TTCN-3 Brand Guidelines

The TTCN-3 logo was designed by ETSI and ETSI is the owner of the TTCN-3 Brand Guidelines. The TTCN-3 logo shall only be used in accordance with the TTN-3 Brand Guidelines.

In case of any questions with regards to the TTCN-3 Brand Guidelines, requests for authorization to use the TTCN-3 logo by third parties or requests for deviating from the TTCN-3 Brand Guidelines (e.g. due to technical restrictions), please submit your inquiry via email to:
communications@etsi.org

or address a letter to:

ETSI
Communications
650, Route des Lucioles
06921 Sophia Antipolis Cedex
France

The development of TTCN-3

TTCN is a language for writing detailed test specifications. TTCN was first published as an ISO standard in 1992. Since then the use of the language has steadily grown to the point where the are thousands of users and the language is supported by a large variety of sophisticated tools such as test systems, editors, compilers, syntax checkers and simulators.

Over the years, ETSI's Technical Committee for 'Methods for Testing & Specification' (TC MTS) has actively contributed to the development of TTCN. In 1998 MTS realized that while TTCN was proving an invaluable tool for conformance testing, there was a growing need for a test language that is applicable beyond this relatively narrow field. To this end a Specialist Task Force was charged with developing a new version of TTCN, soon became known as TTCN-3. To promote this new test language, ETSI created the TTCN-3 logo which was added to the portfolio of ETSI sub-brands.

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	
Black	0	0	0	0	0	0	100	Black C
Cyan	0	174	239	100	0	0	0	Cyan C

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
Yellow	255	203	5	0	20	100	0
Orange	245	130	32	0	60	100	0
Green	0	166	81	100	0	100	0
Olive	140	198	63	50	0	100	0
Wine	180	30	142	30	100	0	0
Purple	72	47	146	90	100	0	0
Grey	108	135	150	25	0	0	50

In order to ensure that the TTCN-3 brand is recognized worldwide, consistency in the representation of our visual identity and in all communications reflects our corporate identity.

PROCESS

■ Black: 0C 0M 0Y 100K

■ Cyan: 100C 0M 0Y 0K

PANTONE

■ Black: Black C

■ Cyan: Cyan C

RGB

■ Black: 0R 0G 0B

■ Cyan: 0R 174G 239B

INVERT

■ Black: Black C

■ Cyan: Cyan C

BLACK & WHITE

■ 100% Black

■ 40% Black

BLACK & WHITE

■ 100% Black

INVERT

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 TTCN-3 typeface hyphen size.

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

Minimum Size

As the TTCN-3 logo must be easily recognized to be effective, the primary logotype should not be reproduced smaller than 23mm.

23mm

7.5mm

Examples of unacceptable logo use

The TTCN-3 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. 'TTCN-3' should be in text font only.
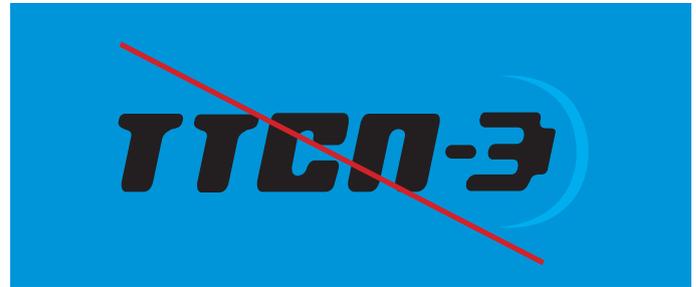
Do not use the logo on similar colour. (Poor contrast)

Do not tilt or rotate the logo.

Do not distort the logo.

Do not add shadows or reflections to the logo.

Do not distort the logo.

Do not change the logo colour.

Do not distort the logo.

Do not use the logo on patterns.

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

Century Gothic (Regular)

0123456789
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Century Gothic (Bold)

0123456789
abcdefg hijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Text

Calibri (Regular)

0123456789
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Calibri (Bold)

0123456789
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