

ITTO Logo Usage Guidelines



The following information addresses the correct treatment of the International Tropical Timber Organization logo for use in printed, Web or visual materials.

General guidelines

The ITTO logo may only be used in connection with the promotion of ITTO work. Do not modify or re-create an ITTO logo under any circumstances. Always reproduce the complete logo from the electronic file provided by the ITTO Secretariat.

The ITTO logo must *always*:

- appear in isolation, uncluttered by competing images;
- appear horizontally;
- be generated from high-quality artwork; and
- be freestanding on the background and never “framed” in a box.

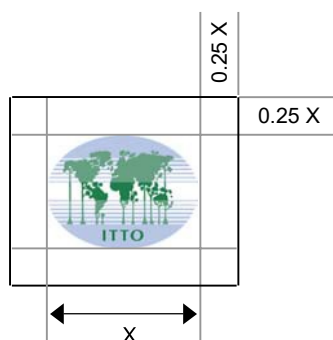
Minimum size

The ITTO logo must be treated as a complete element and resized proportionally. The minimum size requirement of the ITTO logo is 2 cm in width, with proportional height.



Clear space

There must always be an area of unobstructed clear space around the logo of at least one quarter (0.25) the length of the logo, with no other objects or elements, including but not limited to type, borders, edges, other logos, words, numbers, graphics, design features or symbols inside this clear space area.



Contrast

Always use the logo version most appropriate for the particular execution to achieve optimal contrast between the logo and its background.

It should be noted that file types other than EPS have inherently predetermined background colors. Authorized ITTO logo art in the form of JPEG or TIFF file will have a “built-in” white or black background. Always place these types of logo versions over backgrounds in like color to avoid the appearance of a solid white or black box encompassing the logo itself.

Specifications

The specifications below are provided to assist in the correct reproduction of the ITTO logo in the most commonly used media formats.

Printed materials for high-quality reproduction

File type:	CMYK EPS
File name:	itto_logo_HQprinting.eps
Dimensions:	150 mm x 115 mm
Resolution:	300 dpi
File format:	Adobe Illustrator
Color mode:	CMYK Blue = C30 M11.4 Y0 K4.5 Light green = C65 M0 Y59.15 K17.55 Green = C90 M0 Y81.9 K24.3

Multi-ink printing (business cards, letterhead, etc.)

File type:	Spot EPS
File name:	itto_logo_letterhead.eps
Dimensions:	150 mm x 115 mm
Resolution:	300 dpi
File format:	Adobe Illustrator
Color mode:	PMS PMS 356 PMS 2945

Web reproduction

File type:	GIF for light background sites
File names:	itto_logo_web_light_sm.gif itto_logo_web_light_lg.gif
Dimensions:	100 pixels x 76 pixels 500 pixels x 379 pixels
Resolution:	72 dpi
File format:	GIF
Color mode:	RGB

File type:	GIF for dark background sites
File names:	itto_logo_web_dark_sm.gif itto_logo_web_dark_lg.gif
Dimensions:	100 pixels x 76 pixels 500 pixels x 379 pixels
Resolution:	72 dpi
File format:	GIF
Color mode:	RGB

PowerPoint presentations

File type:	PNG
File name:	itto_logo_powerpoint.png
Dimensions:	500 pixels x 379 pixels
Resolution:	72 dpi
File format:	PNG
Color mode:	RGB

Contact

For questions regarding the use of the ITTO logo, please contact the ITTO Communication Unit at itto@itto.int.