



International Team
for Implantology

ITI Brand Design Compact Manual

December 2023

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ITI Brand Design Compact Manual

ITI Brand

Brand Promise

Shaping the future
of implant dentistry

To serve the dental profession by
providing a growing global network
for life-long learning in implant
dentistry through comprehensive
quality education and innovative
research for the benefit of the patient.

ITI Brand

Brand Architecture

Umbrella brand

The ITI International Team for Implantology follows a strict umbrella brand strategy.

Product brand

The product brands are fully integrated and only differ in the descriptive name.

Section brand

The Section brands can achieve a degree of independence from the umbrella brand by applying predefined colors.

Young ITI

The Young ITI brand is an exception and while still part of the umbrella brand follows different rules and remains as it is.

Umbrella brand



International Team
for Implantology

Products

Sections

Young ITI

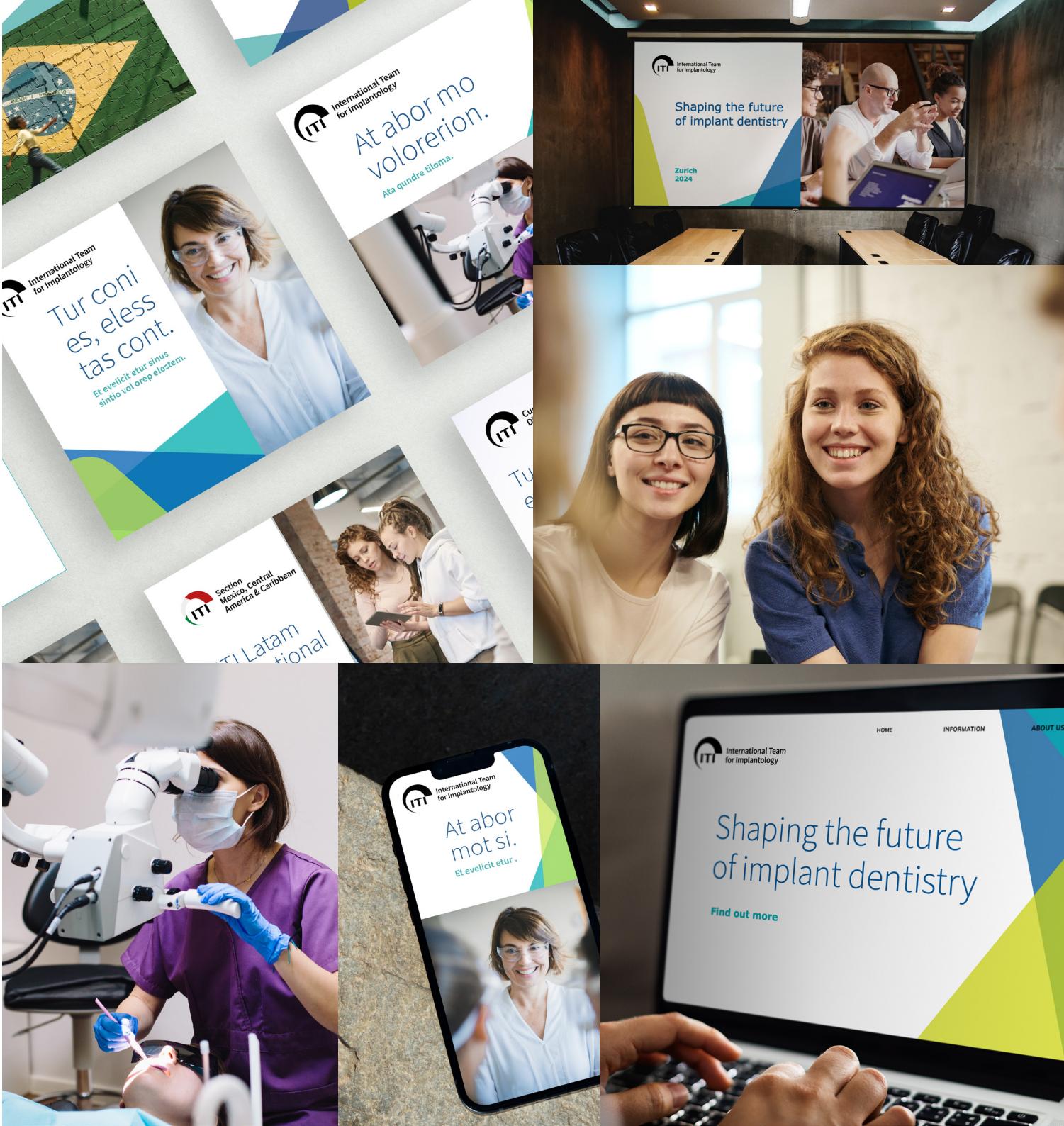


The ITI Brand

Brand World

The ITI world is dynamic, open and people-oriented. The design is characterized by a large proportion of creatively used white space and images featuring people.

The brand colors ITI Blue, ITI Aquamarine and ITI Green link the media and provide support for the entire umbrella brand across the Sections and products.



ITI Brand Design Compact Manual

Brand Assets

Brand Assets

Umbrella Brand

Composition

The umbrella brand is made up of the brand-defining icon “Arc + ITI” and a descriptive addition in the Source Sans font.

Color versions

The logo is used only in black or white (negative on a dark background). Sufficient contrast should be taken into account. Busy backgrounds should be avoided.

Minimum distances

Within a format, the distance between the logo and the edge or other objects should be at least half the height of the icon.

