



ITAM FORUM

Brand Guidelines

March 2021

Main Logo Variations

Principles

Our logo is our main point of recognition so it's important to keep it consistent.

Structure

The ITAM Forum logo consists of both the ITAM Forum wording and the pyramid design above it.

Colour

Our logo has five colour variations. Pick the best variation based on how and where our logo will be used.

Colour logo – This is our primary logo and should be used as the first choice for all applications.

White logos on coloured rectangles – These two variations can be used as a secondary option to the primary colour logo.

White logo – This version should only be used on a dark background where the colour logo would be illegible.

Black logo – This version should only be used when the colour logo is not possible.



Colour logo – this is our primary logo.



White logo – this logo can be used within a rectangular background filled with either ITAMF Dark Grey or ITAMF Blue. The white logo can also be used on its own where the background behind it is dark, which would make the primary logo illegible if used.



Black logo – this version should only be used when the colour logo is not possible.

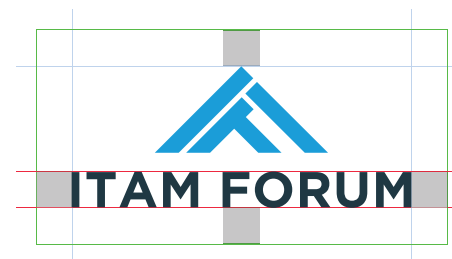
Logo Exclusion Zone

Principles

No one likes to have their personal space invaded (without permission!). This is also true with our logos. Therefore, we have set exclusion zones to make sure other logos, artwork or type do not interfere, detract or upset them. These exclusion zones should also be the *absolute* minimum space when positioning our logos close to the edge of a page.

The exclusion zones equate to a space that uses the height of our logo wording, squared.

This is the recommended *minimum* area. Wherever possible, please allow more space.



The height of the text gives the measure for the exclusion zone.



This is the exclusion zone area.



This is the exclusion zone area.

Be sure to add the same exclusion zone measurement outside of the rectangle, but use twice the measurement outside the Patron logo circle logo.

Logo Size

Principles

Our logos should always be as legible as possible. To keep our logos crisp and neat, we have set a limit to the smallest size they can be shown.

For print documents, our main logos should be no smaller than 20mm wide.

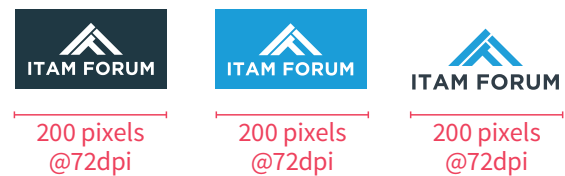
For digital use, our main logos should not be smaller than 200 pixels wide (at 72 dpi).

Logo supply

Our main logos are available in all colour variations and in multiple file formats.



Minimum main logo size for print



Minimum main logo size for digital use

Logo Don'ts!

Principles

We want to preserve our logos. Please don't try to turn them into something they aren't. They're beautiful just the way they are.

Do not change the alignment, position or scale of any of our logo elements.



Do not stretch or distort – ouch!



Do not re-colour any of our logo elements.



Do not use our colour logos on a dark background.



Colour Palette

Principles

The ITAM Forum colour palette consists of only two colours plus white. Use the appropriate colour(s) for your project, whether that is for digital (RGB), general print (CMYK), or specialised print (Pantone).

We are also happy to use shades of ITAMF Dark Grey or Blue but only when shading is being used for design reasons, not for text!



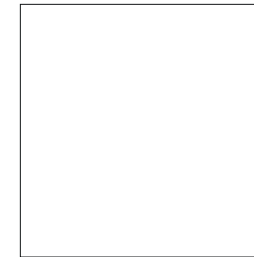
ITAMF Blue

Pantone 2925 C
CMYK 73, 20, 0, 0
RGB 33, 157, 218



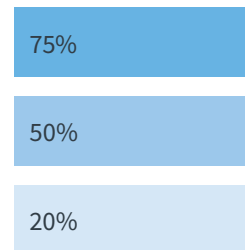
ITAMF Dark Grey

Pantone 7546 C
CMYK 86, 74, 63, 33
RGB 42, 59, 69

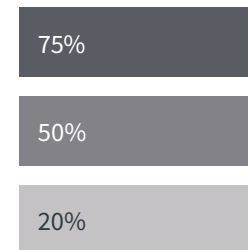


Brilliant White

CMYK 0, 0, 0, 0
RGB 255, 255, 255



ITAMF Blue suggested tints



ITAMF Dark Grey suggested tints