



Logo and Brand Identity Guidelines

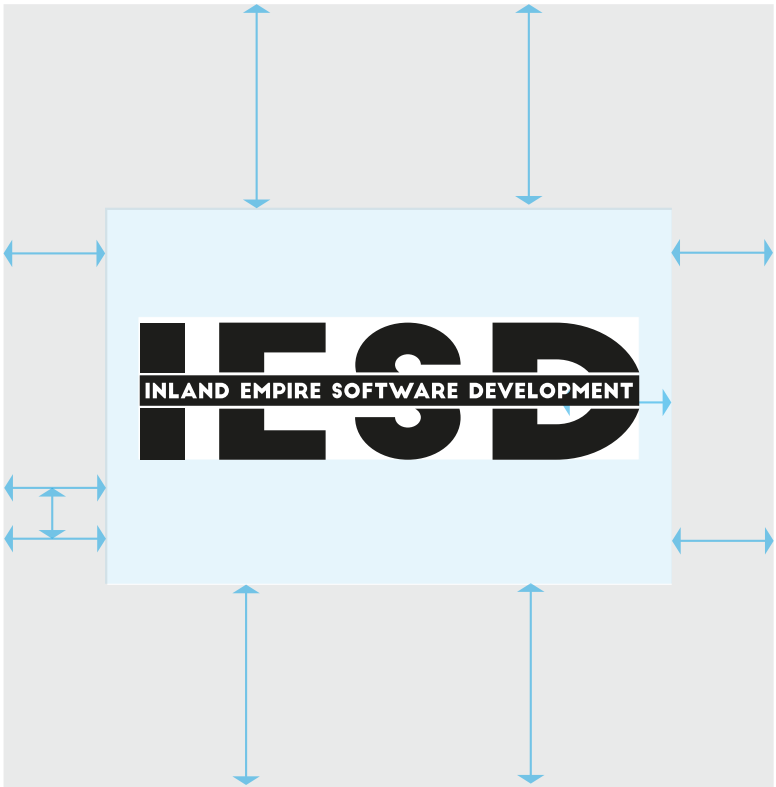
0.1 Logo Specifics



Logo Clear Space

Grey stripped area indicates Safe Zone. Other graphical and visual elements can be safely positioned up to the adjoining Blue area.

Blue indicates Clear Space. The blue area must be kept free of all other graphical and visual elements.



Logo Construction



0.2 Typeface Details

IESD

The Typeface Family

Only one font style is used for the logo: Big John

The Avenir family consists of several typeface weights, the ones used : Avenir light, book and heavy.

The huge variety of font weights and widths will ensure immenense flexibility.

When to Use:

Big John is the exclusive font used in the IESD logo.

BIG JOHN
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#\$%^&*()

When to Use:

Avenir is the font used for large sets of body copy and all web pages. Variations of this font can be used for headers.

Avenir
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()

0.3 Color Palette



Color Usage

Pantone 185 C, 298 C, Green C and 1235 C are reserved for links, buttons, borders, accents and interactive elements. Exceptions made when printing 1-color - applies to logo. Sections should be limited to two colors as to not confuse or overwhelm the user.

Pantone 276 C is reserved as background color.

Neutral Black C is reserved as a background and body copy color.

Pantone 185 C



PROCESS C1 M98 Y73 K0
SCREEN R236 G34 B66
WEB HTML #EC2242

Pantone 298 C



PROCESS C66 M11 Y3 K0
SCREEN R63 G179 B225
WEB HTML #3FB3E1

Pantone Green C



PROCESS C80 M3 Y75 K0
SCREEN R2 G174 B114
WEB HTML #02AE72

Pantone 1235 C



PROCESS C5 M33 Y99 K0
SCREEN R241 G175 B33
WEB HTML #F1AF21

Pantone 276 C



PROCESS C87 M81 Y52 K66
SCREEN R23 G25 B45
WEB HTML #17192D

Pantone Neutral Black C



PROCESS C72 M66 Y65 K73
SCREEN R33 G34 B34
WEB HTML #222222

0.4 Logo Styles



Primary Colour

This is the primary logo



Flat Colour

These are the color variations that can only be used on a light background for special or design purposes



White Colour

This is the white version of the logo, to be used only on these colored backgrounds. If a design calls for the white logo, exceptions can be made for events and partnerships



Social Media

There 2 versions of the Social Media profile image. Each are saved with Transparent backgrounds.



The 1st one can be used for all round & square cornered profile destinations, such as: Twitter, Facebook etc, and is placed within a container (shown as cyan & magenta keylines).



The 2nd one is for circular profile destinations, such as: Google+, Instagram etc and as such does not come inside a container.

0.5 Logo



Do Not: Logomark

To ensure the brand logo is not the victim of aesthetic vandalism, the general rule to abide by is: do not change, alter, modify any part of the logo.

Some examples of logo misuse are shown below.

Logo modification is at the discretion of the design team, specially for holidays or events.



Do Not: Alter

Do not resize or change the position of the logomark.



Do Not: Fonts

Do not use any other font, no matter how close it might look



Do Not: Resize

Do not use squish or squash the logo. Any resizing must be in proportion.



Do Not: Color

Do not change the colours even if they look similar. Use the official colour specifications detailed in these guidelines

