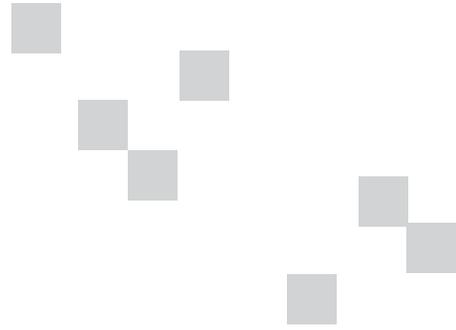


THE IDENTITY MANUAL



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Chapter 1: Overview

1.1 ABOUT ITE

The Institute of Technical Education (ITE), Singapore, was established as a post-secondary education institution in 1992 under the Ministry of Education. ITE is a principal provider of career and technical education and key developer of national occupational skills certification and standards to enhance Singapore's workforce competitiveness. Under its "One ITE System, Three Colleges" Model of Education and Governance, ITE has three Colleges, comprising ITE College Central, ITE College East and ITE College West.

OUR MISSION

To Create Opportunities for School Leavers and Adult Learners to Acquire Skills, Knowledge and Values for Employability and Lifelong Learning in a Global Economy.

OUR VISION

A Global Leader for Innovations in Technical Education

OUR VALUES

Integrity
Teamwork
Excellence
Care



1.2 The ITE Identity

The ITE logo was launched at the Inauguration of ITE on 1 April 1992. In order to encourage more youths and working adults to receive technical training, ITE had to project an image of excellence, professionalism and innovation to instill confidence in our customers. The ITE logo was thus conceived to strike a more impactful chord with the customers of ITE, and to build a clear corporate identity during its formative years.

Today, the ITE logo has become a familiar and valuable brand to ITE's stakeholders. Over the course of 20 years, ITE has established itself as an excellent option for post-secondary school leavers who prefer a hands-on learning environment; and a key institution for mature students to upgrade their skills. Locally, ITE has been awarded the Singapore Quality Award with Special Commendation in 2011, the pinnacle business award for organisational excellence. Internationally, ITE received the inaugural global Harvard-IBM Innovations in Transforming Government, conferred by the Ash Centre for Democratic Governance and Innovation of Harvard University in 2007. The award recognised the profound impact ITE's transformation has had on citizens' lives.

As the ITE brand continues to grow, the protection of the ITE Logo, an essential expression of the ITE Identity, becomes increasingly important. Under its "One ITE System, Three Colleges" Model of Education and Governance, ITE has three Colleges, comprising ITE College Central, ITE College East and ITE College West.

The primary purpose of this Manual is thus, to set out guidelines for the use of the Corporate Logo and other ITE official logos registered with the Registry of Trade Marks. It also provides guidelines for maintaining a consistent corporate identity for ITE through the use of these logos.

We seek the cooperation and full support of all staff and stakeholders in upholding ITE's good identity and image, by ensuring that the use of logos, whether for internal or external communication, is responsible and consistent. ITE will undertake appropriate action to protect its interests by rectifying any misuse of its logos; and addressing abuse of the ITE Identity.

Corporate Affairs & Development Division
2015

1.3 General Guidelines

1.3.1 Categories and Application Levels

There are three categories of logo types (Primary, Secondary and Tertiary) and four levels of application (Level IA, IB, Level II and Level III). Categories refer to the various levels of logo significance. Application levels refer to scenarios that befit the usage of a particular logo.

Users are required to adopt the precise category and level of application for each logo. Examples of the categories are elaborated in ensuing chapters.

In brief, Primary logos refer to the most visible brand symbols of ITE. Secondary logos are symbolic of ancillary councils/bodies of ITE that are specific to addressing the wider needs of stakeholders. Tertiary logos are symbolic of auxiliary councils/bodies of ITE that are specific to fulfilling niche functions.

Primary logos must only be used in Level IA, IB and Level II application, while Secondary and Tertiary ones can be applied using Level III.

	Logo Types		
	Primary	Secondary	Tertiary
Application Levels	IA, IB (not for College logos)	III	III
	II		
	III (only for 'no-lettering version')		

1.3.2 Application in Context

The context of use is important when deciding on the appropriate application of a logo. Primary logos should only be used in scenarios where ITE is formally and corporately represented. Examples include participation in international and national competitions, inter-institutional games, or engagement with external stakeholders. As a symbol of identity, collateral produced with primary logos should also be respected as such.

When the purpose of use is of an intra-organisational nature for internal stakeholders, Secondary and Tertiary logos would suffice to raise awareness of specific causes and clubs. Used in this context, designers have more liberty to exercise creative license when incorporating such logos.

Users are advised to consult Corporate Affairs & Development Division when in doubt over the context of application.