Minimum sizes

Descriptive additions become illegible under a width of 25mm. If smaller applications are planned, the ITI icon can be used without a descriptive addition.

Icon

The ITI icon may be used without a descriptive addition if the sender is clearly visible, e.g. as a social media profile picture or on merchandise items.

Composition

ITI Icon



International Team
for Implantology

Descriptive addition

Color versions



International Team
for Implantology



International Team
for Implantology



Minimum distances



Minimum sizes



25 mm

Icon



Brand Assets

Product Brand

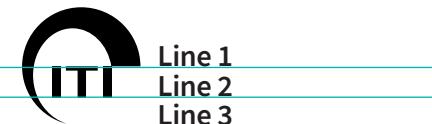
Product brands are fully integrated into the umbrella brand and only differ in the descriptive addition.

Composition and examples

The product brands allow a maximum of three lines to be added and built up or down from the middle line (line 2).

Both the naming and the placement of the titles should be short, concise and compact.

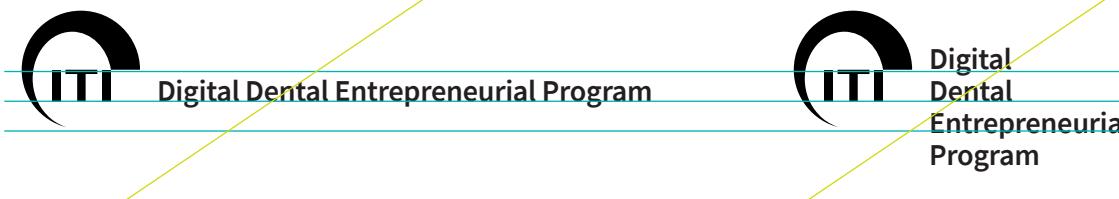
Composition



Examples



No-goes



Brand Assets

Section Brand

The Sections enjoy a degree of independence. However, the proximity to the umbrella brand should always be clearly visible.

Composition

The ITI logo is made up of three segments that can be allocated individual colors.

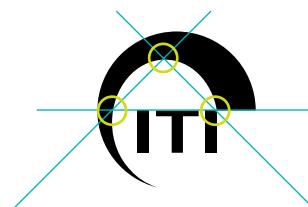
Color choice and naming

Three colors can be chosen from the Section colors shown on page 13 to individualize the Section identity. For Sections made up of several countries, a decision can be taken jointly. However, the arc can only have a maximum of three segments. As an option, a black arc may be selected together with the descriptive addition.

Exceptions

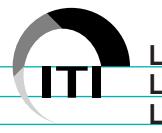
For Sections using the same color, discreet differentiation can be achieved by varying angles, if desired.

