



INTERNATIONAL  
SCHOLARSHIP &  
TUITION SERVICES

## VISUAL BRAND STANDARDS

# Resources

If you have any questions regarding the correct usage of the ISTS brand, or if you would like to request artwork files, please contact:

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# Logo

The ISTS signature, or logo, consists of two components: the “mark”, the graphical icon representative of a leaf that references the history of the ISTS brand and the logo type or wordmark, “International Scholarship & Tuition Services”.

Both elements combine to modernize the logo in a professional, dynamic way. It distinctly differentiates ISTS in the marketplace and reflects the history and culture of the organization.

## Mark and Wordmark

The mark and wordmark should always be used together on all ISTS communications. The wordmark must never be displayed alone. The mark can appear alone, as long as the full logo is used in conjunction with material it is appearing on.

**RECREATING THE LOGO, IN ANY WAY,  
IS NOT PERMITTED.**



# Logo

## Colors

These colors must be used consistently across all internal and external communications.

Great care should be taken to ensure accurate color reproduction when the logo is applied to all types of paper and materials, as well as web and broadcast channels.

Please obtain approval from ISTS if you have a unique situation requiring an exception to these guidelines prior to production. See contact information on page 2 of this document.

### PRIMARY COLORS

<b>PMS 7490</b>	<b>PMS 424</b>
CMYK 60   23   91   5	CMYK 57   48   48   14
RGB 115   152   74	RGB 113   114   113
HEX #73984a	HEX #717271

### SECONDARY COLORS

<b>PMS 1935</b>	<b>PMS 143</b>	<b>PMS 7473</b>	<b>PMS 647</b>	<b>PMS 7678</b>	<b>BLACK</b>
CMYK 14   100   74   4	CMYK 2   32   91   0	CMYK 80   19   51   2	CMYK 91   63   20   3	CMYK 74   84   11   1	CMYK 0   0   0   1000
RGB 203   0   61	RGB 246   180   54	RGB 25   152   139	RGB 35   96   147	RGB 106   72   142	RGB 255   255   255
HEX #cb003d	HEX #f6b436	HEX #19988b	HEX #236093	HEX #6a488e	HEX #000000

# Logo

## Color Options

The ISTS logo can only be reproduced in three ways:

- **Full Color:** this is the preferred logo and colors, make sure to use the full color logo on all color materials.
- **Black:** please use this color option only on black and white materials.
- **White:** please use this color option only on black and white materials or dark backgrounds



# Logo

## Clear Space Requirements

The ISTS logo must clearly stand out wherever it appears. One way to ensure this is by maintaining clear space around the logo.

Clear space is an area that is kept free of any other text, graphic elements or other visual distractions.

Please ensure that a clear space of  $\frac{1}{4}X$  is maintained around the logo, where X is the height of the wordmark. More than this clear space is always acceptable. Also remember to leave at least this distance between the logo and the edge of the page, sign or label where it appears.





# Logo

## Size Requirements

Maintaining the legibility and the integrity of the logo is very important, regardless of what the application is or the manner in which it is reproduced. Be sure that when determining the size of the logo that its legibility and integrity are not compromised.

A print media test was conducted to determine absolute minimum logo size to maintain legibility on print applications. The minimum logo size should not be less than .5" in height.



# Logo

## Background Applications

The ISTS logo can be displayed in two versions, a positive expression (the full color logo on a white or light color background), and a reverse expression (a white logo on a dark or colored background).

### POSITIVE



### REVERSE



# Logo

## Background Applications

In special situations where the logo cannot be used in full color, the black and white logo must be used. The black and white logo can be displayed in two versions, a positive expression and a reverse expression.

### POSITIVE



### REVERSE



# Logo

## Misuse Examples

The ISTS logo has been carefully created to work across a broad range of applications. This logo configuration should not be modified or recreated in any way.

This page illustrates some, but not all of the possible misuses.

If you do not have the proper logo artwork, please contact the ISTS marketing resource on page 2 of this document.



Correct logo



(incorrect overall proportions)



(incorrect font)



(incorrect color usage)



(incorrect mark color)



(incorrect placement of mark)



(altered mark)



(too much space between mark & wordmark)



(incorrect proportions)



# Logo

## Alternate Logo

The ISTS logo has been designed with an alternate (vertical) version to be used in situations where a horizontal logo is difficult to use due to space constraints. All rules used for the primary logo, as presented in this document, are to be used with the alternate logo as well.

