



April 2017

Internet Society Graphic illustration guidance



Introduction

The DNA of our identity is used to inspire and inform our iconography, illustration style and storytelling.

We use graphic illustrations to tell stories and communicate with a range of expression. This document builds on our existing style. It outlines key principles of usage and creation to help us continue to grow and develop Internet Society communications.



Our node DNA is used to create different types of graphic illustrations for use across a variety of communications.

Numbers

Page 04



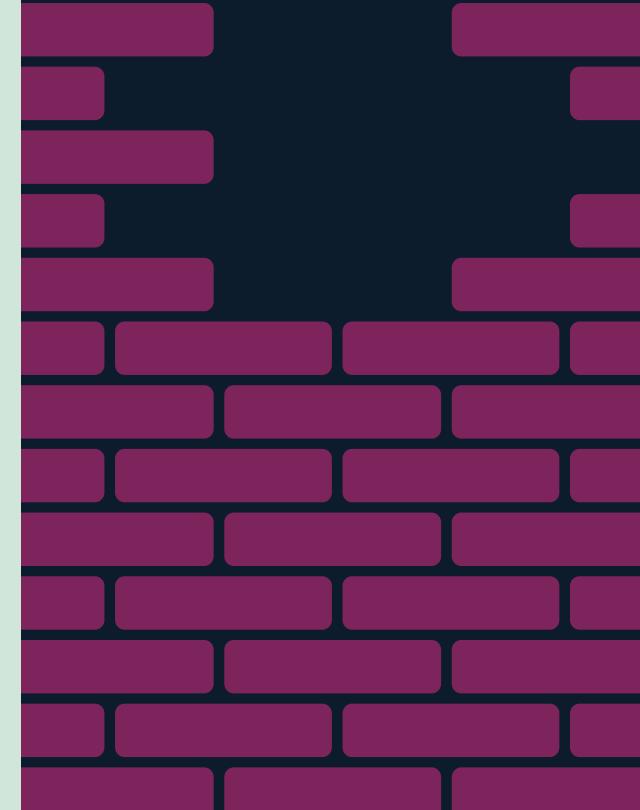
Numbers

Page 10



Storytelling

Page 18



Illustration

Page 22



Numbers

We have a character set of numerals that are distinctly ISOC. Each number has a key highlight node in colour, that adds personality and richness.

0 1 2 3 4 5 6 7 8 9 % ?



We have light and dark versions for legibility across all backgrounds. Assets are provided in RGB for digital applications and CMYK for print.

[Number set assets](#)
Please see page 26 for asset overview.

Dark version

0 1 2 3 4 5
6 7 8 9 % ?

Light version

0 1 2 3 4 5
6 7 8 9 % ?



Number alternatives

Each number has an alternative node position
for flexibility across application when numbers
are repeated in sequence.

Alternative set provided:

0 1 2 3 4 5 6 7 8 9 % ?

100%

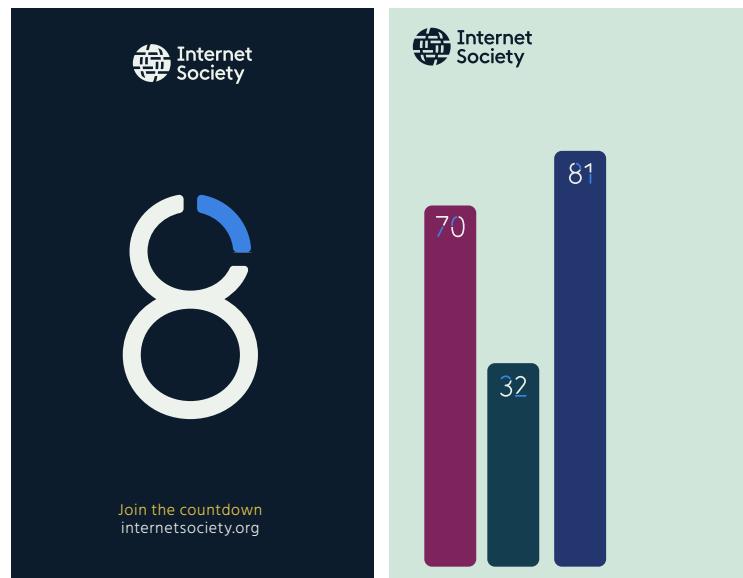


Key principles when using numbers

The following principles outline how the number assets are used to create consistent communications.

