INTERCULTURAL
THEATRE
INSTITUTE

The Logo

ITI's borderless wordmark consists of the three words of the institute's name, viewed from different perspectives, interlocking at different angles, and in a spectrum of colours. These aspects of the design signify the institute's openness to different theatres, and intercultural approach to theatre training that uses a diverse mix of theatrical forms from various cultures.

Logo Variation

Full-colour

Single-colour / Black

Grayscale

Reverse

Logo Formation

Logo Use – Guidelines

Clear Space

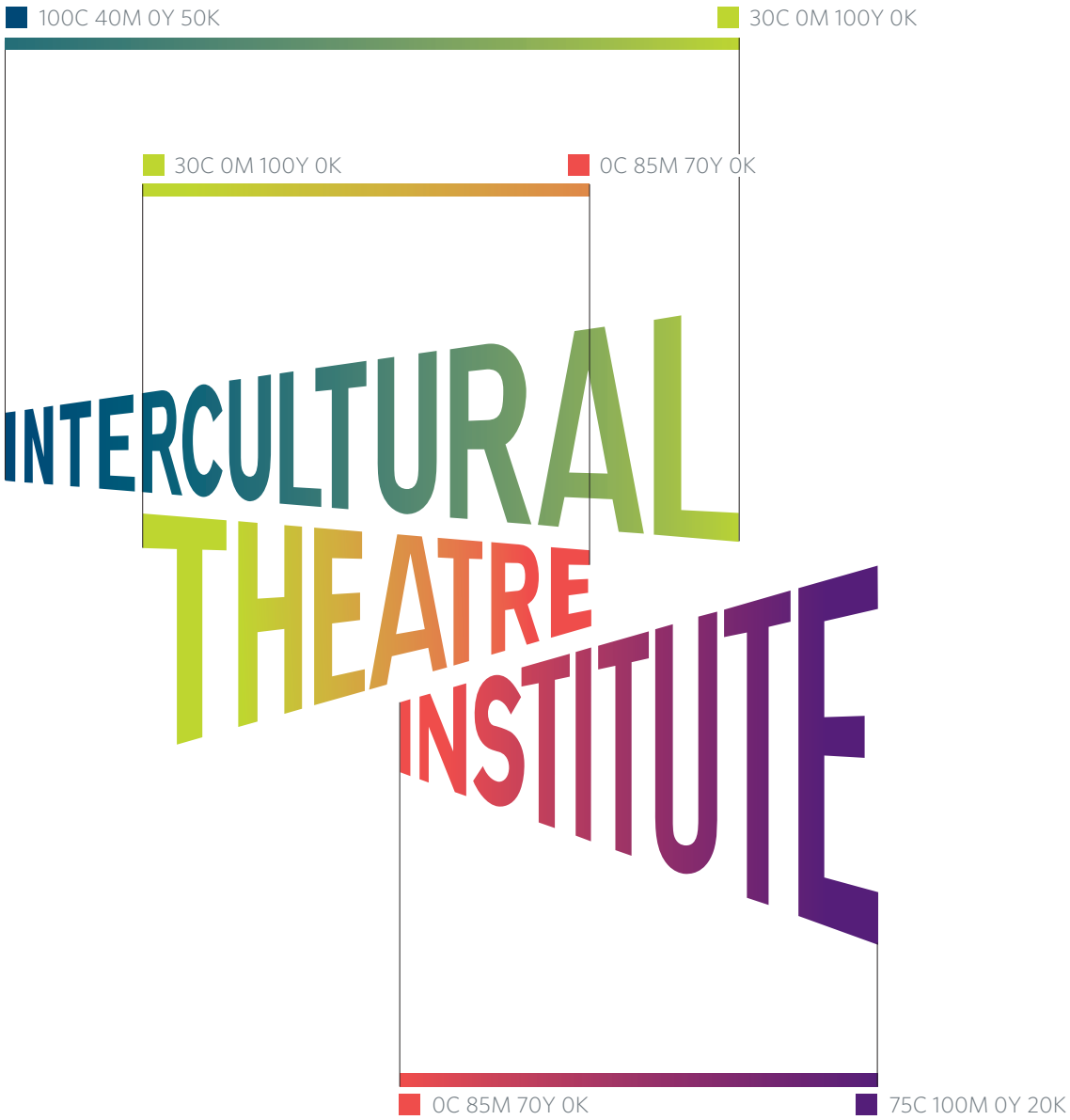
The clear space guidelines given below should be used to ensure that the identity always has sufficient space around it. The intention is to avoid overcrowding and to optimise the identity's impact and prominence.

Minimum Size

To ensure maximum clarity and distinction, the ITI logo should not be represented in a size smaller than 20 mm in width.

Logo (Grayscale)

Logo (Colour)


100C 40M 0Y 50K
30C 0M 100Y 0K
30C 0M 100Y 0K
0C 85M 70Y 0K
INTERCULTURAL
THEATRE
INSTITUTE
0C 85M 70Y 0K
75C 100M 0Y 20K

Corporate Typefaces

The corporate typeface is an essential part of the visual vocabulary for creating a consistent look across a wide range of communication needs. Trade Gothic is chosen for its legibility and clean typographic style. All Printed Corporate literature – stationery, forms, brochures, posters, etc - should use Trade Gothic.

