

FORTY-SECOND SESSION

SINGAPORE

25 – 29 JANUARY 2010

AGENDA ITEM 8

Original: ENGLISH

**METHOD AND PROCEDURES
FOR
ESCAP/WMO TYPHOON COMMITTEE PUBLICATIONS**

*(Item 8 of Provisional Agenda)
Submitted by Typhoon Committee Secretariat*

Summary and Purpose of Document:

**Proposal from Typhoon Committee Secretariat (TCS) to
implement the future Typhoon Committee publications
under TC logo**

Action Proposed

The Committee is invited to:

- (a) Analyze and discuss the method and procedures for implementing the publications under TC Logo;**
- (b) Approve the “Method and Procedures for ESCAP/WMO Typhoon Committee Publications”, after introducing the necessary amendments.**

METHOD AND PROCEDURES
FOR
ESCAP/WMO TYPHOON COMMITTEE PUBLICATIONS

Background Information

Since 2007 the ESCAP/WMO Typhoon Committee (TC) has taken several measures to strengthen its identity. For the first time since 1968, year in which the Typhoon Committee was created, its Secretariat was installed in its own premises, an emblem was created and a song was composed. Following these measures the Typhoon Committee decided at its 41st Annual Session, which was held in Chiang Mai, Thailand, from 19 to 24 January 2009, “*request Typhoon Committee Secretariat (TCS) to propose a method and procedures to publish TC publications at the Forty Second Session*”.

Before this decision the following TC publications have been printed since 2007 in conformity with the sequential numbering of WMO.

- (i) Typhoon Committee Expert Mission Report - WMO/TD-No. 1448;
- (ii) Typhoon Committee Disaster Information System Manual - WMO/TD-No. 1449;
- (iii) Guidelines for Reservoir Operation in Relation to Flood Forecasting - WMO/TD-No. 1471;
- (iv) General Guidelines for Setting up a Community-Based Flood Forecasting and Warning System (CBFFWS) - WMO/TD-No. 1472;
- (v) Report on UN ESCAP/WMO Typhoon Committee Members Early Warning System - WMO/TD-No. 1475;
- (vi) Report on UN ESCAP/WMO Typhoon Committee Members Disaster Management System - WMO/TD-No. 1476.
- (vii) WEB GIS Based Typhoon Committee Disaster Management System Manual – WMO/TD-No. 1508

Following the decision of Typhoon Committee the TCS submits to the TC the proposal presented in this document.

I – TECHNICAL PUBLICATIONS

Introduction

This document sets out corporate visual identity for Typhoon Committee (TC) publications aiming at strengthening of its identity through branding and is designed for authors and editors of the publications of TC. It is intended to serve as a non-exhaustive guide, having as references the WMO Style Guide¹ and WMO Corporate Identity Guidelines², which in turn are based on the United Nations Editorial Manual³, the primary authority for United Nations editorial policy. The reason for this option is based on the fact that the ESCAP/WMO Typhoon Committee is a regional body of the WMO Tropical Cyclone Programme.

1. Language, Style and Fonts

The TC technical publications (such as guides, manuals and reports) are produced in English and the authors and editors write in accordance with the WMO Style Guide, in a friendly and non-exhaustive way. Arial font, point size 11, is used in all publications.

¹ (Can be accessed at www.wmo.int/pages/pubsguides/documents/WMO_STYLE_GUIDE_08.pdf)

² (Can be accessed at www.wmo.int/pages/pubsguides/documents/WMO_VISUAL_ID_GUIDE_08.pdf)

³ The *United Nations Editorial Manual Online*, which includes the United Nations spelling list, can be accessed at <http://www.dgacm.org/> by clicking on “Editorial Manual Online”.

2. Reference aids and material

- International Glossary of Hydrology
- International Meteorological Vocabulary (WMO-No. 182)
- United Nations spelling list (<http://www.dgacm.org/> by clicking on “Editorial Manual Online”)
- WMO List of Abbreviations and Acronyms: 2008 (for pdf file, see WMO References & Dictionaries).
- WMO Standing Instructions – Chapter 4: Guidelines on the planning, production and distribution of WMO publications; Instructions for authors of papers to be published or reproduced by WMO

3. General layout

- **Format**

The technical publications are in format A4 and the text is divided into two columns.

