ite

A Community of Transportation Professionals

BRAND GUIDELINES

V.5 | NOVEMBER 2026

The ITE—A Community of Transportation Professionals (ITE) Brand Guidelines stem from ITE's Brand Evolution initiative and the directive to **Advance ITE's Name and Tagline and Develop a Comprehensive Branding Strategy,** as conveyed in the 2024–2026 Strategic Plan. The 2023 membership survey identified strong support across all membership sectors to emphasize the use of ITE's acronym and the tagline —A Community of Transportation Professionals. This tagline accurately reflects our diverse membership.

The ITE Brand Guidelines define the organization's official name convention, "About Us" messaging, and visual identity standards.

These guidelines represent a pivotal shift toward global brand consistency, clarity, and cohesion. By implementing them, we aim to enhance the recognition and reach of our community of more than 18,000 members, both now and in the future.

Special thanks to the many District, Section, and Chapter (DSC) leaders, members, and staff who contributed their insights and feedback throughout the ITE Brand Evolution process.

Questions about the ITE Brand Guidelines can be directed to ITE International:

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Updated to include guidance on optional secondary District and Section logos for size-restricted applications (Section 4.6, page 39).

–November 2026

1.0

ITE
–A COMMUNITY OF TRANSPORTATION PROFESSIONALS

1.1 Vision

To be the transportation organization of choice.

1.2 Mission

The ITE community advances transportation knowledge and practices for the benefit of society.

1.3 History

The rapid development of automotive transportation following the First World War and the resulting accidents and congestion in the early 1920s were responsible for public demands that expert attention be directed to alleviating traffic ills. During this period, a few individuals recognized the value of engineering approaches in dealing with many aspects of highway transportation problems. Men with engineering training and experience worked with distressed municipal officials in seeking palliatives for accidents and congestion, mainly concentrating their work on traffic regulatory devices and roadway design and re-design. At various national and regional conferences called for discussions of traffic problems, this ever-growing group of technicians was brought together so that by the late 20s, engineers interested in highway traffic work were well acquainted.

The desirability of forming a professional society was freely discussed whenever a few of them happened to get together. Thoughts for such a society were crystallized at a meeting in Pittsburgh on October 2, 1930. At this meeting, tentative drafting of the Constitution and Bylaws for a professional traffic society was accomplished by a small group of men who were actively engaged in the battle to reduce accidents and facilitate traffic movement. The major reasons for creating an organization were to provide a central agency for correlating and disseminating the factual data and techniques developed by members of the profession, promote the standards of traffic engineering, and encourage the establishment of traffic engineering departments in city and state governments whose techniques should make for safer and more efficient highway transportation. Constitution and Bylaws were adopted at a meeting in New York on January 20, 1931, and the Institute of Traffic Engineers became a reality.

The Charter membership consisted of 30 people. The first Officers were Ernest P. Goodrich, President; Miller McClintock, Vice-President; and Hawley S. Simpson, Secretary-Treasurer.

The legal name of the organization was updated in 1975 to the Institute of Transportation Engineers to reflect the evolving nature of the profession. This change recognized a shift from a primary focus on traffic management—such as signals, signs, and road design—to a broader, more comprehensive approach to transportation systems. Over the decades, ITE members expanded their expertise to include multimodal planning, sustainable mobility, emerging technologies, and equity considerations, reflecting the profession's growing emphasis on the movement of people and goods rather than just vehicles.

The legal name continues to be held to date. However, the organization transitioned its brand name to ITE—A Community of Transportation Professionals in 2025 to balance the desire to maintain the identity built up through the organization's long history while ensuring that the organization's name reflects an inclusive home for all transportation professionals, including engineers, planners, consultants, educators, researchers, technologists, and students.

ITE Founders

W. Graham Cole
Ernest P. Goodrich
Maxwell N. Halsey
Harry H. Hemmings
Reyburn P. Hoffmann
John F. Hurley
Arthur N. Johnson
Guy Kelcey
Miller McClintock
Lewis W. McIntyre
Donald M. McNeil
Burton W. Marsh
Theodore M. Matson
Irving C. Moller
Earl J. Reeder
Joseph G. Regan
Ladislas Segoe
Hawley S. Simpson
Peter J. Stupka

Learn more - **ite.org/about-ite/history**

2.0 NAME CONVENTION

ITE—A Community of Transportation Professionals (ITE) follows one name convention reflecting the structure of the organization.

- ITE—A Community of Transportation Professionals is the organization's brand name. The name for the parent entity and all Districts, Sections, Chapters, and Student Chapters begins with "ITE."
- The name convention supports ITE's governance and organizational structure.
- "The Institute of Transportation Engineers" is replaced by "ITE—A Community of Transportation Professionals" in all materials except legal documents and other official correspondence. The name can be shortened to "ITE" after the first reference.
- "ITE" is used on its own when referencing the organization as a whole.

2.1 Parent Name Format

The ITE parent entity includes the term "International" to highlight its overarching role within the organization. This designation emphasizes the organization's global scale and reach, reinforcing its function as the central hub for Districts, Sections, Chapters, and Student Chapters. By explicitly incorporating "International," the parent entity ensures consistent and clear references across all levels of the organization, supporting alignment and identity within ITE's broader structure.

ITE International

Example:

ITE International refers to the staff and board leadership of ITE—A Community of Transportation Professionals.

2.2 District Name Format

The names of ITE District entities begin with "ITE" followed by the District's location and the word "District."

ITE [Location] **District**

Example: ITE Texas District

- A District may use a shortened name only after the full name has been written.

Example:

ITE Canada District (ITE Canada) provides opportunities for professional development and community building...

- Districts that use a name acronym may continue to use it. However, an acronym must only be used after the full name has been written.

Example:

ITE Missouri Valley District (MOVITE) provides opportunities for professional development and community building...

2.3 Section Name Format

The names of ITE Section entities begin with "ITE" followed by the Section's location and the word "Section."

ITE [Location] **Section**

Example: ITE Georgia Section

- A Section may use a shortened name only after the full name has been written.

Example:

ITE Georgia Section (ITE Georgia) provides opportunities for professional development and community building...

- Sections that use a name acronym may continue to use it. However, an acronym must only be used after the full name has been written.

Example:

ITE Kentucky Section (KYSITE) provides opportunities for professional development and community building...

2.4 Chapter Name Format

The names of ITE Chapter entities begin with "ITE" followed by the Chapter's location and the word "Chapter."

ITE [Location] **Chapter**

Example: ITE First Coast Chapter

- A Chapter may use a shortened name only after the full name has been written.

Example:

ITE Lake Erie Chapter (ITE Lake Erie) provides opportunities for professional development and community building...

- Chapters that use a name acronym may continue to use it. However, an acronym must only be used after the full name has been written.

Example:

ITE Central Kansas Chapter (CKITE) provides opportunities for professional development and community building...

2.5 Student Chapter Name Format

The names of ITE Student Chapter entities begin with "ITE" followed by the Name of the University/College and the words "Student Chapter."

ITE [University/College] **Student Chapter**

Example: ITE Purdue University Student Chapter

- A Student Chapter may use a shortened name only after the full name has been written.

Example:

ITE Purdue University Student Chapter (ITE Purdue) is a community of students interested in becoming transportation professionals. ITE Purdue provides opportunities...

- Student Chapters that use a name acronym may continue to use it. However, an acronym must only be used after the full name has been written.

Example:

ITE University of Central Florida Student Chapter (ITE UCF) is a community of students interested in becoming transportation professionals. ITE UCF provides opportunities...

3.0 "ABOUT US" MESSAGE

Standardized "About Us" messages ensure that visitors to our various websites receive consistent information about ITE—A Community of Transportation Professionals (ITE).

3.1 ITE International "About Us" Message

ITE International's "About Us" message begins with the following five paragraphs. Additional headings and paragraphs may be added to further relay the unique nature of the International entity.

Message and Format:

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.

ITE provides opportunities for professional development and community building through conferences, training, publications, and involvement in projects and products advancing knowledge in the industry.

Through our products and services, we promote professional development and career advancement, support education, lead research initiatives, develop technical resources, including standards and recommended practices, promote public awareness programs, and serve as a conduit for exchanging professional information.

Members benefit from involvement at all levels of the organization. **ITE International** refers to the staff and board leadership. Together with Districts, Sections, Chapters, and Student Chapters, ITE offers leadership, learning, and networking opportunities at the global, national, regional, and local levels. We work together to keep you up to date on key issues and provide professional development at every stage of your career.

**ITE International may add additional information unique to their entity after the fifth paragraph.*

3.2 District "About Us" Message

Each District's "About Us" message begins with the following three paragraphs. Additional headings and paragraphs may be added to relay the unique nature of the District entity.

Message and Format:

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.

ITE [District Formal Name] (Shortened Name or Acronym) provides opportunities for professional development and community building at a regional level through conferences, training, publications, and involvement in projects and products advancing knowledge in the industry. We also support Sections, Chapters, and Student Chapters that offer learning and networking opportunities to members at a local level.

**A District may add additional information unique to their entity after the third paragraph.*

3.3 Section "About Us" Message

Each Section's "About Us" message begins with the following three paragraphs. Additional headings and paragraphs may be added to relay the unique nature of the Section entity.

