1235 C
C 0 **M** 31 **Y** 100 **K** 0
R 252 **G** 195 **B** 11
HEX: FCC30B

BURGUNDY RED

PMS: 1955 C
C 29 **M** 100 **Y** 70 **K** 27
R 162 **G** 25 **B** 66
HEX: A21942

ORANGE

PMS: 1585 C
C 0 **M** 71 **Y** 98 **K** 0
R 253 **G** 105 **B** 37
HEX: FD6925

MAGENTA

PMS: 219 C
C 6 **M** 98 **Y** 9 **K** 0
R 221 **G** 19 **B** 103
HEX: DD1367

GOLDEN YELLOW

PMS: 1375 C
C 0 **M** 45 **Y** 96 **K** 0
R 253 **G** 157 **B** 36
HEX: FD9D24

DARK MUSTARD

PMS: 131 C
C 18 **M** 48 **Y** 100 **K** 2
R 191 **G** 139 **B** 46
HEX: BF8B2E

DARK GREEN

PMS: 7742 C
C 74 **M** 32 **Y** 95 **K** 19
R 63 **G** 126 **B** 68
HEX: 3F7E44

BLUE

PMS: 7461C
C 96 **M** 41 **Y** 6 **K** 0
R 10 **G** 151 **B** 217
HEX: 0A97D9

LIME GREEN

PMS: 361 C
C 75 **M** 4 **Y** 100 **K** 0
R 86 **G** 192 **B** 43
HEX: 56C02B

ROYAL BLUE

PMS: 7462 C
C 100 **M** 71 **Y** 22 **K** 5
R 0 **G** 104 **B** 157
HEX: 00689D

NAVY BLUE

PMS: 294 C
C 100 **M** 86 **Y** 29 **K** 23
R 25 **G** 72 **B** 106
HEX: 19486A

Use only these colours.
Do not alter them.

SYMBOLS

The Eye symbol, built using the geometric shapes, represents the concept of “shared vision” which is a key campaign message.

The shape system is evolutionary and allows for the creation of other symbols to represent different concepts and adaptation.

Certain colours of the Eye, i.e. the curved patterns around the centre of the Eye and the circle in the middle (the pupil) can be changed to highlight an organization’s priority Goals.

The originial Eye (2021) uses navy blue (SDG 17, partnerships for the Goals), orange (SDG 9, industry, innovation and infrastructure), dark green (SDG 13, climate action) as well as two shades of yellow for the iris in the centre, which for design reasons we strongly recommend not changing: yellow (SDG 7, affordable and clean energy) and golden yellow (SDG 11, sustainable cities and communities).

Do not change the two shades of yellow in the centre of the Eye.

TYPOGRAPHY

Oswald – Open source font for print and digital

Noto sans – For non-Latin scripts

The web version of Oswald is a **variable font** which gives greater options to designers, while reducing page load times. A single file contains all font variants.

Oswald is a condensed/narrow font. Designers should ensure that their designs have extra space to allow for translations to non-Latin characters (such as Japanese, Chinese, and Korean) which may be wider.

For non-Latin scripts, we suggest using the Noto Sans font from Google.

Oswald and **Noto sans** can be downloaded from Google Fonts.

EXAMPLES

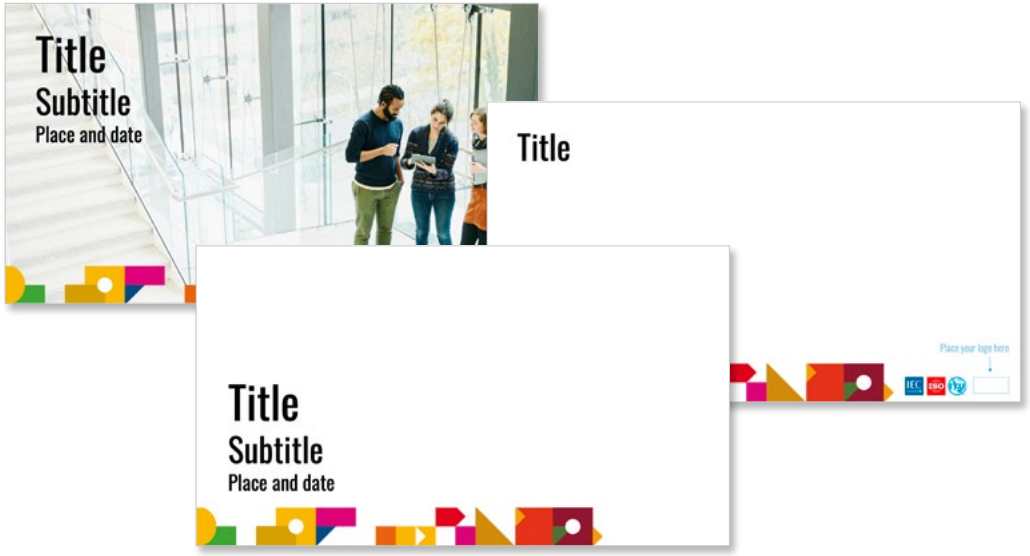
The shapes system can be used to create any kind of promotional materials, for any form of media.

