

Brand Guidelines

ITEC Brand Guideline Philosophy

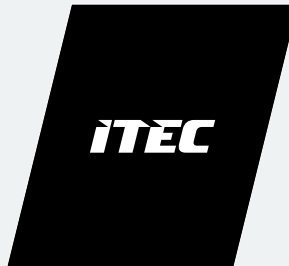
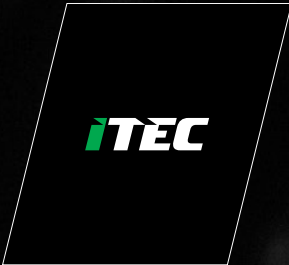
This document sets the standards for how we present ITEC. It ensures everyone involved with our brand knows how to communicate our values, visual identity, and tone. Our goal is to maintain a consistent, high-quality brand image across all platforms and interactions.

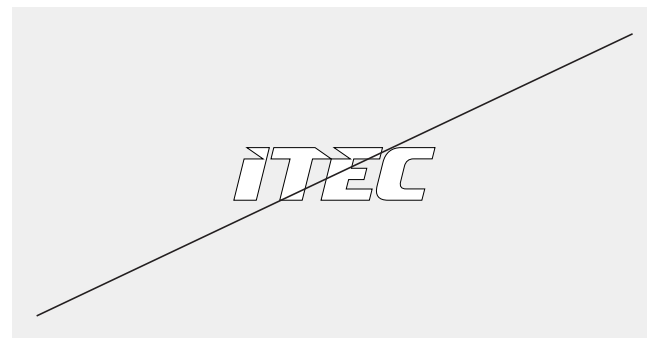
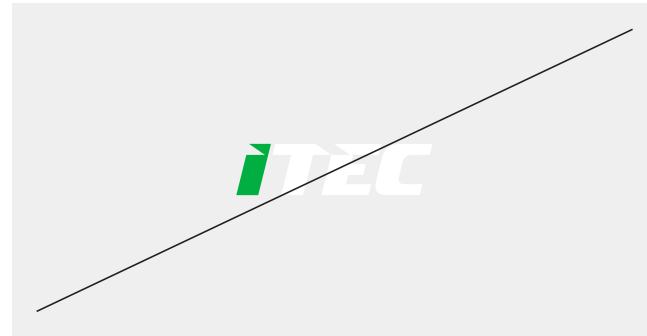
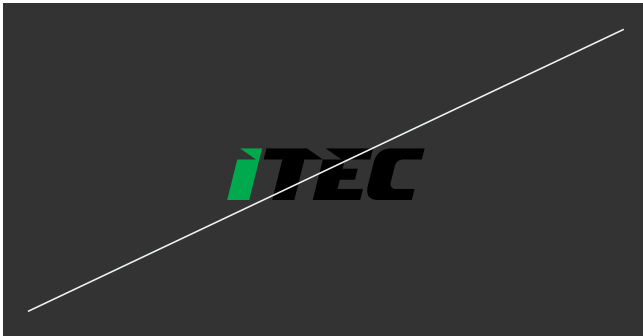
In tube bending, **Experience Matters.**

ITEC stands out with over 250 years of expertise, making us a leader in the field. Our deep knowledge and hands-on experience enable us to provide the best solutions for any tube bending challenge.



Logo Usage





Primary Font: **Roboto Condensed**

Roboto Condensed is our go-to font for headlines and calls to action. It is modern, clean, and highly legible, making it perfect for grabbing attention and conveying important information quickly. The sleek and compact design of Roboto Condensed ensures that our messages are clear and impactful. Whether it's a headline on our website or a call-to-action button, this font helps us make a strong impression.

Secondary Font: **Open Sans**

For body text and longer content, we use **Open Sans**. This font is known for its readability and versatility, making it ideal for conveying detailed information. Open Sans has a friendly and approachable appearance, which helps in maintaining a professional yet inviting tone. Whether it's a blog post, an article, or detailed product descriptions, Open Sans ensures that our content is easy to read and understand.

Headlines and Calls to Action: Use Roboto Condensed in bold or regular weights, depending on the importance of the message. Keep the text size large enough to stand out but proportionate to the overall design.