Message and Format:

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.

ITE [Section Formal Name] (Shortened Name or Acronym) is affiliated with the ITE [Location] District. We provide opportunities for professional development and community building at the regional and local levels through annual meetings, training, luncheons, and connecting members with area Student Chapters.

**A Section may add additional information unique to their entity after the third paragraph.*

3.4 Chapter "About Us" Message

Each Chapter's "About Us" message begins with the following three paragraphs. Additional headings and paragraphs may be added to relay the unique nature of the Chapter entity.

Message and Format:

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.

ITE [Chapter Formal Name] (Shortened Name or Acronym) is affiliated with the ITE [Location] Section and ITE [Location] District. We provide opportunities for professional development and community building at the local level through training, luncheons, networking, and more.

**A Chapter may add additional information unique to their entity after the third paragraph.*

3.5 Student Chapter "About Us" Message

Each Student Chapter's "About Us" message begins with the following three paragraphs. Additional headings and paragraphs may be added to relay the unique nature of the Student Chapter entity.

Message and Format:

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.

ITE [University/College Formal Name] (ITE University/College) is a volunteer-run student community who are interested in exploring or aspiring to be future transportation professionals. We are affiliated with the ITE [Location] Section and ITE [Location] District. We provide opportunities for learning and networking, including connection to the local, regional, national, and international community of transportation professionals.

**A Student Chapter may add additional information unique to their entity after the third paragraph.*

4.0 VISUAL IDENTITY

The visual identity for ITE—A Community of Transportation Professionals (ITE) reflects consistency, cohesion, and clarity across the organization. Logos strongly emphasize ITE's hierarchy and connection to location.

4.1 Parent Logo

The ITE International parent logo is the foundation of the ITE logo system.

- The ITE Parent Logo with tagline is the primary logo for ITE International and should be used in most cases.
- A secondary version of the ITE Parent logo without the tagline is also available for use in certain circumstances. Examples include size-restricted applications, where the tagline becomes too small to be legible, or specific layouts where separating the logo and tagline better serve the overall design. More information on separating the logo and tagline can be found in Section 4.7.



ITE Parent Logo with Tagline



Secondary ITE Parent Logo

PARENT LOGO VARIATIONS

The ITE International Parent Logo is the foundation of the ITE logo system. These variations ensure the logo remains adaptable for different applications and design needs.



ITE Black Parent Logo with Tagline

For standard applications with sufficient contrast



ITE Parent Logo with Tagline - Reverse

For use on dark backgrounds to maintain legibility



Secondary ITE Parent Logo

Simplified version for applications where the tagline is not required



Secondary ITE Parent Logo - Reverse

For use on dark backgrounds when the tagline isn't needed

ITE LOGO MINIMUM SIZE

To maintain legibility and brand consistency, minimum sizes for the parent logo versions must be observed.



The ITE Parent logo with tagline should never be used smaller than 20mm wide.



The ITE Parent logo without tagline should never be used smaller than 10mm wide.

4.2 District Logos

Each ITE District can choose one of three logo design options. In the template examples shown on the right, black is used as a default color to identify the aspects of the logo the Districts can alter. The black color is replaced by a color of the District's choosing from the provided Tertiary Color Palette presented in Section 5.3.

- **Option A** employs a solid rectangle in the District's chosen color to the left of the Parent ITE logo, with the District name below in that same color. Within the solid rectangle, the District places an icon in white. Examples of icons include things like the shape of the District's state, an iconic silhouette of something significant to the District, such as flora, fauna, or a natural or human-made landmark.
- **Option B** is similar to Option A, but instead of a white icon inside of the colored rectangle, the icon is presented on its own in the chosen District color. The same examples for District icons provided above for Option A apply to Option B.
- **Option C** employs a bold acronym instead of an icon. The acronym is set in the chosen District color with the District name below. The District acronym is not to exceed the width of the ITE parent logo. Acronyms must be ALL CAPS.

Guidelines and examples for building a District logo are on the following pages.

For guidance on secondary logos for size-restricted applications, see Section 4.6.



District Logo – Option A



District Logo – Option B



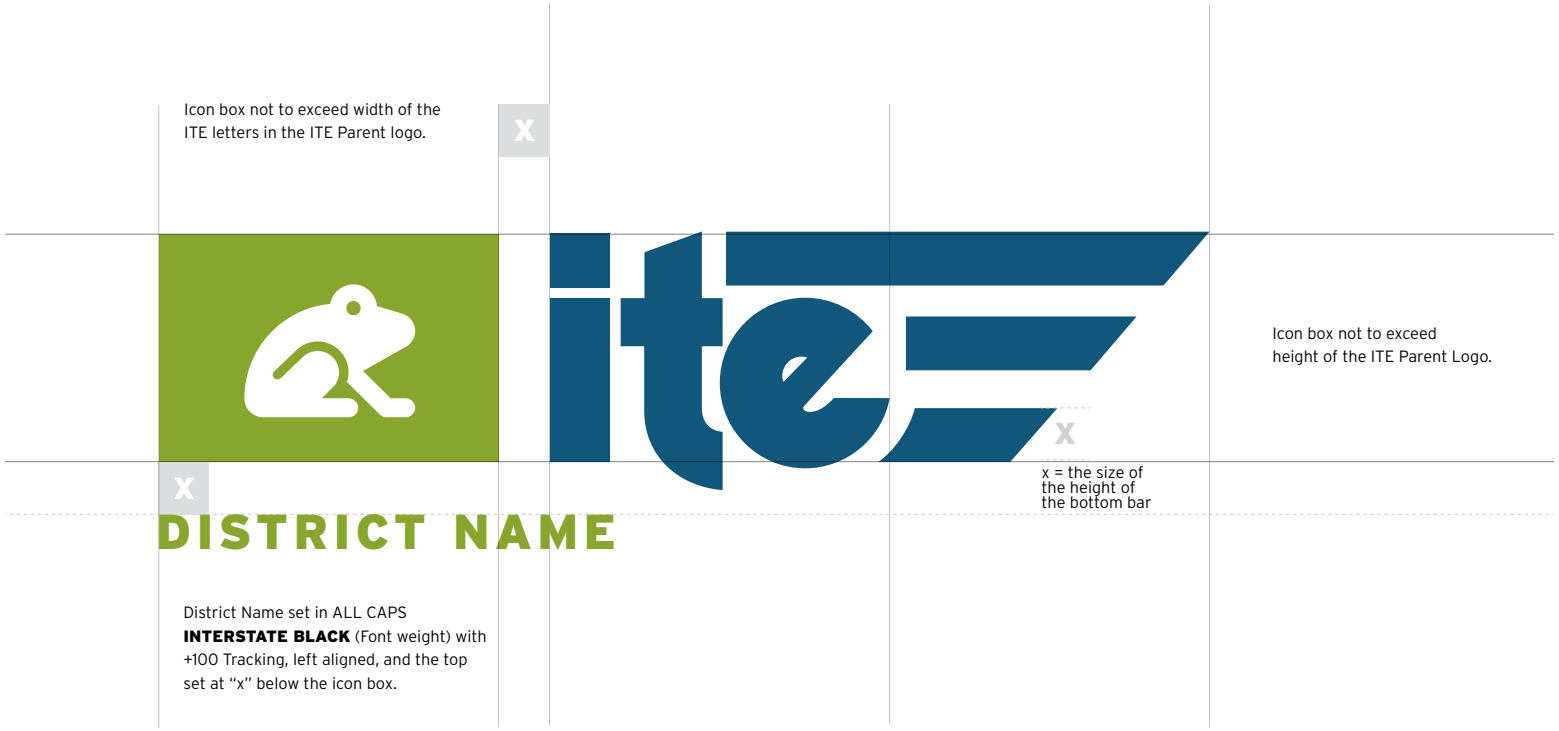
District Logo – Option C

DISTRICT LOGO CREATION – OPTION A

The example below shows how Option A would be used to construct the District logo. One of the colors from the Tertiary Color Palette is applied to the rectangle (icon box) and the District name. A white District icon is placed inside the icon box.

