 ISO/IEC JTC 1/SC 29/AG 3 N187

**ISO/IEC JTC 1/SC 29/AG 3  
MPEG Liaison and Communication   
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**INTERNATIONAL ORGANISATION FOR STANDARDISATION**

**ORGANISATION INTERNATIONALE DE NORMALISATION**

**ISO/IEC JTC 1/SC 29/AG 3**

**CODING OF MOVING PICTURES AND AUDIO**

**ISO/IEC JTC 1/SC 29/AG 3 N187**

**Geneva, Switzerland – Jan 2025**

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| **Source:** | **Gaelle Martin-Cocher** |
| **Title:** | **Requirement for a new logo** |
| **MPEG S/N** | **24934** |
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ISO/IEC/JTC1 SC29 AG3 is working on a rebranding of the Moving Picture Expert Group (MPEG) visual identity.

The current logo can be found in [m59758](https://dms.mpeg.expert/doc_end_user/documents/138_OnLine/wg11/m59758-v1-m59758.zip) and is reproduced below:

A blue and white background with numbers and letters

Description automatically generated A blue and black logo

Description automatically generated

The new logo will notably be used for internal and external communication on:

* [www.mpeg.org](http://www.mpeg.org)
* Linkedin group/webpage: <https://www.linkedin.com/groups/8682561/>
* Power point templates

The requirements for the logo are as follow:

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| # | Requirements |
| 1 | A single consistent logo design   * No customized variant * Graphical elements/symbols should be suitable for display alone in a square bounded format * No gradient. |
| 2 | It should be readable as MPEG   * The logo shall be highly recognizable. * Capitalized letters shall be used. * Letters should not overlap. * Sensible text kerning and alignment is required. * It shall be readable at different resolutions. * All graphic elements/symbols of the logo shall remain readable/understandable when reproduced in small sizes with limited resolution. |
| 3 | Font, glyph, colour for the Logo   * Color / font shall be selected to ensure that the logo can be used on dark and light background. Two contrasted versions can be provided. * A black and white version of the logo (e.g. when printed) shall retain its brand identity. * Color palette: explain the chosen color(s) and whether it relates to MPEG industry and/or activities (e.g. RBG or “diversity” or symbolizing a particular strength, vision etc). |
| 4 | Simple and slick design:   * Use of colour should be limited unless it serves a branding purpose. This includes variety of colour and use of colour gradients. * The number of graphical elements/symbols if any, shall be limited to keep the logo simple. * If graphic elements/symbols are used, a balance design between the letters and the graphics symbols should be achieved (no big symbol on thin letters) |
| 5 | The logo should represent what MPEG is today:   * a standardization body covering the coding and decoding of a large spectrum of multimedia content types * Graphics elements if any should reflect key and highly discernible MPEG activities (audio, video, 3D, haptics, genomic, point cloud, mesh, AI representation coding and system) * Graphics element if any shall not be limited to Video * The logo should be tested with outsiders (people unfamiliar with MPEG). Symbols/design elements beyond “MPEG” should be confirmed with outsiders (i.e. whether they are recognizable as relating to what MPEG does). |
| 6 | It should be possible to add a date/location below the logo to identify and communicate around an MPEG meeting |
| 7 | Copyright   * ownership: none, no trademark expected * The copyright shall allow MPEG leadership to use the logo outside of MPEG * The copyright shall allow MPEG members to use the logo * The logo shall not infringe on the copyright of any other organization |