Composition



Section
Germany

Color choice and naming



Line 1
Line 2
Line 3



Section
Italy



Section
Argentina
& Uruguay



Section
Mexico,
Central America
& Caribbean

Main Composition

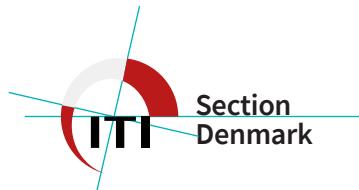


Section
Switzerland

Exceptions



Section
Austria



Section
Denmark

Brand Assets

Young ITI

The Young ITI brand is an exception and while still part of the umbrella brand follows different rules and remains as it is.

Basic logo

The logo can be used in color, black or white, depending on the background, and does not require a descriptive addition.

Typographical style

Use upper and lower case as shown and align the descriptive addition left below "Young".

Logo template

2 Adobe Illustrator files (CMYK and RGB) with the correct dimensions and font sizes are available for the creation of further Young ITI Logos with a descriptive addition.

Basic Logo



Composition with descriptive addition



No-goes



Brand Assets

Brand colors

Brand colors

The brand appearance is characterized by the harmony between the three brand colors and a lot of white space.

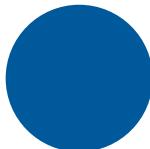
Accent colors

Accent colors can be used for emphasis (call-to-action, button, ...) or contrast to brand colors if necessary (PPT dividers, infographics, ...).

Graphical element colors

Graphical element colors can be used both in line form or surface color. These colors serve to provide structure as in tables and graphics and must never dominate the whole.

Brand colors



ITI Blue
100/51/00/18
Pantone 2144 C/UC
#00599b

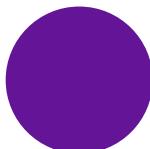


ITI Aquamarine
74/00/29/00
Pantone 2227 C/UC
#00b2b8

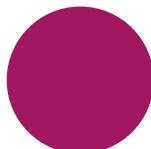


ITI Green
22/00/91/00
Pantone 389 C/UC
#d2da16

Accent colors



ITI Violet
80/100/0/0
Pantone 2597 C/UC
#641496



ITI Berry
15/95/10/30
Pantone 7648 C/UC
#a11761



ITI Coral
0/85/65/0
Pantone 710 C/UC
#e74f52

Graphical element colors



ITI Dark Grey
15/30/0/70
Pantone 7666 C/UC
#5c5969



ITI Light Grey
5/5/5/15
Pantone 420 C/UC
#e9e7e6

Brand Assets

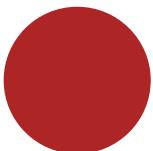
Section Colors

Color selection

The range of colors available for use in the Section logo is based on the colors that most frequently appear in flags all over the world. No other Section colors may be used.

Section colors must only be used in the Section logo arc as shown on page 10.

Section colors



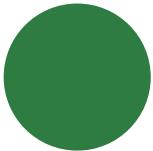
Section Red
8/90/78/26
#ad2525



Section Yellow
0/14/73/0
#ffd85a



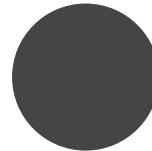
Section Blue
73/45/0/0/
#4780d1



Section Green
73/14/80/27
#2e7c41



Section Orange
5/55/80/5
#e08032



Section Black
57/50/43/57
#474444



Section White
5/5/15
Pantone 420 C/UC
#e9e7e6

Brand Assets

Brand Shape

The brand shape is derived from the "Arrow" key visual and its three elements can be used flexibly.