**This District logo design template is available as an Adobe Illustrator file. Contact ITE International to request the file.*



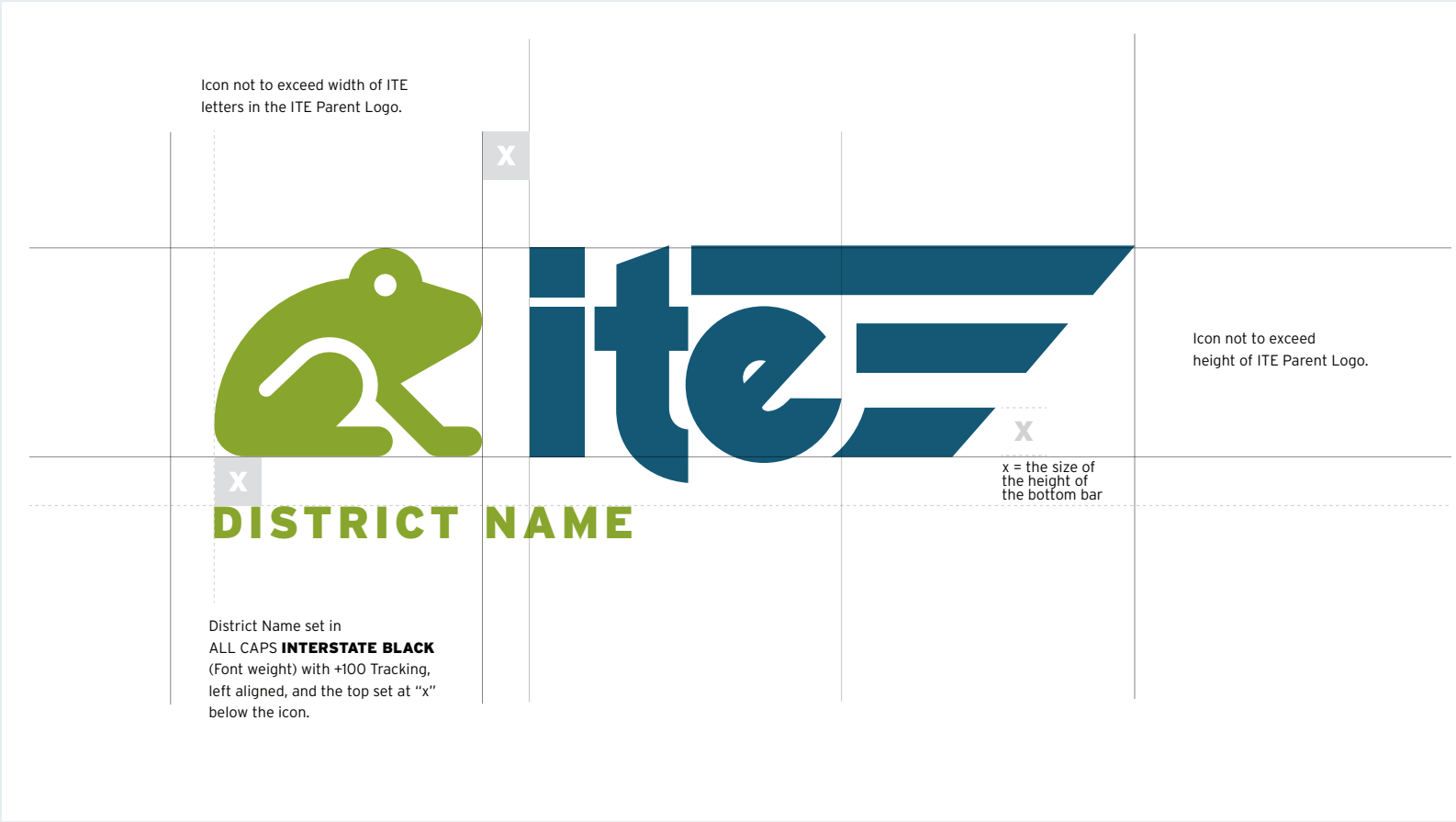


DISTRICT LOGO CREATION – OPTION B

The example below shows how Option B would be used to construct the District logo. One of the colors from the Tertiary Color Palette is applied to the icon and the District name.

**This District logo design template is available as an Adobe Illustrator file. Contact ITE International to request the file.*





DISTRICT LOGO CREATION – OPTION C

The example below shows how Option C would be used to construct the District logo. The acronym must be a District-specific acronym. In this example, the acronym is "GRN." A color from the Tertiary Color Palette is applied to the acronym and the District name.





4.3 Section and Chapter Logos

Each ITE Section and Chapter can choose one of three logo options to create their logo or adopt their District logo icon. In the template examples shown on the right, black is used as a default color to identify the aspects of the logo the Sections/Chapters can alter. The black color is replaced by a color of the Section's/Chapter's choosing from the provided Tertiary Color Palette.

- **Option A** employs a solid rectangle in the Section's/Chapter's chosen color to the left of the Parent ITE logo, with the Section/Chapter name below in that same color. An icon in white is placed within the solid rectangle. Examples of icons include things like the shape of the Section's/Chapter's city, an iconic silhouette of something significant, such as flora or fauna, or a natural or human-made landmark.
- **Option B** is similar to Option A, but instead of a white icon inside of the colored rectangle, the icon is presented on its own in the chosen Section or Chapter color with the Section/Chapter name below in that same color. The same Option A icon examples apply to Option B.
- **Option C** employs a bold acronym instead of an icon. The acronym is set in the chosen Section/Chapter color with the Section/Chapter name below in that same color. The Section/Chapter acronym is not to exceed the width of the ITE parent logo. Acronyms must be ALL CAPS.
- Section/Chapter logos include their District name on the top right of the ITE parent logo.

Guidelines and examples for building a Section/Chapter logo are on the following pages. For guidance on secondary logos for size-restricted applications, see Section 4.6.



Section Logo – Option A



Section Logo – Option B



Section Logo – Option C

SECTION AND CHAPTER LOGO CREATION – OPTION A

The example below shows how Option A would be used to construct the Section/Chapter logo. One of the colors from the Tertiary Color Palette is applied to the rectangle (icon box), the Section/Chapter name, and the District name. A white icon is placed inside the icon box.

The icon and color can be the same as used by the Section's/Chapter's District, or an icon can be created specifically for the Section/Chapter.

**This Section and Chapter logo design template is available as an Adobe Illustrator file. Contact ITE International to request the file.*





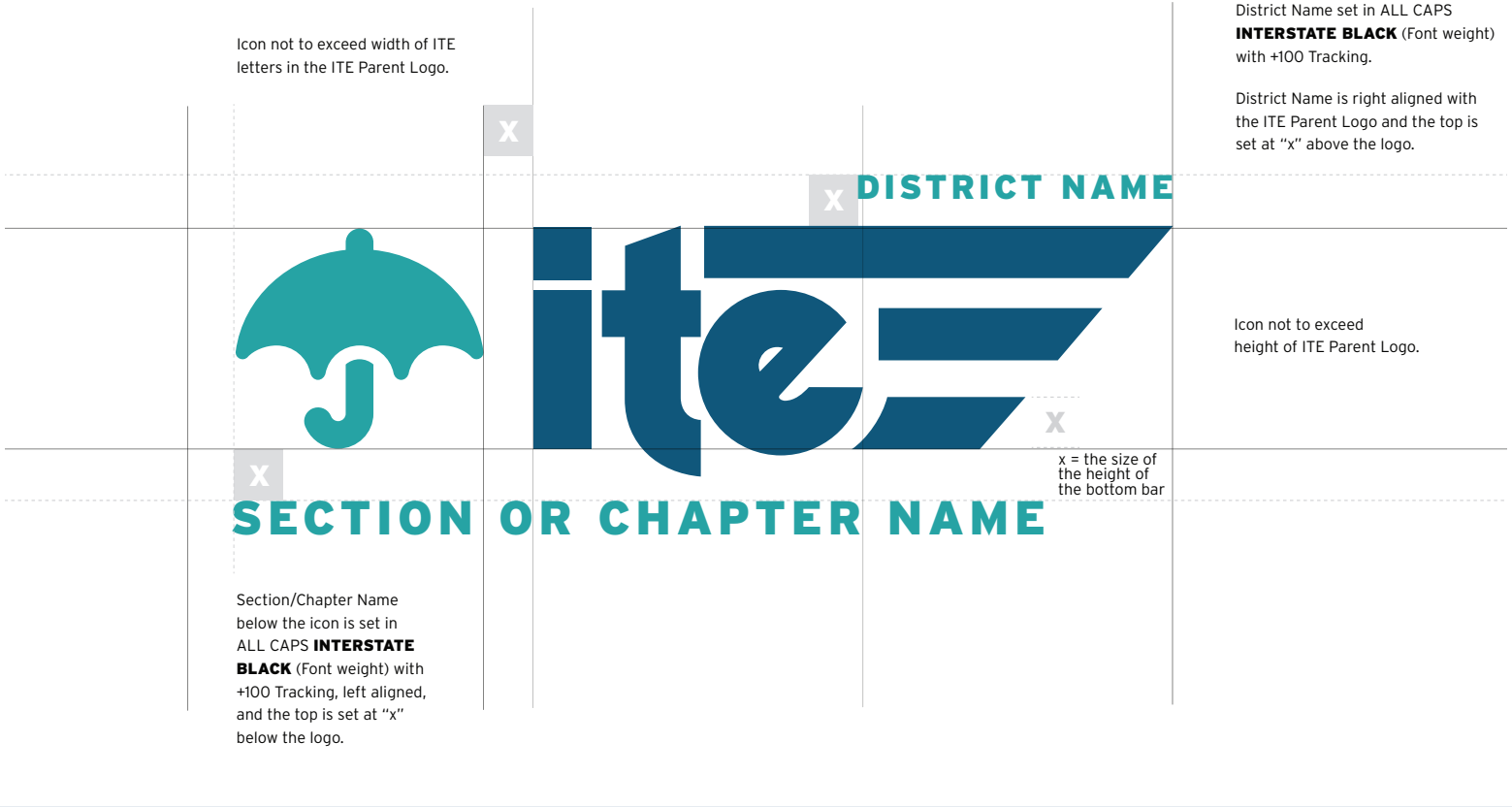
SECTION AND CHAPTER LOGO CREATION – OPTION B



The example below shows how Option B would be used to construct the Section/Chapter logo. A color from the Tertiary Color Palette is applied to the icon, the Section/Chapter name, and the District name.

