



# BRAND GUIDELINES

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# CONTENTS

1.0 LOGOS .....1

2.0 COLOUR PALETTE.....14

3.0 TYPOGRAPHY ..... 17

4.0 GRAPHIC ELEMENTS .....19

5.0 APPLYING THE BRAND ..... 22

# 1.0 LOGOS

## 1.1 ITE Canada District Logo – Primary



Full-colour Logo

## 1.1 ITE Canada District Logo – Variations



Black District Logo



Grey District Logo



Blue District Logo



White District Logo



White with Red Leaf District Logo

## 1.2 ITE Canada Section Logos – Horizontal

Customize the logo with the name of the section (e.g. Atlantic Canada or Saskatchewan) using the Adobe Illustrator template and the font Interstate Black. Do not add any other information to the logo such as the word

“Section”. The preferred logo is the full-colour version – only use the other colour variations when it’s impractical (i.e. legibility issues) to use the full-colour logo.



Full-colour Logo



Black



Grey



Blue



White



White with Red Leaf

## 1.2 ITE Canada Section Logos – Vertical

Customize the logo with the name of the Section (e.g. Atlantic Canada or Saskatchewan) using the Adobe Illustrator template and the font Interstate Black. Do not add any other information to the logo such as the word

“Section”. The preferred logo is the full-colour version – only use the other colour variations when it’s impractical to use the full-colour logo.



Full-colour Logo



Black



Grey



Blue



White



White with Red Leaf

## 1.3 ITE Canada Chapter Logos – Horizontal

Customize the logo with the name of the Chapter (e.g. Toronto Metro University or Montreal Quebec) using the Adobe Illustrator template and the font Interstate Black. Be sure to leave the words “Student Chapter”

(Interstate Bold) in the logo as shown below. The preferred logo is the full-colour version – only use the other colour variations when it’s impractical to use the full-colour logo.



Full-colour Logo



Black



Grey



Blue



White



White with Red Leaf

## 1.3 ITE Canada Chapter Logos – Vertical

Customize the logo with the name of the Chapter (e.g. Toronto Metro University or Montreal Quebec) using the Adobe Illustrator template and the font Interstate Black. Be sure to leave the words “Student Chapter”

(Interstate Bold) in the logo as shown below. The preferred logo is the full-colour version – only use the other colour variations when it's impractical to use the full-colour logo.



Full-colour Logo



Black



Grey



Blue



White



White with Red Leaf

# 1.3 ITE Canada Chapter (Short Name) Logo – Horizontal

The preferred Chapter logo uses the full name as shown in the previous 2 pages. When necessary to use the shorter name of the Chapter (e.g. UBC or YORKU), customize the logo using the Adobe Illustrator template and the font

Interstate Black. Be sure to leave the words “Student Chapter” (Interstate Bold) in the logo as shown below.



Full-colour Logo



Black



Grey



Blue



White



White with Red Leaf

### 1.3 ITE Canada Chapter (Short Name) Logos – Vertical

The preferred Chapter logo uses the full name as shown in the previous 2 pages. When necessary to use the shorter name of the Chapter (e.g. UBC or YORKU), customize the logo using the Adobe Illustrator template and the font

Interstate Black. Be sure to leave the words “Student Chapter” (Interstate Bold) in the logo as shown below.



Full-colour Logo



Black



Grey



Blue



White



White with Red Leaf

## 1.4 ITE Canada Committee Logos

The Training Committee logo is light blue and the Technical Liaison Committee logo is green. When creating new committee logos assign them each a unique colour from the ITE Canada palette.



## 1.5 ITE Canada Conference Logos

When creating a new conference logo from the Adobe Illustrator template, choose one of the palette colours from the ITE Canada palette for the box on the left, ensuring that the ITE Canada colours remain the same red and blue as the primary logo. The template specifies the Title and Dates in uppercase

Interstate Light, the Location in uppercase Interstate Black, the Year in uppercase Interstate Light with no space between it and the Location, and the Tagline is justified right to the leaf and set in upper + lowercase Interstate Bold.



