

One identity, wherever the work goes.

The current ITC website is the foundation for corporate documents, presentations, email, social and print.

IT Custom Solution.

The owner accepted this website-derived treatment and conceptual Higgsfield document imagery on 7 September 2026. This guide extends that direction into practical media rules. It does not change company facts, product identities or operational integrations.

White space. Clear type. Deliberate color. Work shown with care.

The identity remains consistent while each medium adapts to its reader. A working document needs readable tables; a slide needs a clear point; an email needs useful text even when images do not load.

This document is governed by the ITC Enterprise Constitution.

Make the reader's next step clear.

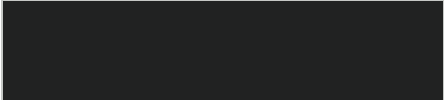
Lead with the task, decision or next step. Use familiar words and active verbs. Be specific when the evidence supports it. Keep tone calm in operational notices and direct in reports; introductions can be warmer without adding exaggerated promises.

Use	Illustrative wording
Inquiry	What needs to work better?
Scope field	What is changing, who uses it, and when is it needed?
Report section	Decisions to make
Presentation	What changes for your team
Email action	Review the proposed scope

These are non-government wording examples, not claims of delivered work. Avoid adjective stacks, generic superlatives and phrases that merely announce AI. Describe what the technology does.

No fabricated people, client logos, testimonials, affiliations, awards, results or unmeasured numbers. No em-dash in outbound copy. No emojis unless explicitly requested.

White leads. Color has a job.

 Paper #FFFFFF	 Ink #212222	 Muted #515652
 Brick #B5311E	 Divider #C5C8C5	 Lavender #eeeafa

Use white for the default surface and ink for primary text. Muted text supports secondary information. Brick identifies purposeful emphasis, actions and the wordmark period. Lavender distinguishes a small amount of supporting content. Divider rules organize without competing.

No mandatory color percentage. No decorative dark or cream theme. Never use color as the only cue for a status, link, chart series or action. Divider is not a text color.

RGB values define screen assets. Verify actual contrast in the finished output. Convert for print using the selected output profile and physical proof; do not treat a guessed CMYK formula as a universal match.

One type family, several reading distances.

Instrument Sans is the corporate typeface. Headings use weight 500 and tight tracking. Body copy uses regular weight and normal tracking. The wordmark has its own construction; its tight spacing must not be applied to paragraphs.

Medium	Production starting point
Report / letter	11pt body, about 1.4 leading; 24–30pt title; 16–18pt section heading.
Presentation	32–40pt title; 20–24pt main text; 14–16pt genuinely secondary notes.
Email	16px body; 22–28px heading where needed; 14px supporting text.
Social / signage	Size for the actual crop, device and viewing distance. Prove legibility.

These are starting sizes, not a reason to shrink overflowing content. Use native styles, test real content and let it flow. Tables use consistent units and aligned values.

Package the exact font version with its license when distributing font files. Test embedding and editable-file compatibility. A named system-font fallback may be supplied when necessary, with reflow proof and the exact wordmark retained.

Keep the exact construction.

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The primary wordmark is stacked on two lines. Instrument Sans, weight 650, tracking -0.055em , with a brick terminal period. Production assets use the accepted source geometry; this displayed specimen demonstrates the treatment.

Use primary, one-color ink and reversed variants from the actual asset manifest. Test the primary mark in small real placements before introducing a compact variant. A horizontal or compact adaptation requires its own reviewed asset record.

- Preserve aspect ratio, clear space, capitalization and optical alignment.
- Do not stretch, shear, add shadows, invent a seal, attach a tagline or restore the old bar symbol.
- Use a plain field behind the mark when imagery would compromise reading.
- Confirm minimum sizes against actual avatar, email, footer and print outputs. Acceptance of a treatment is not proof of every export.

The period belongs to the wordmark. It is not a rule to color punctuation after every heading.

Let the content do its work.

Use open white layouts, sharp corners, deliberate alignment and simple rules. The same relationships can carry across a report, slide and social frame without forcing identical geometry.

Choose a clear reading order. Use scale, spacing and alignment to distinguish title, explanation, evidence and next step. Do not use decorative metadata, invented volume labels or a dense status strip to simulate authority.

Documents that flow

Use native headings, editable tables, meaningful links, captions and automatic page numbers. Keep captions with figures and repeat table headers across pages. Dense content earns another page instead of tiny type or a clipped fixed-height panel.

Evidence and diagrams

Use actual data and supported relationships. Label demonstration data visibly. A precise-looking diagram is not a substitute for technical correctness. The corporate palette provides emphasis; it never changes a value or interpretation.

Useful on the first page and the last.

Provide opening, text, table, figure and closing layouts in native editable form. Use a white default and a restrained lavender section opener when it helps navigation. A companion PDF must come from the same source and retain its readable content.

Letterhead

Place the primary wordmark near the upper left, then a compact verified contact block, restrained rule and clear letter area. Keep sender, recipient, date, reference and signature fields editable. Subsequent pages need a small identifier and page number rather than a repeated oversized cover.

Working reports

Lead with the decision or purpose, then supporting evidence. Keep hierarchy, tables and references readable. Use a plain monochrome mode where needed. No automatic certification stripe, stale company boilerplate or invented signature authority.