- **Front cover**

The front cover is printed with a vertical bar in blue on the left. The remaining space is filled with the title of the publication and pictures related to the contents of the document. The month and year of the publication is placed below the title. The general appearance must be concise, attractive and convincing.

The cover contains the logotypes of TC, ESCAP and WMO which are placed on the lower part of the blue bar. The number of the publication (TC/TD No.) is placed below the logos.

- **Title Page**

Inside the publication, on the title page, the logotypes of TC, ESCAP and WMO (and eventually other partners) are aligned horizontally and the TC/TD number is placed under the logos. The title of the publication and the name(s) of the author(s) are placed under the publication number.

- **Verso of title page**

The TC publication number is repeated on verso of the title page, over copyright and International Standard Book Number (ISBN). Under ISBN is placed the following note:

The right of publication in print, electronic and any other form and in any language is reserved by ESCAP/WMO Typhoon Committee. Short extracts from Typhoon Committee publications may be reproduced without authorization, provided that the complete source is clearly indicated. Editorial correspondence and requests to publish reproduce or translate this publication in part or in whole should be addressed to:

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Macao, China
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Fax: (+853) 88010530
E-mail: info@typhooncommittee.org

- **Back cover**

The outside back cover has a vertical bar in blue on the right, in which is printed the TC/TD number. A picture related to the contents of the technical document can be printed. It also contains a tagline which is intended for the purpose of identification and has the following information: “Printed in” and the name of the TC Member where the publication is printed and the “print run”, that is the number of copies printed.

- **Spine**

The TC number and publication title are printed in the spine of the publication when this is 4 mm wide or more.

4. Parts of a publication

The sequence for all the component parts of a publication is presented below. Lowercase Roman numerals (i, ii, iii, iv, ...) are assigned to pages in the front matter and Arabic numerals to all the rest. The blank pages have no page numbers or marks/bands.

FRONT MATTER	Page number
Title page	i (recto ⁴)
Verso of Title page – (Copyright page with ISBN)	ii (verso ⁵)
Contents	iii
Foreword	recto
Preface	recto
Acknowledgements (if not part of preface)	recto
Introduction (if not part of text)	recto
TEXT (two columns)	
First text page (introduction or chapter)	1 (recto)
Remaining pages	2, 3, ...verso and recto
BACK MATTER	
Acknowledgements (if not part in front matter)	recto
Annex (or first, if more than one)	recto
Second and subsequent annexes	recto or verso
Appendix (or first, if more than one)	recto
Second and subsequent appendixes	recto or verso
Acknowledgements (if not included in the preface)	
Abbreviations (if not in front matter)	recto
Notes	recto
Glossary	recto
Bibliography or references (if not at the end of the a chapter)	recto
Contributors	recto
Index(es)	recto

5. Drafting the documents

- (i) The author(s) of the technical documents to be published will submit the draft to the respective working group chairperson and Typhoon Committee Secretariat;
- (ii) The working group chairperson after inputs or amendments provides the draft, through TCS, to all focal points of the respective working group for inputs, comments and suggestions.
- (iii) The author(s) of the document will write a pre-final draft based on the inputs, comments and suggestions.
- (iv) The pre-final draft will be sent to all members of AWG for revision and approval.
- (v) The final draft will be sent to TCS to be printed in Macao or to another Member in case of better price/quality conditions for printing.

⁴ Recto: right-hand page of a publication.

⁵ Verso: left-hand page.

II - OTHER THAN TECHNICAL PUBLICATIONS (Booklets, Newsletters, Flyers)

The other types of TC publications such as booklets, flyers and newsletters are also required to follow the general characteristics of the TC technical publications but in a more flexible way. They must be characterized by simplicity, flexibility, harmony and conviviality (Annex II).

Two Annexes:

ANNEX I - EXAMPLE OF TECHNICAL PUBLICATION

ANNEX II - IDENTITY GUIDELINES FOR TYPHOON COMMITTEE PUBLICATIONS

ANNEX I - EXAMPLE OF TECHNICAL PUBLICATION

COVER (sample)





**ASSESSMENT REPORT ON THE CHANGE OF FREQUENCY
AND INTENSITY OF TROPICAL CYCLONE**

Authors:

