

ITL (DIGITL) BRAND GUIDELINES



ITL (Digitl) is dedicated to serving the digital print market by developing, manufacturing and distributing a comprehensive range of inkjet inks.

We employ specialist development chemists and sales people with extensive knowledge of modern ink technologies and digital printing applications.

We take pride in providing customers with an outstanding product backed by exceptional customer service and technical support.

Over the last 7 years ITL has grown into a major force in the digital printing industry.

ITL (Digitl) Inks are supplied for all small, wide and large format inkjet printing applications.

We produce a colour matched ink for most leading inkjet printer brands and also manufacture a range of premium inkjet inks.

ITL (Digitl) produce Eco and Full Solvent inks, Coding inks, UV Curing and Water Based inks. Our ink products are available in bulk and in pre-filled ink cartridges for most popular inkjet printer brands.

ITL (Digitl) Inks have consistently offered users both performance benefits and cost savings and are supported by a dedicated service that you can trust.

Corporate branding guidelines ensure that the visual design elements relating to the ITL (Digitl) brand are applied correctly in every application in which they appear. Published guidelines are essential for providing consistency in a growing organisation such as ITL (Digitl). These guidelines should be followed to provide a uniform corporate identity, greater visibility and more effective marketing messages.

LOGO VARIATIONS

Several versions of the ITL (Digitl) logo exist for use in different applications. Ideally the logo should be displayed on a white or black background to provide maximum clarity. The Primary logo (see below) should always be used on lighter backgrounds. The Reversed logo should be used on darker backgrounds. The logo must not appear on a complex or patterned background which does not provide adequate contrast. Each logo is a 4 colour, CMYK logo. A Mono, greyscale version of the logo is available for usage where print restrictions do not allow for the use of a full colour variant.



Primary Logo



Reversed Logo



Mono Logo

LOGO EXCLUSION ZONE

Always keep a clear space around the ITL (Digitl) logo in order to ensure that it is not compromised by any other graphic, image or typography. This exclusion zone is calculated as an invisible border surrounding the logo, equal to the height of the letter 'd' in the logo.



LOGO MINIMUM SIZE

In order to maintain the legibility of the logo, it should never be used at less than 30mm in width. In addition, the strapline should not be removed from the logo.



WHAT NOT TO DO

The ITL (Digitl) logo should never be distorted or changed in any way. It should always remain clear and visible. Elements of the logo should not be isolated or used singularly.

Stretched horizontally



Stretched vertically



Global splash isolated



digitl brandname isolated



Logo used on coloured background



ITL TONE OF VOICE

Copy for ITL should be as bright and vibrant as its inks. It should have dynamism and pace and feel full of life, colour and character. It should be on the conversational side, so not too formal, and full of interesting turns of phrase and surprising vocabulary that lift the copy and inject life, keeping the text from becoming dull, faded and staid.

With a dynamic pace, the tone will communicate passion and energy and prevent copy from becoming slow and boring.

Clear, uncomplicated grammar and straightforward sentences are imperative; as English may not be the mother tongue for a wide section of the target audience.

Brand communications should be refreshing, light, full of personality and easy to read.

Technical information can be more straightforward, with a few lighter touches that stop it from becoming a monotonous read.

COLOURS

In addition to the logo, a palette of colours is used to reinforce the ITL (Digitl) brand.

When printing in CMYK, please ensure that the colour breakdowns listed are used – not those generated by applications such as Adobe Illustrator, InDesign or QuarkXpress.



PANTONE 199
C0 M100 Y69 K0



PANTONE 368
C70 M0 Y100 K0



PANTONE 281
C100 M85 Y5 K35

TYPOGRAPHY

Wherever possible, text should be set in Helvetica Neue. All variations within this font family can be used to provide a contrast of styles and weights etc.

Helvetica Neue 55 Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

When the ITL (Digitl) website address is required, the 'ITL' part of the address is displayed in Tarzana Wide Bold and highlighted in a contrasting colour. See example below.

www.itlgb.com

Tarzana Wide Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890