The icon and color can be the same as used by the Section's/Chapter's District, or an icon can be created specifically for the Section/Chapter.

**This Section + Chapter logo design template is available as an Adobe Illustrator file. Contact ITE International to request the file.*

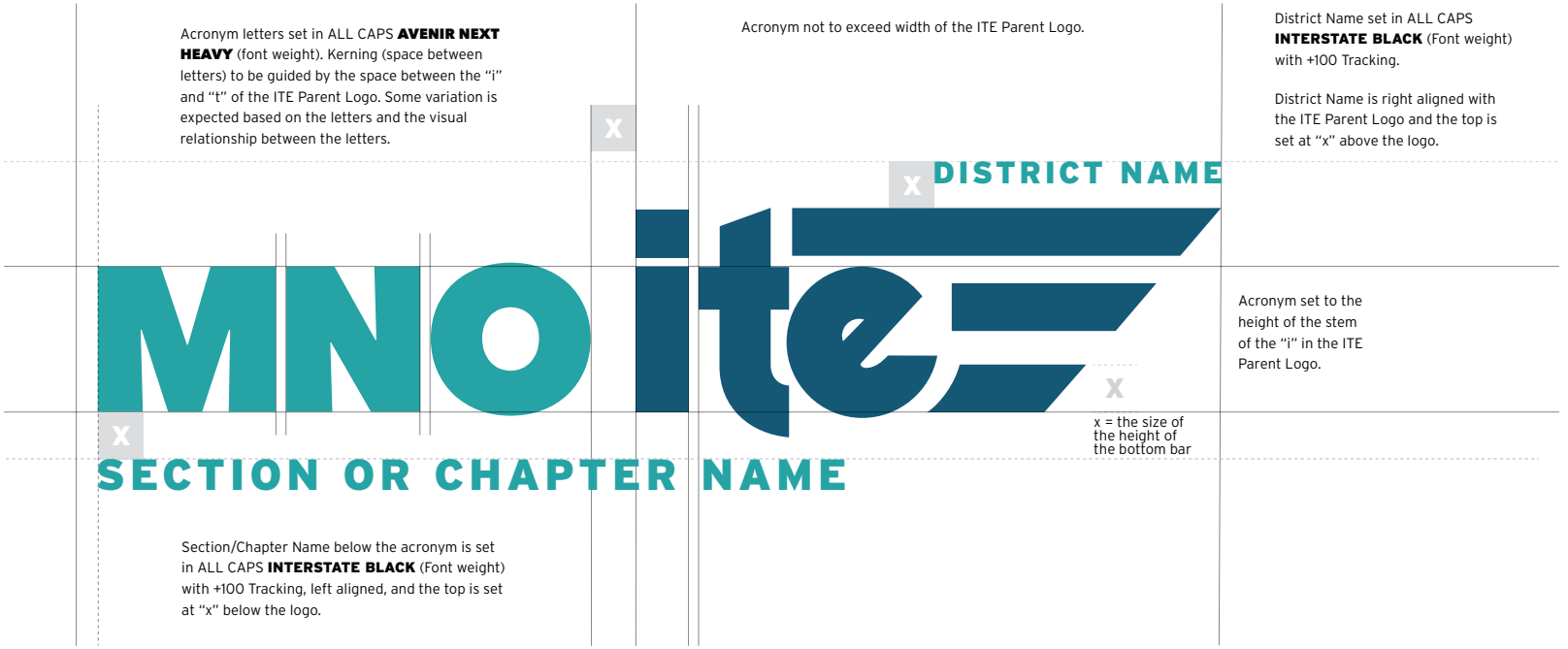


SECTION AND CHAPTER LOGO CREATION – OPTION C

The example below shows how Option C would be used to construct the Section/Chapter logo. The acronym must be a Section/Chapter-specific acronym. In this example, the acronym is "MNO." A color from the Tertiary Color Palette is applied to the acronym, the Section/Chapter name, and the District name.

**This Section and Chapter logo design template is available as an Adobe Illustrator file. Contact ITE International to request the file.*





4.4 Student Chapter Logos

Each ITE Student Chapter uses the ITE parent logo as the base. Student chapters may include their University/College logo via a separator line to the right of the ITE parent logo or simply include their University/College name below the ITE parent logo. In the template examples shown on the right, black is used as a default color to identify the parts of the logo that will be altered. The black color is replaced by either their District's logo color or a color from the Tertiary Color Palette closest to their university color.

- **Option A** employs a vertical separator line to the right of the ITE Parent Logo. Student Chapters may include their University/College logo to the right of the line following the University/College logo guidelines. The respective District name is included to the top right of the ITE Parent Logo. The University/College name is included to the bottom left of the ITE Parent Logo. Both names may use the District color or a color from the Tertiary Color Palette closest to their university color.
- **Option B** employs the same format as Option A, but does not include a separator line or the University/College logo.

Guidelines and examples for building a Student Chapter logo are on the following pages. Student Chapters must follow their University/College logo guidelines to determine the appropriate ITE Student Chapter logo design option.



Option A



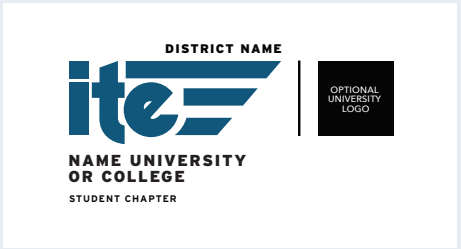
Option B

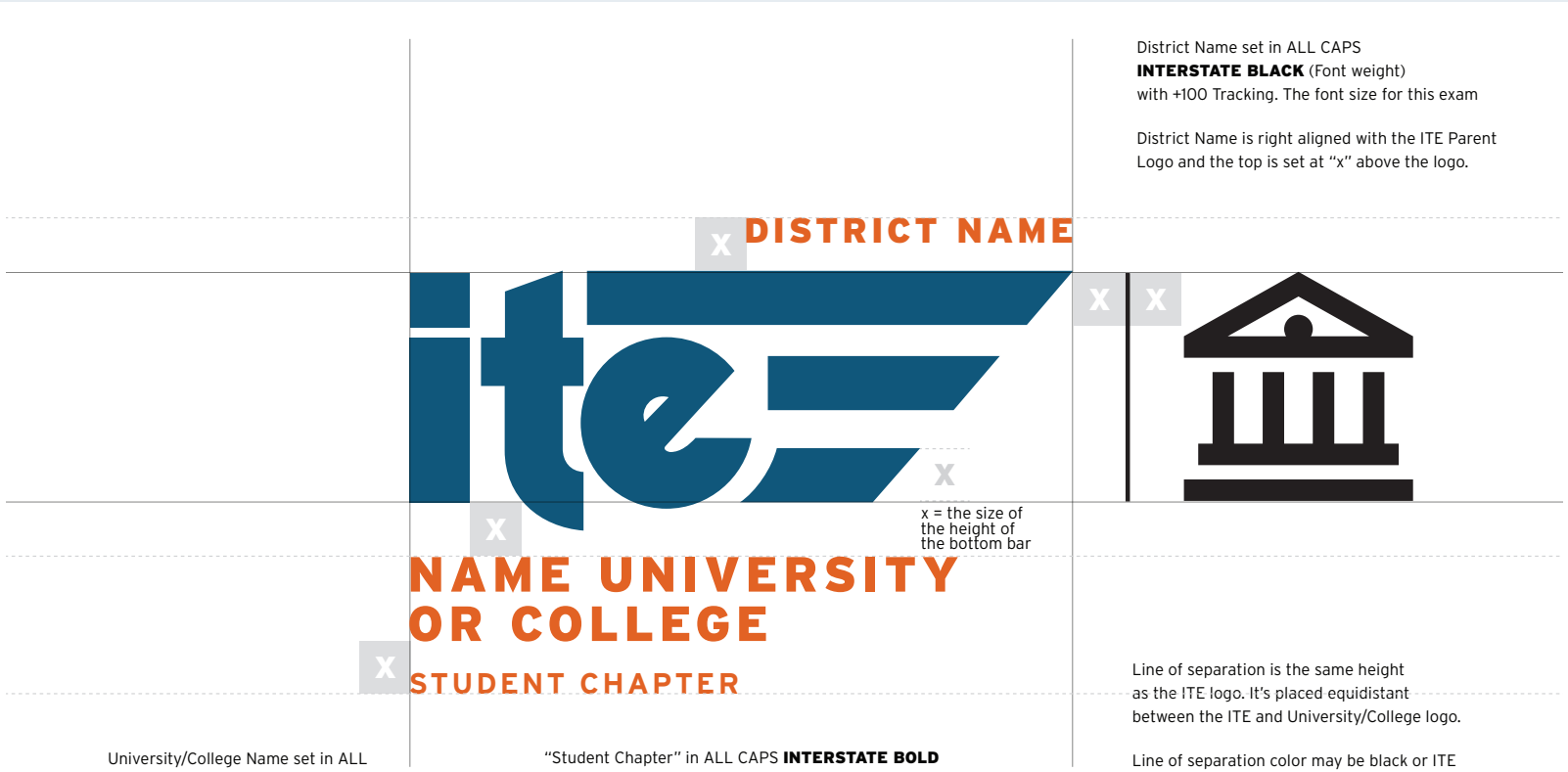
STUDENT CHAPTER LOGO CREATION – OPTION A

The example below shows how Option A would be used to construct the Student Chapter logo. In this example, the Student Chapter's District color is an orange from the Tertiary Color Palette, and is applied to the District name and the Student Chapter name.