Each conference is welcome to choose one of the below colours for the box indicated above.

The blue and the red in the leaf and ITE logo remain as is for every conference logo.



## 1.6 Icons + Favicons

Icons may be used in place of regular branding when the application requires a break of the minimum size rules. Where at all possible, identify ITE with type nearby. When creating customized Section and Chapter icons use the Adobe Illustrator template and Interstate Bold. Note that if the name of the

Section or Chapter is too long to fit neatly in the circle, including breathing space shown below, it is recommended to use the "Icon Only" version rather than the "Custom" version.



District Icon

Custom Section Icon

Custom Chapter Icon



District Icon Only

Section Icon Only

Chapter Icon Only

## 1.7 Logo Usage – Minimum Size

Always ensure that the core ITE Canada logo is no smaller than 20mm wide.



2.0

# COLOUR PALETTE

## 2.1 Colour Palette

### Primary

<b>PMS 308</b>	<b>PMS 186</b>	<b>PMS Cool Grey 8</b>	<b>PMS 656</b>
C 100 M 18 Y 08 K 50	C 12 M 100 Y 91 K 03	C 23 M 16 Y 13 K 46	C 10 M 02 Y 00 K 00
R 0 G 88 B 124	R 207 G 32 B 47	R 136 G 139 B 141	R 221 G 229 B 237
Hex 00587c	Hex cf202f	Hex 888B8d	Hex dde5ed

### Secondary

<b>PMS 166</b>	<b>PMS 124</b>	<b>PMS 369</b>	<b>PMS 631</b>	<b>PMS 260</b>
C 00 M 76 Y 100 K 00	C 00 M 30 Y 100 K 00	C 68 M 00 Y 100 K 00	C 74 M 00 Y 13 K 00	C 66 M 100 Y 08 K 27
R 227 G 82 B 05	R 234 G 170 B 00	R 100 G 167 B 11	R 62 G 177 B 200	R 100 G 38 B 103
Hex e35205	Hex eaaa00	Hex 64a70b	Hex 3eb1c8	Hex 642667

## 2.1 Logo Colours

The full colour logo consists of the blue logo plus the red leaf.



100% K



PMS  
Cool Grey 7



PMS  
308

3.0

# TYPOGRAPHY

## 3.1 Typefaces

The brand typeface for ITE Canada logos is Interstate. It's available as an Adobe font and comes in a variety of weights.

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMN**O**PQRSTUVWXYZ  
0123456789 Interstate Light

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMN**O**PQRSTUVWXYZ  
0123456789 Interstate Regular

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMN**O**PQRSTUVWXYZ  
0123456789 Interstate Bold

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMN**O**PQRSTUVWXYZ  
0123456789 Interstate Black

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMN**O**PQRSTUVWXYZ  
0123456789 Interstate Ultra Black

The brand typeface for copy in ITE collateral & marketing material is Overpass. It is available as a Google font in a variety of weights, and can be downloaded here: <https://fonts.google.com/specimen/Overpass>

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMN**O**PQRSTUVWXYZ  
0123456789 Overpass Light

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMN**O**PQRSTUVWXYZ  
0123456789 Overpass Regular

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMN**O**PQRSTUVWXYZ  
0123456789 Overpass Bold

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMN**O**PQRSTUVWXYZ  
0123456789 Overpass Extra Bold

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMN**O**PQRSTUVWXYZ  
0123456789 Overpass Heavy

# 4.0

# GRAPHIC ELEMENTS

## 4.1 Graphic System – The Wedge

The ITE Graphic System uses “wedge” shapes to create dynamic canvases for any application. Pages can be divided into sections by applying one or more wedge shapes in different sizes to create unique layouts. The angles of the wedge shape are inspired by the angles found in the ITE logo – specifically the angle at the end of the three horizontal lines on the right of the logo, but

do not always necessarily match the angle exactly, depending on specific layouts. Small wedge shapes can also be used to contain the logo when using it over complex or busy backgrounds requiring a clear space in which to put the logo. Examples of some wedge-based layouts are shown below.