Trade Gothic Light

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
! @ # $ % ^ & * ( ) _ – + = < > ? .
1 2 3 4 5 6 7 8 9 10

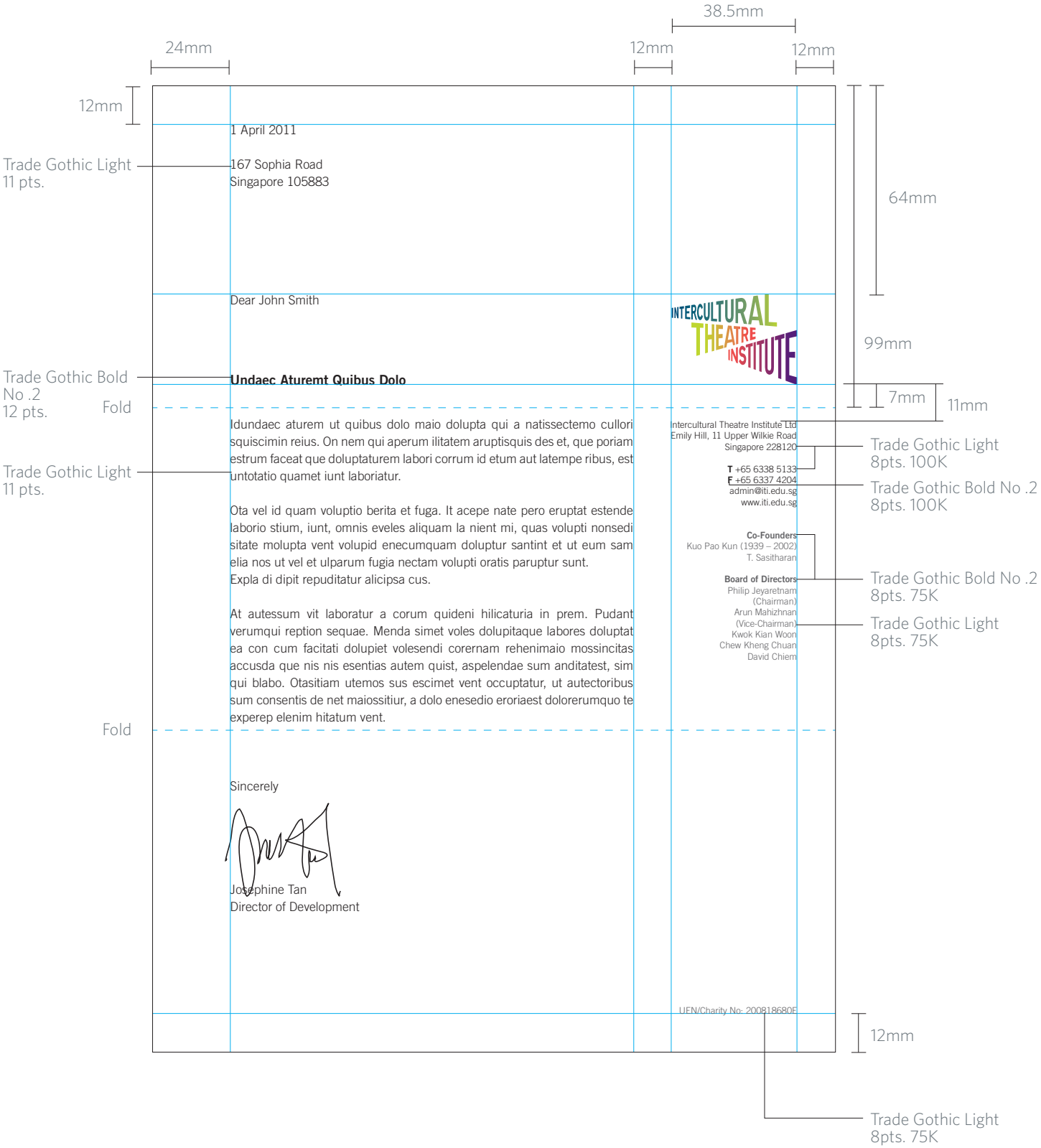
Trade Gothic Bold No .2

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
! @ # $ % ^ & * ( ) _ – + = < > ? .
1 2 3 4 5 6 7 8 9 10

Letterhead

(A4: 210mm x 297mm)

