

ITEC Branding - Rules of Usage



ITEC BRANDING - RULES OF USAGE

LOGO APPEARANCE, POSITION AND SIZE

- Wherever the ITEC Registered Centre logo is displayed it must not appear smaller than 15mm in width or be distorted from the proportions from file provided
- The ITEC Registered Centre logo must appear on a white background
- If the background colour is other than white the logo must be placed in a white box, at least 5mm larger than the logo, or within a white horizontal or vertical band

RULES OF USAGE

- The name 'ITEC' is a registered trademark and cannot be reproduced, referenced or named on educational promotional collateral without the express permission of ITEC
- The ITEC logo and branding may not be used without the express permission of ITEC
- There must be no text associated with the logo, nor any reference or indication that ITEC approve or endorse any subject matter that is outside the scope of any agreements reached between ITEC and the ITEC Registered Centre

PERMISSION TO USE THE LOGO

- Whenever the ITEC Registered Centre logo is used written permission must be sought from ITEC
- Use of the ITEC Registered Centre logo and branding must be approved prior to public display

You may not sell or transfer the permission to use the ITEC Registered Centre logo and associated branding. Education & Media Services LTD (trading as ITEC) reserves the right to refuse permission to display the logo and, where the above conditions have been broken, withdraw permission to use the logo where it has previously been granted. Failure to abide by the conditions may lead to legal action.

ITEC Registered Centre Logo Colour Printing Guidance

The swatch/spot colour is:

Pantone300cvc & Pantone546c

For four colour printing (CMYK)

Pantone546c

- 95% Cyan
- 9% Magenta
- 0% Yellow

- 83% Black
- Pantone300cvc**
- 100% Cyan
- 43.14% Magenta
- 0% Yellow
- 0% Black

The ITEC logo is available in the following formats: **jpg, ai, eps & pdf**