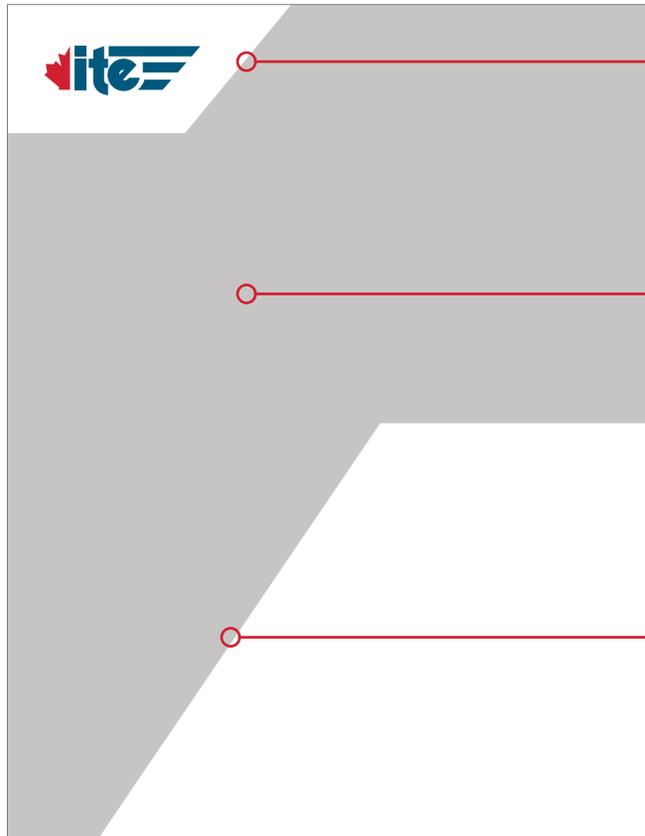


Illustrator files for standard print and screen sizes are available featuring a collection of wedge layouts that can be used as a starting point, and adjusted to accommodate content and layout requirements.

## 4.2 Using the Wedge Layouts

The provided templates serve as a starting point for creating layouts. The size, placement, and at times, angles of the wedge shapes can be adjusted to suit the content requirements following the basic guidelines shown below.

Section 5.0 (Applying the Brand) provides some examples of how the wedge layouts can be combined with photography, ITE logo, the colour palette, and typography to create print and screen marketing collateral.



The ITE logo is contained within a small white wedge, ensuring the logo is visible and unobstructed. The angle of the wedge matches that of the logo due to the proximity of the two elements.

The grey space in the templates is generally filled with a photo, with the larger wedge shape being an overlay in one of the ITE brand colours. These overlays can be solid, or have a transparency blend mode (such as Multiply or Overlay) applied allowing the photo to show through, depending on the required visibility and legibility of the content contained within the wedge.

The size and placement of the wedges can be adjusted to meet the needs of the content. The angle can also be adjusted slightly to accommodate different layout needs. As long as the shapes are not right next to each other, the difference in angle is not generally perceivable to the eye.

5.0

# APPLYING THE BRAND

# 5.1 Square Applications

The wedges, colour palette, and ITE logo can be combined to create varied layouts for any type of collateral. Below is a collection of examples of square applications. The following page outlines some application strategies used to create these layouts.



