OUR IDENTITY GUIDELINES

The Language Technologies Institute (LTI) identity is more than our logo. It is a design scheme composed of a number of core elements that combine to create a distinctive look and feel that makes the LTI brand instantly recognizable.

The following pages will guide you through these core elements. They will assist you in designing and producing compelling communications with consistency, creativity, and flexibility.

Many of the standards set forth in this guide depend on size, proportion, and position. These have been developed through careful consideration of many factors, both functional and aesthetic. Adhering to these design standards will ensure that the LTI brand is always expressed clearly and with quality.

These guidelines were created in such a way that they can be edited and updated as needed. If you are ever unsure of how to handle the application of our identity, please contact the appropriate marketing professional at LTI.

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Our logos

As the foundation of the LTI identity, our logo serves as the most concise visual expression of our brand. Flexible, reliable and creative, the logo is an essential element for any brand communication.
The LTI logo should always be surrounded by a generous field of clear space to ensure its legibility and impact. This isolates the logo and protects it from competing visual elements such as text and supporting graphics.

As shown in the exhibits, the absolute minimum amount of clear space that surrounds the logo in any application is equal to a factor of 1X, with X being equal to the amount of logo above the top red stripe.
MINIMUM SIZE

The LTI logos can be scaled to a variety of sizes. However, at extremely small sizes, the readability may become compromised. To ensure that each configuration of the logo is always legible, it should never be reproduced smaller than as shown in the exhibits above.
COLOR PALETTE

Color is a key component of any identity. By using these colors consistently across brand communications, they will build recognition for the LTI brand while contributing to a unified look and feel. These colors can be used for text, color fields, rules and other graphic elements as needed.
COLOR VARIATIONS

To accommodate a range of uses, reproduction techniques, and printing requirements, a number of logo color variations are available for use.

The **Full-Color** variation may be used on all brand communications provided there is sufficient contrast.

The **Black** and **Reverse** variations are useful when color reproduction is limited or when a simplified color pallete is desired. They may also be used with imagery or colors outside of the LTI color palette.

Our logos should never under any circumstances be set in a color outside of the LTI color palette. Please only use approved files when reproducing these marks.
**FILE NAMING STRUCTURE**

Use this naming convention guide to select the appropriate logo for reproduction. EPS files are preferred as the standard format for any project, can be scaled infinitely and can be used for high-resolution print applications. EPS files can also be imported into most page layout and illustration software such as InDesign, Illustrator, Photoshop and Word.

When placing the Reverse or Black variations against a color, the AI format may be required. Programs such as InDesign do not honor EPS transparency effects. Failing to place the correct file will result in a blending error.

Always use the correct color model for your application. PMS logos should be used when printing with Pantone inks, otherwise, CMYK files should be used.

RGB logos should only be used for screen applications.

**When placing an AI file in InDesign be sure to enable import options.**
Set Crop to **Art**, and enable **Transparent Background**.

**When placing an AI file in Photoshop**, simply set crop to **Art**.

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<tr>
<th>PREFIX</th>
<th>DESCRIPTION</th>
<th>COLOR VARIATION</th>
<th>COLOR MODEL</th>
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<td>LTI-logo</td>
<td>Parent</td>
<td>Full-Color</td>
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<td>EPS</td>
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<td></td>
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<td>Black</td>
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</tbody>
</table>

**PREFIX**

LTI-logo

**DESCRIPTION**

Parent
Stacked
Initial
Icon
Horizontal

**COLOR VARIATION**

Full-Color
Black
Reverse

**COLOR MODEL**

PMS
CMYK
RGB

**FILE FORMAT**

EPS
AI
PNG
TIFF

LTI-logo_Parent_Full-Color_CMYK.eps
The logo was designed to be adaptable to a range of background requirements. However, it is essential that the logo is always highly legible in every application.

The Full-Color variation features well against white and light colors, however, it should not be used over photographic backgrounds.

As shown in the exhibits, the logo and its color variations can be positioned against a variety of backgrounds.

The Black and Reverse variations feature well against colored and photographic backgrounds, provided there is sufficient contrast.

The Black and Reverse variations feature a transparent symbol that will retain a tint from the color or imagery behind it. Always ensure adequate contrast when using this variation.

As a rule of thumb, a dark logo should not be used on a dark background, nor should a light logo be used on a light background.
MISUSE

Any misuse of the logo artwork diminishes its integrity and that of the LTI brand as a whole. The exhibits featured here represent some common misuses that must be avoided whenever designing with the logo. Remember that the logo must never, under any circumstances, be altered or re-created in any way.

Only use approved files when reproducing these marks.

Never re-arrange the elements of the logo.

Never distort the logo.

Never re-typeset the logo.

Never apply the logo to a background that does not provide sufficient contrast.

Never outline the logo.

Never apply a color outside of the LTI palette to the logo.

Never re-arrange colors within the logo.

Never stylize the logo in any way.

Never distort the logo.

Never re-typeset the logo.

Never apply a color outside of the LTI palette to the logo.

Never re-arrange colors within the logo.

Never stylize the logo in any way.
TYPOGRAPHY

Our primary typeface is Whitney. The family includes a comprehensive range of weights and can be used for headlines, titles, and text in both print and web applications.

A license must be obtained for each computer installation of these fonts. Usage is subject to the restrictions found within the font’s respective End User License Agreement.

For more information, please visit the following URL.

Whitney: www.typography.com/fonts/whitney/overview