

Standards for the INCITS logo and slogan - pg 1

The purpose of these standards is to establish a consistent look for all applications of the INCITS logo and logo with slogan. The three variations illustrated to the right will satisfy all production processes and layout needs. DO NOT introduce other colors nor screen back the existing colors. Also, the first two variations should only be placed on a light, pattern-free background while the last logo should only be placed on a dark, pattern-free background. Following these basic guidelines will insure a strong identity for the InterNational Committee for Information Technology Standards.

LOGO Files (no slogan)

There are a total of 6 EPS logo files (.eps) that are represented here. The titles are below. These files can be downloaded from the NCITS web site.

2 Color Version Family

incits_logo-rgb.eps (use to create .gif files)

incits_logo-1805c.eps (use on coated stocks)

incits_logo-1797u.eps (use on uncoated stocks)

incits_logo-cmyk.eps (use with process printing)

1 Color Version

incits_logo-blk.eps

0 Color Version

incits_logo-wht.eps



2 color version: NCITS Red* and Black



1 color version: Black (blk)



0 color version (wht): Logo knocks out of dark background color

*The actual "INCITS Red" varies depending on how the Logo is being reproduced. Below are the correct Red formulas. Each color has its own .eps file.

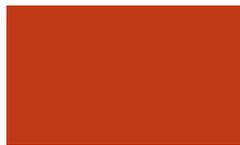


Web Safe

R: 204, G: 0, B: 0

HTML: CC0000

To be used only if the logo is being viewed from a monitor.



Pantone 1805 Coated (CVC)

To be used only if the logo is being printed onto a coated paper stock.



Pantone 1797 Uncoated (CVU)

To be used only if the logo is being printed onto an uncoated or matte paper stock.



Pantone 78-1 Process Build

To be used only if the logo is being printed with a four color press.

Standards for the INCITS logo and slogan - pg 2

LOGO WITH SLOGAN Files

There are a total of 11 EPS logo files that are represented here. The titles are below. These files can be downloaded from the INCITS web site.

2 Color Version Family

incits_logo-slogan-rgb.eps (use to create .gif files)
incits_logo-slogan.jpg (use for internet & laserprinter)
incits_logo-slogan-l805c.eps (use on coated stocks)
incits_logo-slogan-l797u.eps (use on uncoated stocks)
incits_logo-slogan-cmyk.eps (use with process printing)

1 Color Version

incits_logo-slogan-blk.eps
incits_slogan-blk.eps

0 Color Version

incits_logo-slogan-wht.eps
incits_slogan-wht.eps

Small Usage Version -

only use when necessary

incits_small-blk.eps
incits_small-cmyk.eps



Where IT all begins

2 color version: NCITS Red* and Black



Where IT all begins

1 color version: Black (blk)



0 color version (wht): Logo knocks out of dark background color

Where IT all begins

File name: incits-slogan-blk.eps

Where IT all begins

File name: incits-slogan-wht.eps



Where IT all begins

File name: incits-small-blk.eps



Where IT all begins

File name: incits-small-cmyk.eps