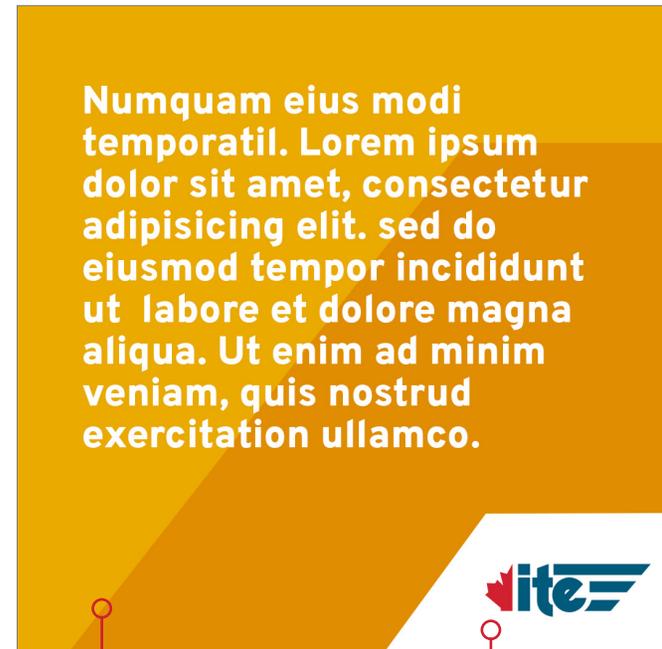
## 5.1 Square Applications

Below are two square layout examples outlining some application strategies for working with the different graphic elements.



The wedge shape is applied over the photograph in a colour from the ITE palette, with a transparency blend mode applied, in this case, Linear Light. Different blend modes create different effects depending on the colour and photo behind. Choose one where the text is still easily legible and aspects of the photo below show through without creating visual obstructions.

In cases where the background is clear and doesn't present legibility issues, the logos can be placed on a photo directly, choosing a version of the logo that stands out well against the background colour.



Numquam eius modi temporatil. Lorem ipsum dolor sit amet, consectetur adipiscing elit. sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco.

In cases where there is a large amount of text, or no photo is going to be used for other reasons, simple graphic patterns can be created by overlaying wedge shapes using the same transparency blend mode technique to create a tone-on-tone effect. In this example, ITE Yellow is overlaid using a Multiply Effect at 50%.

To use the full-colour logo in this example, a white wedge shape is used to contain the logo for full visibility against the yellow background. In addition to ensuring logo clarity, the use of the wedge shape adds visual interest and creates a recognizable brand element.

## 5.2 Horizontal Applications

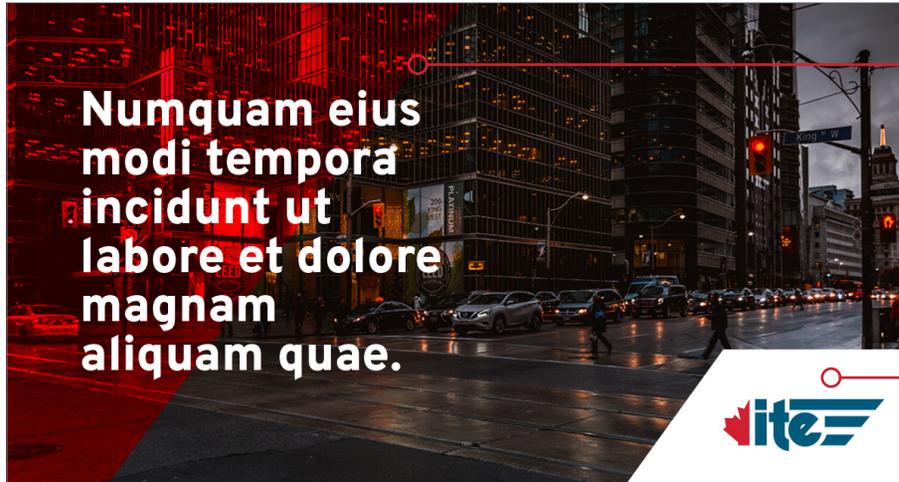
The wedges, colour palette, and ITE logo can be combined to create varied horizontal applications. Below is a collection of examples of

horizontal applications. The following page outlines some application strategies used to create these layouts.



## 5.2 Horizontal Applications

Below are two horizontal layout examples outlining some application strategies for working with the different graphic elements



This wedge shape uses the Livid Light transparency blend mode applied to ITE Red, creating a subtle overlay that allows for type to be added over both the wedge shape and photo background while maintaining visibility.

The ITE logo is contained within a white wedge for maximum visibility. A reverse / white logo could also be used in this case, without the wedge, as the photo is dark enough for visibility, but adding the wedge creates a more dynamic layout, and adds focus to the logo.

