

ITC Vegas 2026 logo guidelines

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.



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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

