# its

## 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**

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#### **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.

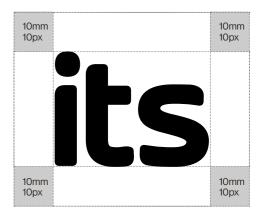
This area should be kept clear of any graphic elements (including obstructive elements of a photographic background).

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]



7

DO NOT Apply Fade or Feather

## Supporting Icon



#### ENERCY 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.

> Pantone Solid Coated 539C CMYK: 95 | 77 | 50 | 55 #0B273B RGB: 11 | 39 | 59

Pantone Solid Coated 633C CMYK: 81 | 44 | 20 | 1 #347CA4 RGB: 0 | 104 | 124

Pantone Solid Coated 116C CMYK: 9 | 18 | 86 | 0 #ECC946 RGB: 0 | 104 | 124

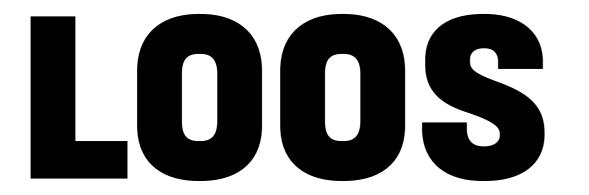
Pantone Solid Coated 3125C CMYK: 75 | 11 | 17 | 0 #00ABC8 RGB: 0 | 171 | 200 Pantone Cool Gray 10C CMYK: 62 | 52 | 48 | 19 #636569 RGB: 99 | 100 | 105

## Typography

#### Titles/Headlines/Subheadings

Website/Digital & Print Application For Promotion and Marketing Media

Such as: Course Brochures/Posters/Social Media



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

### Course Information

· Provide candidates with the necessary knowledge and understanding in relation to identification of hazards associated with abrasive wheels and the required control measures to develop a safe system of work.

Course Aim

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Module 1 – What are temporary works?

By the end of this module you should be able to:

Describe the different types of temporary works and temporary works solutions, and the impact of their failure on health and safety on construction sites.

#### Definition of temporary work

Clause 5.1.1.1 of BS5975:2019 states:

"Temporary works can be described as providing an "engineered solution" that is used to support or protect either an existing structure or the permanent works during construction, or to support an item of plant or equipment, or the vertical sites or side-slopes of an excavation during construction operations on site or to provide access. It is used to control stability. strength, deflection, fatigue, geotechnical effects and hydraulic effects within defined limits.

It then goes on to state that this description of temporary works includes, but is not limited to:

- a) supporting or protecting either an existing structure or the permanent works during construction, modification or demolition;
- b) provision of stability to the permanent structure during construction, pre-weakening of
- domolition (e.g. propping, shoring, facade rotention etc.); c) securing a site, or providing access to a site or workplace on site or segregation of pedestruans and vehicles (e.g. hoarding, haul roads, fencing, stairs);
- d) supporting or restraining plant, materials or equipment, including stability of water-borne e) provision of earthworks or slopes to an excavation or supports to the side or roof of an
- excavation or supports or diversions to watercourse during construction <u>operations</u>; f) providing a safe platform for work activity on land or water (e.g. jetty, scaffolding, edge
- protection or towers): g) providing measures to control noise, dust, debris, furne, air quality, groundwater or any site discharges during construction or demolition (<u>e.g.</u> screens, bunds, de-watering,
- demolition debris);
- providing protection or support to services; and
- i) facilitating testing (e.g. pressure testing pipes, pile testing, pre-demolition floor load capacity testing).

Finally clause 5.1.1.2 of BS5975:2019 states:

The temporary works could be removed or left in place (hence becoming sacrificial e.g. profiled metal decking) after the completion of the permanent works, but in the latter case would not necessarily contribute to the strength of the permanent works."

TWf2014:02 Clients' guide to temporary works published by the Temporary Works Forum suggests an even wider definition for temporary works and states:

"A safe position is to consider that every condition on site is temporary works unless proven otherwise. The two main exceptions being:

- a. Completed permanent work which is subjected to loads no greater than, and in no way different from, those for which the permanent works designer designed it
- b. Plant which is self-contained and used for the duties for which it is certified

V2 Feb 23 – Module 1 Page 1 TWCTC

## **Craphic Applications**









June 2023

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