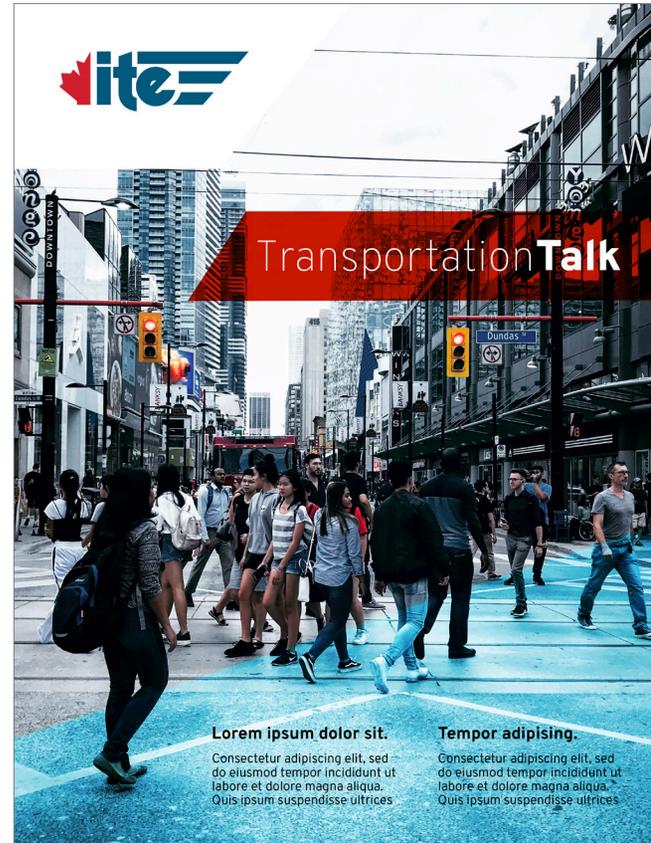


This wedge shape is used here both to ensure logo legibility against the green background, but also to create a dynamic proprietary layout.

The tone-on-tone effect is created by applying a Multiply Effect at 50% to the wedge shape in ITE green.