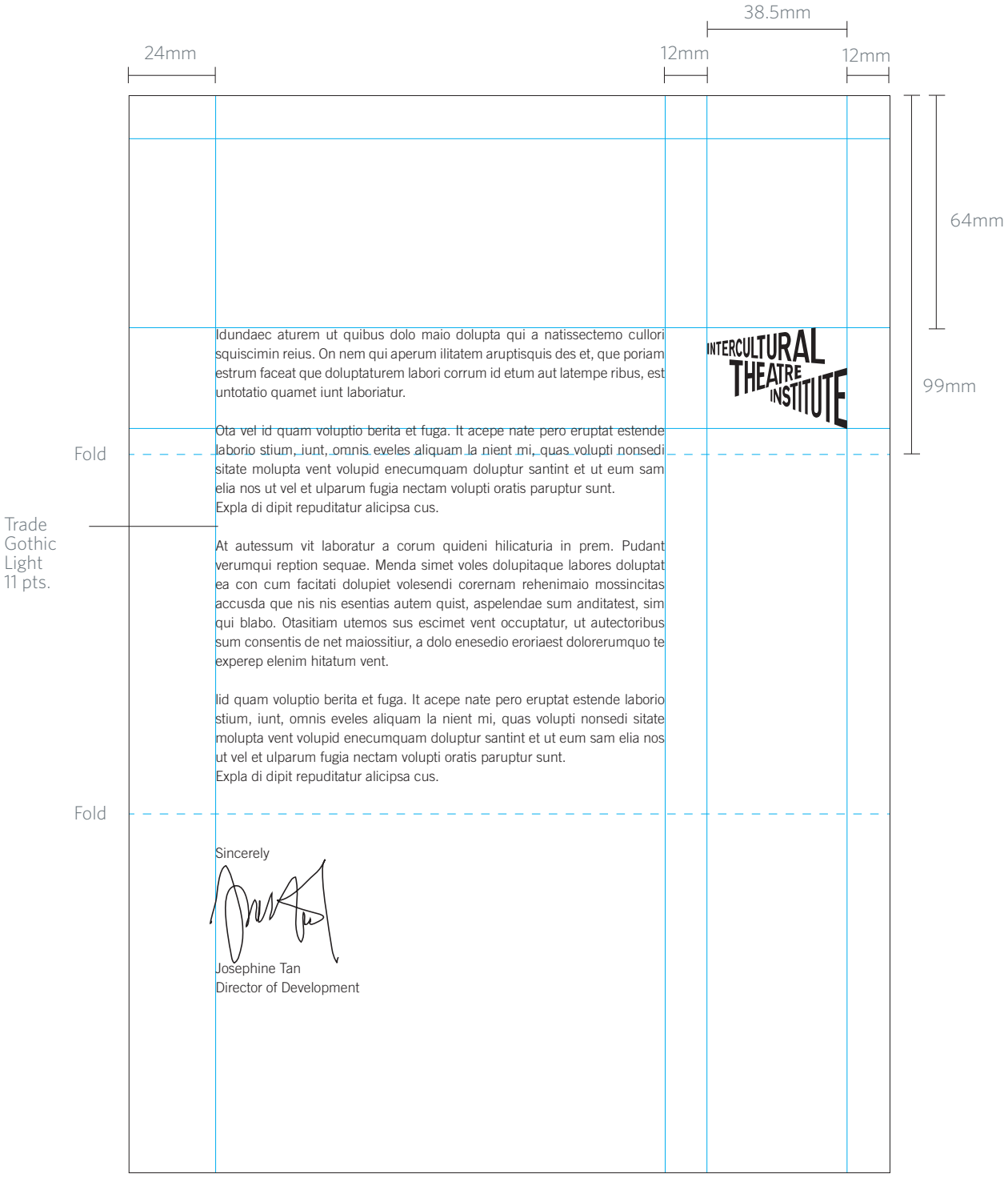
60% of Actual Size



Letterhead (Continuation page)

(A4: 210mm x 297mm)

60% of Actual Size



Idundaec aturem ut quibus dolo maio dolupta qui a natissectemo cullori squiscimin reius. On nem qui aperum ilitatem aruptisquis des et, que poriam estrum faceat que doluptaturem labori corrum id etum aut latempe ribus, est untotatio quamet iunt laboriatur.

Ota vel id quam voluptio berita et fuga. It acepe nate pero eruptat estende laborio stium, iunt, omnis eveles aliquam la nient mi, quas volupti nonsedi sitate molupta vent volupid enecumquam doluptur santint et ut eum sam elia nos ut vel et ulparum fugia nectam volupti oratis paruptur sunt.
Expla di dipit repuditatur alicipsa cus.

At autessum vit laboratur a corum quideni hilicaturia in prem. Pudant verumqui reption sequae. Menda simet voles dolupitaque labores doluptat ea con cum facitati dolupiet volesendi corernam rehenimaio mossincitas accusda que nis nis esentias autem quist, aspelendae sum anditatest, sim qui blabo. Otasitiam utemos sus escimet vent occuptatur, ut autectoribus sum consentis de net maiossitiur, a dolo enesedio eroriaest dolorerumquo te experep elenim hitatum vent.

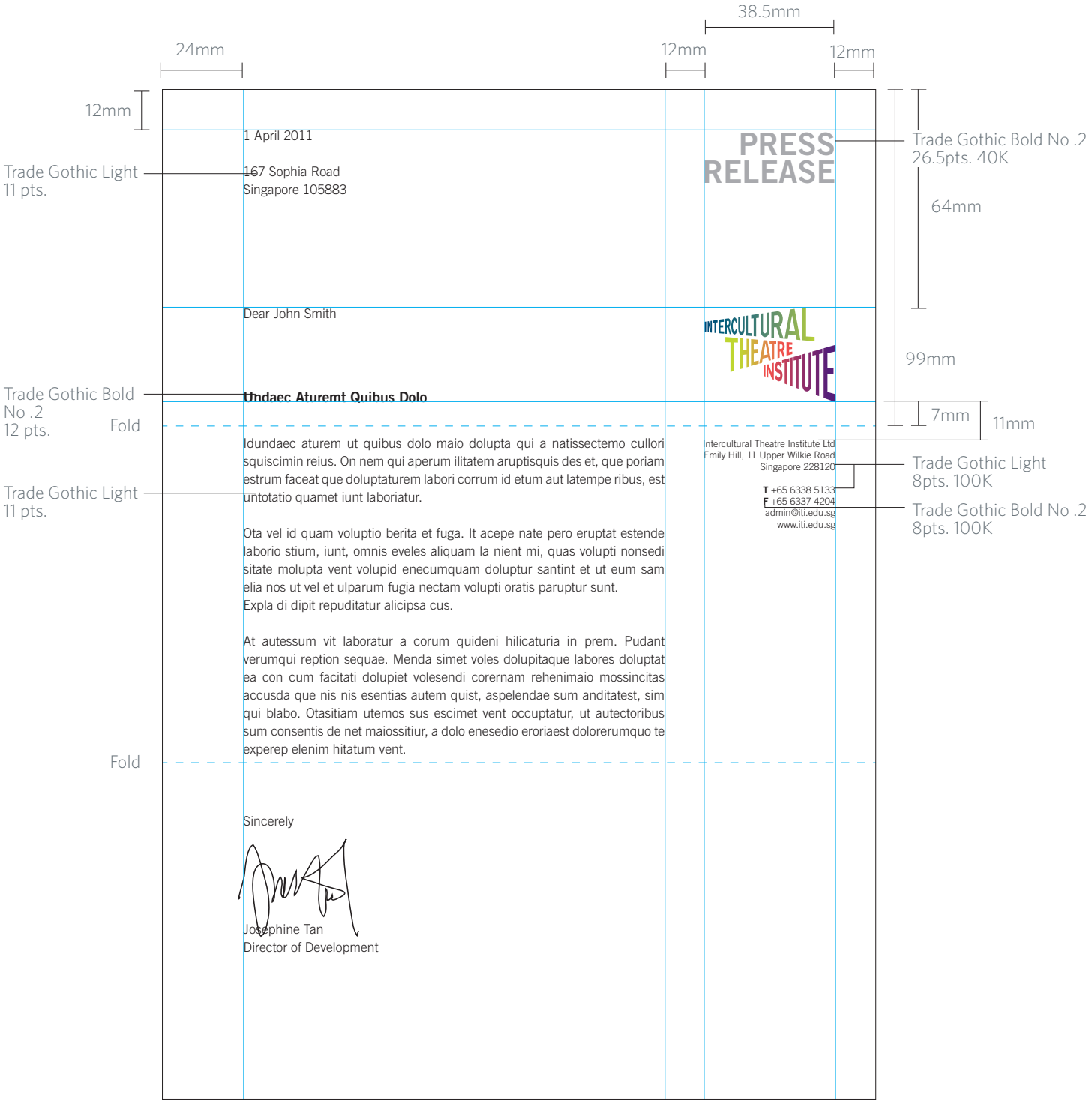
lid quam voluptio berita et fuga. It acepe nate pero eruptat estende laborio stium, iunt, omnis eveles aliquam la nient mi, quas volupti nonsedi sitate molupta vent volupid enecumquam doluptur santint et ut eum sam elia nos ut vel et ulparum fugia nectam volupti oratis paruptur sunt.
Expla di dipit repuditatur alicipsa cus.

