

ITE Name Usage Quick Reference

1. Legal Name

The Institute of Transportation Engineers

Use only for:

- Legal documents (contracts, bylaws, tax filings, etc.)
- Other official correspondence where the legal entity must be identified

2. Brand Name

ITE—A Community of Transportation Professionals (preferred full reference)

- The dash is an em dash and has no spaces around it. See em dash guidance on next page.
- Shortened to ITE after the first mention.

Use for:

- Websites
- Newsletters
- Annual meeting agendas and programs
- Event promotion and flyers
- Member and partner communications
- Social media
- Email communications

3. Tagline Wordmark



“A Community of Transportation Professionals” may also be used as a stand-alone wordmark in designs (separate from the logo).

Examples: Website footer, email header, event banners.

Bottom Line:

- **If it's a legal or contractual document** → use Institute of Transportation Engineers.
- **In all other contexts** → use ITE—A Community of Transportation Professionals (or simply ITE after the first reference).

Using the Em Dash in MS Word

ITE—A Community of Transportation Professionals

1. Type two hyphens (no space) and it will convert to an em
2. Insert using **Insert Symbol** function
 - Click where you want to insert the em dash
 - Click the **Insert** tab in the Ribbon
 - Click **Symbol**
 - Click **More Symbols**. A dialog box appears with two tabs at the top
 - Click the **Special Characters** tab
 - Click **Em Dash**
 - Click **Insert** (then Close)

What is the heck is the difference between a hyphen, an en dash, and em dash?

Of the three punctuation marks, hyphens are the shortest. En dashes are nearly as wide as the 'N' letter. Em dashes, the widest of the three, are about the same width as 'M'.

Hyphen: -

En dash: –

Em dash: —

Hyphen: For compounding and dividing words

Examples: a cutting-edge solution; a go-to resource; a one-stop shop; a once-in-a-lifetime experience

En Dash: In number and date ranges, directions, scores, and complex compound adjectives

Examples: Pages 20–40 contain the content; The years 2003–2024 were pivotal; Join us July 21–24 for ...

Em Dash: Can be exchanged for commas, parentheses, colons, and semicolons (**most emphatic**)

- The registration desk's hours of operation—6:00 a.m. to 3:00 p.m.—considerately cater to members' diverse travel schedules."
- The selection of formats—in-person, online, hybrid, and on-demand—was accommodating.