Some examples are based on the tagline of the campaign “Shared vision for a better world”

PRESENTATION SLIDES

Download

A pattern built using the shapes, with space for logos when needed.



SOCIAL MEDIA POSTS

Download

Playing with shapes to suit different messages.

WEB BANNERS

Download

The following web banners are available for download and use:

1

2400x1200px

2

2400x1200px

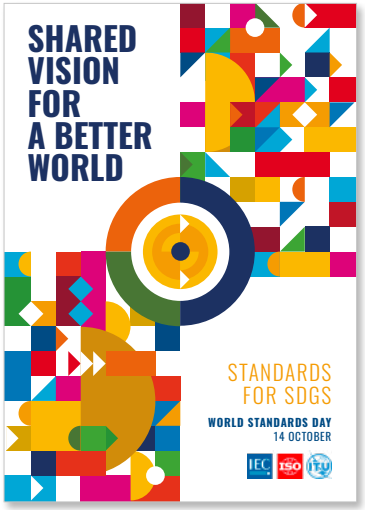
3

2400x1200px

POSTER

Download

A Campaign Poster optimised for print (PDF) or screen (PNG) have been prepared in English and French in portrait and square formats.



We encourage you to create additional translations and help bring World Standards Day to a wider audience.

worldstandardsday.org/prepare

ANIMATION

Download

Thanks to their flexibility, the shapes can be animated to create additional visual impact.

E-MAIL SIGNATURE

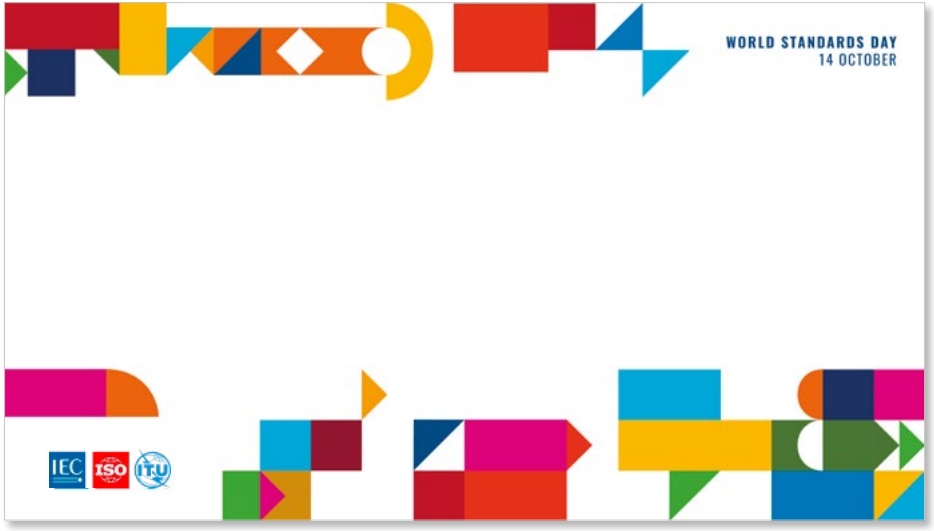
Download

Eye-catching patterns and structures are combined in a clickable banner that links to the campaign website.

VIRTUAL BACKGROUND

Download

A series of backgrounds are available for virtual meetings.



TERMS AND CONDITIONS OF USE

IEC, ISO, ITU LOGOS

The above combined representation of the logos of the three organizations can be used only in the scope of the World Standards Day campaign and related activities. Such representation shall not be used in any way that could disparage the IEC, ISO and ITU brands, mislead users, create false impressions, or cause confusion.

In case of questions, please contact:
For IEC : info@iec.ch | For ISO : press@iso.org | For ITU: branding@itu.int

Please be aware that the use of the individual logos of the IEC, ISO and ITU remains subject to the respective policies of the three organizations.

WORLD STANDARDS DAY VISUAL IDENTITY

IEC, ISO and ITU have developed a series of communication assets for activities related to World Standards Day. Please refer to the present publication for further information on how to use the materials.

The use of the World Standards Day visual identity by an entity does not imply the endorsement of IEC, ISO and/or ITU of such entity, its products or services, or of its planned activities.

IEC
International Electrotechnical Commission
IEC Secretariat
3 rue de Varembé
P.O. Box 131
CH – 1211 Geneva 20
Switzerland
iec.ch

ISO
International Organization for Standardization
ISO Central Secretariat
Ch. de Blandonnet 8
P.O. Box 401
CH – 1214 Vernier, Geneva
Switzerland
iso.org

ITU
International Telecommunication Union
Place des Nations
CH – 1211 Geneva 20
Switzerland
itu.int