

POLICY: USE OF ITA LOGO / VISUAL IDENTITY

This policy addresses the use by third parties of ITA's logo and visual identity.

1.0 General

ITA's logo and any other logos associated with specific ITA programs or initiatives are an important component of ITA's visual identity and branding. Further, they represent a symbol of provincial approval and an endorsement of quality standards when associated with training programs. ITA is committed to protecting the integrity of its visual identity, branding, and quality standards by maintaining control over how, when, and by whom its logos are used.

2.0 Third Party Use of ITA Logo

Third parties and partners of ITA may only use ITA's logo where the use complies with ITA usage guidelines and:

- The Director, Communications has explicitly authorized them to do so and has approved proofs of any communications bearing ITA's logo; or
- They are designated training institutions authorized by ITA to use ITA's designated trainer logo and have entered into the relevant logo use agreement.

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