ITC MALTA

ITC Brand Guidelines

PRIMARY LOGO

The ITC logotype is central to our visual identity and must appear on all official communications unaltered.

The logotype combines the ITC Malta logotype, strapline, and event date. These elements combined form the primary and preferred visual representation. No unauthorised text or graphics may be added beyond the approved versions outlined in these guidelines.

File Downloads
The various ITC logotypes are available in formats appropriate to your usage needs. For more information, visit the media centre at:

www.itc.events/mediacentre

1 | Horizontal Layout

ITC MALTA
NETWORKING WITH A DIFFERENCE
17-20 June 2025

2 | Stacked Layout

ITC
MALTA
NETWORKING
WITH A DIFFERENCE
17-20 June 2025

ALTERNATIVES

Our alternative logotypes offer versatility and flexibility. Each variation ensures consistent branding while meeting diverse requirements.

The **standalone logotype** is ideal for minimalist applications or where space is limited.

The **logotype with strapline** reinforces our brand message.

The **logotype with event date**, perfect for time-sensitive materials and promoting the current event.

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1 | Logotype

ITC MALTA

ITC
MALTA

2 | Logotype with strapline

ITC MALTA
NETWORKING WITH A DIFFERENCE

ITC
MALTA
NETWORKING
WITH A DIFFERENCE

3 | Logotype with event date

ITC MALTA
17-20 June 2025

ITC
MALTA
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MONO LOGO

When using the ITC logotype on a solid or patterned background, it should always appear in a single colour to ensure clarity and consistency.

The most common choice is white, as it provides strong contrast and maintains legibility against both dark and complex backgrounds.

The logotype should stand out clearly, free from any distracting elements or background patterns that could compromise its visibility.

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ITC MALTA
NETWORKING WITH A DIFFERENCE
17-20 June 2025

ITC MALTA
NETWORKING
WITH A DIFFERENCE
17-20 June 2025

ITC MALTA
NETWORKING WITH A DIFFERENCE
17-20 June 2025
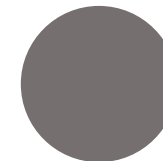
ITC MALTA
NETWORKING
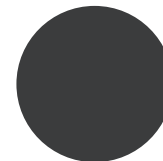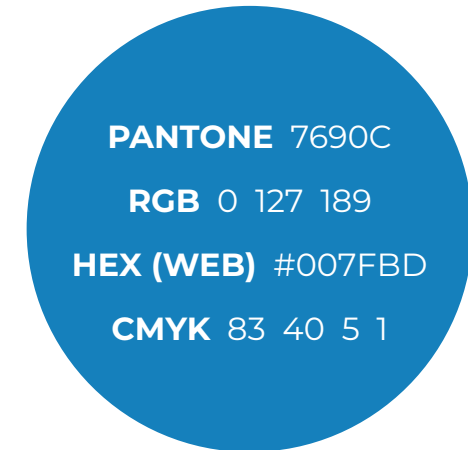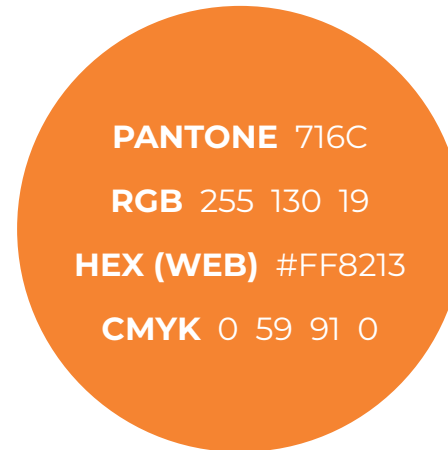WITH A DIFFERENCE
17-20 June 2025

CORE COLOURS

The core colour palette, featuring ITC Blue and ITC Orange, forms our visual identity. The bright orange adds energy and warmth when combined with the bold, confident blue, creating a distinct style which is both simple to use and powerful through its simplicity.

Colour Breakdowns

The colour breakdowns are shown in each instance - CMYK, RGB, Pantone and web safe colours (HEX).

The RGB and web colour values shown are for on-screen use only, therefore colours may differ from the CMYK references. With all printed collateral, CMYK colour values should be preferred.