Body Text and Longer Content: Use Open Sans in regular or light weights for general text. Ensure the text size is comfortable for reading, typically between 10-18pt, depending on the medium.

Consistency: Maintain consistent use of Roboto Condensed for headlines and Open Sans for body text across all platforms to ensure a cohesive brand identity.

Name:
Robot Condensed Bold

Type size/line height
72pt / 65pt

Text

Name:
Robot Condensed Light

Type size/line height
72pt / 65pt

Text

Name:
Robot Condensed Bold

Type size/line height
18pt / 20pt

Secondary Headline Sample

Name:
Open Sans Regular

Type size/line height
10pt / 14pt

Lorem ipsum dolor sit amet, consectetur adipiscing elit.

Color

Primary Color

CMYK 60/40/40/100
RGB 0/0/0
HEX 000000

Accent Color

PMS 354C
CMYK 95/0/100/0
RGB 0/168/79
HEX 00af40

Secondary Color

CMYK 5/3/3/0
RGB 239/239/239
HEX efefef

Primary Color:
ITEC Black

ITEC Black is our primary color, representing strength, sophistication, and authority. This bold and timeless hue is used prominently across all our branding materials. It forms the foundation of our visual identity, ensuring that our brand is instantly recognizable and conveys a sense of professionalism and reliability.

Accent Color:
ITEC Green

ITEC Green serves as our accent color, symbolizing growth, innovation, and energy. This vibrant color is used sparingly to highlight key elements such as call-to-action buttons, links, and important notifications. It draws attention and adds a dynamic touch to our designs, providing a perfect balance to our primary color.

Secondary Color:
ITEC Gray

ITEC Gray is our secondary color, offering versatility and balance. It is used for secondary text, backgrounds, and supporting elements, ensuring that our primary and accent colors stand out. This neutral tone provides a clean and modern look, complementing our overall color scheme and enhancing readability.

Color Usage

EXPERIENCE MATTERS

YOUR ONE-STOP SHOP FOR TUBE BENDING SOLUTIONS

Tube Bending Sucks: Experience Matters – Turning Obstacles into Opportunities

We get it: tube bending sucks and we're here to help. With over 250 years of experience tackling material selection, tolerances, and complex geometries, iTEC is here to support you in tube bending. We empower you to master in-house tube bending, enhance your capabilities, and take control of your destiny. Offering the world's largest range of tube, pipe, and profile benders, we're focused on helping you find the bender with the best fit for your current and future needs, considering capabilities, capacity, speed, and cost-efficiency. Let iTEC turn tube bending challenges into a strategic advantage for your business.

www.tubebendingsucks.com

AMOB

MEMBER

COOPERATION

TE

EXPERIENCE MATTERS

Experience Matters

Tap into over 250 years of tube bending experience. Your one-stop shop for tube, pipe, and profile bending machines. Creating solutions for tube bending challenges.

www.itectube.com

Tube Bending Sucks!

Let iTEC turn challenges into opportunities.

EXPERIENCE MATTERS

Keeping Your Machines and Business Running Smoothly with Remote and Onsite Machine Maintenance Plans

iTEC offers both remote and on-site support packages to meet our customers' needs and enhance their experience. Our comprehensive service solutions, backed by OEM expertise and factory-certified components, cover ongoing training, machine maintenance, and part production optimization. We see service as an investment in your continuous productivity. Our **preventative support plans** prioritize maintenance, training, and real-time remote support to keep your machines in optimal condition, with **emergency service** being the exception, not the norm.

[Learn More About Our Plans](#)

ductivity,

TUBEWORKS

Boost Your Efficiency by 2500%

Let TubeWorks streamline your tube bending processes.

Tube Bending Automation Software

TubeWorks is a powerful universal, user-friendly advanced tube bending software that enhances manufacturing productivity, automates workflows, and seamlessly integrates with SOLIDWORKS.

www.tubeworkssoftware.com

Extend TubeWorks with Advanced Modules

STRUCTURAL

The Structural module automates analysis and conversion of 3D structural part files from Tekla and SDS2. It automates workflow, ensures accurate quoting, and boosts overall efficiency, allowing users to focus on production optimization and meeting project deadlines.

