



ITE LOGO SPECIFICATIONS

For District, Sections, and Chapters

ITE
1627 Eye Street, NW, Suite 600
Washington, DC 20006
202.785.0060 | www.ite.org

ITE Logo Specifications

LOGO USAGE

ITE's logo shall consist of the initial letters "ITE" with three horizontal bars to the right, as shown, length not to change. Use only blue for the ITE logo unless you are printing in b/w.



ITE blue = Pantone 308C, RGB (R=0, G=103, B=146), Hex code 006792.

Use of the logo is authorized on:

- Official stationery, websites, and social media of ITE or any of its official districts, sections, chapters (including student), and councils.
- Badges and logo products procured through or approved by ITE.
- **Business** stationery or **business** cards of active international members.
- Social media profiles of active international members.
- Banners, signs, and identification tags used in conjunction with meetings of ITE or any of its official districts, sections, chapters (including student), and councils.
- Publications and official notices of ITE or any of its official districts, sections, chapters (including student), and councils.
- Other uses and only such uses as are approved by the International Board of Direction or as authorized in writing by the Executive Director.

Use of the ITE logo is not authorized on:

- **Personal** stationery or non-ITE related business cards of active international members or other individuals.
- Any product, the advertisement of any product or service, or the printed material of any organization offering products or services for sale.
- Not authorized on any corporate website in any way that may be considered an endorsement of said company and/or product.

Official districts, sections, chapters (including student), and councils of ITE may utilize the logo or the style of the logo in creating their own organizational logo but should adhere to the blue color specified. If other colors are used they should follow the attached color palette in order to keep the ITE brand consistent. The following page shows various ITE logos. Logos may be downloaded at <http://www.ite.org/membership/index.asp> by signing in with member ID.

If you need a designer to help you design a new logo or update a current logo, you may contact ITE's logo designer, Nancy Shoemaker, ContentWorx, Nancy.Shoemaker@thecontentworx.com, who can help you with design ideas for a reasonable fee. If you have questions, please contact Marianne Saglam, communications and media senior director at msaglam@ite.org or Colleen Agan, membership senior director at cagan@ite.org.

Institute of Transportation Engineers



Institute of Transportation Engineers



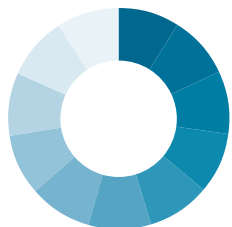
Institute of Transportation Engineers

1627 Eye Street, NW, Suite 600, Washington, DC 20006 USA
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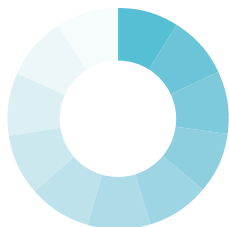
ITE Logo Color Palette Pantone solid coated

Primary

Pantone 308



Pantone 631



Pantone 656

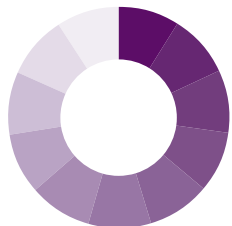


Pantone Cool Gray 8



Accent Cool

Pantone 260

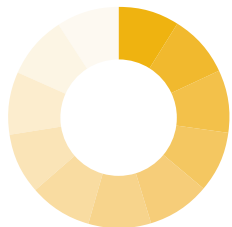


Pantone 369

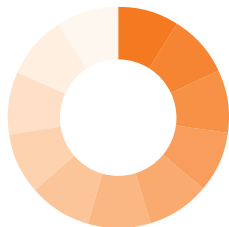


Accent Warm

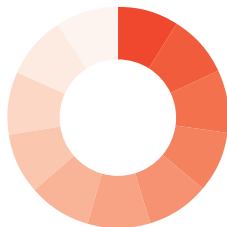
Pantone 124



Pantone 166



Pantone 1788



ITE Logo Font Palette

ite Font

For use with "ite" text only

Interstate Font Family

Auxiliary organizations and publication titles
Taglines

Sample variations include:

Interstate Light Condensed

Interstate Bold

Interstate Black Compressed

