
C O R P O R A T E L O G O G U I D E L I N E S



PASSION FOR PARTS

INTRODUCTION

This Style Guide is designed to give an overview of the basic guidelines and practices for proper use of the ITR logo.

Please adhere to these standards in all uses of the brand. By so doing, you support the group to build global brand awareness.

Since this guide is not able to answer to the countless situations you may face regarding the proper use of any ITR logo, in case of any question, please use the information below to contact the Corporate Marketing Department in Modena, ITALY.

Via delle Nazioni, 65 41122 Modena - Italy

Tel. +39 059 9780111

corporatemarketing@usco.it

MINIMUM SPACE AROUND LOGO



The border margins are indicated in the diagram. All forms of the logo can be positioned inside a photo without space limits as long as the distance from the edge of the layout, or any other element is as shown.

CORPORATE LOGO COLORS



PASSION FOR PARTS

C 0 / M 100 / Y 100 / K 0

R 226 / G 0 / B 26

Pantone® 1795 C



C 0 / M 0 / Y 100 / K 100

R 0 / G 0 / B 0

Pantone® Process Black



HOW DO THE LOGO CAN BE USED

A



B



A / ITR Standard Logo

The ITR standard logo is designed to be printed in two colors. The symbol color code reference is PANTONE 1795C while the text is black. The standard logo has no background and is to be used whenever possible.

B / ITR Special Use Logo

The ITR special-use logo is designed only for use on a solid 100% black background and is designed to be printed in two colors. The symbol color code reference is PANTONE 1795C while the text is white.

C



D



C / ITR All-Black Logo

The ITR all-black logo is designed to be printed in one color. The symbol and text are both black. The all-black logo has no background and is to be used only on light-colored images.

D / ITR All-White Logo

The ITR all-white logo is designed to be printed in one color. The symbol and text are both white. The all-white logo has no background and is to be used only on dark-colored images.

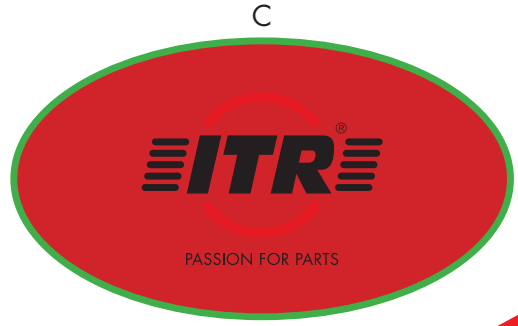
UNACCEPTABLE LOGO USAGE



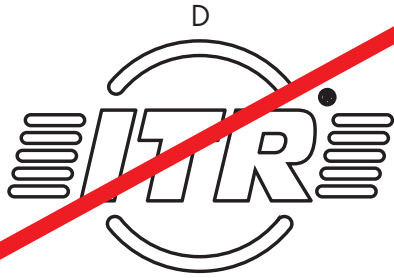
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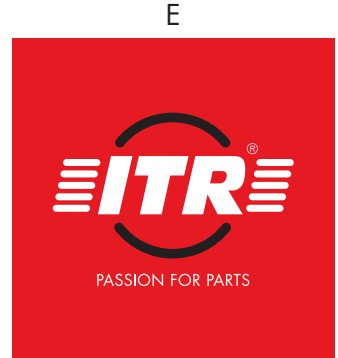
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OTHER TEXT

A / Remove ITR-USCO part of graphic B / Add dark drop shadows to the logo C / Place any borders, boxes or backgrounds on, around or behind the logo D / Outline the logo E / Change colors F / Reduce the logo smaller than 25mm (1") in width G / Skew or stretch the logo H / Rotate the logo I / Modify proportions L / Place the all-white logo on light-colored backgrounds M / Place the logo on dark-colored backgrounds N / Add text instead of the payoff

For all authorization requests related to the ITR logo please contact the Corporate Marketing Department in Modena:
corporatemarketing@usco.it
