



Brand Guidelines
2023



Introduction

This guide will help you understand when and how to use the ITS logo and brand elements so that all output is coherent and the identity remains intact.

A guide like this is extremely important to maintain communication throughout the company and to external entities. It is intended to be simple and flexible



Logo

This is the main logo for ITS. It has been simplified by removing the yellow ribbon and text below allowing the letters to be instantly recognisable. Removing these elements also breathes confidence in the company and illustrates an established status within the industry.

Logo Variations

PRIMARY OPTION

Please use the this two colour logo to help establish the brand whilst on a white background.

SECONDARY OPTION

The royal blue version of the logo can be used when positioned onto either a yellow or white background. The background colours must be the company colours as shown later in these guidelines

MONO OPTIONS

Black and white versions can be used for mono advertisements or specific circumstances may occur for low-cost printing.

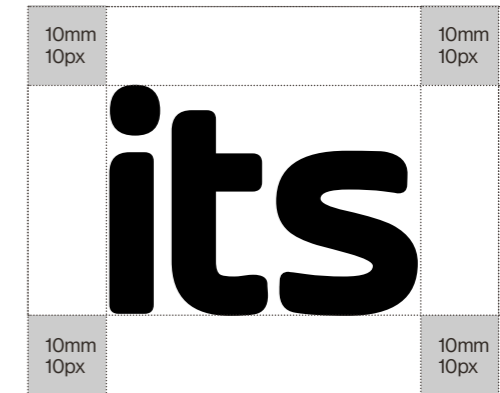
The white can be used on photographs as long as there is enough space given.

Minimum Clear Area

To ensure the logo stands out and remains uncrowded, always leave a clear space (10mm/10px), equal width around the logo, see sample right.

This area should be kept clear of any graphic elements (including obstructive elements of a photographic background).

The logo can be positioned in any corner or be centred top, middle or bottom of a page or screen. The logo should never be closer to the edge of a document than its clear space.



DO NOT
Rotate 45°



DO NOT
Squash



DO NOT
Apply Effects
[drop shadow]



DO NOT
Apply Fade
or Feather

Supporting Icon



ENERGY RIBBON

The purpose of this icon is to be an extension for the main logo under specific circumstances such as background implementation.

The "Energy Ribbon" symbolises the motivation that comes with learning something new. The use of the gradient creates the energy and vibrancy that can inspire an audience if used accordingly.

Colour Palette Reference

Colour is an essential part of the brand and can help set the tone for a particular audience. This is the corporate colour palette for ITS.

Colours are shown in CMYK, RGB, Pantone and Hex values for a range of use across print and digital communications. It is also acceptable to use tints of these colours if required.



Typography

Titles/Headlines/Subheadings

Website/Digital & Print Application For Promotion and Marketing Media

Such as: Course Brochures/Posters/Social Media

LOOS

Sample

**Excellence in
Training Solutions.**

Paragraphs

Website/Digital & Print Application For Promotion and Marketing Media

Such as: Course Brochures/Posters

**NEUE HAAS
GROTESK PRO**

Sample

Excellence in Training Solutions. Sample: Assessor comments - If further evidence is required before the candidate can be assessed as competent or if a further assessment is identified, please provide details below.

Typography - Internal Usage

Titles/Headlines/Subheadings

Digital & Print Application

Such as: Word Documents and Powerpoint Presentations

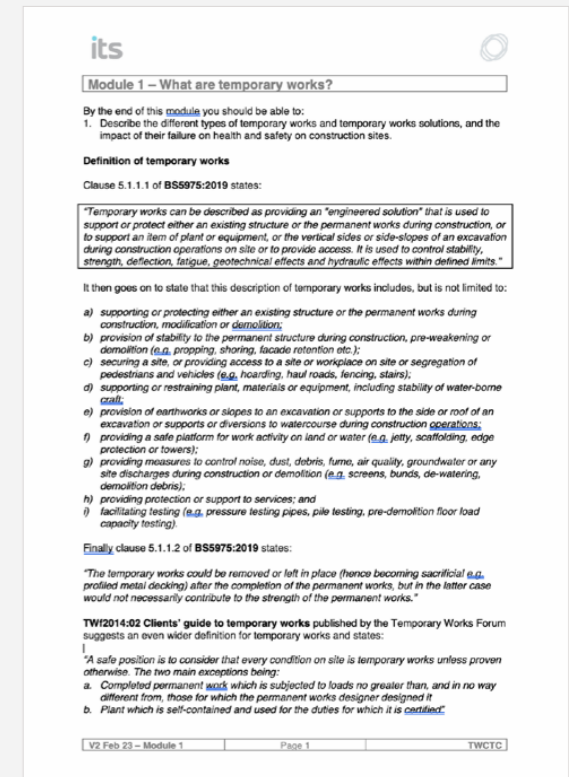
HELVETICA

Sample BOLD Subtitle

Body Text as Regular/Roman

Excellence in Training Solutions. Sample: Assessor comments - If further evidence is required before the candidate can be assessed as competent or if a further assessment is identified, please provide details below.

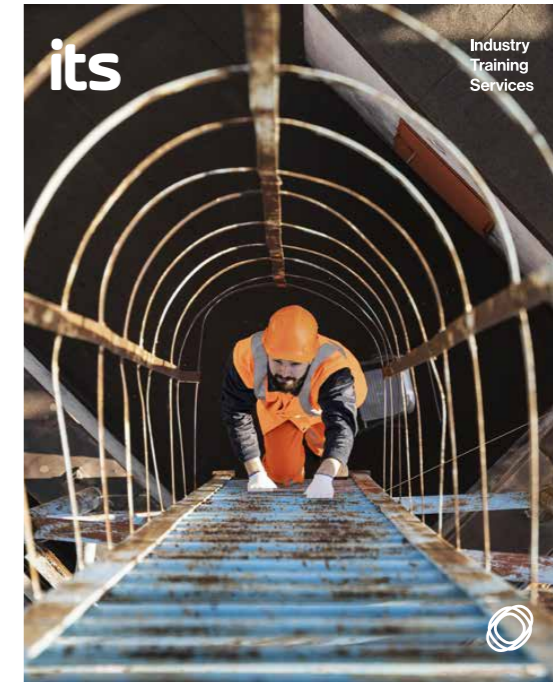
Helvetica font used for Powerpoint
Presentations Word Documents



Graphic Applications

Here are some examples of other design techniques that can be used, including photographs clipped inside the energy ribbon..

Using the white logo on photographs allows, it to be visible as well as the ribbon.





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