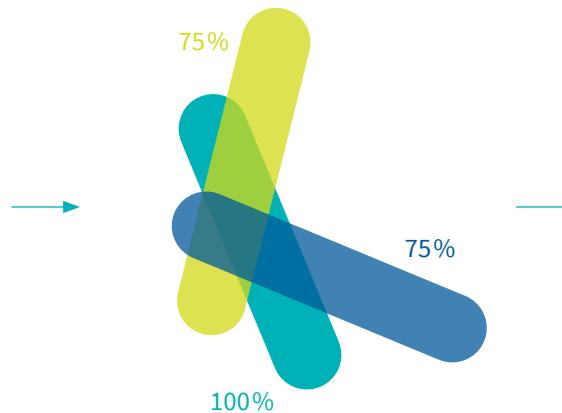
Composition

The brand shape is made up of the three brand colors, with ITI Aquamarine at 100% opacity as the basis combined with an overlay of ITI Blue and ITI Green, each at 75% opacity.

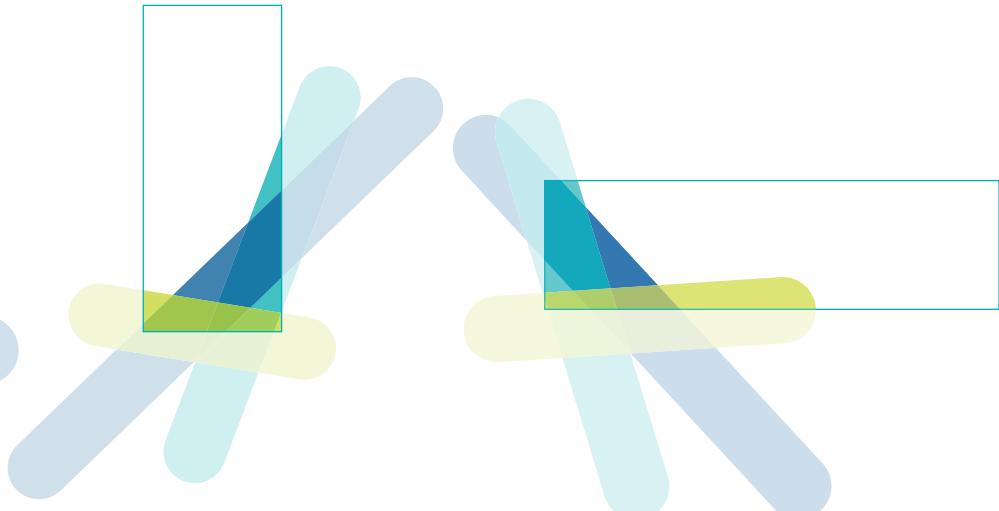
Flexibility and format

The three elements of the brand shape can be arranged freely in terms of angle and length, depending on the needs of the content and the format ratio. A dynamic and harmonious relationship between all three colors must be taken into account.

Composition



Flexibility and format



Brand Assets

Typography

The ITI's corporate font is Source Sans and can be downloaded as Google Font.

The hierarchy is based on a mix of different styles from the Source Sans family and can also include the three brand colors if desired.

When using colors for text and headings, ensure sufficient contrast for easy readability (at AA standard for digital text).

Office font

The Verdana font is used in all office applications (Word, PowerPoint, Keynote,...) and as the fallback font for web applications:

- Verdana Regular is used for headlines and running text.
- Verdana Bold is used for running heads, leads, crossheads and highlighted text.
- Verdana Italic is used for quotes.

→ Source Sans is a Google font and can be downloaded from fonts.google.com

Typographic fonts and hierarchy

Running heads are set in Source Sans SemiBold.

Titles appear in Source Sans Light.

Leads, crossheads and highlighted text are set in Source Sans SemiBold.

"Quotes are set in Source Sans Italic."

Running text is set in Source Sans Regular.

Running text is set in Source Sans Regular.

Brand Assets

Layout System

Composition

The layout is made up of text with a brand shape and logo as well as an (optional) image.