Sincerely

Josephine Tan
Director of Development

Press Release
(A4: 210mm x 297mm)

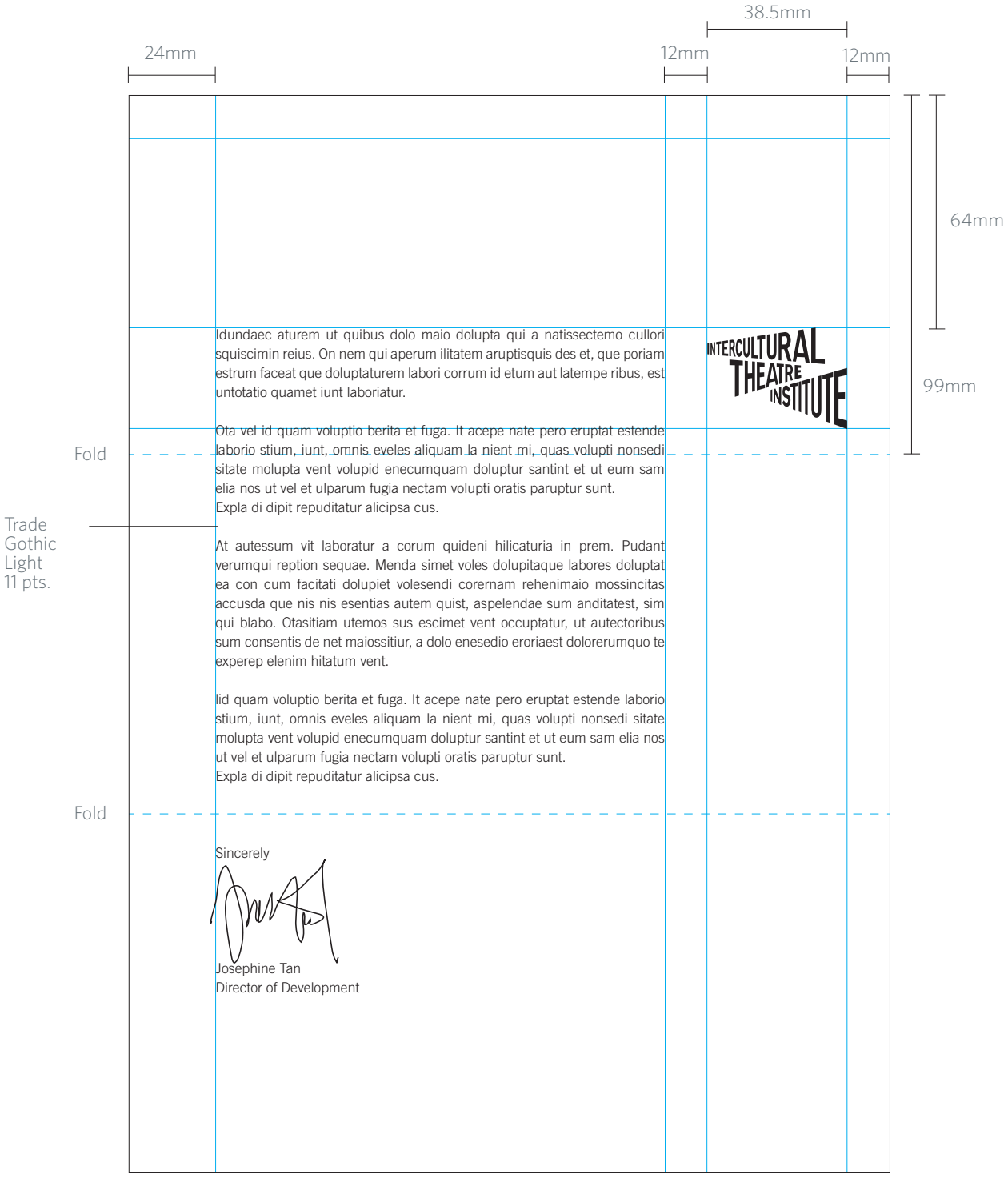
60% of Actual Size



Press Release (Continuation page)