Lee Tsz Cheong (Hong Kong Observatory)
James C. Weyman (NOAA's National Weather Service, RSMC Honolulu-USA)
Tetsuo Nakazawa (Meteorological Research Institute - MRI/JMA)
Tong Tin Ngai, (Macao Meteorological and Geophysical Bureau, Macao- China)
Woo J-Lee (National Typhoon Center-NTC/KMA)
Ying Ming (China Meteorological Administration),

NOTE

The designations employed in ESCAP/WMO Typhoon Committee (TC) publications and the presentation of material in this publication do not imply the expression of any opinion and whatsoever on the part of the Secretariat of TC concerning the legal status of any country, territory, city area or of its authorities, or concerning the delimitation of its frontiers or boundaries.
Opinions expressed in TC publications are those of the authors and do not necessarily reflect those of TC. The mention of specific companies or products does not imply that they are endorsed or recommended by TC in preference to others of a similar nature which are not mentioned or advertised.

ESCAP/WMO TYPHOON COMMITTEE/TD-No 0901
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ISBN-.....

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FOREWORD



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Dr. Fong Soi Kun
Chairman
Typhoon Committee
(2007-2008)

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PREFACE

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TEXT

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BACK COVER

(A picture related to the contents of the technical document can be printed)

Printed in Macao, China January 2010 - 300

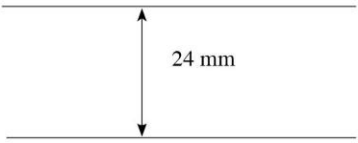
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ISBN-.....-.....

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Tel.: (+853) 88010531
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E-mail: info@typhooncommittee.org

TC/TD-No. 0901

TC logotype

Logo Size



The minimum printed logo height is 24 mm

Logo colours



Black Logo












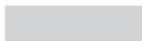
Different shades used in dark background



Same shade used in light background

Logo dark blue: Pantone 648 C
CMYK equivalent: 100% cyan / 62% magenta / 52% black.
Logo medium blue: Pantone 648 C 80%
Logo light blue: Pantone 648 C 40%

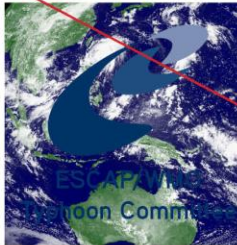
Both shades of blue can be used in lighter tones, for example:

Logo dark blue	80%	60%	40%	20%
				
Logo black	80%	60%	40%	20%
				

Logo Don'ts



DO NOT distort the logo.



DO NOT use the logo on a busy background or in any way that would make it hard to read.



DO NOT place the logo near other graphic elements.



DO NOT use the logo on horizontal and separate from the lettering

All requests for the use of the TC logo should be sent directly to info@typhooncommittee.org

TC font for documentation (Technical Documents, Manuals and Reports): Arial

TC font::

a) Basic documents and guides

Titles:

Arial | **Arial Bold**

Body text:

Arial | **Arial Bold**

Graphs, tables and charts:

ITC Stone Sans

TC font for logo (to be used only for TC logos and subtitles):