1.3.3 Permission to use Logos

Parties who are keen to use the primary corporate ITE logos must approach Corporate Affairs & Development Division, ITE Headquarters, for permission and advice.

1.4 Creating New Logos / Taglines for Institutions in ITE

From time to time, establishments within ITE would create logos or taglines for institutions in ITE. These entities are purposed for branding efforts or protection of intellectual property.

All establishments will have to seek approval from Corporate Affairs & Development Division before launching these logos for public consumption. This is to protect the ITE Identity from resembling logos and logos with design elements that contravene the ITE Corporate Identity.

Logos or taglines included in this manual have been approved for use.

1.5 Using Trademark Symbols

Users of logos that are registered trademarks with the Intellectual Property Office of Singapore are allowed to include a symbol ®. Please contact Enterprise Administration Division for clarification and registration.

Users can freely use the registered trademark (™) symbol while the application to register is pending, or if one is simply claiming the rights to the name / logo.

Chapter 2: Primary Logos

The Primary Logos and Common Seal are the most visible brand symbols of ITE. As such, their application must adhere to accuracy and consistency of representation.

2.1 The ITE Logo

2.1.1 Concept

Set against the vibrant burgundy-red background, the stylised initials of ITE symbolise movement, precision and progress. This underlines the organisation's endeavour for excellence through continual learning and innovation in a dynamic environment. Taken as a whole, the components reflect ITE's quest to be a dynamic and forward-looking institution committed to excellence in career and technical education.

2.1.2 Versions

No lettering



Centralised with lettering



Flushed left with lettering, Versions 1 and 2



Institute of Technical Education

Version 1



Institute of Technical Education

Version 2

ITE Logo without Frame



The ITE logo without frame is purposed to increase usage flexibility of the iconic lettering of ITE in informal settings and collateral.

2.1.3 Application: Symbol, Lettering and Colours

Primary logos must adhere to the guidelines as stipulated in Level I Application (See Fig. 1). The ITE corporate logo comprises the following three components: Symbol, Lettering and Colours.

Considerations when using different versions of logo

The version comprising the symbol and lettering must be used in circumstances where the target audience may not be familiar with what 'ITE' stands for. As such, it is used widely on promotional collateral and during official events that involve external stakeholders.

Size and Positioning of the Symbol

The symbol comprises stylised initials in a banner. Any reduction or enlargement of the corporate logo must be done proportionately, based on the proportions indicated against the logo (see below).



Besides the centralised version, the flushed left versions are also acceptable.

'Flushed left' Version 1:



'Flushed left' Version 2 (New):

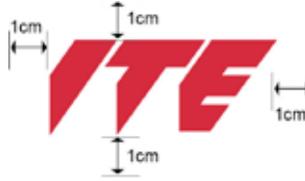


Minimum Clear Space

To preserve the logo's integrity, a minimum clear space around logo should be maintained. The clear space isolates the logo from competing graphic elements such as other logos, copy, photographs or background patterns that may divert attention. The minimum clear space for the logo is a proportional 50 per cent to the length of the logo.

Minimum Size

The minimum size of the ITE logo is 8mm for each side of the ITE logo (no lettering) and 10mm in height for the logo with lettering.



Typeface

The name of ITE must be presented in full (Institute of Technical Education) and printed in “**Helvetica Black Oblique**” typeface.

Colours

Colours may vary in intensity when printed or applied on different materials and surfaces. Colours of the corporate logo that appear on the final products must be consistent with the original artwork. The logo must also appear in the corporate colours on a white background.

The colours for the ITE logos are Burgundy Red Pantone 187C and Warm Grey Pantone 10C for the text. They have been created in spot or pantone colours. Compositions of the colours are as follows:



Pantone

- PMS 187C
- PMS Warm Grey 10C

CMYK Process Values

- **Burgundy Red**
- Cyan – 0%
- Magenta – 100%
- Yellow – 79%
- Black – 20%

Warm Grey 10C

- Cyan – 0%
- Magenta – 14%
- Yellow – 28%
- Black – 55%

RGB

- R – 196
- G – 18
- B – 48

2.2 ITE College Logos

2.2.1 Concept

The ITE College Logos symbolise the “One ITE System, Three Colleges” Education Model. Embodying progressiveness and dynamism inherent in the new ITE College environment, the Logos also represent the Colleges’ versatility and competency in delivering quality technical education in a global economy.

Comprising the ITE Corporate Logo, representing the One ITE System, and three distinct warm grey parallel bands, representing the Three Colleges, the College Logos signify the alignment of the Colleges’ strategic initiatives with corporate directions and goals. The three parallel bands also represent the three Colleges functioning in unison while upholding the ITE Mission, Vision and Values. The upward stroke of the top band leaning towards the College name suggests the College’s aspirations towards breakthroughs in technical education and global recognition.

