

The ITDP logo

The elements of the ITDP logo are:

- the logomark
- the rotating “spoke and wheel”
- the ITDP acronym (in 1 point rule and full name logotype in the Fago typeface)

The logo should never be redrawn or altered. Do not attempt to recreate the logo and always use the electronic vector art provided.

full color vs. black and white

The full-color logo should be used in situations where a light or neutral background and the all logo colors (PMS or CMYK) are available. If the logo colors are not available, the black and white logo version should be used.

When used on a brightly colored background, the reverse (white) logo should be used.

logo size and surrounding area

There should always be sufficient area surrounding the ITDP logo to allow it to be free of competition from other visual elements.

Whenever possible, a minimum space equal to half the height of the logomark should be allowed on all sides of the identity.

The logomark should never be less than .5” high. The logo should be enlarged as needed for larger format graphics. When enlarging the logo, the electronic vector art should always be used to ensure it remains in correct proportion.

FULL COLOR LOGO



BLACK AND WHITE LOGO



KNOCKED OUT LOGO



SMALLEST LOGO SIZE



SURROUNDING AREA



alternate logo options

Alternate logo options are available. The full color logo, shown on the previous page, is preferred above all, and should be used whenever possible. Below are examples of when the “Prestige” and “Bug Logos” should be used.

The **Prestige Logo** allows for more of a horizontal usage, moving “Institute for Transportation & Development Policy” to the side, larger and separated with a vertical line. This logo should be used, for example, in large signage where the usage requires a horizontal treatment and/or when the full name in the preferred logo is unreadable due to size.

NOTE: This is the only recommended format if the logo and tagline need to appear together.

The **Bug Logo** has been modified from the original logo to not include the full name below ITDP, and the symbol is centered vertically with the type. It should be used when the full name is not needed, or would be too small to read. For example, this logo is used on the cover of the Sustainable Transport magazine. Here, this logo treatment does not compete with the banner or the large photo.

co-branding

In some instances, the ITDP logo may need to be shown with one or more external partners or funders. If possible, the full-color logo should be used.

The **Bug Logo** may also be used to eliminate the risk of clutter and illegibility.

PRESTIGE LOGO



PRESTIGE LOGO WITH TAGLINE



BUG LOGO



CO-BRANDING WITH FULL LOGO



CO-BRANDING WITH BUG LOGO



incorrect logo usage

It is important to use the ITDP logo consistently for maximum brand recognition and impact. The logo should not be altered or changed in any way. Whenever possible, the logo should be applied to a clear, white background, regardless of the medium.

The following are examples of incorrect logo usage.

THE LOGO COLORS SHOULD NEVER CHANGE



THE LOGO SHOULD NEVER BE STRETCHED OR SKEWED



THE LOGO DESIGN SHOULD NOT CHANGE



THE PROPORTION OF THE MARK AND TYPE SHOULD NOT CHANGE



THE FULL-COLOR LOGO SHOULD NOT BE USED ON BRIGHT COLOR BACKGROUNDS



THE LOGO SHOULD NOT BE USED ON BUSY PHOTO BACKGROUNDS



symbol usage

The ITDP “spoke and wheel” symbol is a useful tool in emphasizing the ITDP branding through subtle means. It is important to keep the symbol screened back to 10% or 15% of the full color value, as not to overwhelm or distract from other elements. Generally it should be used large, yet severely cropped, at the bottom of the page.

A secondary treatment of the symbol includes a dotted line that radiates out from the spokes, to suggest a compass rose and to intimate the far reaching guidance of ITDP. Again, subtle uses are recommended, and the dotted lines can be cropped to various lengths according to each specific use.

SYMBOL PMS355 — 10%



SYMBOL PMS355 — 15%



SYMBOL WARM GREY 10 — 10%



SYMBOL WARM GREY 10 — 15%



SYMBOL PMS355U — 15%



SYMBOL WITH DOTTED LINES WARM GREY 10 — 15%

