

ITC MALTA

Brand Guidelines



ITC - International Trade Convention

Networking with a difference

3 day convention to meet qualified, serious buyers and suppliers in a relaxed 5* environment

Supporting the industry

IPT have supported the open trading industry over the past 20 years. ITC is a natural extension of our partnership and, by attending, you will meet new contacts and old friends in a professional and relaxed setting, leading to positive business opportunities.



ITC



ITC

The Primary Logo



The Brand & Identity

Brand identity relies on a combination of graphics and the written word. These guidelines contain the Brand Footprints which reflect the core messages and brand personalities of ITC. These should be reflected in all marketing material whenever practical.

Core Message Of ITC

The core message of ITC is about belonging to a trusted network of serious buyers and sellers in the industry, unlocking potential for strong and long lasting business relationships. offers distributors, traders, brokers and resellers of volume Consumer Electronics, Home Appliances, White / Brown Goods, Mobile Phones, IT components and Laptops & printers (plus many more) the opportunity to meet and network in a professional atmosphere - one which is more relaxed than a traditional trade show

Personality Of ITC

ITC is professional, yet relaxed and informal. ITC is a trade show for professionals looking to build new and existing relationships in a social environment (in contrast to the many of the major corporate events).

Logo Versions

On light background



On darker / solid background



Standalone Version

Basic/core logo for use in situations where advertising the website address is not required or necessary. This might be on material which advertises the website address elsewhere or in situations where the ITC brand and service is already well known.

Version With Location

As above with the addition of the current location of exhibition.

Logo Versions

On light background



On darker / solid background



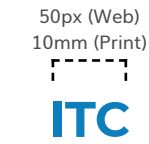
Version With Location & Year

Core logo with the added addition of the location and event year. To be used on a variety of print and web material.

Logo Usage

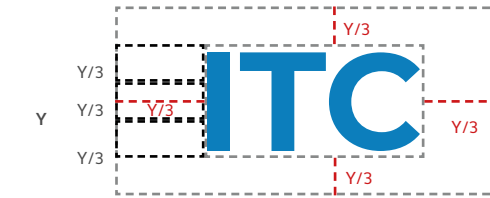
1. Minimum Size

Do not use the logo smaller than this size on any ITC collateral of any kind. (i.e. stationery, printed documents, advertising.)



2. Exclusion Zone

The exclusion zone is governed by the height (y) of the logo divided by 3. Ensure that no text or graphic elements enter this visual space.



1. Minimum Size

Minimum print size ensures that the identity is clear even when displayed at a reduced size. Minimum size varies according to the logo version used ensuring accompanying text is always legible when printed using home-office standard printing techniques.

2. Exclusion Zone

In order to maintain the integrity of the visual identity and avoid dilution of the brand, exclusion zones are dictated that must be adhered to for both identity elements. No page furniture, text or supporting logo should be placed within the exclusion zones.

Logo Usage

ITC

A

itc

B



C



D

ITC

E

3. How Not To Use Our Logo

This page contains examples of how not to use our logos.

- A. Wrong colour – The colour of the individual elements in the logos must never be altered.
- B. Wrong logotype – The ITC logotype must never be replaced by any other words or any other typeface.
- C. No Backgrounds – The ITC logo must not be placed on a 'busy' background. Logos must be used on solid colours or gradient backgrounds only.
- D. Cropping or rotating – The ITC logo must never be cropped or rotated in any way. The full logo must always be visible.
- E. Stretched or Squashed - The logo must never be stretched or squashed outside it's original aspect ratio. The logo should always be resized proportionately.

Event Title

ITC
MALTA

The Event Title

For use in promotional material where the event title is required in full.

Straplines & Slogans

Networking with a difference ¹

Networking with a difference ²

Strapline

The wording for the strapline "Networking With A Difference" must not be changed in any way. The formatting of the text should be dictated by the general typeface guidelines on pages 16-20.

Location & Date

MALTA

June 2022

9 - 12 June 2022

The Event Location

The location for ITC should be an outlined EPS which always appears in the same colour. The typeface used for location is not to be used elsewhere. For Malta, the typeface is 'Open Sans Light'.

Event Date (Ambiguous)

For use when the exact dates are unconfirmed. Use Montserrat SemiBold.

Event Date (Confirmed)

For use when the exact dates are confirmed. Use Montserrat SemiBold

The ITC Brand in Conjunction with Our Sister Brand

On darker / solid background

On darker / solid background



Brought To You By

For use in promotional material to affiliate ITC with the IPT Brand.

The ITC Brand in Conjunction with Our Partners

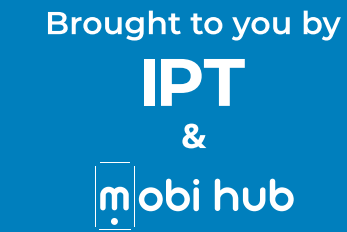
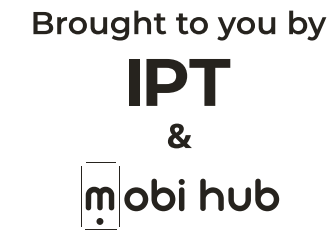
Greyscale

On darker / solid background

On darker / solid background

Brought To You By

For use in promotional material to affiliate ITC with the IPT & Mobi-Hub Brand.