Student Chapters may also use a color from the Tertiary Color Palette that most closely matches their University/College color. The University/College logo can be applied in black and white or full-color.

**This Student Chapter logo design template is available as an Adobe Illustrator file. Contact ITE International to request the file.*





District Name set in ALL CAPS **INTERSTATE BLACK** (Font weight) with +100 Tracking. The font size for this exam

District Name is right aligned with the ITE Parent Logo and the top is set at "x" above the logo.

University/College Name set in ALL CAPS **INTERSTATE BLACK** (Font weight) with +100 Tracking, left aligned and the top is set at "x" below the ITE Parent Logo.

"Student Chapter" in ALL CAPS **INTERSTATE BOLD** (Font weight) with +100 Tracking, left aligned and the bottom set at "x" below the University/College Name. The font size is 40% smaller than the University/College name font size.

Line of separation is the same height as the ITE logo. It's placed equidistant between the ITE and University/College logo.

Line of separation color may be black or ITE Primary Color PMS Cool Gray 8.

University/College logo should not exceed the height or width of the ITE logo.

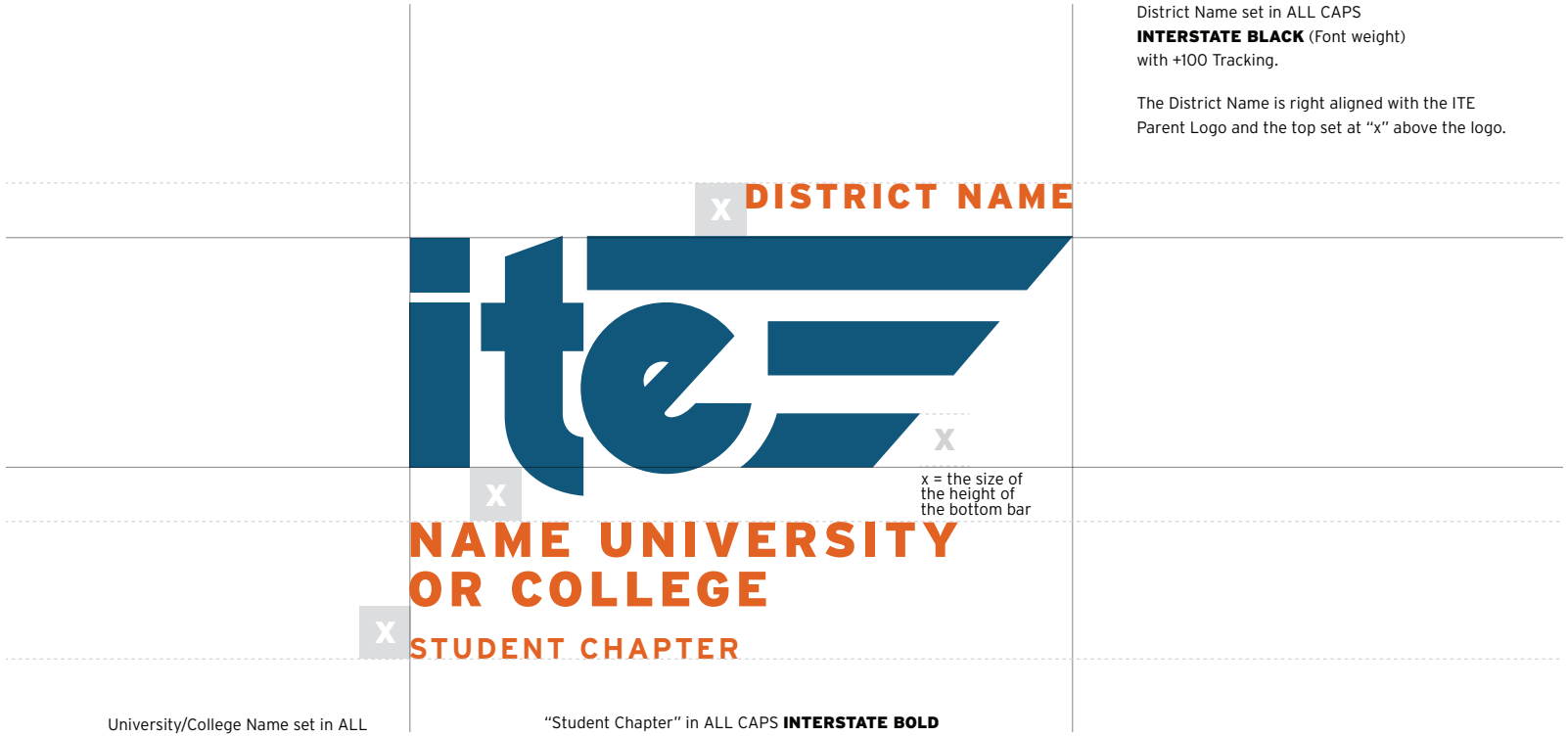
STUDENT CHAPTER LOGO CREATION – OPTION B

The example below shows how Option B would be used to construct the Student Chapter logo. In this example, the Student Chapter's District color is an orange from the Tertiary Color Palette, and is applied to the District name and the Student Chapter name.

Student Chapters may also use a color from the Tertiary Color Palette that most closely matches their University/College color. The University/College logo is not required for this option.

**This Student Chapter logo design template is available as an Adobe Illustrator file. Contact ITE International to request the file.*





District Name set in ALL CAPS **INTERSTATE BLACK** (Font weight) with +100 Tracking.

The District Name is right aligned with the ITE Parent Logo and the top set at "x" above the logo.

University/College Name set in ALL CAPS **INTERSTATE BLACK** (Font weight) with +100 Tracking, left aligned and the top set at "x" below the ITE Parent Logo.

"Student Chapter" in ALL CAPS **INTERSTATE BOLD** (Font weight) with +100 Tracking, left aligned and the bottom set at "x" below the University/College Name. The font size is 40% smaller than the University/College name font size.

4.5 Logo Variations

Variations can be used in black or white (reverse) for one-color applications for all District, Section, Chapter, and Student Chapter logo options. The black version can be used on white and other light colors. The white (reverse) version can be used on black and dark colors. In the examples below, a light grey background is used to represent light colors, and a dark grey background to represent dark colors, with the understanding that the grey tones represent a full spectrum of color. Both variations can be used over photography, provided the background is neutral and doesn't interfere with the legibility of the logo. District logos are shown below; however, the variations are available for all entities. See Section 4.6 for logo examples in application.



District Logo Example – Black



Section Logo Example – Black



Chapter Logo Example – Black



District Logo Example – Reverse



Section Logo Example – Reverse



Chapter Logo Example – Reverse

4.6 Logo Application

The following pages contain guidelines for logo application to ensure consistency in the ITE Visual Identity System. For example purposes, Option A logo design is used; however, these guidelines apply to all options for Parent, District, Section, Chapter, and Student Chapter logos.

Optional Secondary District and Section Logos

The full District or Section logo is the primary logo and should be used in most cases.

Districts and Sections may have a designer create a secondary version of their approved logo without the identifying text above and/or below the main logo elements. This version may be used in size-restricted applications, such as wristbands and small promotional items, where that text becomes too small to be legible.

The secondary version must retain the approved icon or acronym and the ITE parent logo, preserving their colors, proportions, and relative placement. Only the identifying text may be removed. Submit the secondary logo to ITE International for approval before use.

FULL-COLOR LOGO APPLICATION

The primary application of the full-color version of the logos is on a white background for maximum impact and legibility. However, the full-color version can also be used on light colors and over light sections of photography, providing legibility and contrast is maintained.

Full-color logos are ideal for applications that emphasize vibrancy and brand identity, such as printed materials, digital media, and presentations with monochromatic backgrounds.

Examples:



Full-color logo on white



Full-color logo on light colors



Full-color logo on photography

BLACK LOGO APPLICATION

The intent of the black version of the logos is to provide a versatile alternative to the full-color version to be used on light colors and over light sections of photography, providing legibility and contrast is maintained. The black logo can used on white and virtually any color provided it's light enough to provide proper contrast. When used on photography, the logo should be in an area of the photo that has a relatively clear and visually uncomplicated background.

Examples:

EXAMPLE DISTRICT

Black logo on white

DISTRICT NAME

EXAMPLE SECTION

Black logo on light color



Black logo on light photo area

WHITE LOGO APPLICATION

The intent of the white version of the logos is to provide a versatile alternative to the full-color version to be used on dark colors and over dark sections of photography, providing legibility and contrast is maintained. The white logo can be used on black and virtually any color provided it's dark enough to provide proper contrast. When used on photography, the logo should be in an area of the photo that has a relatively clear and visually uncomplicated background.