PANTONE 716C

RGB 255 130 19

HEX (WEB) #FF8213

CMYK 0 59 91 0

PANTONE 7690C

RGB 0 127 189

HEX (WEB) #007FBD

CMYK 83 40 5 1

PANTONE 447C
RGB 40 45 45
WEB #282d2d
CMYK 42 35 35 73

PANTONE 2334 C
RGB 100 97 99
WEB #646163
CMYK 20 22 21 51

PANTONE Cool Grey 4C
RGB 234 234 234
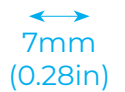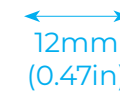**WEB** #EAEAEA
CMYK 10 7 8 0

LOGO SIZING

To maintain legibility of the ITC logotype, strapline and event date, the logotype must be displayed at a minimum size, measured across its full horizontal width.

The preferred minimum for the primary logotype is 30mm / 12mm for print and 125 pixels / 60 pixels for digital.

Where space is limited, the logotype should omit the strapline and date, with an absolute minimum of 12mm / 7mm for print or 60 pixels / 35 pixels for digital.

However, designers should apply good judgement to preserve the logotype's readability. Proofing ensures the best version for clear reproduction in such cases.

1 | Sizing for Print

ITC MALTA
NETWORKING WITH A DIFFERENCE
17-20 June 2025

30mm
(1.18in)

ITC MALTA
NETWORKING
WITH A DIFFERENCE
17-20 June 2025

12mm
(0.47in)

ITC MALTA

12mm
(0.47in)

ITC
MALTA

7mm
(0.28in)

2 | Sizing for Digital

ITC MALTA
NETWORKING WITH A DIFFERENCE
17-20 June 2025

125
pixels

ITC MALTA
NETWORKING
WITH A DIFFERENCE
17-20 June 2025

60
pixels

ITC MALTA

60
pixels
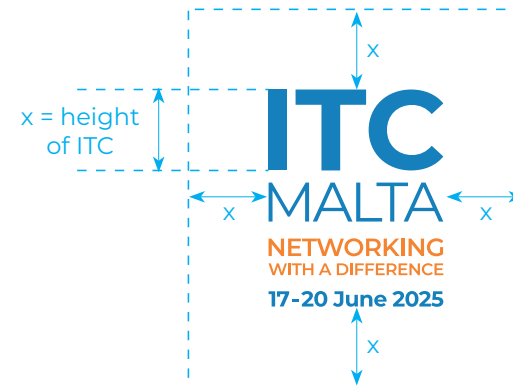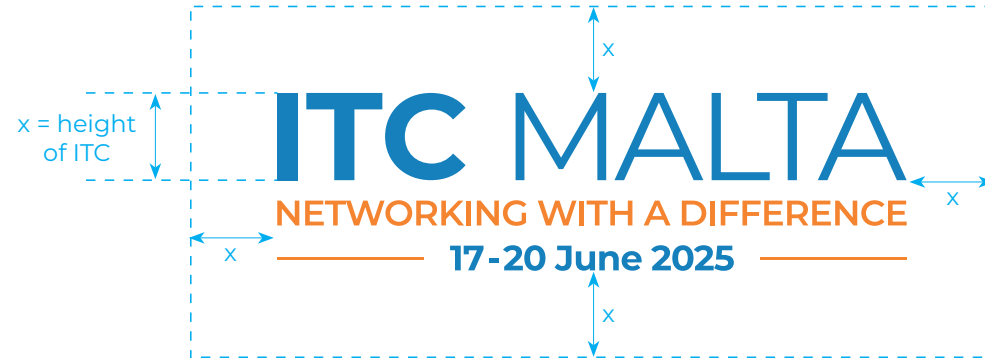
ITC
MALTA

35
pixels

CLEAR SPACE

The ITC logotype requires adequate clear space to maintain its impact.

The clear space is measured by a square equal to the height of the initial 'I' in the logotype, indicated by a light blue dotted line. It ensures separation from other elements, including page edges.

In cases with space constraints, such as business cards, the clear space can be reduced to half the height of the 'I'.

Wherever possible, more space should be provided to enhance clarity and avoid visual clutter.

Designers should apply good judgement to preserve the logotype's integrity in all applications.

x = height of ITC

ITC MALTA
NETWORKING WITH A DIFFERENCE
17-20 June 2025

x = height of ITC

ITC
MALTA
NETWORKING
WITH A DIFFERENCE
17-20 June 2025

TYPOGRAPHY

Primary Typeface
Montserrat is designed for print, web, and mobile with excellent legibility. Use two weights, typically light and bold, to create hierarchy, differentiation, and enhance overall visual impact

Secondary Typeface
Mulish complements Montserrat, and its selective use should add variety and visual interest for enhanced impact.