### PRIMARY



### ALTERNATE



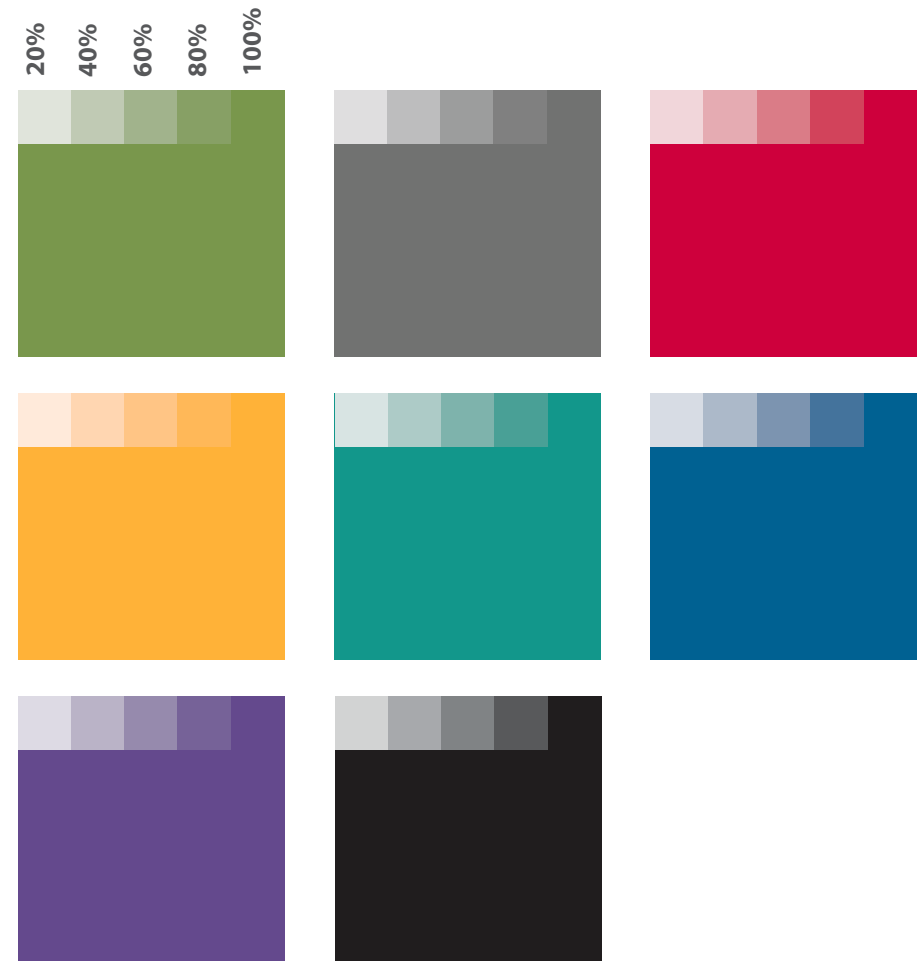
# Color Palette

## Primary And Accent Colors

The ISTS color palette consists of the two primary colors used in the logo and a set of secondary colors chosen to work in harmony with the logo.

Give preference to this palette before any other color. This will help ensure the aesthetic quality and visibility of marketing materials. For example, these colors can be used for either a background color, headline color, etc.

Tints of these colors may be used, ranging from 20% to 100%.



# Typography

The two key typefaces of ISTS are Gotham Rounded and Myriad Pro. They're clear and readable regardless of the media application. They also have a timeless quality and feel modern without being quirky. They are meant to stand the test of time.

## Primary Typeface

The primary typeface is Gotham Rounded. Gotham Rounded is mandatory on all headlines and/or headers.

Sentence case is the recommended format when using this typeface.

Gotham Rounded Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

**Gotham Rounded Medium**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890**

**Gotham Rounded Bold**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890**

# Typography

## Secondary Typeface

The secondary typeface is Myriad Pro. Use Myriad Pro Regular for all body copy and legal copy. Myriad Pro Semibold may be used in the body copy when a word or short phrase requires special emphasis. Myriad Pro Bold may be used for page and subtitle headers.

Never use Myriad Pro Bold to write body copy with 20 words or more. Sentence case is recommended for body copy. Left justified is the recommended body copy format.

Legal copy (such as a disclaimer) must be no less than 5.5pt for print and must not be smaller than 8pt in web, video or other digital media.

## Myriad Pro Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

## Myriad Pro Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

## Myriad Pro Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890



# Photography

Please obtain all approved print/web ready photography from ISTS. See contact information on page 2 of this document.