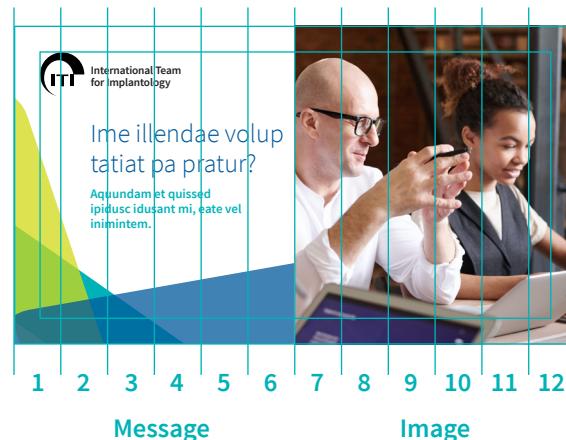
Flexibility

Using the grid, the message-image ratio can shift in standard steps. The minimum size is 4 units.

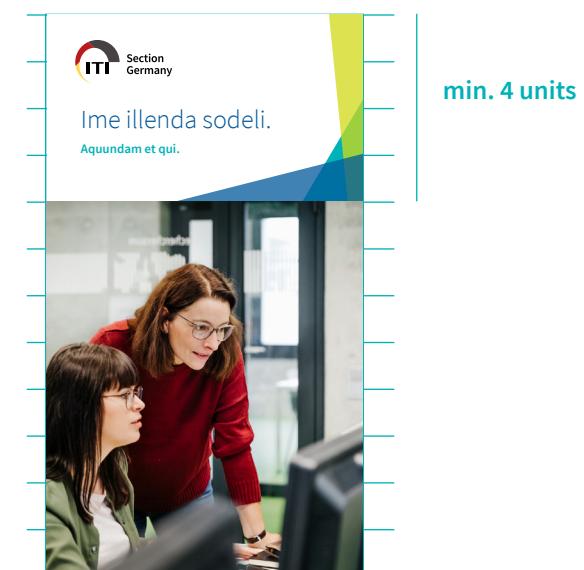
Brand mark

The individual logos of both products and Sections can be used and placed on the left or right, depending on the format.

Composition



Flexibility



Brand Assets

Imagery

Imagery showing interpersonal exchange represents the world of the ITI and its various themes as well as the ITI network and networking.

Photography

Photographs convey authenticity and spontaneity. A narrow depth of field (focus on the subject with blurred fore- and background) generate a sense of depth. Unusual perspectives can contribute to the message and strength of the image.

Style

The imagery is warm and accessible with saturated colors and generous use of white space.



Brand Assets

Key Visuals und Icons

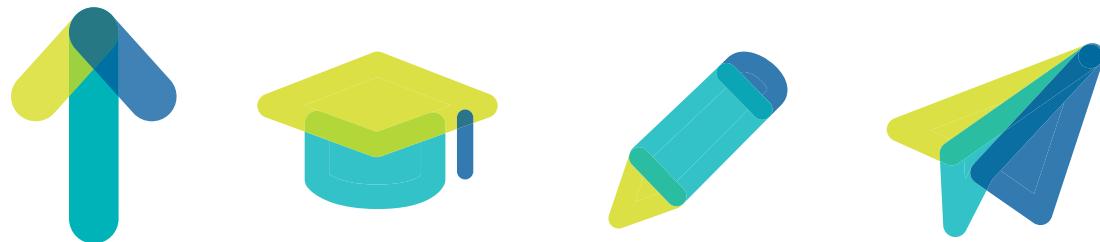
Key visuals

Key visuals can be used to communicate conceptual ideas more directly or if no suitable images are available. Key visuals are based on the brand shape and the harmonious overlap of the three brand colors.

Icons

The icons represent messages (ideas, products, services, ...) in a simplified way and, above all, help with quick orientation. They are generally line drawings that can also include areas filled with color. They can also be used in white reversed out of a background color. It is important to ensure that there is enough contrast between the color and the line drawing.

Key visuals



Icons



ITI Brand Design Compact Manual

Adaptations

Adaptations

Flyer

The design of the flyer depends on the format and the message. The number of columns and font sizes can vary depending on the format.

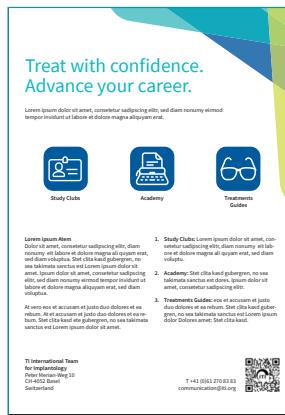
Front page

The image portion on the title page can be increased or decreased according to the "Layout system" on page 16.

