

## COLOUR VARIATIONS

The International Student Program (ISP) logo is produced in 4 different colour options, each created for a specific types of applications.

### Pantone (PMS)

To only be used on printed materials, such as stationery, brochures or vehicle signage.

This is the preferred version of the mark for any single colour application, as it provides the cleanest and truest reproduction of the marks' colours.

### Four Colour Process (CMYK)

To only be used on printed materials, such as stationery, brochures, colour ads or vehicle signage.

### RGB

To only be used for any digital applications, such as the website, social media or PowerPoint presentation.

### Black/White

To be used for any 1-colour executions including newspaper ads, internal forms and any other applications that call for a single, black execution.

## LOGO COLOURS

**Blue – PMS 3005**  
C100 M45 Y2 K0  
R0 G143 B180

**Dark Green – PMS 3415**  
C100 M25 Y90 K15  
R71 G181 B208

**Medium Green – PMS 347**  
C95 M10 Y100 K0  
R71 G181 B208

**Light Green – PMS 361**  
C75 M0 Y100 K0  
R30 G30 B30

**Dark Red – PMS 199**  
C5 M100 Y85 K0  
R255 G194 B14

Dark Red gradients  
into Light Red

**Light Red – PMS 1787**  
C0 M80 Y60 K0  
R255 G222 B47

*Gradient only used within specific version of the logo. Use Dark Red alone as a supporting colour.*

## LOGO VARIATIONS



ISP\_Logo\_PMS\_Gradient.eps  
ISP\_Logo\_CMYK\_Gradient.eps  
ISP\_Logo\_RGB\_Gradient.eps



ISP\_Logo\_PMS.eps  
ISP\_Logo\_CMYK.eps  
ISP\_Logo\_RGB.eps



ISP\_Logo\_PMSRev\_Gradient.eps  
ISP\_Logo\_CMYKRev\_Gradient.eps  
ISP\_Logo\_RGBRev\_Gradient.eps



ISP\_Logo\_PMSRev.eps  
ISP\_Logo\_CMYKRev.eps  
ISP\_Logo\_RGBRev.eps



ISP\_Logo\_SolidColour\_Black.eps



ISP\_Logo\_SolidColour\_White.eps

*The 'Solid Colour' format of the logo has also been created in a Blue, Green and Red option when colours are limited. The full colour format should be used when ever possible.*

## MINIMUM SIZE

The minimum size logo is based on the total size of the logo, and should be no less than .75in (1.905cm) in width.



## MINIMUM SIZE

Clear space is the area surrounding the logo that must always be free of any text or graphic elements. It ensures that the logo stands out clearly in any environment.

Clear space around the ISP logo is measured using the height of the subtitle container. This space is called 'X'. X is the height of the word 'International' in the wordmark.



The minimum clear space must always be 1X on all sides of the logo. Whenever possible, the amount of clear space should be greater than 1X.



## SUPPORTING TYPEFACES

The typeface selected for the ISP wordmark is called **Dax OT**. Use this typeface for all primary information on all possible applications.

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z  
1 2 3 4 5 6 7 8 9 0 ! ? @ # \$ % ^ & \* ( )  
Dax OT

The typeface **Trebuchet MS** is to be used as a secondary font web applications or when **Dax OT** is not available.

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z  
1 2 3 4 5 6 7 8 9 0 - ! ? @ # \$ % ^ & \* ( )  
Trebuchet MS

## UNACCEPTABLE LOGO USAGE



The logo's icon must be applied in its entirety. The icon may be used without the wordmark.



Never convert the logo into gray scale.



Never change/remove the elements within the logo.



Never change the colours of the logo, even when using the approved colours.



Never use the full colour logo textured backgrounds.

The ISP brand identity was developed by Better Mousetrap Marketing. Our design team would be very happy to help with any problems or questions you may have when it comes to the proper application of this identity.

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