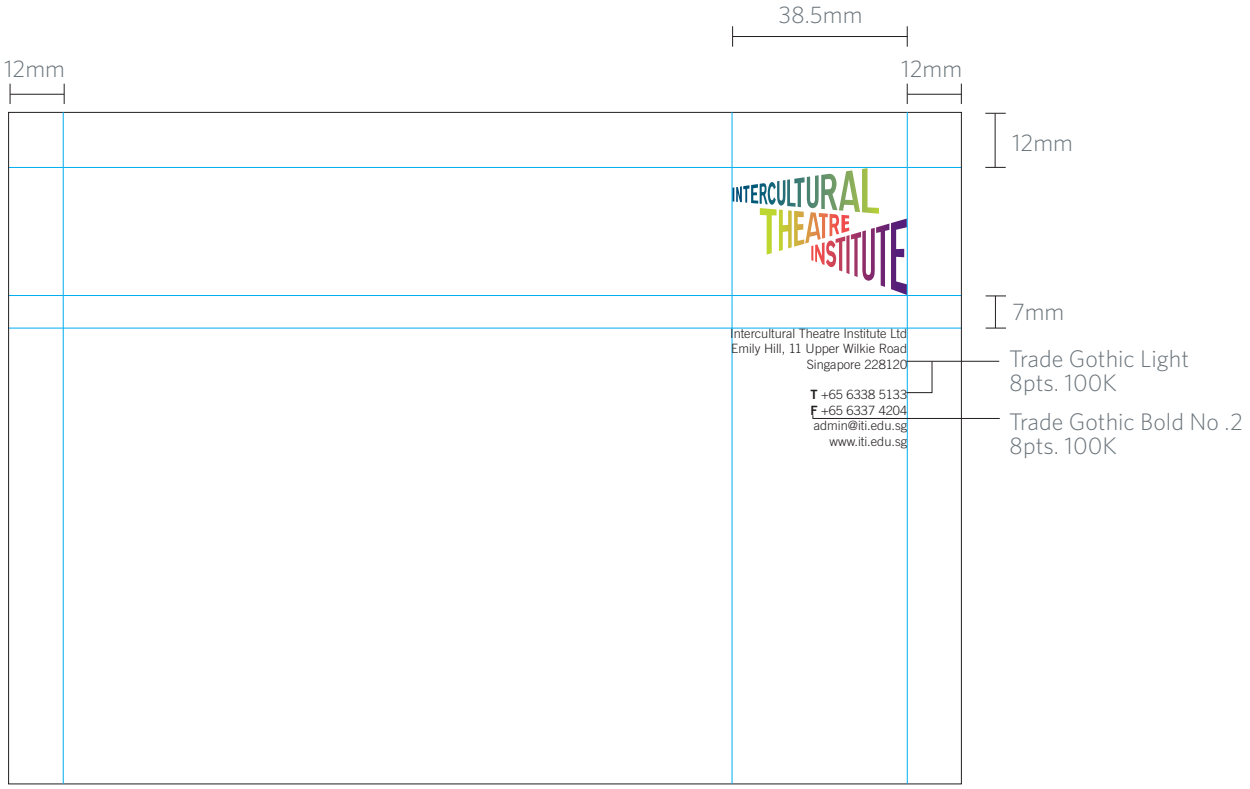
(A4: 210mm x 297mm)

60% of Actual Size



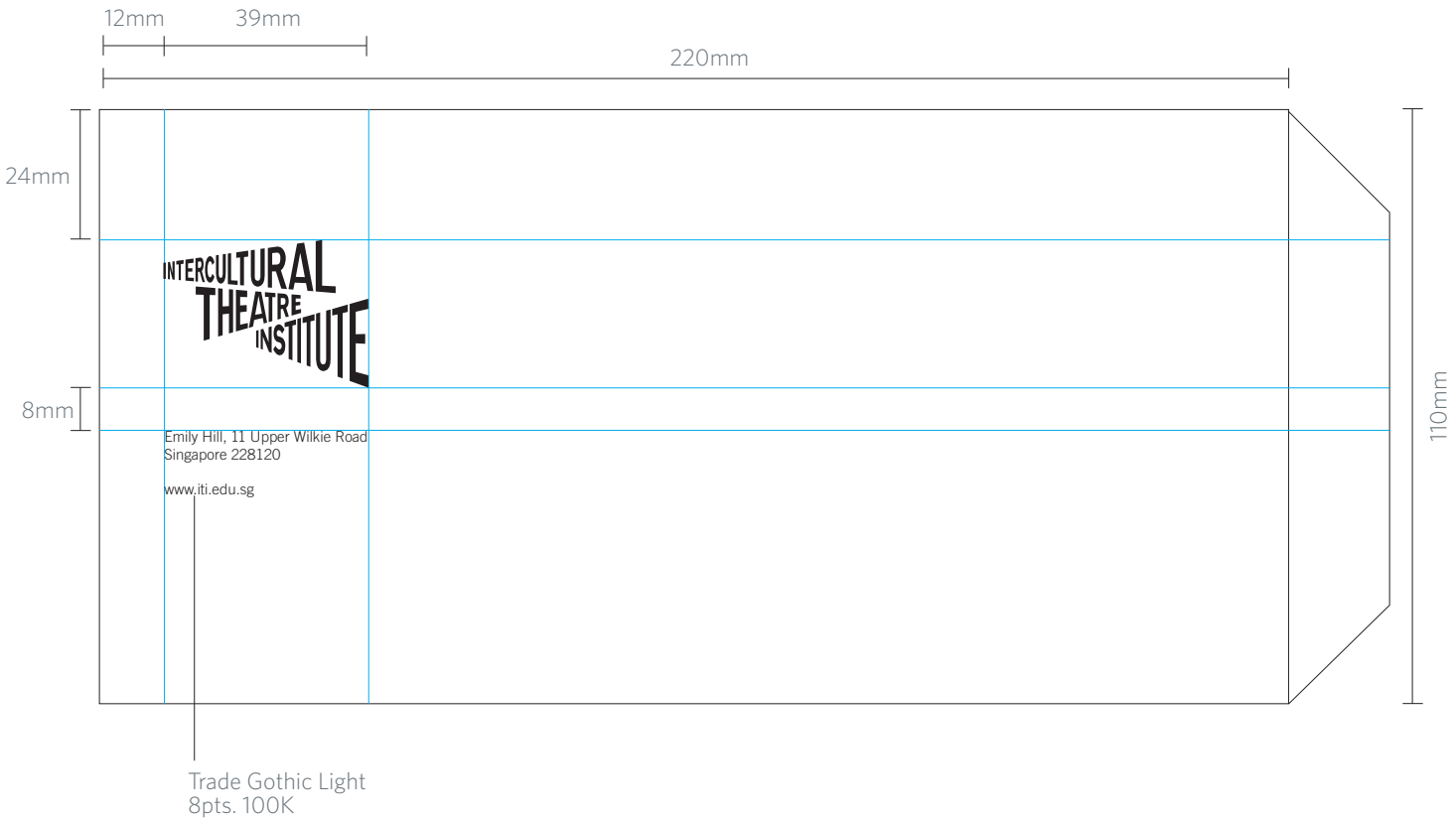
Note Slip – A5
(148.5mm x 210mm)