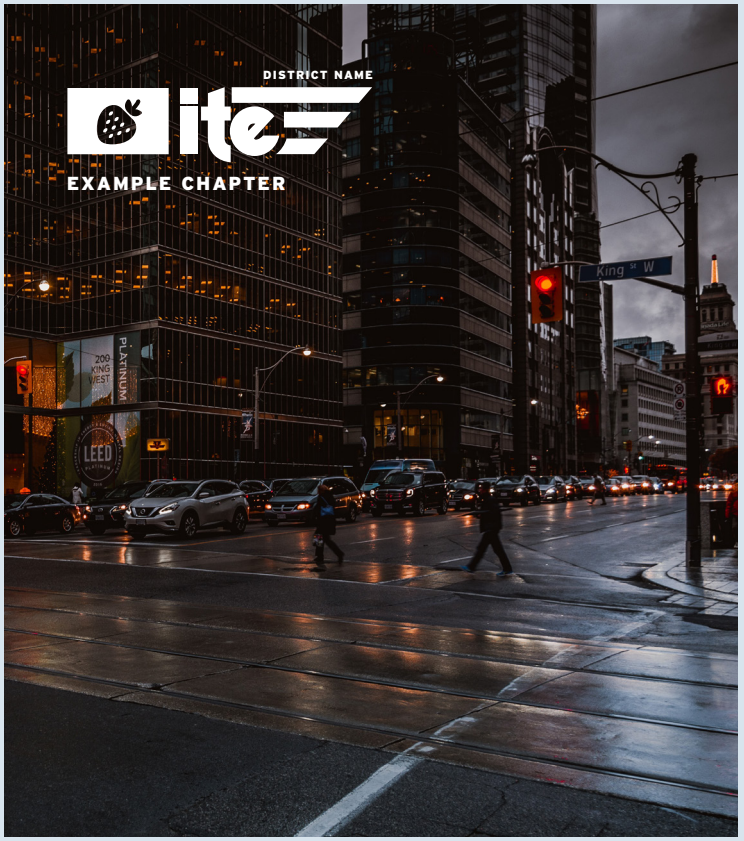
Examples:



White logo on black



White logo on dark color



White logo on dark photo area

4.7 Tagline Wordmark

"A Community of Transportation Professionals" wordmark is available to all levels of the organization.

A Community of
Transportation Professionals

- A stand-alone version of the ITE tagline is available for use by all levels of the ITE organization. When used by ITE International, the stand-alone tagline is used in combination with the Secondary ITE Parent Logo.
- The tagline can also be used by Districts, Sections, and Chapters in combination with their own logos.
- Always ensure there is sufficient visual separation between the logo and the tagline to prevent them from appearing as a single graphic element. As a general rule, maintain a clear space equal to at least double the height of the logo itself between the logo and the tagline. This spacing helps preserve clarity and prevents visual competition between the two elements.

Example:



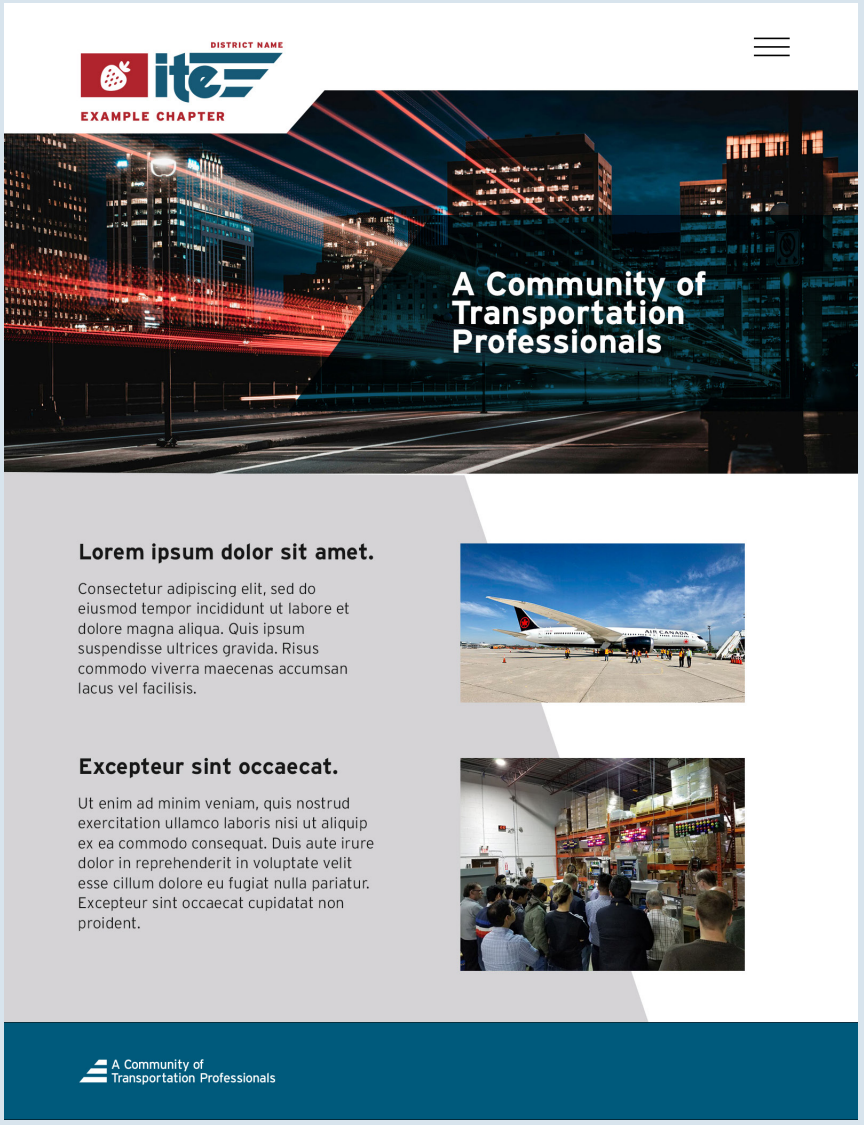
The stand-alone tagline should not be used in conjunction with the ITE Parent Logo with Tagline, but instead with the Secondary ITE Parent Logo, in such a way that the two are understood as separate elements. Examples include the header and footer of a web page, or a social media post, where the logo would be in the top corner of the asset and the tagline would sit at the bottom.

**This tagline wordmark is available in various image file formats. Contact ITE International to request the files.*

- The tagline wordmark can be used by Districts, Sections, and Chapters in digital and print assets, such as a websites, flyers, email newsletters, reports, social media posts, etc., provided the separation outlined on the previous page is maintained.
- The tagline "A Community of Transportation Professionals" can also simply be typed in digital and print asset headlines.

Examples:

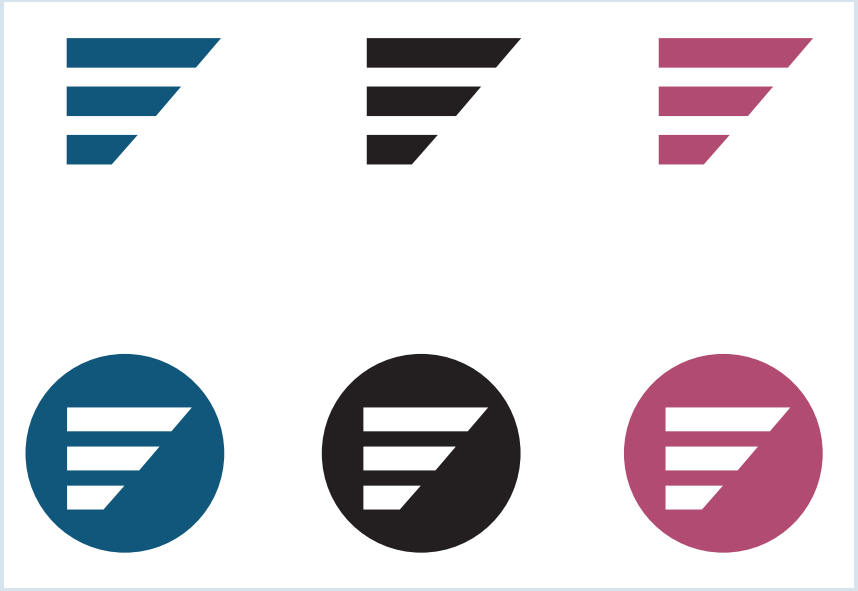




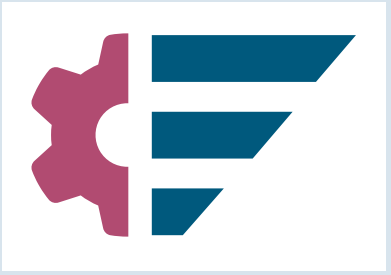
4.8 Icons

Districts, Sections, Chapters, and Student Chapters can use the ITE bars icon for social media and on other digital assets. Keeping in mind that these icons are often very small, a simple visual approach is best. A website favicon is displayed very small in a browser tab, so the design is intentionally simple to ensure legibilty in this case. As social media profile pics, for example, the icons are paired with account names, where the different District, Section, Chapter, and Student Chapter names are covered in the account name, as opposed to incorporating them into the icon. The icon can be done in ITE blue, black, and any color from the logo palette to match with the chosen color (shown as magenta/pink in the example below.) The icon is also available in reverse white inside a circle of the colors mentioned.

