



International Technical Rescue Association

P.O. Box 213

Victor ID 83455 USA

<https://www.technicalrescue.org>

info@technicalrescue.org

Brand & Logo Use Policy

August 4th 2025

For the most recent standards versions & supporting documentation, visit

<https://www.technicalrescue.org>

Available logos to ITRA Members

Download Link - [ITRA Logos May 2025](#)

1. Purpose

These regulations define the rules governing the use of the ITRA logo, including design specifications, presentation guidelines, and usage conditions. Their purpose is to protect the logo's visual integrity and ensure appropriate use by ITRA members, instructors, evaluators, sponsors, and affiliates.

The ITRA logo is a valuable trademark and essential to the organization's visual identity. Its consistent and appropriate use helps maintain credibility, protect the association's reputation, and reinforce public recognition of the ITRA's mission and values.

2. Logo Appearance and Restrictions

2.1 Font and Design

The font used in the ITRA logo must not be altered. The logo must appear in its original typographic style.

No logo variations—including changes to font, design, or colors—are permitted without written approval from the ITRA Board of Directors.

2.2 Text Color

- Standard text color: White (#ffffff)
- On white backgrounds: Use orange (#f48f23)

2.3 Background Colors

The logo background should reflect the context of use:

- White or orange background: For all disciplines and general association information

2.4 Protective Space

A minimum protective space of 15% of the logo's height must be maintained on all sides.

No graphic or text elements may intrude into this space.

The logo must not be combined or overlaid with other images, graphics, or elements.

2.5 Product and Material Use

Use of the ITRA logo is prohibited on any material if:

- There are defects in printing, embroidery, engraving, or other forms that affect its integrity
- The presentation is inconsistent with ITRA's values or unprofessional in appearance
- Items bearing the logo are damaged, distorted, or illegible—such items must be destroyed immediately

3. Conditions for Use

3.1 General Guidelines

- The logo may be used across various media platforms, including websites, online publications, printed materials, and promotional items.
- Text may accompany the logo to clarify the nature of an individual's or organization's involvement with ITRA.
- The logo must not be used to imply or suggest exclusive ITRA endorsement of any product, service, or organization.
- The logo must not be used in any manner that could bring the association into disrepute.

3.2 Commercial Use

- Sponsors may use the logo to indicate sponsorship and promote ITRA-affiliated events. Permission ends with the sponsorship agreement.
- The logo may be used by Technicians, Instructors, Assessors, and Evaluators who have a current, active credential, for commercial and/or promotional purposes.

3.3 Non-Commercial Use

- Active members may use the logo to indicate their affiliation with ITRA.
- Usage rights end upon termination of membership.

3.4 Discipline-Specific Logo Use

Use of any ITRA logo—including discipline-specific, sponsor-specific, or membership-identifying logos—is strictly limited to individuals or organizations who:

- Are current, active members of ITRA; and
- Actively hold the relevant qualification or sponsorship status associated with the logo being used.

Logo use is not permitted if a membership has lapsed, credentials are inactive, or the organization no longer holds the appropriate status. Misuse may result in disciplinary action as outlined in Section 4.

3.5 Email Signatures and Digital Use

- Active members may use the ITRA logo in email signatures or bios.
- The logo must remain unaltered and appropriately sized.
- Use must not imply certification or endorsement beyond the individual's actual status.

3.6 Special Permission

The ITRA Board may grant logo use permissions—commercial or non-commercial—on a case-by-case basis. These permissions are limited in scope and duration. Use beyond these limits is prohibited without renewed authorization.

3.7 Co-Branding and Association

The ITRA logo may be used alongside privately owned or authorized third-party logos in a way that implies endorsement, partnership, or official collaboration only to identify that a company, brand, individual, or member (such as an instructor) is affiliated with the organization. The ITRA logo and brand may not be used to falsely advertise or convey a status in the organization that an individual does not possess.

Example: Using the ITRA logo and/or the brand name in conjunction with marketing an ITRA course when an individual is not an ITRA instructor.

Example: Instructors may issue a certificate of attendance for a course, but shall not make this certificate in any way an ITRA-issued certificate. They may use the logo to represent their instructor affiliation to the organization, but they must accurately communicate that it is a certificate issued by them or their company.

4. Violations and Enforcement

Individuals or organizations violating these regulations will be given written notice and a 30-day period to remove or correct the unauthorized logo use.

Failure to comply within this timeframe may result in:

- Immediate revocation of usage rights
- Legal action to protect the association's visual identity and brand
- Suspension or loss of ITRA membership

To report known or suspected breaches of this policy using official ITRA channels, complaints@technicalrescue.org, and/or at the following [form](#). Reports made in good faith will be protected from retaliation. We agree to speak up where we know or have good reason to believe that there has been a violation of this policy.

ITRA reserves the right to monitor all uses of its logo and to enforce compliance with these regulations.

5. Final Provisions

- These regulations apply to all ITRA members, partners, and collaborators as of their publication date.
- Any questions regarding interpretation or permission should be directed to the ITRA office.

COLOR PALETTE



WHITE
#ffffff
PANTONE 000C



ORANGE
#f78f22
PANTONE 715C

TYPOGRAPHY

NEVIS BOLD

The quick brown fox jumps over the lazy dog

LOGO

Use only logo versions provided with this guideline.

ORIGINAL



B&W VERSION



USE WITH PHOTOS PART I

It's best to use the logo on spots with low level of detail, best on mono color or light tonal transitions.



INCORRECTLY

Too much details and bright elements



CORRECTLY

Light tonal transition, not much details and right color value.

USE WITH PHOTOS PART II



INCORRECTLY

Loss of clarity because of details and horizontal lines.



INCORRECTLY

Loss of clarity because of too bright background and details.



CORRECTLY

Soft tonal transition and enough value of color.



ALMOST

Not the best placement (line of trees). Easy to fix by lowering the logo a bit for dark and not much detailed background.

ANY CHANGES PROHIBITED

It is prohibited to change the logo in any way (stretching, screwing, rotating, proportion changes, logo parts placement, color change, using any effects)

CORRECTLY



INCORRECTLY

