
THE ITP SUB-BRAND



NR.1 IN ATV/UTV

The premier ITP products are locally engineered in Tennessee utilizing an experienced staff of engineers, designers and technicians. ITP tires and wheels meet the demands of today's off-road enthusiasts by delivering unequalled traction, precise handling and exceptional durability to overcome the world's most challenging terrain.

ITP – CONQUERING THE WORLD'S MOST CHALLENGING TERRAIN

PREFERRED LOGO USAGE: COLORS AND TRANSFORMATIONS



Preferred logo usage



Always use the color logo in multiple color materials.



The logo can be placed on image if it is not too busy.



Usual method is taking the bottom part of the design to black gradually.



Don't put it on busy backgrounds. You can reduce colors and contrast of the background. Dark overlay helps, too.



Use black logo in B&W materials only.



Use inverse logo in single color materials and on image backgrounds if it stands out better than the full-color logo.



You can use the logo on image background if the visibility and separation of the logo is ensured.



Do not use other colors!



Do not distort the logo in any way!



Do not rotate the logo!

MORE LOGO USAGE EXAMPLES

The ITP Logo should always be featured in print, media and collateral usage.

On image backgrounds use only the full-color or the white logo.

When needed, a drop shadow may be applied to help lift the mark from any background image that threatens to obscure its prominence. Recommended positioning and specifications for applied drop shadows should follow the examples.

PMS 661



PMS 431 (90%)



BLACK



REVERSED



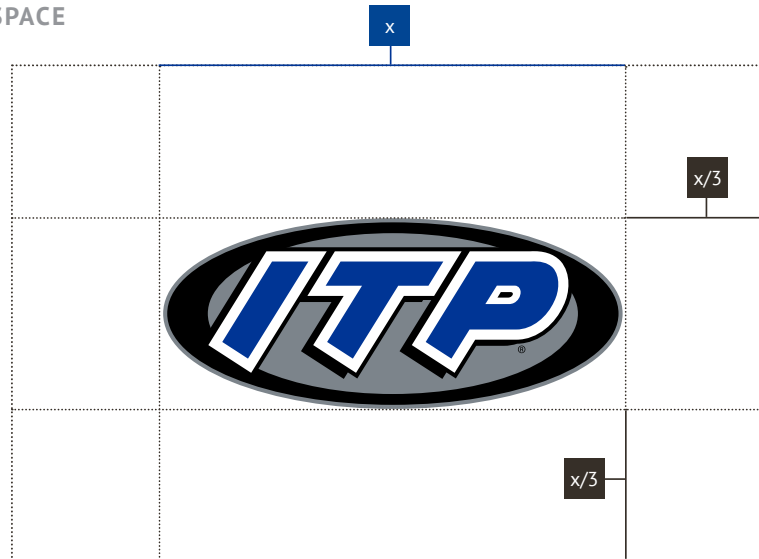
REVERSED



REVERSED



CLEAR SPACE



MINIMUM SIZE



In case of printing: 25 mm / apx 1 in
In case of screen: 80 px

PREFERRED COLORS



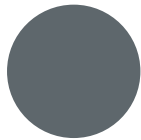
PANTONE 661 C

RGB 0, 53, 148
Hex #003594
Websafe #003399
CMYK 100, 75, 0, 6



PANTONE BLACK C

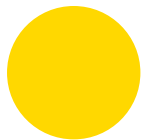
RGB 0, 0, 0
Hex #000000
Websafe #000000
CMYK 40, 40, 40, 100



PANTONE 431 C

RGB 99, 108, 114
Hex #636c72
Websafe #666666
CMYK 17, 0, 0, 71

SECONDARY COLORS



PANTONE 012 C

RGB 255, 215, 0
Hex #ffd700
Websafe #ffcc00
CMYK 0, 13, 100, 0



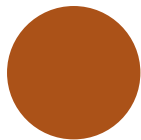
PANTONE 467 C

RGB 211, 188, 141
Hex #d3bc8d
Websafe #cccc99
CMYK 16, 25, 50, 0



PANTONE 1795 C

RGB 210, 38, 48
Hex #d22630
Websafe #cc3333
CMYK 0, 98, 93, 0



PANTONE 160 C

RGB 161, 86, 28
Hex #a1561c
Websafe #996633
CMYK 26, 73, 100, 16



PANTONE 368 C

RGB 120, 190, 32
Hex #78be20
Websafe #66cc33
CMYK 58, 0, 100, 0