60% of Actual Size



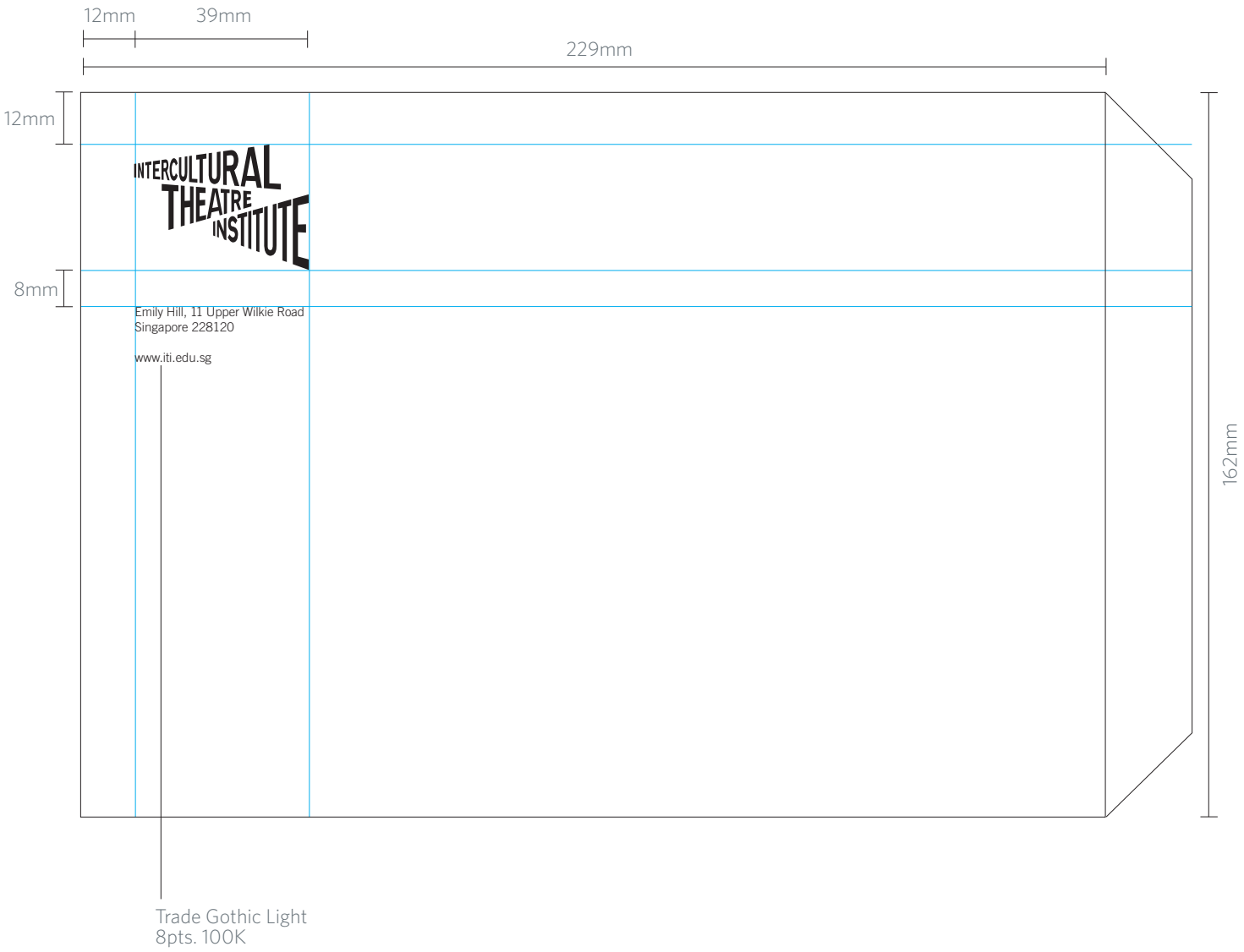
DL Envelope
(220mm x 110mm)

70% of Actual Size



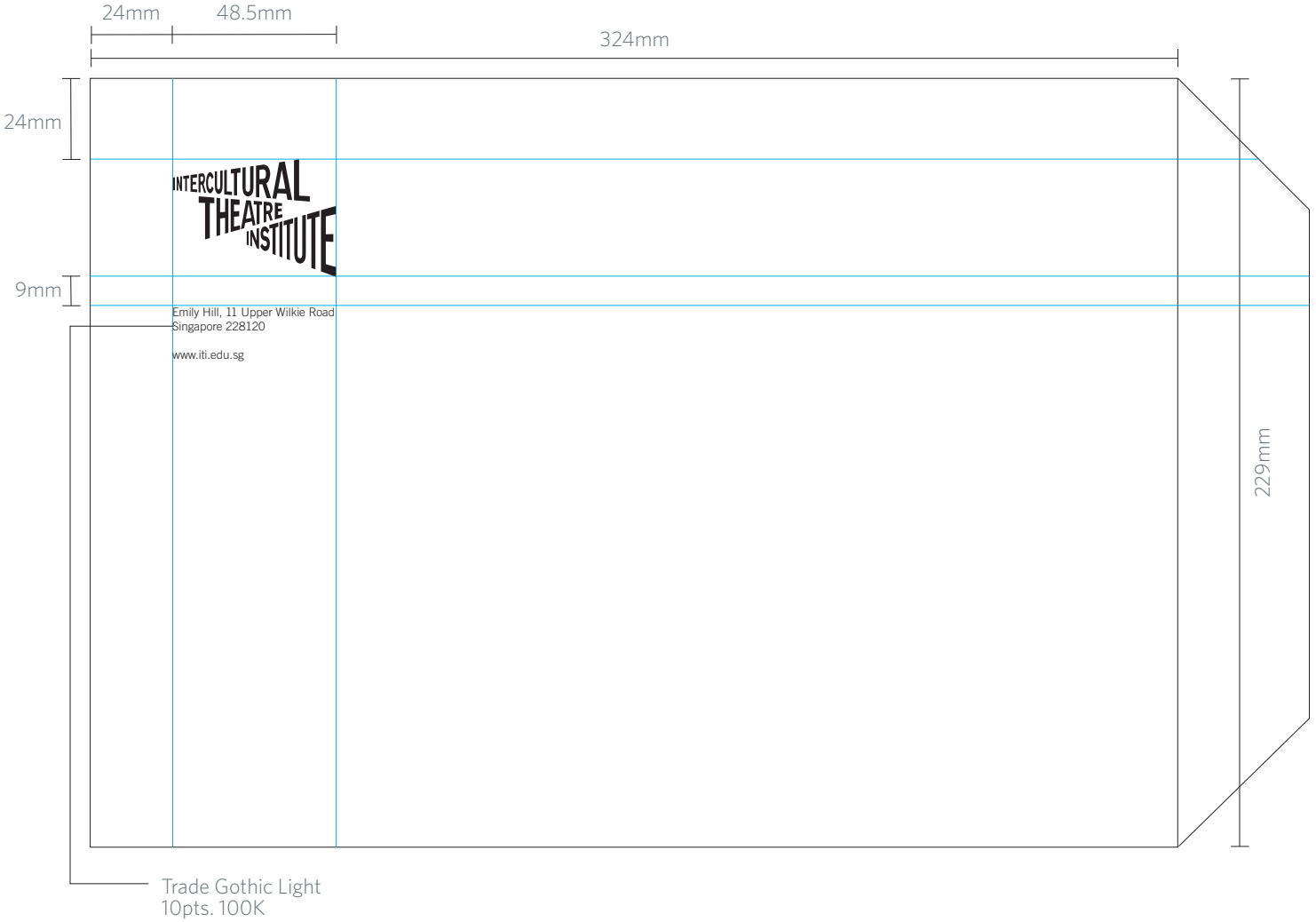
C5 Envelope
(126mm x 229mm)