Examples:



The core set of ITE Icons: One-color standalone bars or reverse (white) in circle.



In cases where a District, Section, or Chapter has a visually simple icon used in their logo, they can make an icon in the style shown above, where the icon is combined with the three ITE Bars. But this method should only be used if the resulting icon is visually clean and simple and easily readable at small sizes.

4.9 Annual Meeting Logos

Districts, Sections, and Chapters are welcome to design a logo or graphic identity for each annual meeting following the key guidelines below.

- If incorporating the ITE parent logo into the annual meeting logo or graphic, do not alter, stretch, distort, subtract from, or add to the official ITE Parent logo.
- Keep designs professional, clean, and aligned with the theme of the annual meeting.
- Avoid overcrowding the logo design with unnecessary elements.
- Create a design that complements the official ITE logo without overshadowing it.
- Use colors, typography, and design elements that align with the overall ITE brand.
- Test the logo across different sizes and backgrounds to ensure maximum legibility.

4.10 ITE International Council and Committee Logos

ITE International Council and Committee logos follow one uniform design with a tie to the ITE logo. All Council and Committee logos are represented by the cyan color of the Primary Color Palette. Committee logos always maintain connection with the associated Council.

- Council and Committee logos feature the "ITE" logo mark set in a primary blue tab (PMS 308.) The name of each Council is set in white text in a cyan wedge (PMS 631.) Longer Council names can be spaced over two lines. Committee logos feature the name of the Committee below, set in the same cyan color (PMS 631).





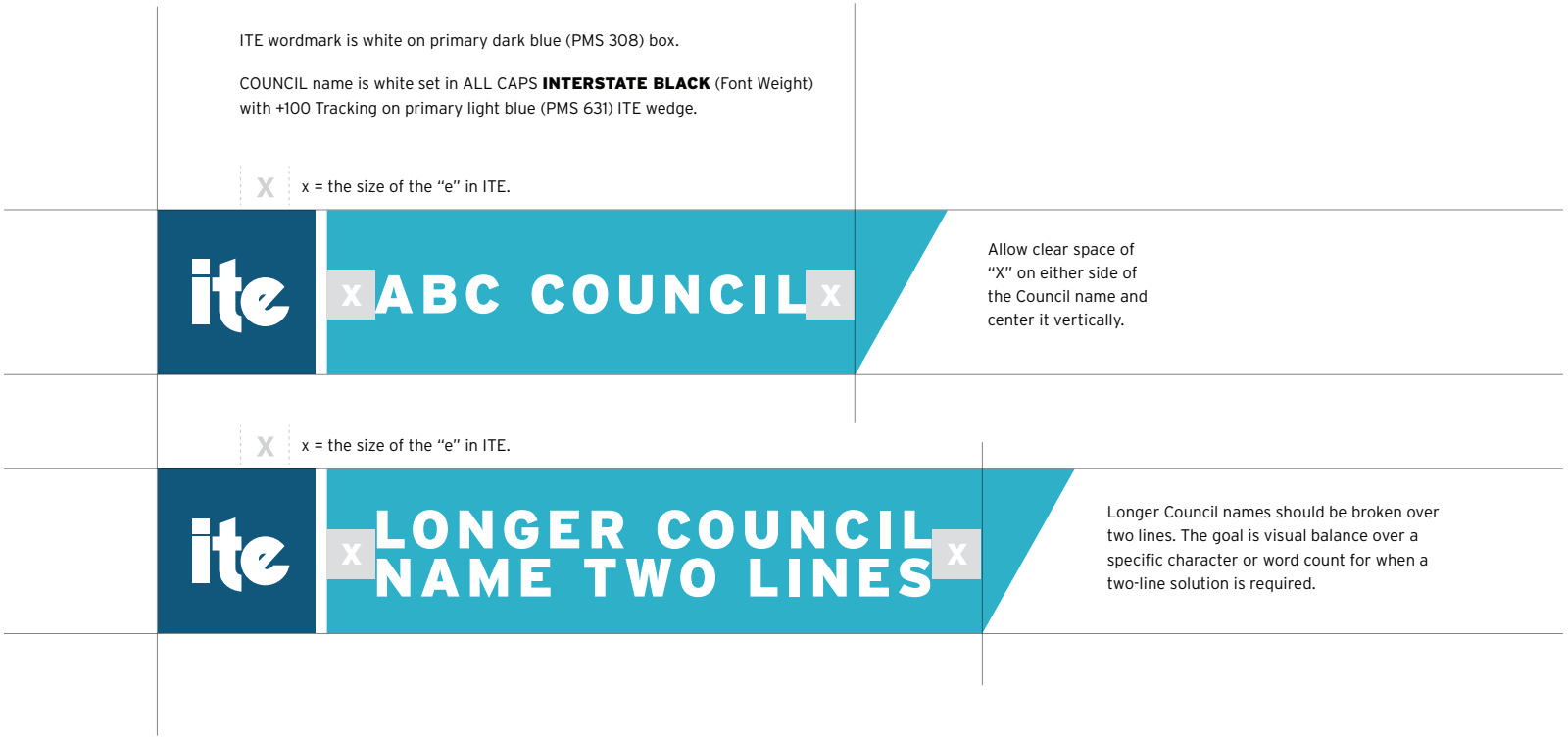
COUNCIL LOGOS

*ITE International Councils are not required to design a logo. Logos are provided by ITE International.



ITE wordmark is white on primary dark blue (PMS 308) box.

COUNCIL name is white set in ALL CAPS **INTERSTATE BLACK** (Font Weight) with +100 Tracking on primary light blue (PMS 631) ITE wedge.



COMMITTEE LOGOS

*ITE International Committees are not required to design a logo. Logos are provided by ITE International.



ITE wordmark is white on primary dark blue (PMS 308) box.

COUNCIL name is white set in ALL CAPS **INTERSTATE BLACK** (Font Weight) with +100 Tracking on primary light blue (PMS 631) wedge.

x = the size of the "e" in ITE.



Allow clear space of "X" on either side of the Council name and center it vertically.

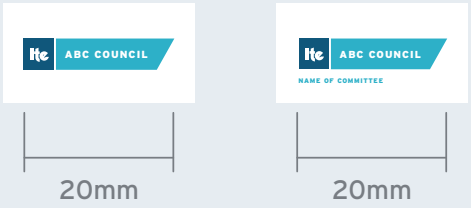


Committee name is primary light blue (PMS 631) set in ALL CAPS **INTERSTATE BLACK** (Font Weight) with +100 Tracking.

Committee name is aligned left of the ITE box. Allow clear space of "x" between the ITE wordmark box and the name.

COUNCIL AND COMMITTEE LOGO MINIMUM SIZE

To maintain legibility and brand consistency, Council and Committee logos should be scaled no smaller than 20mm wide.



4.11 ITE International Products

All ITE International products use the strong parent logo and do not modify it in any way.

- Use the Parent ITE logo in its original format to support and authorize a product as official ITE property, but present the product using ITE typefaces and colors to ensure its connection to the brand.

- Each product does not have a specific logo, but instead employs different type styles and weights of the Interstate typeface (Bold + Light weight, Italics, etc.) to allow the product name to stand out. Additional typographic embellishments such as labeling the product type using colors from the ITE Primary and Secondary Color Palette help give product names a distinctive proprietary nature supported by the ITE Parent Logo used elsewhere on the piece of content.

Examples:





5.0 COLOR PALETTE

The color palette for ITE–A Community of Transportation Professionals (ITE) includes well-recognized primary and secondary colors. An expanded tertiary color set is provided for District, Section, and Chapter logos.

5.1 Primary and Secondary Color Palette

- In all cases of **logo design**, the Primary ITE dark blue (PMS 308) is saved for the ITE Parent part of the logo. Primary Cyan (PMS 631) should also only be used in ITE International logos, such as Council and Committee logos shown in section 4.10. The Primary and Secondary palette colors should not be used by Districts, Sections, and Chapters in creation of their own logos (aside from PMS 308 being used for the ITE Parent Logo part of the logo and PMS Cool Gray 8 being an option for the Student Chapter line of separation).
- Outside of logo design, Districts, Sections, and Chapters can use the Primary and Secondary color palettes in applications as part of the graphic identity to tie back to the Parent ITE International brand. Examples are using Primary ITE dark blue (PMS 308) as the footer color on a District website, with graphic elements in the Secondary palette, supported by the use of the chosen Tertiary palette distinct to the District, Section, or Chapter.