Government proposal, capability and past-performance content stays with the bid author and current source review. This brandbook contains no replacement submission copy and does not override recipient formatting rules.

A clear point on every slide.

Use a 16:9 master with generous margins. Provide title, decision, section break, comparison, process, chart, product-evidence and next-step layouts. White is the default; lavender can provide section rhythm.

Titles state the point. Main text is readable at the audience's viewing distance. A dense diagram or table belongs on a detail slide or companion document rather than being reduced until it becomes texture.

Charts, labels and speaker notes remain editable. Screenshots retain readable context, an appropriate capture date and truthful representation of product behavior. Do not manufacture a product interface or fill the deck with implied customer results.

Reopen the native file, export to PDF and compare for substitutions, clipping, cropped screenshots and missing notes. A good-looking preview alone does not establish that another operator can use the source.

Keep the message useful without images.

Use a responsive single column with clear hierarchy. State the purpose early, provide concise paragraphs and a clear next step. Include a descriptive subject and useful preheader where the email format uses one.

Use live text for essential contact information. Pair the exact wordmark asset with suitable alternative text; supply plain-text output. Test the actual available clients, narrow screens, dark mode and images disabled.

Preserve the connection

The brand shell is separate from recipient routing, sender identity, business fields, unsubscribe controls and sending logic. Those operational fields must remain intact when the visual template changes.

The canonical signature uses current verified people, roles and contact values. Do not pull addresses or titles from an old brandbook. A brand acceptance or clean audit is not authorization to send email.

Design for the actual placement.

Profiles, posts and previews

Keep corporate avatar, cover, founder assets, post layouts and link-preview cards distinct in the consumer register. Verify current platform dimensions and the actual crop before export. Keep essential text out of avatar and overlay areas.

A post carries one useful point and a readable visual. Use current facts and clear captions. Product identities remain separate even when a corporate endorsement appears.

Physical output

Provide vector identity assets and editable stationery masters for identified uses. Confirm trim, bleed, safe area, paper and output profile with the production process. Test one-color reproduction and inspect a physical proof before claiming print readiness.

A digital PDF is not automatically a print-ready file. Creating a master does not authorize a print order or purchase.

Show the work with care.

Evidence: actual permitted photos, product captures and verified work products, with source, rights, date and any redactions recorded.

Conceptual still life: documents, paper, frames, tools and controlled material studies. The accepted Higgsfield treatment may express this class. It must not imply a real client, result, facility or employee.

Explanatory graphics: editable diagrams and charts that help a reader understand a real relationship or clearly labeled demonstration.

Use controlled references and finish exact logos and readable lettering from approved source assets. Reject synthetic client marks, garbled text and invented staff. Avoid generic handshakes, glowing circuit brains and decorative dashboards.

Motion reveals a useful sequence with restrained movement, readable hold frames, captions when needed and static alternatives. Record tool/model, prompt, input rights, job/output ID, edits, date and destination. Preserve provenance credentials when supplied; they do not establish that a depicted scene is true.

Corporate identity and product identity.

Corporate ITC is the parent identity. Existing product names and visual identities remain independently governed. An endorsement has a recorded placement and scale within the product's own design.

Do not replace a product logo with ITC's logo merely because ITC owns the product. Do not recolor product interfaces or create a new symbol for every service lane through this corporate migration.

Claims stay current

Company descriptions, certification status, products, pricing, titles, addresses, results and named client work come from their current authoritative records. Remove stale sample boilerplate instead of filling a blank with an invented claim.

An application is not certification. A planned product is not a shipped product. A study is not an ITC result. An NDA does not establish an engagement. Government content requires its own author and evidence review.

The original position must resolve correctly.

Every asset needs a stable ID, variant, source path, editable format, export hashes, font version, identity version, rights, status, owner, acceptance proof and consumers.

Every consumer needs the application or repository, original path or template field, currently resolved hash, replacement ID, method, readback result and rendered proof. Keep operational fields separate from visual values.

1. Produce and review the replacement source and export.
2. Update the exact consumer location and generator input.
3. Verify fresh output and the real consuming workflow.
4. Remove obsolete reusable sources and ordinary retrieval entries according to the approved manifest.
5. Record deletion hashes and measured logical and physical storage recovery.

A new folder alone does not replace a brand. An inaccessible backup or external cache is not confirmed deleted. Historical signed/submitted records require separate retention classification. Website deployment and recovery paths belong to the infrastructure retirement process.

Proof completes the release.

Compare each application with the accepted website treatment. Verify identity, actual target rendering, editable source, accessibility, current facts and rights. Then prove the original consumer uses the replacement and the retired input cannot regenerate the old version.

Visual acceptance on 7 September 2026 covers the chosen treatment and conceptual imagery. It does not assert every render passed, every consumer was replaced, a purchase was authorized or a historical record may be destroyed.

First-party research

- [IBM: cross-media grid](#) and [purposeful motion](#).
- [MIT: native templates](#) and [brand relationships](#).
- [Pentagram: SSG report and presentation system](#).
- [Manual: BDG across physical and digital media](#).
- [Mailchimp: voice and tone](#).
- [Instrument Sans license](#) and [SIL font-use guidance](#).
- [C2PA 2.4: provenance and its limits](#).

Accessed 7 September 2026. These precedents support the method, not a claim of measured business uplift. The approved ITC identity remains its own.