70% of Actual Size



C4 Envelope – Fits A4
(324mm x 229mm)

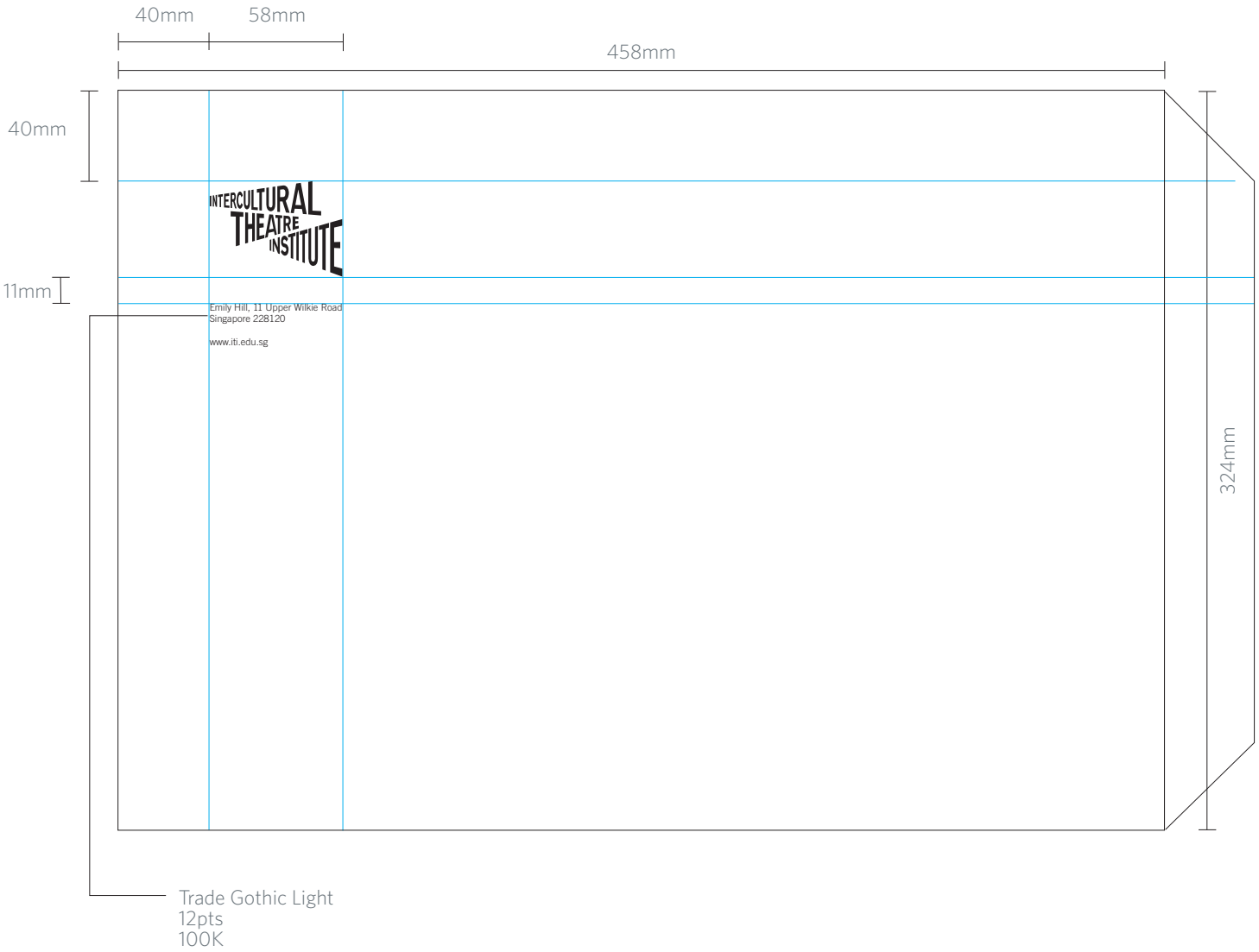
50% of Actual Size



C3 Envelope – Fits A3

(458mm x 324mm)