2.2.2 Versions

ITE College Central



ITE College East



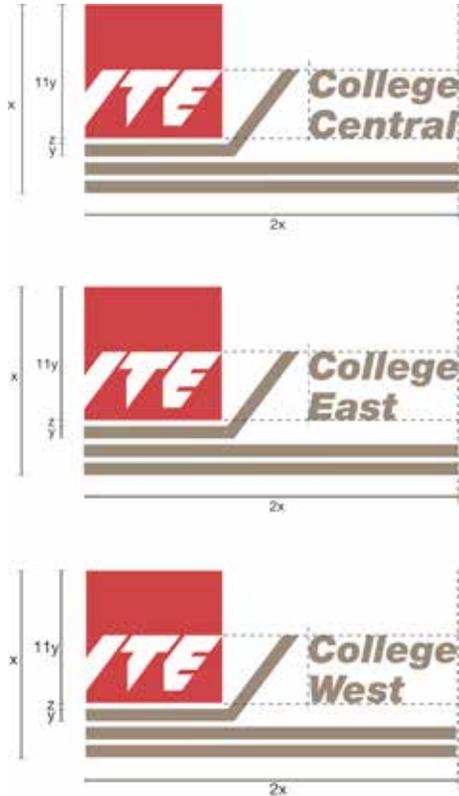
ITE College West



2.2.3 Application: Symbol, Lettering and Colours

Size and Positioning of the Symbol

For ITE Colleges, their logos cannot be presented without the text. The reduction or enlargement of the logos must be done proportionately, based on the proportions indicated against the logo.



Minimum Size

The minimum size of the ITE logo is 8mm for each side of the ITE logo (no lettering) and 12mm in height for the logo with lettering.

Typeface

The name of College must be presented in full and printed in **“Helvetica Black Oblique”** typeface.

Colours

Colours may vary in intensity when printed or applied on different materials and surfaces.

Elements of the ITE College Logos have been created in spot or Pantone, CMYK and RGB systems. Precise reproduction of these colours is required to maintain a coherent image.



Pantone

- PMS 187C
- PMS Warm Grey 10C

CMYK Process Values

- **Burgundy Red**
- Cyan – 0%
- Magenta – 100%
- Yellow – 79%
- Black – 20%

- **Warm Grey 10C**
- Cyan – 0%
- Magenta – 14%
- Yellow – 28%
- Black – 55%

RGB

- R – 196
- G – 18
- B – 48

ITE Primary Logo may appear in one colour:

The colours are:

- Figure 1. In 100% Black.
- Figure 2. In 100% black against a light-background colour: The wordings 'ITE' have to be in the background colour.
- Figure 3 and 4. In white against a black or dark-coloured background colour: The wordings 'ITE' have to be in the background colour. Please ensure that the background colour selected is dark enough for the ITE logo to be clearly legible.
- Figure 5 and 6. In silver ink or hot-stamping and gold ink or hot-stamping.

Please take note that the colour effects also apply to all primary ITE College Logos as well.



Institute of Technical Education

Figure 1. ITE Logo in 100% black



Figure 2. ITE Logo in 100% black on a light-coloured background



Figure 3. ITE Logo in white against a black-background.



Figure 4. ITE Logo in white against a dark-coloured background



Institute of Technical Education

Figure 5. ITE Logo in silver ink or hot stamping.



Institute of Technical Education

Figure 6. ITE Logo in gold ink or hot stamping.

2.3 The Common Seal



The ITE Seal or Common Seal is mentioned in the ITE Act (Chapter 141A).

All deeds, documents and other instruments requiring the Common Seal must be sealed with the signature of a Board Member and countersigned by Director & CEO/ITE or any other person so authorised by the Board. Only under such conditions is the seal affixed in its lawful representation.

The ITE Seal is currently under the custodianship of Enterprise Administration Division, ITE Headquarters.

2.4 Types of Application Levels

There are four levels of application of the ITE-related logos: Level IA, IB, II and III, ranked according to their extent of representation of corporate ITE.

2.4.1 Level I Application (IA and IB)

Level IA is the application of primary logos on official materials and publications at both Corporate and College levels. No parts of the logos are to be altered or omitted. The logo must appear in the corporate colours on a white background, and must be accompanied by the lettering “Institute of Technical Education” in full.

Items that come under Level 1A application are ITE corporate materials which the public come into contact with, mainly corporate stationery, publications and other official materials.

