



LOGO USAGE

Our logo is an essential piece of IHT. Proper logo usage is imperative to helping us uphold our brand standards. Logo usage should be guided by some simple rules with the end goal of setting the logo apart. Think of our logo as a mark that helps stakeholders identify and distinguish our brand from other organizations in our field.

CLEAR SPACING:



There are three versions of the IHT logo—color, black, and white. Please use the color version whenever possible. If needing a dark, one-cover version, please use black. White is appropriate for placing over dark backgrounds.



LOGO DON'TS:

- Don't use outdated versions of the logo.
- Don't add effects to the logo.
- Don't place the logo on a busy photograph or pattern.
- Don't mix the logo colors.
- Don't change the size or placement of any of the logo elements.
- Don't place the logo on similarly-colored backgrounds.
- Don't outline the logo in any color.
- Don't stretch or squeeze the logo.

