



شركة الدخان والسجائر الدولية

INTERNATIONAL TOBACCO & CIGARETTE CO. LTD.

Start

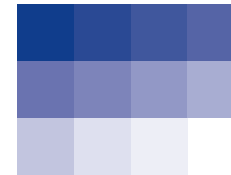
Quit

## Design Elements

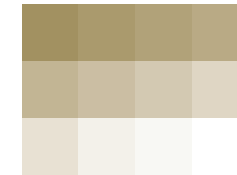
### Signature



## ITC area color palette



PANTONE 2766 C



PANTONE 871 C



C=100 M=85 Y=0 K=13



C=20 M=25 Y=60 K=25

*The whole is more than the sum of its parts*

This overview illustrates the most important design elements for the implementation of our ITC Corporate Design.

In addition to the signature, there are three other important design elements which shape the visual identity of our brand. A detailed description of each individual element can be found in the following chapters.

By following these and other application

related guidelines, you will help strengthen awareness of our brand.

The application of the individual elements must follow the guidelines.

#### **Basic Rules**

– Always make sure that you apply all of the design elements consistently. This is the best way to make the ITC “look and feel” unmistakable.



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[Back](#)

[Next](#)

[Quit](#)

# Signature



## *An inseparable unit*

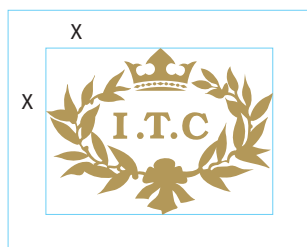
The signature is the most important element of the brand identity. It is the central component of all visual communication. The ITC signature is made up of Three elements, the Leaves mark, the Crown Mark and the letters mark. At no time may these elements be used separately; they always form a unit as illustrated here. The signature should only be reproduced from the master artwork and may not be redrawn or altered in any way. The master artwork is available in various electronic formats, for both Mac and PC,

from [www.itcjo.com](http://www.itcjo.com)  
When writing ITC in copy text, always use upper case letters as shown.

### **Basic Rules**

- The ITC signature always forms a unit and may not be modified.
- The ITC signature may be applied only in the manner described here.
- In copy text, the name ITC is written using upper case letters.

## *Signature - clear space* Let it breathe



## *Special use*

If the ITC name has to be depicted smaller than 10 mm, it is depicted in (ITC Bookman Demi) using upper case letters. The Leaves and the Crown marks is not used as it is not legible at this size.

# ITC

ITC Bookman Demi  
sizes smaller  
than 10 mm



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Back

Next

Quit

## Corporate typeface Univers

# Univers Condensed

**Main headings in Univers Bold Condensed set in both lower and upper case**

Sub-headings in both upper and lower case letters in Univers Condensed Regular.

**For titles and subtitles in paragraphs we use Univers Bold Condensed.**

For copy text we use Univers Condensed Regular. It is a clear, simple and open expression of who we are and what we have to say. To highlight phrases and words *Univers Bold Condensed Oblique* may be used but only in copy text.

For Arabic Name we use AXT Advertising Light (Regular).

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*One brand, one typeface  
all over the world*

The unmistakable character of a unique Corporate Design is also enhanced with the application of a corporate typeface.

The Univers Condensed family is used as our corporate typeface all over the world.

We can ensure a uniform global presence through its consistent application.

The Univers Condensed family is used for all print applications.

### Basic Rules

– The ITC corporate typeface may not be modified in any way (skewing, shadows, Photoshop filter).

– Generally, Univers Condensed is used for all headlines, and for copy text.

Univers Condensed  
one typeface

all over

the world

Corporate typeface



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INTERNATIONAL TOBACCO & CIGARETTE CO. LTD.

[Back](#)

[Next](#)

[Quit](#)

## Signature – reversed out white



*Pantone 2747 C*



*Pantone 872C*



*Pantone 568C*



*Pantone 484C*



*Pantone 498C*



*Pantone 5757C*



*Pantone 241C*



*Pantone 431C*



*Pantone 7482C*

### *Making white look special*

The signature (reversed out white) can be placed on all our secondary colors shown here.

All of the secondary colors have names for easy identification.

These color combinations offer the greatest possible contrast between the signature and the background color within the ITC color palette.