Examples of Level IA Application:



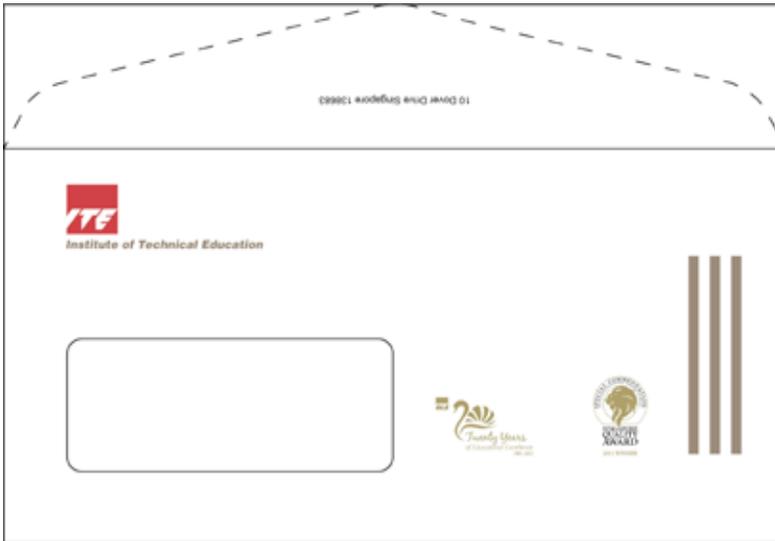
Business Card with Logo (text flushed left)



‘With Compliments’ slip



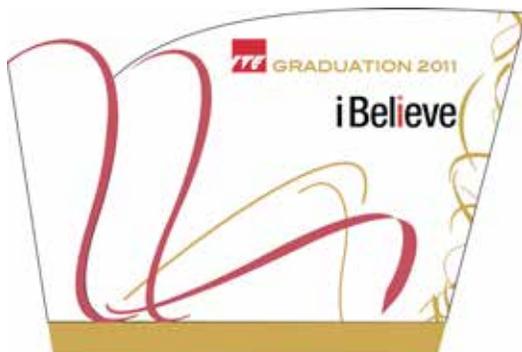
Corporate Letterhead



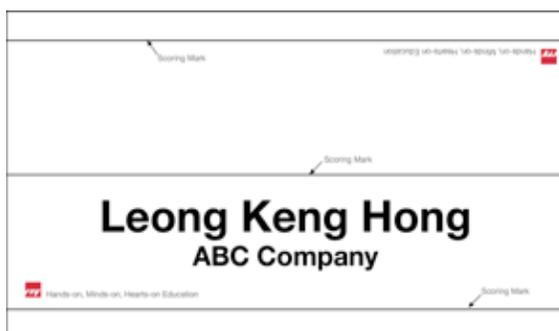
Envelope

Level IB allows for some flexibility in the use of primary logos, with no alteration in the colour of Burgundy Red Pantone 187C. The flexibility pertains to the presence of the 'Institute of Technical Education' lettering, which can be removed due to space restrictions of the background. However, Level IB is not applicable to College logos, which cannot be used without lettering.

An example of Level IB application:



Logo Without Lettering Used in Backdrop for Key Corporate Events



Name Tent



News Release

2.4.2 Level II Application

Level II is applicable on the use of primary logos on less formal platforms, or platforms that are subject to periodical design change. They should only be applied on peripheral ad-hoc items in promotional materials and souvenir items. Any reduction or enlargement of the logos must be done proportionately.

An example of Level II Application:

Corporate Wrapping Paper



2.4.3 Level III Application

Level III application is used only on secondary and tertiary logos, which are applied on peripheral ad-hoc items in promotional materials and souvenir items.

Borders or decorations, if any, should be outside the logo. If there is a background color, it needs to be an appropriate colour that can provide sufficient contrast to ensure that the logo is still highly visible.

If the ITE logo is used, the 'no-lettering' version is permitted.

The reduction or enlargement of the logos must be done proportionately, based on the original artwork.

Custodians of the secondary and tertiary logos are cited in Chapter 3. Parties who are keen to use them must approach the custodians directly for permission and advice. Their contacts are available in Chapter 6.

2.5 Types of Logo Misuse

The incorrect use of logos compromise their integrity and effectiveness. To ensure accurate, consistent reproduction of the logos, do not alter, add to, or recreate them. Always use the approved digital artwork logo provided by the respective custodians. Some examples of logo misuse are provided in this segment. These examples are not exhaustive.



Chapter 3: Conclusion

The purpose of the ITE Identity Manual is to ensure a smooth and consistent process for your application of ITE logos. We recognise that with every accurate application of the logos, the ITE brand grows through your contribution.

In this concluding chapter, please contact Corporate Affairs & Development Division for any further questions.

3.1 Contact Details

Corporate Affairs & Development Division

Director's Office

Email: christine_p_p_chong@ite.edu.sg

DID: 65902120