Primary

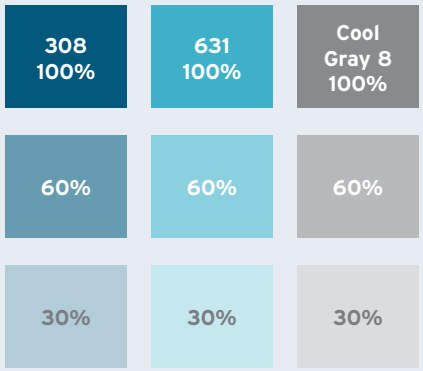
PMS 308	PMS 631	PMS Cool Gray 8	PMS 656
C 100 M 18 Y 8 K 50	C 74 M 0 Y 13 K 0	C 23 M 16 Y 13 K 46	C 10 M 2 Y 0 K 0
R 0 G 88 B 124	R 62 G 177 B 200	R 136 G 139 B 141	R 221 G 229 B 237
Hex 00587C	Hex 3EB1C8	Hex 888B8D	Hex DDE5ED

Secondary

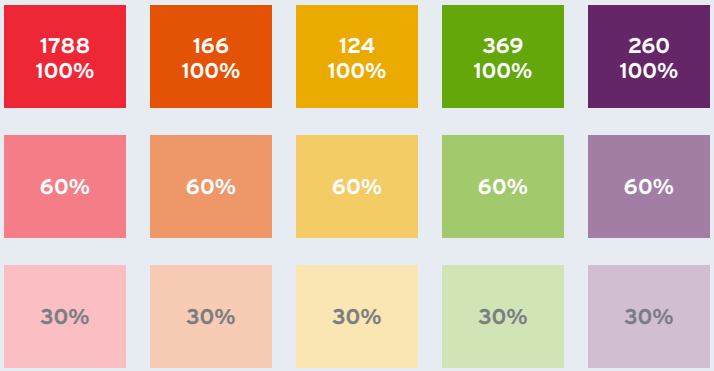
PMS 1788	PMS 166	PMS 124	PMS 369	PMS 260
C 0 M 88 Y 82 K 0	C 0 M 76 Y 100 K 0	C 0 M 30 Y 100 K 0	C 68 M 0 Y 100 K 0	C 66 M 100 Y 8 K 27
R 238 G 39 B 55	R 227 G 82 B 5	R 234 G 170 B 0	R 100 G 167 B 11	R 100 G 38 B 103
Hex EE2737	Hex E35205	Hex EAAA00	Hex 64A70B	Hex 642667

5.2 Primary and Secondary Color Palette Shades

Primary Shades



Secondary Shades



5.3 Tertiary Color Palette

- Districts, Sections, and Chapters may choose one color from the Tertiary Color Palette for their logo.

Tertiary

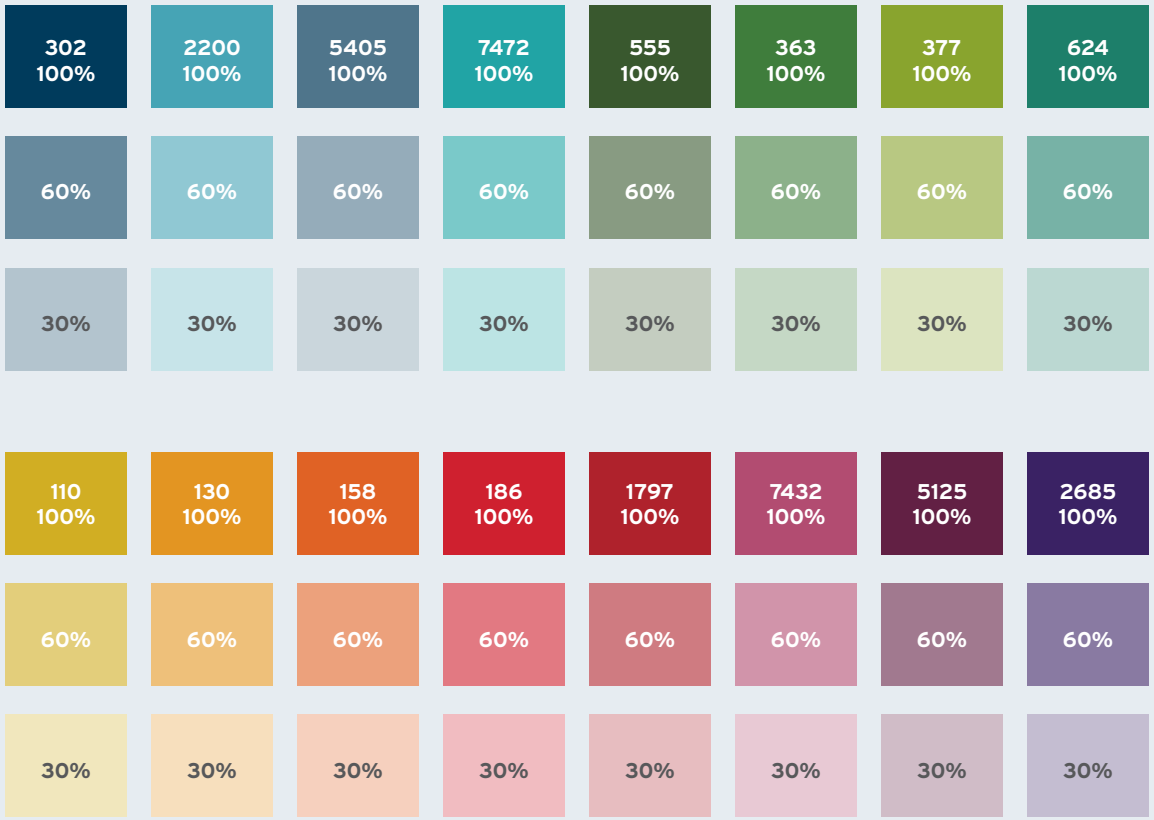
302	2200	5405	7472	555	363	377	624
C 100 M 77 Y 40 K 30	C 70 M 18 Y 26 K 0	C 74 M 46 Y 33 K 7	C 77 M 14 Y 38 K 0	C 75 M 42 Y 95 K 37	C 78 M 29 Y 99 K 15	C 52 M 20 Y 100 K 2	C 84 M 29 Y 65 K 12
R 0 G 59 B 92	R 70 G 164 B 181	R 79 G 117 B 139	R 33 G 164 B 165	R 57 G 88 B 46	R 63 G 125 B 60	R 137 G 164 B 46	R 29 G 127 B 106
Hex 003B5C	Hex 46A4B5	Hex 4F758B	Hex 21A4A5	Hex 39582E	Hex 3F7D3C	Hex 89A42E	Hex 1D7F6A

110	130	158	186	1797	7432	5125	2685
C 20 M 28 Y 100 K 0	C 10 M 46 Y 100 K 0	C 8 M 75 Y 100 K 1	C 12 M 100 Y 91 K 3	C 22 M 99 Y 91 K 13	C 29 M 83 Y 36 K 3	C 51 M 93 Y 46 K 39	C 92 M 100 Y 29 K 19
R 209 G 174 B 35	R 227 G 149 B 34	R 224 G 98 B 37	R 207 G 32 B 47	R 175 G 34 B 44	R 178 G 76 B 113	R 98 G 32 B 68	R 58 G 34 B 100
Hex D1AE23	Hex E39522	Hex E06225	Hex CF202F	Hex AF222C	Hex B24C71	Hex 622044	Hex 3A2264

5.4 Tertiary Color Palette Shades

- Districts, Sections, and Chapters use one Tertiary color at 100% opacity. Shades of 60% and 30% of that same logo color may be used for other graphic assets, together with the ITE Primary Color Palette.

Tertiary Shades



5.5 Color System and Models

These guidelines provide colors from the Pantone Color System and best matching values for the CMYK, RGB, and Hex color models.

Pantone

The Pantone Color System is a standardized color matching system, which is widely used around the world. It was devised to help printers and designers to specify and control colors for printing projects. Pantone colors are used as the basis for identifying the ITE primary, secondary, and tertiary color palettes.

CMYK

CMYK (Cyan, Magenta, Yellow, and Key (Black)) is a color model and standard for reproducing colors on printed materials.

RGB

RGB (Red, Green, and Blue) is a color model and standard for reproducing colors for digital display.

Hex

Hex (Hexadecimal color) is a color model and standard for reproducing colors for digital display.

Color Variation

100% color accuracy among the color models is not possible. Print and digital display variation is to be expected.

- Different digital displays and printer configurations result in different online and print outcomes.
- Different software applications, i.e., Adobe, MS Office, Canva, etc. manage color differently and may produce different results.

5.6 Color Palette Application Example

This mock-up demonstrates how the Primary, Secondary, and Tertiary color palettes are used to create an asset. Illustrated here is a Section website example.

The Logo uses PMS 308 from the **Primary** palette for the ITE Parent Logo, and PMS 7472 from the **Tertiary** palette for the Section-specific part of the logo.

PMS 124 from the **Secondary** palette is applied to this typography to create a visual accent.

PMS 7472 from the **Tertiary** palette—the Section's chosen color, is used at 30% opacity as a graphic element.

PMS 7472 from the **Tertiary** palette—the Section's chosen color (or shared color with the District, is used at 100% opacity as a graphic element.

PMS 308 from the **Primary** palette is used in the footer.





www.ite.org