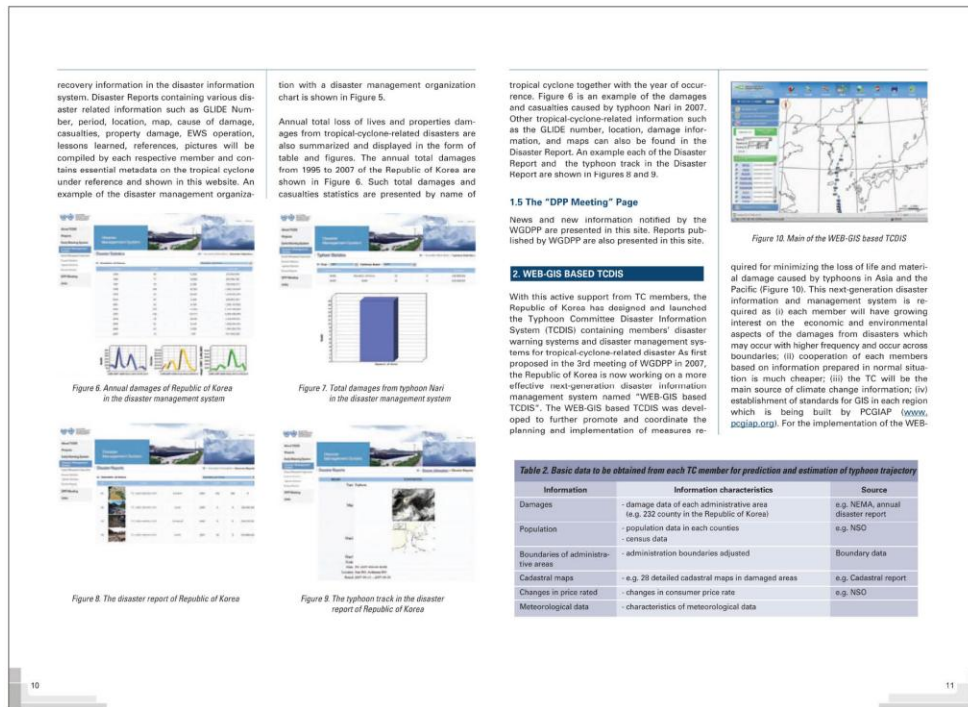
Aaux ProMedium



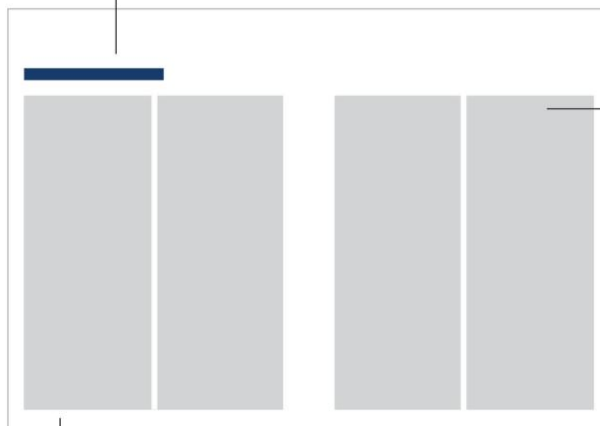
Technical Documents: interior layout

General layout

A global look and feel of simplicity must prevail. Images should never compete for attention. Page design must always keep the reader's attention in mind, with a clear information hierarchy.



Top of page is always kept clear for the title, which is always written in Univers Condensed, dark blue (Pantone 648)



Layout grid is based on one, two or three columns. The one- and two-column grids can be squeezed sideways to fit in a margin column.

The only element that may be positioned out of the grey zone that is defined by the columns is an occasional large photos.

Folio is Univers Condensed Regular, dark blue

Maps and graphs

All maps, graphs and photos must be easy to read and compelling. They will be redrawn if one or more of the following occur:

- The map or graphic is not vectorized, editable and readable. Remain as an unvectorized image provided the resolution is high enough (300 dpi at 100%);
- Photos must be high enough (300 dpi at 100%)
- The map or graphic contains more information than is relevant to the text and can be simplified.

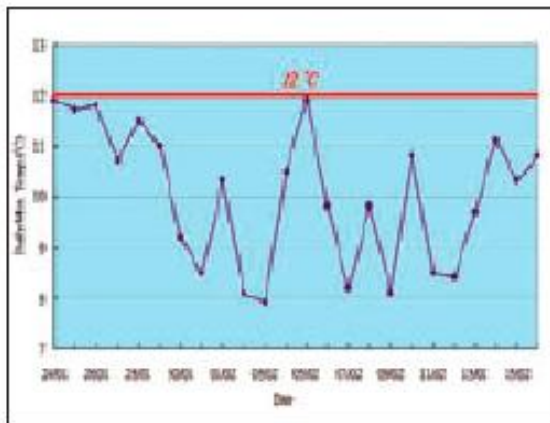


Photo and other graphs must be with quality at 300 dpi.

Overall look of publications

1. Simplicity

A powerful image and a short well thought-out text are much more effective than a compilation of random images, no matter how striking each photo is. When several images appear together, it is important to keep a strong visual hierarchy. Photos must always be used as a means to get a message across, and never to fill up space.

2. Flexibility

All TC published material must be immediately recognizable as part of the TC Publication. However, too much of the same can become tedious. The TC identity is flexible enough to allow publications to be presented in many different ways, and yet always belong to the same family

3. Harmony

The patchwork look is to be avoided. Many graphics from different sources will give an image of disparity. If necessary, certain graphics can be redrawn.

4. Conviviality

All TC communication products in term of communication must look fresh and contemporary. Equally, posters and travel kits must attract attention simply, quickly and efficiently. People's attention will be drawn away from a design that looks cluttered and complex.

