

ITE Brand Quick Guide for Partners



To ensure consistency and clarity across all external communications, we ask our partners to follow the guidance below when referencing ITE in press releases, marketing materials, and joint announcements.

Name Usage: Please reference ITE by the preferred brand name.

First reference: ITE—A Community of Transportation Professionals (ITE). *The dash is an em dash and has no spaces around it.*

After first reference: ITE

Please avoid:

- “Institute of Transportation Engineers” in press releases, webpages, marketing materials, announcements, or other general communication
- Variations or outdated naming conventions

Please note: The legal name, Institute of Transportation Engineers, should be used only in rare cases when the legal entity must be identified, such as in contracts, bylaws, tax filings, or similar official records.

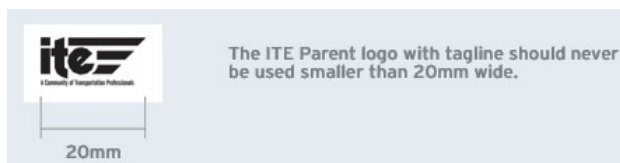
Logo Usage: Please use only official ITE logo files provided by ITE International.

Do:

- Use approved logo files as provided
- Maintain original colors, proportions, and spacing

Do not:

- Stretch, distort, or recolor the logo
- Add elements or combine with other logos
- Use outdated or legacy logos



About ITE (Boilerplate)

ITE—A Community of Transportation Professionals (ITE) works to improve mobility and safety for all transportation system users, helping to build smart and livable communities. Founded in 1930, ITE is a volunteer-driven association of more than 18,000 engineers, planners, consultants, educators, researchers, technologists, and students working in more than 78 countries. Through its programs, products, and services, ITE advances transportation knowledge and supports professional development across all levels of the industry.

Download Logos: <https://www.ite.org/about-ite/ite-brand-evolution/ite-official-logo-files2/>

Need Help? For official logo files, co-branding guidance, or review of materials, please contact: **Bridget Gorman Wendling** at bwendling@ite.org.
