

ITC Vegas 2025 Logos & Theme

ITC Vegas Logo

The ITC Vegas logo is made up of a symbol and a wordmark.

The symbol is emblematic of the earth. Its visual characteristics also show the overlapping and prism of different colors.

By contrast the lettering is balanced, strong and simple, balancing the evocative traits of the symbol.



ITC Vegas Logo

The ITC Vegas logo can appear on either light or dark backgrounds and DOES NOT appear on top of imagery. Also, the logo will lose its clarity on mid-tones.

The choice is made to maximize the contrast of the wordmark to the background to ensure both legibility and impact.

Please note, always use the full color logo: one color and linear versions do not currently exist and would only be relevant for unusual circumstances.



Dark or black backgrounds



ITC Vegas Theme | **A Wonderland of Possibilities**

This year's theme, **A Wonderland of Possibilities**, is focused on the frontier of insurance innovation in a rapidly evolving world, inviting us to see things from a different perspective.

In today's shifting digital reality, from the metaverse to AI-driven experiences, artificial intelligence serves as a modern-day portal, much like the looking glass in Alice in Wonderland, opening the door to a world of constant discovery and transformation.

Innovation is like a game of chess that demands strategy, agility, and continuous adaptation to stay ahead. Just as Alice navigates a chessboard filled with both structured rules and unexpected twists, the insurance industry must do the same, strategically maneuvering through a rapidly evolving technological landscape.

Like Alice, true pioneers don't simply accept the rules of the existing world; they challenge them, rewrite them, and, in doing so, create something entirely new.

A Wonderland of Possibilities reminds us that the only real limit to innovation is our willingness to step through the looking glass, explore, and dare to reimagine the impossible.