35% of Actual Size



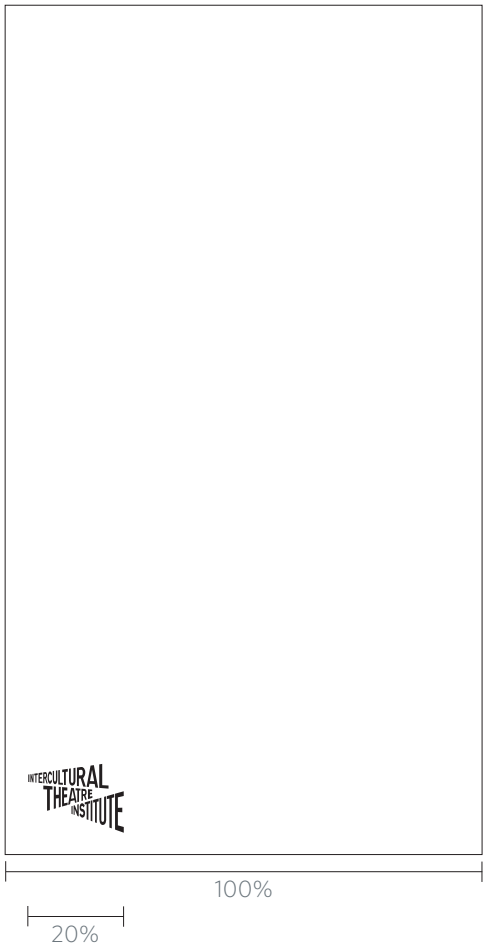
Name Cards
(55mm x 90mm)

Logo Usage
Publications/Brochures/Flyers

Only the single coloured, solid black and solid white logo is to be used, unless it is over a picture or darker solid coloured, where the reversed out version is preferred.

The logo should be 20% of the width of the page but no smaller than the minimum requirement of 20 mm.

It should only be used on the bottom left of the page.

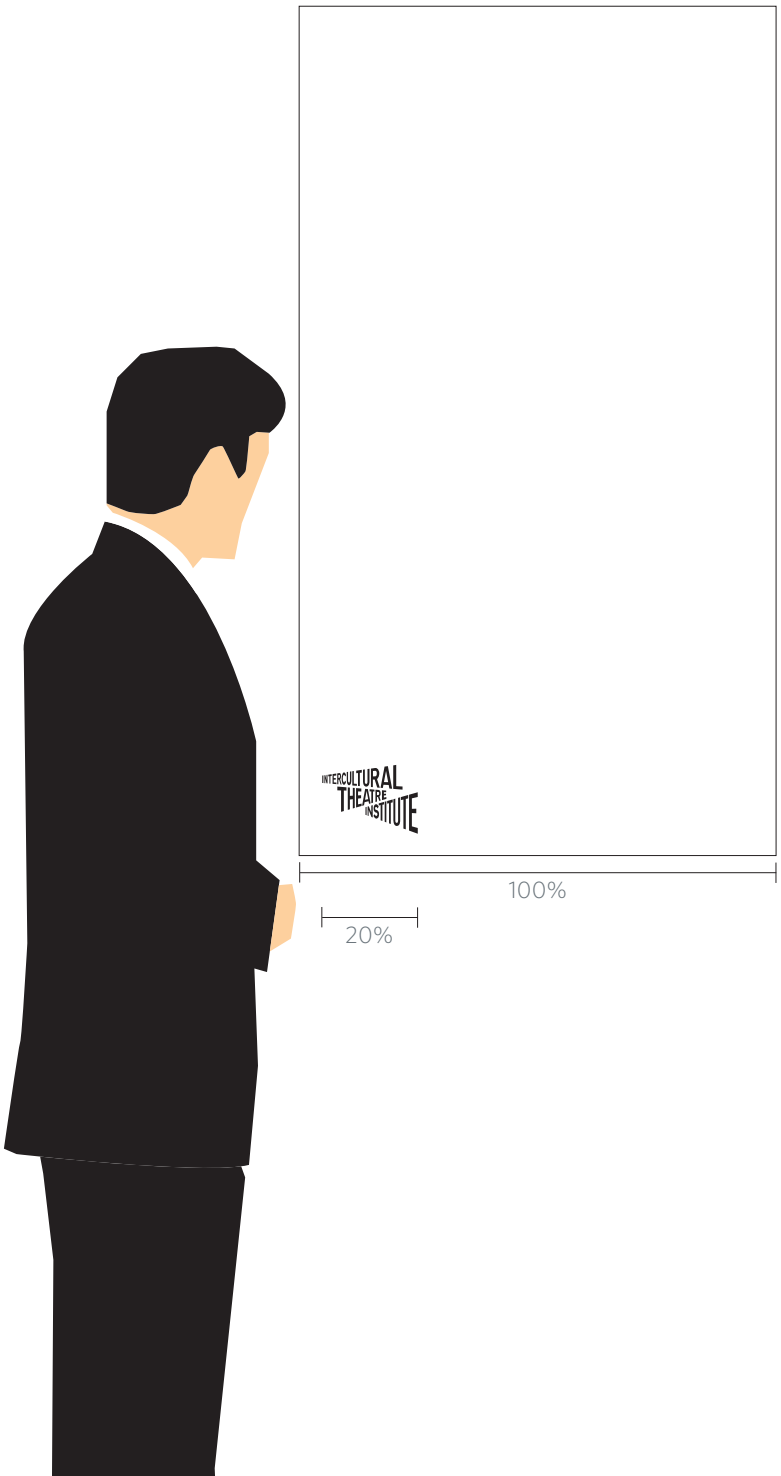


Logo Usage
Posters and Banners

Only the single coloured, solid black and solid white logo is to be used, unless it is over a picture or darker solid coloured, where the reversed out version is preferred.

The logo should be 20% of the width of the poster/banner but no smaller than the minimum requirement of 20 mm.

It should only be used on the bottom left of the page.



Incorrect Logo Usage

In the absence of contrast between the logo and background, the logo loses impact and clarity. Below are some examples of incorrect usage of the logo on photographic and coloured backgrounds.

The Full coloured logo should only be used on white backgrounds on corporate materials.