

ITM Southern Africa regional brand

Main Brand

There are two approved versions of the main brand which are as follows;



Full colour on white or light colour background



Reversed out version: for use on black or dark colour background

Typefaces

The ITM brand is a bespoke font and should only be used as supplied. The corporate typeface is Swiss and this is the only font that should be used for headlines and text in any printed and online documents or other marketing material.

Colours



Pantone Red 032
C: 0 M: 90 Y: 86 K: 0



Pantone Grey 444
C: 15 M: 0 Y: 15 K: 42



Process Black
C: 0 M: 0 Y: 0 K: 100

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Strap Line

The corporate strapline should always be used in **Swiss 721 Roman** font and can appear either in the Red Pantone 032 on a white or light coloured background or reversed out of a Red Pantone 032 or dark background.



Thinking Differently. Acting Positively.

Positive version



Thinking Differently. Acting Positively.

Reversed out version

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Discontinued Logo

The following logo is no longer to be used.



What not to do

No ITM logo should be stretched to fit. The following examples would be rejected for use;