## 5.3 Vertical Applications

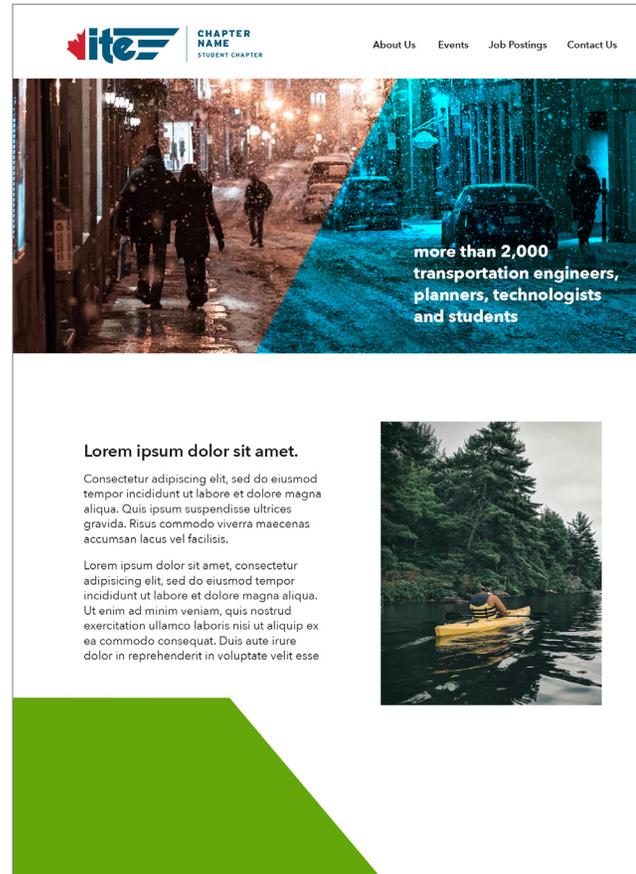
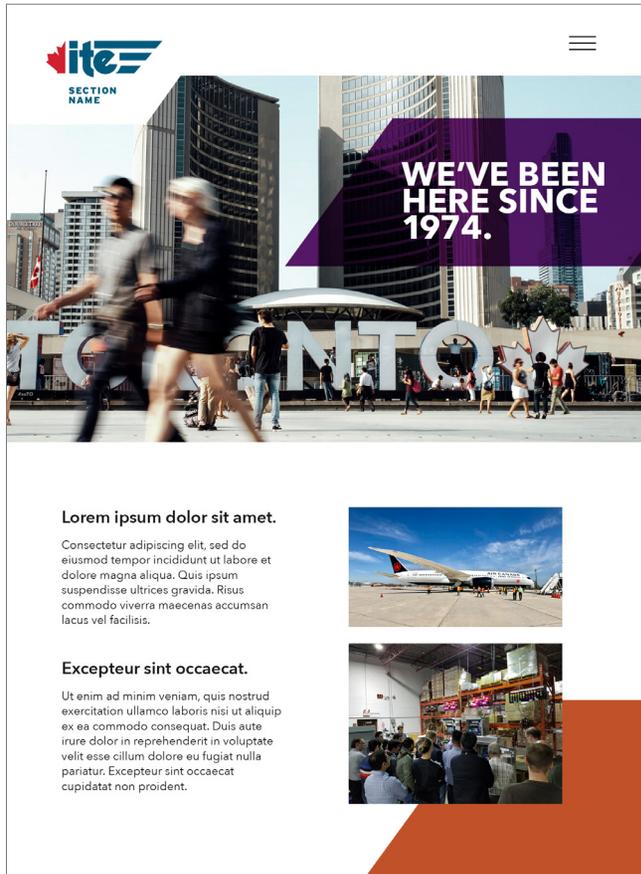
Below are a few examples of how the different elements of the ITE visual language – logo, wedges, and colour palette – can be applied to vertical applications, in this case the cover of the Transportation Talk Magazine.



# 5.4 Website

Below are application examples of the different brand elements applied to website pages. The system is designed to have the flexibility of being “loud” or “quiet” depending on the situation. The simple use of wedge shapes in

brand colours easily brands the page allowing the content to dominate. The wedges can be used as solid colours behind photos, or laid over photography using Transparency Blend Modes.



## 5.5 Merchandise

The logos (District, Section, and Chapters) can all be used on merchandise as shown on the cap below. The same strategy of using just the logo can be applied to other merch types that have small or limited canvases, and the variety of logo colours allows for flexibility across many different applications. In cases where a larger area is available, additional visual elements can be added. The tote bag below features a custom graphic in addition to the ITE Chapter logo. The proprietary Transportation Graphic is available for use in these kinds of applications. In addition other custom

graphics can be commissioned by ITE and made by local illustrators and artists, or can be acquired through Stock websites such as Adobe Stock, as is the one shown on the right below. Stock illustrations like this one (and on subsequent pages), when purchased, are provided in vector form and as such are editable. They would allow some customization of the image – for example, adjusting the palette to use ITE colours. Further examples of merchandise inspiration are shown on t-shirts and hoodies on the following pages.



Cap with ITE Logo



Tote Bag with ITE Transportation Graphic on left and Adobe Stock Illustration #510483406 on right

## 5.5 Merchandise with ITE Brand Assets



The T-shirt on the left uses the proprietary vector graphic created for ITE Canada, which could be used on Merch and other applications. Additional graphics and illustrations of this type could be commissioned as well. The Hoodie on the right features the simple application of an ITE logo, which is always an option for merch as well.



## 5.5 Merchandise with Commissioned or Stock Illustrations



Because the Stock Illustrations are provided in vector format, examples like these ones would be very easy to adjust to using ITE palette colours if desired. In addition, small adjustments / additions to the graphics could also be made. These examples use Adobe Stock images # 53595437 and #482391883.

