



**Institute of Translation  
and Interpreting**

**Brand Guidelines**

# 1

## OUR CORE VALUES

### **Professionalism**

We champion professional excellence in all areas of translation and interpreting, helping our members develop their skills, knowledge and confidence.

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### **Inclusivity**

We are a welcoming and supportive community that values diversity and ensures everyone feels seen, respected, and represented.

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### **Forward-Thinking**

We embrace innovation and change, supporting our members to adapt and thrive in an evolving industry.

# OUR CORE VALUES

# 1

## **Ethical Practice**

We act with integrity, transparency, and fairness in everything we do, building trust within the profession and beyond.

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## **Community**

We create meaningful connections among language professionals, nurturing a shared sense of purpose, belonging, and mutual support.

**2**

**LOGO**



**Institute of Translation  
and Interpreting**

Primary logo, to be used in most circumstances. See secondary logo if primary logo is unable to fit or is illegible.

LOGO

2



**Institute of Translation  
and Interpreting**

# 2 LOGO



**Institute of Translation  
and Interpreting**

Secondary logo, round version, to be used when the primary logo is unable to fit correctly or is illegible.

LOGO

2



**Institute of Translation  
and Interpreting**

# 3

# TYPEFACE

Below is the main typefaces to be used in all marketing.

## **Bebas Neue Bold**

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz**

## ***Bebas Neue Bold Italic***

***Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz***

## **Bebas Neue Regular**

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz**

## ***Bebas Neue Regular Italic***

***Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz***

## **Open Sans Regular**

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz**

## **Open Sans Italic**

***Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz***

Please find a sample of the fonts used in a design style below.

## Our Tone of Voice

HEADLINE

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The Institute of Translation and Interpreting should establish a clear framework for a tone of voice that guides how we speak to members, how we present ourselves online, and how we communicate about our services and the profession.

Voice and tone are not the same. The ITI's voice is consistent, reflecting our core values and professional standards in every communication. The tone may adapt depending on the channel or context, but it should always remain supportive, welcoming, and professional.

BODY COPY

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*ITI's voice is clear, credible, approachable, inclusive, and trustworthy, always placing members and the profession at the heart of our communication.*

QUOTATION

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# 4

# COLOUR SCHEME

The primary and secondary colours of the brand are below, please use these when marketing ITI.

## Primary



Navy

CMYK 94 | 83 | 47 | 51  
RGB 21 | 36 | 62  
Hex #15243E



Blue

CMYK 97 | 80 | 28 | 14  
RGB 31 | 69 | 117  
Hex #1F4575



White

CMYK 0 | 0 | 0 | 0  
RGB 255 | 255 | 255  
Hex #FFFFFF

## Secondary



Yellow

CMYK 7 | 17 | 100 | 0  
RGB 241 | 203 | 22  
Hex #F1CB16



Gold

CMYK 5 | 31 | 86 | 0  
RGB 241 | 180 | 64  
Hex #F1B440



Orange

CMYK 2 | 57 | 100 | 0  
RGB 241 | 135 | 33  
Hex #F18721

# 5

## TONE OF VOICE

We are shaping a brand voice that is professional, inclusive, and human. It should be confident and clear, without being formal or distant. Our tone is approachable and respectful, adapting to different audiences while staying true to our values. Whether we're supporting members or speaking publicly, our voice builds trust, reflects our community, and reinforces our role as the professional home for translators and interpreters.

Our brand voice is based on five different pillars

### **Brand Purpose**

To support, connect, and champion professional translators and interpreters, ensuring language is never a barrier.

### **Brand Perception**

Respected, trusted, and professional, valued for high standards, strong ethics, and community support.

### **Brand Personality**

Professional, inclusive, approachable, and forward-thinking.

### **Brand Positioning**

The trusted home for language professionals, where standards, support, and community meet.

### **Brand Promotion**

We promote through real stories, expert insights, and strategic partnerships, mainly via LinkedIn, events, and training.

# TONE OF VOICE

# 5

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Voice and tone are not the same. The ITI's voice is consistent, reflecting our core values and professional standards in every communication. The tone may adapt depending on the channel or context, but it should always remain supportive, welcoming, and professional.

ITI's voice is clear, credible, approachable, inclusive, and trustworthy, always placing members and the profession at the heart of our communication.

## **Speak with Clarity**

Use plain English. Keep messages simple and easy to understand while remaining professional.

## **Put Members at the Heart**

Show empathy and support.

Make every member feel valued and included.

## **Lead with Impact**

Start with benefits and outcomes.

Share background details afterwards.

## **Be Inclusive**

Use welcoming, culturally aware language.

Avoid assumptions or exclusivity.

## **Stay Professional Yet Approachable**

Balance authority with warmth.

Be genuine, friendly, and respectful.

## **Cut the Jargon**

Limit acronyms and technical terms.

If needed, explain them clearly.

## **Conclusion**

Clear, inclusive, and member-focused communication strengthens ITI as the trusted home for translators and interpreters.

# 6

## HOW TO USE THE BRAND

### Logo

Our logo is a key element of the brand identity and must always be used with care and consistency. These guidelines ensure it remains recognisable, legible, and impactful across all applications. Correct use strengthens our brand, while misuse can dilute its clarity and professionalism.

### Do

Use the logo only in its approved colour variations (primary, reversed, monochrome).



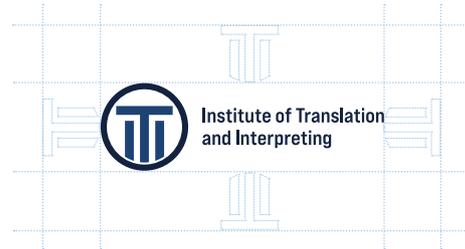
**Institute of Translation  
and Interpreting**

Maintain the correct proportions and aspect ratio.



**Institute of Translation  
and Interpreting**

Leave sufficient clear space around the logo to protect its visibility.



Ensure the logo is legible against backgrounds (use approved versions for dark/light settings).



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and Interpreting**

# HOW TO USE THE BRAND

## Don't

Stretch, squash, or rotate the logo.



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Add outlines, drop shadows,  
or embellishments.



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Alter the colours, add gradients, or apply unapproved effects.



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Replace or modify the typeface or icon within the logo.



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Place the logo on busy or low-contrast backgrounds.



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and Interpreting



## **Institute of Translation and Interpreting**

**Thank you for taking the time to familiarise yourself with the brand guidelines of The Institute of Translation and Interpreting. These standards exist to support clear, consistent and professional communication across all of our work. By following them you help to maintain the integrity of our identity and contribute to a coherent representation of our organisation in every context.**

**We appreciate your commitment to upholding these principles and to presenting our brand with care and accuracy. Should you require further clarification or have any questions about applying these guidelines, please contact us and we will be pleased to assist.**