one M2M

Logo Brand Guidelines

oneM2M

The IoT Standard

What does the one M2M logo symbolize?

The number "2" in the middle part of the logo symbolizes the connection between the two machines, the two "M" letters.

The tagline "The IoT Standard" highlights that oneM2M is the reference standard for the global IoT ecosystem.

The following colour palette serves as a basis for any promotional material - printed or online.

The primary colour palette of the logo will be used for text, tables & graphs.

Primary Colour Palette								
Colour Mode	RGB			CMYK - Process colours				Pantone
%	Red	Green	Blue	Cyan	Magenta	Yellow	Black	
Red	180	32	37	0	100	96	28	1807 C
Grey	160	160	163	0	1	0	43	Cool Gray 8

The secondary colour palette will be used only where there is a need to extend the brand colours (examples can be charts, promotional material, etc.)

Secondary Colour Palette							
Colour Mode	RGB			CMYK - Process colours			
%	Red	Green	Blue	Cyan	Magenta	Yellow	Black
Orange	246	146	30	0	50	100	0
Dark Blue	0	84	128	100	25	0	50
Turquoise	102	140	151	60	30	30	10
Purple	113	104	150	65	65	20	0
Dark Gray	84	80	84	0	5	0	82

PROCESS
■ Red: 0c 100m 96y 28k
■ Gray: 0c 1m 0y 43k

PANTONE
■ Red: 1807 C
■ Gray: Cool Gray 8

RGB
■ Red: 180R 32G 37B
■ Gray: 160R 160G 163B

BLACK & WHITE
■ 100% Black
■ 60% Black

INVERT
■ Red: 0c 100m 96y 28k
■ Gray: 0c 1m 0y 43k
■ 100% Black

Clear space around the logotype

The logotype always looks best when it has a large area of clear space around it.

In order to achieve this, a minimum clear space surrounding the logotype has been defined.

The clear space in the example on the right is marked in grey and it will always be with proportion to the "one" typeface height.

This space must stay clear without any type, graphic elements and high-contrast areas of photography.

Minimum Size

As the one **M2M** logo must be easily recognized to be effective, the primary logotype should not be reproduced smaller than 30mm.

Examples of unacceptable logo use

The **one M2M** logo should be applied and maintained in accordance with the Brand Guidelines. No deviation is acceptable.

Forbidden logo use

Do not use the logo as a background pattern.

Do not use the logo vertically. Never use the logo at an angle.

Do not use the logo or parts of it in a sentence. **'one M2M'** should be in text font only.

Don't use the logo on similar colour. (Poor contrast).

Don't tilt or rotate the logo.

Don't distort the logo.

Don't add effects to the logo.

Don't distort the logo.

Don't change the logo colour.

Don't distort the logo.

Don't use the logo on patterns or images.

Typography -
Printed Promotional Material

Respecting these guidelines will help develop a distinctive "look" while simplifying the creative decision-making process.

The following are the preferred fonts for external promotional communications:

Headlines

Myriad Pro (Regular)

0123456789
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Myriad Pro (Bold)

0123456789
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Text

Myriad Pro (Regular)

0123456789
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Myriad Pro (Semibold)

0123456789
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Myriad Pro (Bold)

0123456789
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