

ITERA Logo Accepted Applications

Wherever possible the ITERA logo should appear in its specified country colour (see previous page for colour values). The only other colour that is accepted is black (as shown below). The preferred version of the logo is the Main Contour Logo, but a boxed version is available for application on imagery or wherever legibility is compromised.

Wherever possible the ITERA logo should appear 'with contours'. Where space is limited, and to avoid problems with reproduction, a contour-less version should be used. See next page for advice on minimum and maximum sizes.

Main 'Contour' Logo
Colour



Main 'Contour' Logo
Black



Boxed 'Contour' Logo
Colour



Boxed 'Contour' Logo
Black



ITERA Logo Unacceptable Usage

You should never :

Stretch or distort the ITERA logo



Rotate or skew the ITERA logo



Use other colours to those specified in the brand guidelines



Logo Size

Main 'Contour' Logo



Minimum logo size 'with contours'
25mm wide



Minimum boxed logo size 'with contours'
30mm wide



Maximum logo size 'with contours'
No maximum – but must be scaled proportionally!

Limited Size 'Contour-less' Logo

Only for use where logo needs to be replicated at less than 25mm wide



Minimum logo size 'without contours'
15mm wide



Minimum boxed logo size 'without contours'
20mm wide



Maximum logo size 'without contours'
25mm wide

Clear Space

For all logo versions and sizes
Minimum clear space surrounding the logo
Equal to one-third the width of the logo

