

SIZE

PRINT:

MAX size 5.5cm



MIN size 2.8cm



DIGITAL / WEB:

Option 1 - 200px



Option 2 - 100px



COLOUR

COLOUR



BLACK AND WHITE



BACKGROUND

CORRECT



INCORRECT



SPACE & SHAPE

CLEAR SPACE



INCORRECT



LOGO TREATMENT

ICTAA Accreditation Badges must never be redrawn or manipulated under any circumstances. This style guide must accompany all electronic files of the badges. These specifications must be used at all times when reproducing the badges.

SIZING

You may choose between two size variations of badges for web use. For print use you may choose any size within the MAX and MIN values provided.

COLOUR REPRODUCTION

Wherever possible, the ICTAA badges should be reproduced in full colour. The badges are not to be printed in grayscale. Where full colour is not possible, the single-colour 'Black and White' version of the badge is to be used. Reproduction in this format should be kept to a minimum and only used when colour print methods are unavailable.

REPRODUCING ON BACKGROUNDS

When reproducing on dark backgrounds, a png with transparent background should be used. There should be no white outside the blue border as is common with jpps.

In the instance of printing in black and white, the reverse version ('White') of the 'Black and White' badge should be used. Never place the 'White' badge on a complicated or textured background. If overlaying on a photo, place the logo on plain surface (e.g. grassy area or blue sky)

CLEAR SPACE & SHAPE

Avoid crowding the logo with other design elements. Allow at least a 20% margin of clear space around the badge. Never distort, stretch, rotate or skew the badges. Badges must maintain a 3:1 ratio.

COLOURS

While printing and screen colours can vary, it is important to keep the colours as close to what is specified in this style guide where possible.

The colours chosen when designing the ICTAA differ based on category and level. Below are the colours for levels 1-3 of the Business category:

BUSINESS LEVELS



RGB: 0 96 45
CMYK: 1.0 0.0 0.5312 0.6235
Hex: #00602D



RGB: 112 59 160
CMYK: 0.3 0.6312 0.0 0.3725
Hex: #703BA0



RGB: 249 153 26
CMYK: 0.0 0.3855 0.8956 0.0235
Hex: #F9991A

DOWNLOAD INSTRUCTIONS

Shortly after receiving confirmation of accreditation for your ICTAA application you will be assigned a level and sent, via email, a zip file with two badges (an ICTAA Accreditation Badge and a badge for the level you've achieved) in various print and web use formats.

You may display one or both of the badges anywhere you like on your website or marketing material in one of the two size options outlined in this guide for print or web use.

Please use the full colour badges where possible, refer to the guide for correct use of the 'Black & White' or single-colour 'White' variations.

Forward this guide and the zip file containing the badge on to your graphic or web designer for help implementation, or contact us for assistance.