

ITC Vegas Logo

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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 colours.

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



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The ITC Vegas logo can appear on either light or dark backgrounds.

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.



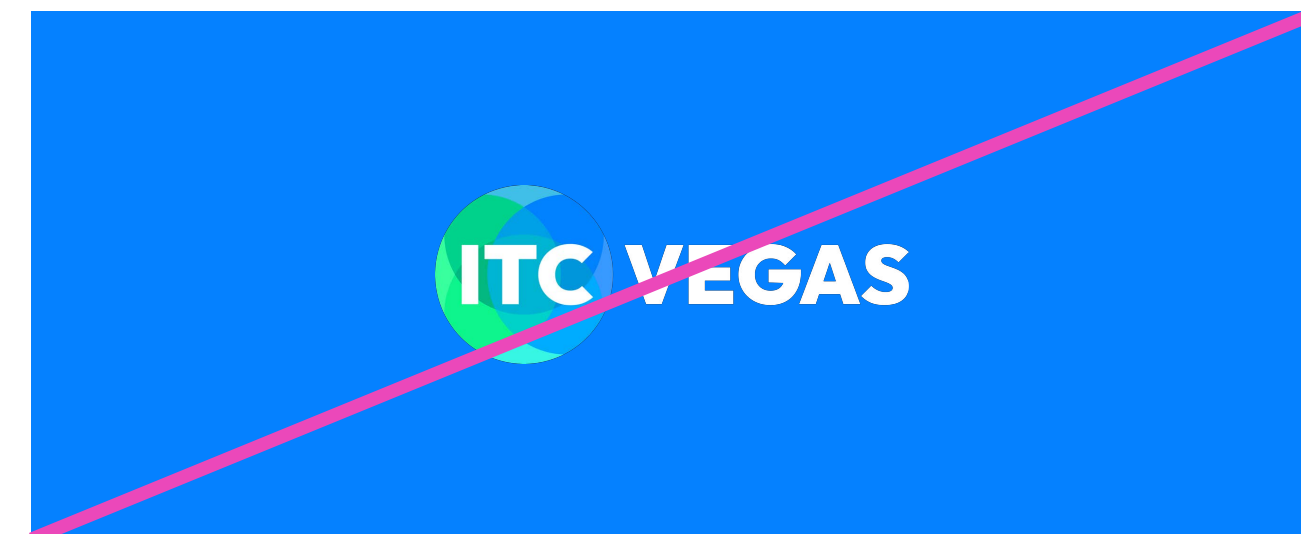
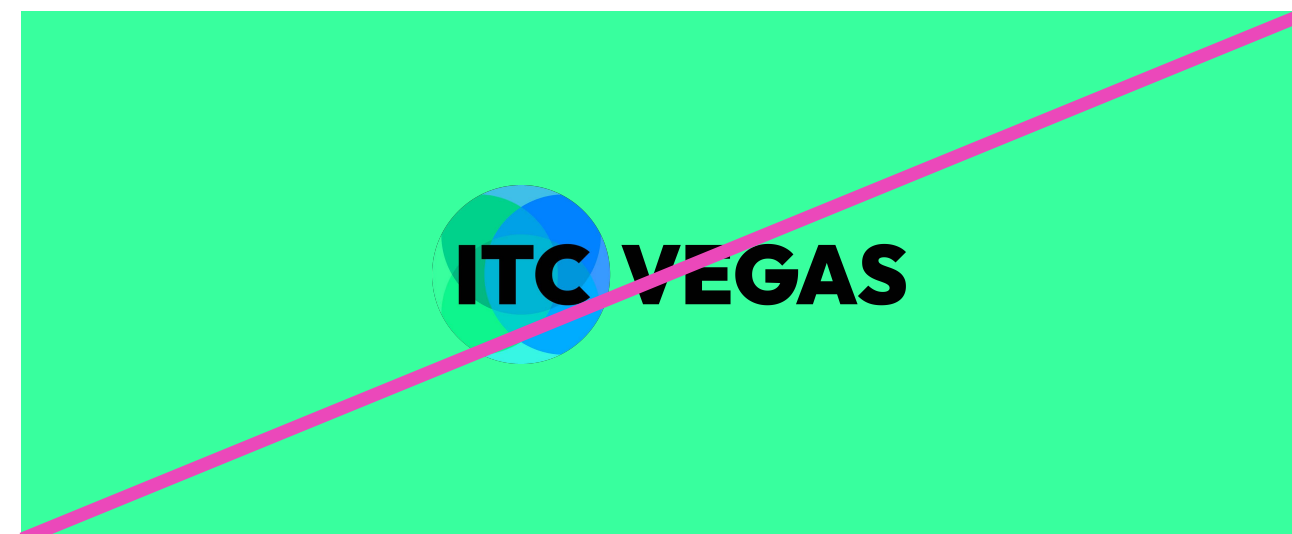
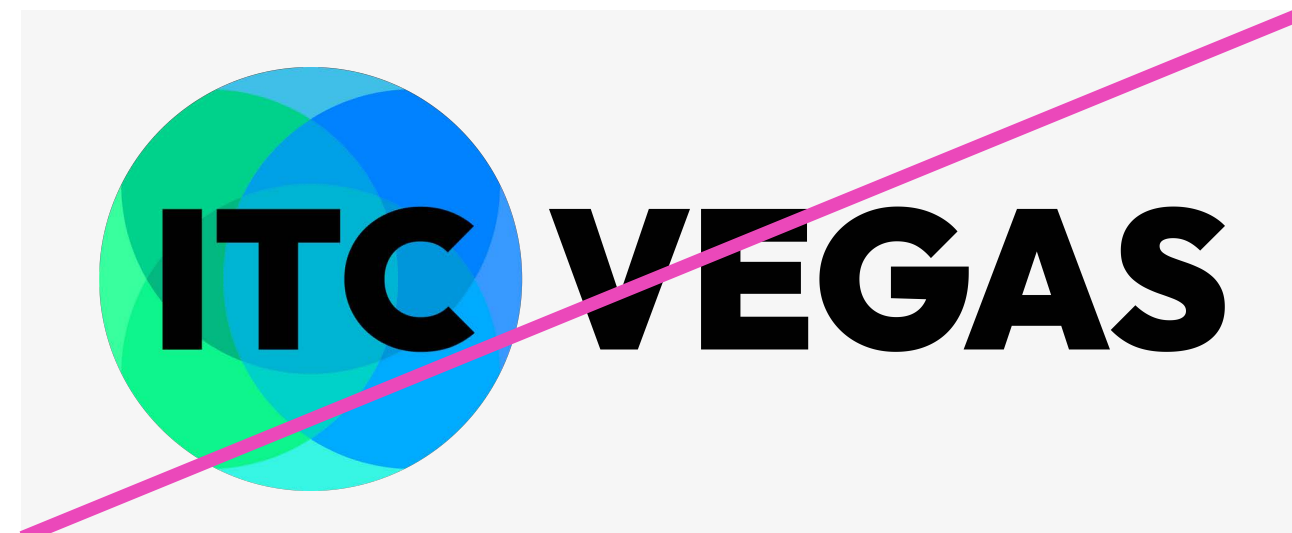
Dark or black backgrounds



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To ensure maximum impact, legibility and visual integrity, the logo should appear on a plain light or dark coloured background. It will be surrounded by plenty of clear space.

Therefore the logo does not appear on top of imagery. Also the logo will lose it's clarity on mid-tones.



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In addition:

The logo is never stretched or squashed

ITC and the globe never appear without the Vegas suffix or family name

Always use the master artwork files and follow guidelines on how to create new suffixes

It is never used in colors other than those from the artwork

There is never any drop shadow or other effects applied to the logo