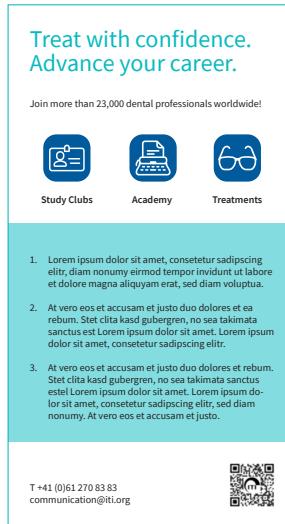
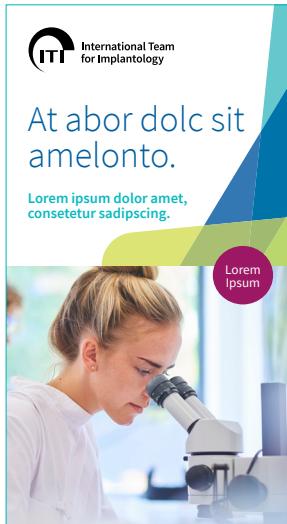
Call to action

Calls to action can be placed wherever most appropriate using an ITI accent color.

A4 flyer



110x200 mm flyer



Adaptations

Social Media

Standard templates are available for social media. The proportions of the image can be adapted using the "Layout system" on page 16.

The templates can be used for the umbrella, product and Section brands.

Logo use

It is not necessary to use the ITI logo if the sender is apparent from the context. If desired, the umbrella brand logo can be replaced by the Section logo.

1200px x 1200px



1920px x 1080px



1080px x 1920px



Adaptations

Banner

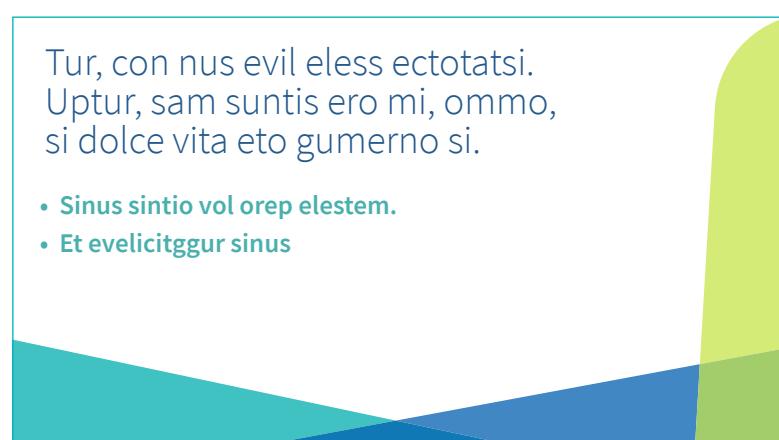
Standard templates are available for billboard and hero banners. The proportions of the image can be adapted using the "Layout system" on page 16.

If desired, the umbrella brand logo can be replaced by the Section logo.

1200px x 630px billboard banner



2400px x 1348px hero banner



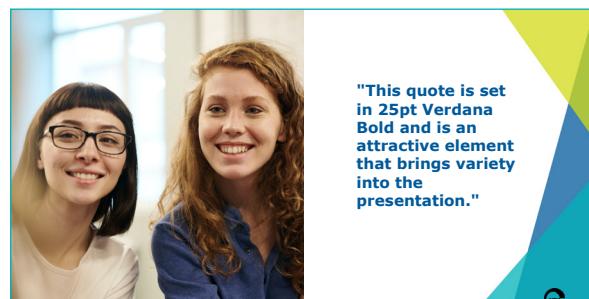
Adaptations

Presentation

Standard templates are available for presentations in both 16:9 and 3:1. The proportions of the images can be adapted using the "Layout system" on page 16.

If desired, the umbrella brand logo can be replaced by the Section logo.

16:9



3:1



Contact

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