



**ITC
GRANT LOGO
GUIDELINES**

LOGO STANDARDS

Our logo is an essential aspect of ITC brand equity. What properly protects the ownable and distinctive qualities of our brand are embodied in how the logo is used. Therefore, usage should always be guided by some restraint and discipline with the end goal of setting the logo apart versus obscuring with inconsistent use. Think of our logo as a mark that helps stakeholders identify and distinguish our brand from other travel brands.

CLEAR SPACE:



COLOR PALETTE:



BLACK
C0 M0 Y0 K100
R0 G0 B0
#000000

GRAY
C0 M0 Y0 K70
R110 G110 B110
#6E6E6E



BRIGHT ORANGE
C0 M85 Y100 K0
R240 G78 B35
#F04E23

DARK ORANGE
C18 M85 Y100 K7
R192 G72 B39
#C04827



BRIGHT BLUE
C67 M0 Y30 K0
R60 G191 B190
#3CBFBE

DARK BLUE
C78 M25 Y46 K3
R50 G145 B142
#32918E



BRIGHT PURPLE
C40 M95 Y15 K40
R111 G23 B87
#6F1757

DARK PURPLE
C66 M96 Y43 K52
R67 G17 B58
#43113A



BROWN
C47 M68 Y75 K55
R82 G53 B40
#523528

WHITE
C0 M0 Y0 K0
R255 G255 B255
#FFFFFF

LOGO STANDARDS Cont.

DO'S:

- When placed on a dark background, the ITC Grant logo should be white.
- Always use brand colors.



DON'TS:

- Don't use outdated versions of the logo.
- Don't add effects to the logo.
- Don't place the logo on a busy photograph or pattern.
- Don't mix the logo colors.
- Don't change the size or placement of any of the logo elements.
- Don't place the logo on similarly-colored backgrounds.
- Don't outline the logo in any color.
- Don't stretch or squeeze the logo.





CONTACT:

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