Colour Palette For Web



R: 0 G: 127 B: 189

HEX: #007FBD

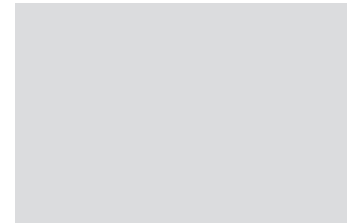
ITC Primary Blue



R: 0 G: 116 B: 172

HEX: #0074AC

ITC Secondary Blue



R: 234 G: 234 B: 234

HEX: #EAEAEA

ITC Grey



R: 255 G: 130 B: 19

HEX: #FF8213

ITC Feature Colour

ITC Colour Guidelines

The primary colours make up the main logo colours and can be used for supporting text, backgrounds or imagery.

IMPORTANT

Please do not use your applications native conversions when going from Pantone to CMYK, RGB or HEX.

[Always use the values from this page](#)

Colour Palette For Print



PANTONE® 7690C

C: 83 M: 40 Y: 5 K: 1

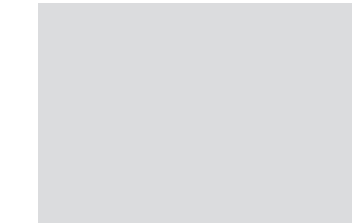
ITC Primary Blue



PANTONE® 7689C

C: 87 M: 46 Y: 12 K: 1

ITC Secondary Blue



PANTONE® COOL GRAY 4 C

C: 10 M: 7 Y: 8 K: 0

ITC Grey



PANTONE® 716C

C: 0 M: 59 Y: 91 K: 0

ITC Feature Colour

ITC Colour Guidelines

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[Always use the values from this page](#)

Typography - Print - Muli

Muli Regular

abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !@£\$%^&*()

Muli Semibold

abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !@£\$%^&*()

Muli Bold

abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !@£\$%^&*()

Muli Regular Italic

*abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !@£\$%^&*()*

Muli Bold Italic

*abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !@£\$%^&*()*

Print Typography Guidelines

There are three typefaces used by ITC: Muli, Montserrat and Arial. Arial is used for web only.

Muli & Montserrat are the preferred typeface. It should be used whenever possible throughout all communications. If Muli or Montserrat is not available, Arial should be used. Muli Bold & Montserrat Bold is only used for headline copy and emphasised elements (normally using caps only).

Typography - Print - Montserrat

Montserrat Light

abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !@£\$%^&*()

Montserrat Regular

abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !@£\$%^&*()

Montserrat Semibold

abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !@£\$%^&*()

Montserrat Bold

abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !@£\$%^&*()

Montserrat Bold Italic

***abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !@£\$%^&*()***

Print Typography Guidelines

There are three typefaces used by ITC: Muli, Montserrat and Arial. Arial is used for web only.

Muli & Montserrat are the preferred typeface. It should be used whenever possible throughout all communications. If Muli or Montserrat is not available, Arial should be used. Muli Bold & Montserrat Bold is only used for headline copy and emphasised elements (normally using caps only).

Typography - Print (Title Examples) - Montserrat

EARLY
BIRD
DEAL

International Trade Convention
For distributors, retailers, traders, resellers & wholesalers

Titles

Font size can be varied in this instance for alignment purposes and emphasis of particular words.

Titles & Subtitles

Where a title and subtitle are used in conjunction, font weight and case may be varied for emphasis.

Typography - Web (Windows PC)

Body Copy

Muli Regular

abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !@£\$%^&*()

Muli Bold

abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !@£\$%^&*()

Headers & Titles

Muli Bold

abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !@£\$%^&*()

Montserrat Bold

abcdefghijklmnopqrstuvxyz

Web Typography Guidelines

Body copy should be at least 16px. Heading and titles used in conjunction with body copy should follow these sizing regulations...

Main Heading (H1) should be 140% larger than body copy.

A Main Heading.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Fusce bibendum lacinia dapibus. Curabitur eu nisi rhoncus, fermentum sem eget, pellentesque urna.

Secondary Headings (H2) should be 60% larger than body.

A Secondary Heading.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Fusce bibendum lacinia dapibus. Curabitur eu nisi rhoncus, fermentum sem eget, pellentesque urna.

Typography - Web (When Other Typefaces Are Unavailable)

Body Copy

Arial Regular

abcdefghijklmnopqrstuvxyz

ABCDEFGHIJKLMNopQRSTUVWXYZ

1234567890 !@£\$%^&*()

Arial Regular Italic

abcdefghijklmnopqrstuvxyz

ABCDEFGHIJKLMNopQRSTUVWXYZ

1234567890 !@£\$%^&()*

Arial Bold

abcdefghijklmnopqrstuvxyz

ABCDEFGHIJKLMNopQRSTUVWXYZ

1234567890 !@£\$%^&*()

Arial Bold Italic

abcdefghijklmnopqrstuvxyz

ABCDEFGHIJKLMNopQRSTUVWXYZ

1234567890 !@£\$%^&*()

Headers & Titles

Arial Regular

abcdefghijklmnopqrstuvxyz

ABCDEFGHIJKLMNopQRSTUVWXYZ

1234567890 !@£\$%^&*()

Web Typography Guidelines

Body copy should be at least 16px. Heading and titles used in conjunction with body copy should follow these sizing regulations...

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A Main Heading.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Fusce bibendum lacinia dapibus. Curabitur eu nisi rhoncus, fermentum sem eget, pellentesque

Secondary Headings (H2) should be 60% larger than body.

A Secondary Heading.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Fusce bibendum lacinia dapibus. Curabitur eu nisi rhoncus, fermentum sem eget, pellentesque urna.