Standardised Typeface
Arial in Regular, Italic, and Bold provides cross platform compatibility while ensuring document consistency without formatting and reflow issues.

Iconography
Font Awesome s the primary icon set, with any style (solid, regular, light) supported, alongside optional use of approved customised icons.

1 | Montserrat Download at fonts.google.com/specimen/Montserrat

Bold:
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@£$%^&*()

Semi-Bold:
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@£$%^&*()

Regular:
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@£$%^&*()

2 | Mulish Download at fonts.google.com/specimen/Mulish

Bold:
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@£$%^&*()

Semi-Bold:
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@£$%^&*()

Regular:
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@£$%^&*()

3 | Arial

Bold:
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@£$%^&*()

Regular:
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@£$%^&*()

4 | FontAwesome Download at fontawesome.com

HEX PATTERN

The ITC hex pattern adds versatility and interest to designs while maintaining harmony within the brand framework.

The pattern should complement the overall design, never overshadowing the primary content of printed or digital materials.

Used selectively, the pattern enhances visual impact and subtly reinforces the brand by showcasing its colours and becomes a recognisable element.

The pattern can be applied in various scales, opacities, transparencies, and colours within the brand palette, creating a dynamic yet cohesive aesthetic.
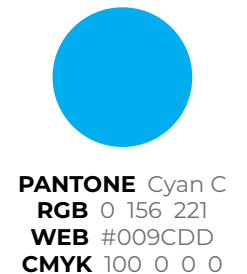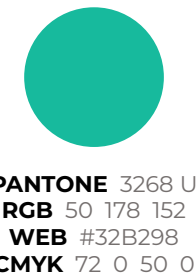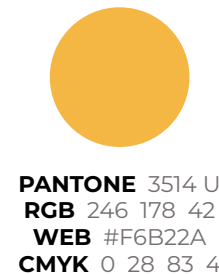
Powered by IPT

Powered by IPT

POWERED BY

The "powered by" strapline is used to signal the relationship between ITC and its sister brand IPT.

Our guidelines allow for flexibility as to where the "powered by" logo lockup is placed to ensure clarity and legibility within the design, however the ITC brand must always take precedence as the leading brand element.

Selective use of the IPT colour palette and design elements can be used to highlight key industry sectors - mobiles, IT components, and consumer electronics.

This approach creates a cohesive visual identity while reinforcing the collaborative strength of both brands.

Powered by IPT

Powered by IPT

| **PANTONE** 3581 C	**PANTONE** 3514 U	**PANTONE** 3268 U	**PANTONE** Cyan C
RGB 34 57 111	**RGB** 246 178 42	**RGB** 50 178 152	**RGB** 0 156 221
WEB #22396F	**WEB** #F6B22A	**WEB** #32B298	**WEB** #009CDD
CMYK 99 84 26 11	**CMYK** 0 28 83 4	**CMYK** 72 0 50 0	**CMYK** 100 0 0 0

PARTNERSHIPS

Innovation happens when collaborators come together for a common purpose.

Co-branding highlights a partnership by showcasing the ITC logo alongside the logos of one or more partners.

The order of logos in the co-brand lockup depends on which brand is leading the marketing effort, although the headline sponsor typically takes precedence.

Partner logos should be visually balanced, matching in size and weight, and surrounded by sufficient clear space to ensure clarity and prominence.

Partnership brands should always be treated with the same respect and care as our own, reflecting the shared values and mutual importance of the collaboration.
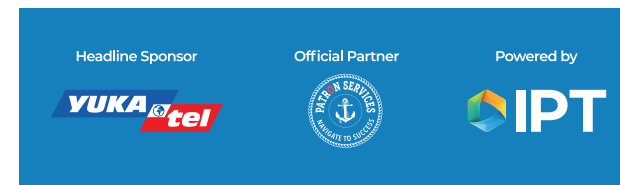
Headline Sponsor | Powered by

Headline Sponsor | Powered by

Headline Sponsor

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Headline Sponsor

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Headline Sponsor | Official Partner | Powered by

Headline Sponsor

YUKA tel

Powered by

IPT & mobi hub

For more information visit itc.events