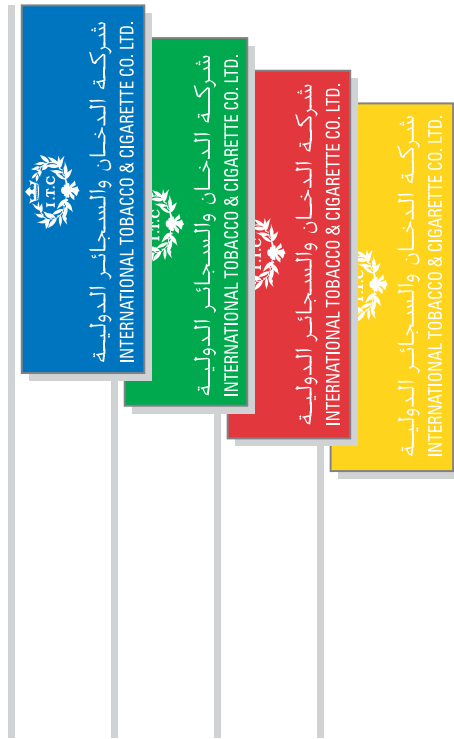
This means that legibility is always good and consistency of the Corporate Design is ensured.

#### **Basic Rules**

If you are using the reversed out white version of the signature on a colored background, select only the colors shown here for this purpose. All other color combinations will be accepted only if there are production-related restrictions.



# Look and feel



Flags



Merchandising examples



Trucks

A feel for the brand Every detail counts. And the interplay of all of the individual elements is what makes our brand come to life.

These examples of various applications using the ITC Corporate Design, give you an initial impression of the ITC look and feel. By "look and feel" we mean the overall impact that is created by the combined effect of all of the design elements.

This new look and feel gives ITC an integrated, strong and consistent visual identity, which makes a powerful impact both externally and internally. All the work you do should always be in line with this look and feel. This is why it is crucial that the ITC brand and the corresponding ITC Corporate Design are implemented correctly and consistently.

## Basic Rules

- Brands are brought to life by people and their emotional responses. Before you begin it is important to develop a feel for the brand.
- Always think holistically to ensure a consistent visual identity.



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[Back](#)

[Next](#)

[Quit](#)

# Stationary

**Business Card (English):**

I.T.C. Samer Fakhoury  
General Manager

INTERNATIONAL TOBACCO & CIGARETTE CO. LTD.

Tel: (962 6) 5727901  
Fax: (962 6) 5727902  
P.O.Box: 911145 Amman 11191 Jordan  
E-mail: info@itcjr.com

**Business Card (Arabic):**

سامر فاكوري  
الدير العام

شركة الدخان والسجائر الدولية

هاتف: ٥٧٢٧٩٠١ (٩٦٢-٦) فاكس: ٥٧٢٧٩٠٢ (٩٦٢-٦)  
العنوان البريدي: ص.ب: ٩١١١٤٥ عمان ١١١٩١ الأردن  
بريد الكتروني: E-mail: info@itcjr.com

**Letterhead:**

I.T.C.  
شركة الدخان والسجائر الدولية  
INTERNATIONAL TOBACCO & CIGARETTE CO. LTD.

هاتف: ٥٧٢٧٩٠١ (٩٦٢-٦) فاكس: ٥٧٢٧٩٠٢ (٩٦٢-٦) العنوان البريدي: ص.ب: ٩١١١٤٥ عمان ١١١٩١ الأردن  
Tel: (962 6) 5727901 Fax: (962 6) 5727902 P.O.Box: 911145 Amman 11191 Jordan E-mail: info@itcjr.com www.itcjr.com

## LetterHead

Size A4 with 1 cm Margins,  
Address in black,

## VisitCard

Size 9cm X 5cm with 0.25cm  
Margins, Address in black.

## C.D

Size:

Outer Circle 11.5cm X 11.5cm  
Inside Circle 4.3cm X 4.3cm

I.T.C.

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Back

Next

Quit

## Contact

We are there for you

ITC

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Fax (962 6) 5727902

P.O.Box 911145

Amman 11191 Jordan

[www.itcjor.com](http://www.itcjor.com)

If you have any queries, please contact:

ITC Management

[info@itcjor.com](mailto:info@itcjor.com)

Online database

[www.itcjor.com](http://www.itcjor.com)

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العنوان البريدي: ص.ب: ٩١١١٤٥ عمان ١١١٩١ الأردن



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[Back](#)

[First](#)

[Quit](#)