



INTERNATIONAL  
SCHOLARSHIP &  
TUITION SERVICES

# Brand Guidelines

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# Name & Boilerplate

## Company Name

The legal name of the company is International Scholarship and Tuition Services, Inc. and the acronym is ISTS. In writing, please refer to the company initially as “International Scholarship and Tuition Services, Inc. (ISTS)” and as “ISTS” in the rest of the text/document. Never use “International Scholarship and Tuition Services”, “International Scholarship & Tuition Services” or “ISTS, Inc.”.

Additionally, ISTS should be capitalized in any mention of the company’s domain name/websites (e.g., [aim.applyISTS.net](http://aim.applyISTS.net) or [applyISTS.com](http://applyISTS.com)).

## Company Boilerplate

For instances warranting a description of ISTS, please use the following approved language:

*International Scholarship and Tuition Services, Inc. (ISTS) is a leading provider of educational assistance program management for scholarships, tuition reimbursement, student loan repayment and more. With a commitment to excellence and a deep understanding of the higher education landscape, ISTS collaborates closely with clients to deliver customized solutions that encompass the entire lifecycle of a program and include the services, technology and support that program sponsors need to achieve their goals and make a real impact on students’ lives. Founded in Tennessee in 1985, ISTS is a 100% women-owned company serving organizations and students on a global scale. For more information about ISTS, visit [www.applyISTS.com](http://www.applyISTS.com).*



# 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 if used in conjunction with the full logo on the same material or if approved by ISTS for standalone usage.

**Recreating the logo, in any way, is not permitted.**



# Logo

## Alternate Logo

An alternate (vertical) version of the ISTS logo is available for use in situations where a horizontal version is not suitable due to space constraints. All rules and standards for the primary logo, as presented in this document, apply to the alternate logo as well.

### Primary



### Alternate



# Logo Standards

## 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  $1/4X$  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.



## 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 Standards

## 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 Standards

## 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**



In 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 Standards

## 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 13 of this document.

**Correct Logo**



**Incorrect Overall Proportions**



**Incorrect Color Usage**



**Incorrect Placement of Mark**



**Too Much Space Between Mark & Wordmark**



**Incorrect Mark Color**



**Altered Mark**



**Incorrect Font**



**Incorrect Proportions**



# Colors

## Primary and Secondary 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. 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.

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%.

### Primary Colors

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

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

# Typography

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

## 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 Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

# Photography

Please obtain all approved print/web ready photography from ISTS. See contact information on page 13 of this document.





# Contacts

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

Carissa Willcoxon  
Director of Marketing  
cwillcoxon@applyISTS.com  
615.777.3735

