



ISC Logo Use Guidelines

Version 2/February 2011

**The proper usage of the ISC logo has to be approved by Prometheus GmbH.
Special cases of color usage etc. have to be approved by Prometheus GmbH.**

The corporate design of ISC is of key importance and gives Prometheus a long-term, unmistakable and characteristic identity.

The proper and consistent use of the ISC logo helps present and preserve ISC's corporate brand identity. The purpose of this document is to provide general guidelines and specifications for using the ISC logo.

The design guidelines apply to all areas of logo applications. Any logo modifications are not allowed.

1. The Basic Elements – Permissible Versions and Colors of the ISC logo

Logo, color and typeface: These three elements form the basis. Only the forms of application shown in this manual will guarantee its unmistakable identity.

As a graphic and typographic unit, the ISC logo forms a constant. It may ONLY be used in the versions shown below:



Beside the original colors both versions a) and b) may ONLY be used in the following coloring:



2. Location of the Logo/Margins

The ISC logo may not be combined with texts or other elements; it must stand alone. A defined space must therefore be left around the logo which may not be less than 20% of the logo width.

This space also defines the minimum distance between the ISC logo and other elements.

3. The Corporate Colors

The ISC corporate colors are gray and red. The logo may only be used in gray/red and gray/black, reversed to white on a high contrast background (50% darker) and pure black.

All colors in the ISC logo have precise color references, shown in the color specifications chart below. Always use the exact color values listed. Do not use screens or tints of any of the colors for any part of the logo.

The ISC corporate colors are:

CMYK

4-c = Oval = 40% black

Lines and text = 60 % black

Frame and text red = magenta 100%, yellow 80%, black 40%

Pantone system:

Full tone = oval = light gray = Pantone Cool Gray 8 U

Lines + text = dark gray = Pantone Cool Gray = 10 U

Frame and text red = Pantone 201 U

RGB

Red: 158/8/35

4. Fonts

Please always use the ISC logo on a white font. (For other colors (clear background) please contact: christiane.edelmann-mohr@isc-events.com). The logo has to be legible.

5. Minimum Size

| | WEB | Print |
|---|-----------------|------------|
|  | 142 x 26 pixel | 50 x 9 mm |
|  | 106 x 102 pixel | 18 x 17 mm |

It's not allowed to use the ISC logo in a size smaller than the minimum indicated above. Preferred positioning: upper right hand corner

6. Clear Space

Any background of this clear space must be free from typographic and graphic elements.

7. Improper Use of the ISC logo

Always reproduce the ISC logo from an approved ISC logo file. Altering, distorting or recreating the logo in any way is strictly forbidden.

8. Contact

Please contact the marketing department for any uncertainties. Thank you.

Your ISC contact:

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