

Usage of the itelligence logo



Correct usage of the itelligence logo

- The size, color, and shape of the logo are fixed and must not be changed!
- The logo is displayed in 2 colors, it must not be displayed in single color.
- The logo is always placed on a white background.
- The logo should never be placed on "moving" backgrounds like photos or illustrations.
- The logo must always have free space around it! The amount of free space corresponds to the height of the letter "n" (see the blue square in illustration 2).
- If it is necessary to use the logo at a width less than 40 mm a version without the addition "NTT DATA Business Solutions" must be used.
- The version without the addition must never be used at a width less than 25 mm.

Usage of the complete company name

- If you want to use the complete company name it must be written as follows:
itelligence, NTT DATA Business Solutions.

Wrong usage of the itelligence logo

Don't change the proportion or the color of the logo. Do not rotate, distort or twist the logo. Don't add additional colors or change the colors. Do not place the logo on a colored background.

File formats for logos

The itelligence logo is provided in three different formats whereas each format serves a different purpose. Please make sure that you always use the correct logo format in order to display the logo in the correct color scheme and in a good quality.

Printable version as EPS file (vector file)

Use EPS files if you need to print the logo. EPS files can be enlarged to any size but ensure a consistent quality at the same time.

JPEG file for the Internet

Colors and resolution of JPEG files are optimized for the Internet. However, they are not suitable for printouts in high resolution and therefore should not be used for collateral.

TIFF file for PowerPoint

You can use TIFF files for printing Microsoft® Office™ documents. You can downsize TIFF files but should not enlarge them.

itelligence logo colors

Red

Special Color: HKS 15
RAL 3020
Pantone 200

CMYK: 10/100/80/0
RGB: 212/0/48
Hex: #D40030

Grey

Special Color: HKS 96
RAL 7005
Pantone 423

CMYK: 8/10/0/60
RGB: 134/128/125
Hex: #86807D

Do you have questions regarding the correct usage of our itelligence logos?
Torsten Scholz will be happy to help you.
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