FREEFORM

The Freeform module in TubeWorks simplifies manufacturing by streamlining complex 3D geometries into standard 2D profiles. It enables efficient production of unique designs without specialized equipment, streamlining workflows and enhancing innovation.

CMM

The CMM module in TubeWorks provides detailed measurement and analysis for bent tubes. It ensures accuracy, reduces rework, and maintains high-quality standards throughout production. By integrating this module, users streamline operations and enhance overall efficiency.

SIMULATION

Simulation lets you visualize and validate your tube bending processes virtually. It prevents errors, optimizes efficiency, and ensures smooth operations by identifying issues early. This feature reduces setup time and material waste, boosting manufacturing efficiency reliably.

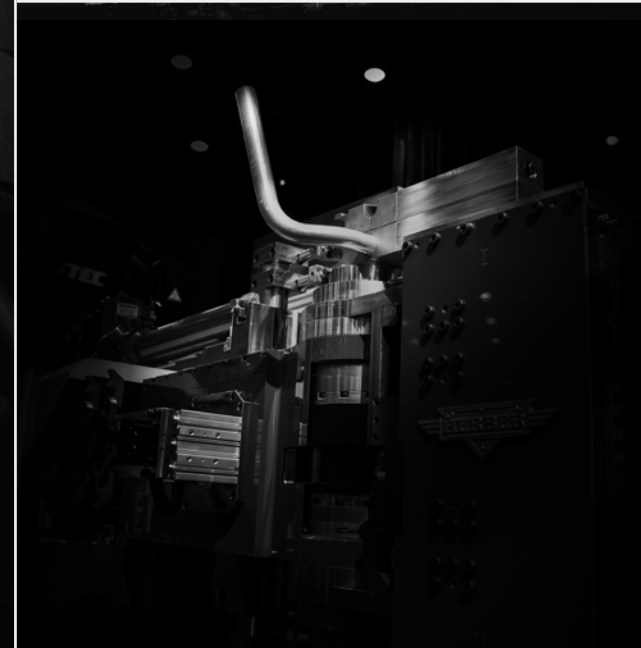
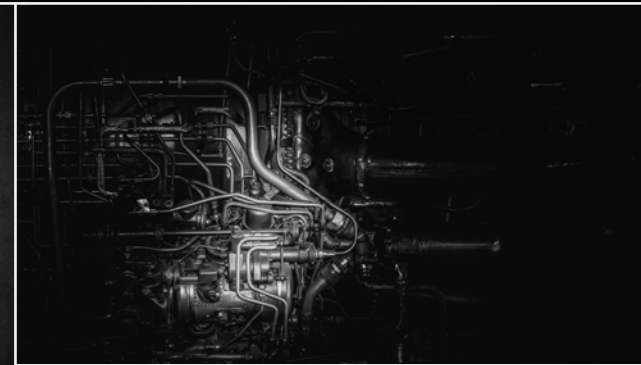
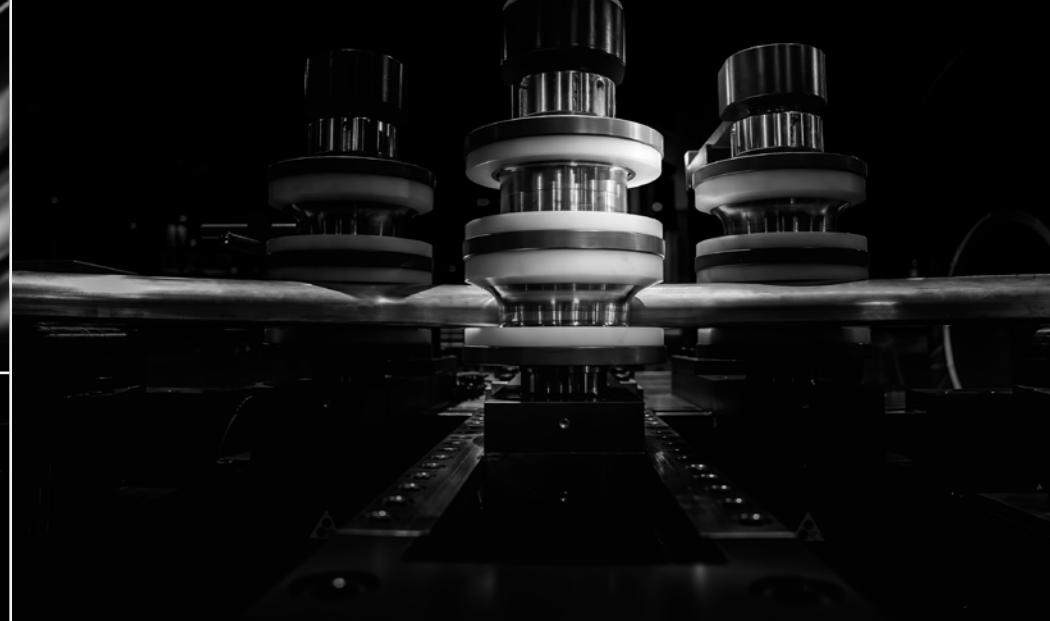
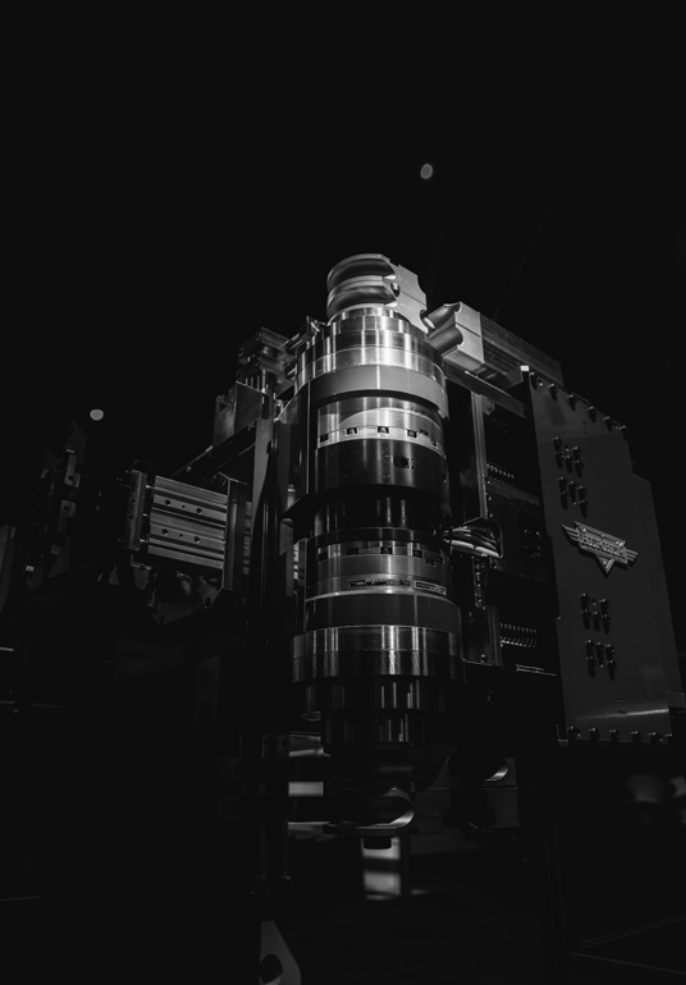
When Trying to Master Complex Geometries, #TubeBendingSucks

Visual Style

Images used for the ITEC brand should depict real machines in action within a workshop setting. The black and white theme, combined with a dark background and high contrast focal point, emphasizes the precision and strength of the machines. This visual approach highlights the authenticity and operational excellence of our equipment, capturing the essence of ITEC's advanced technology in tube bending.

This visual strategy is designed to convey the realness and effectiveness of ITEC's machinery. By focusing on actual machines in use, we illustrate the robustness and dependability of our solutions. The high contrast and detailed imagery emphasize the intricate engineering and superior performance of our tube bending technology. This approach not only reinforces our brand's commitment to quality and innovation but also enhances the viewer's understanding and appreciation of our advanced technological capabilities.





ITEC