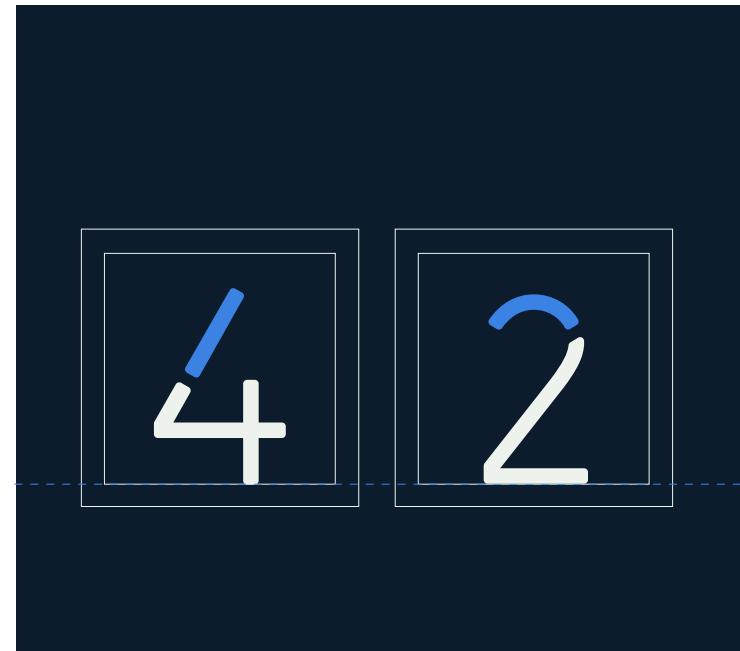
Scale

Numbers can be used at both large and small scale across communications. Numbers should always be legible.



Alignment

Numbers use a 144px by 144px grid. They are always built from the baseline up for clean alignment.

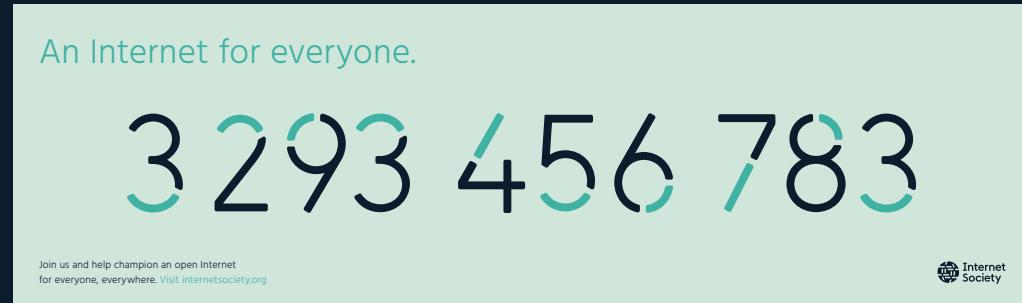


Integrating into headlines

Within key communications, we can integrate number into headline for impact. Numbers should always align to the baseline of the type.



Billboard



Tote bag



A5 Flyers



Social media



Event ID tags



Environments



Iconography

Our iconography is a visual aid for navigating information quickly and easily. They are used to represent a key word.



Conversation

Our iconography set

We have created a core set of icons for use across a variety of communications.

Iconography assets

Please see page 26 for asset overview.



Settings



Security



Policy



Multi-stakeholder



Location



Leadership



Innovation



Grants (Default)



Grants (Euro)



Grants (Pound)



Grants (Dollar)



Governance



Global



Access



Trust



Event



Education



Digital



Development
(Technical)



Development
(Human)



Development
(Governance)



Conversation



Dark version

Iconography

Icons can be used in both light and dark versions to aid flexibility across application.



Light version

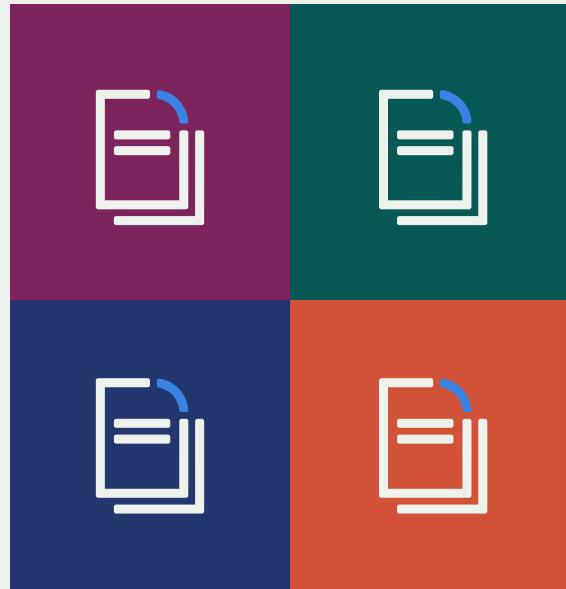


Changing colour pairings within iconography

For legibility and clarity at all times, we have recommended colour combinations and guidance.

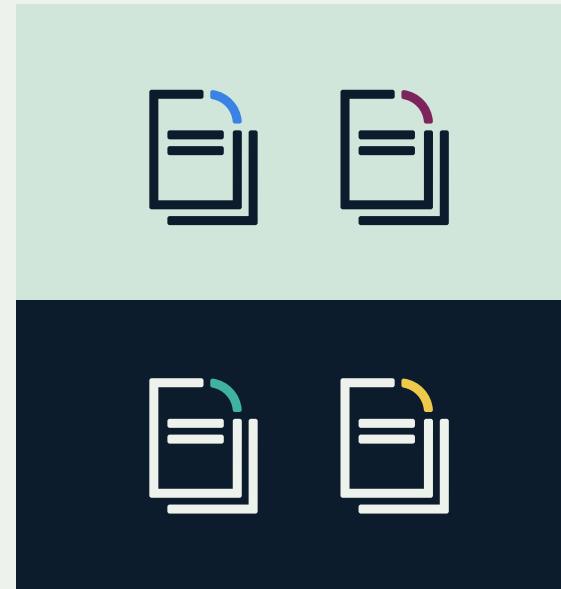
Changing background

Light and dark versions of the assets can be used across a variety of backgrounds.



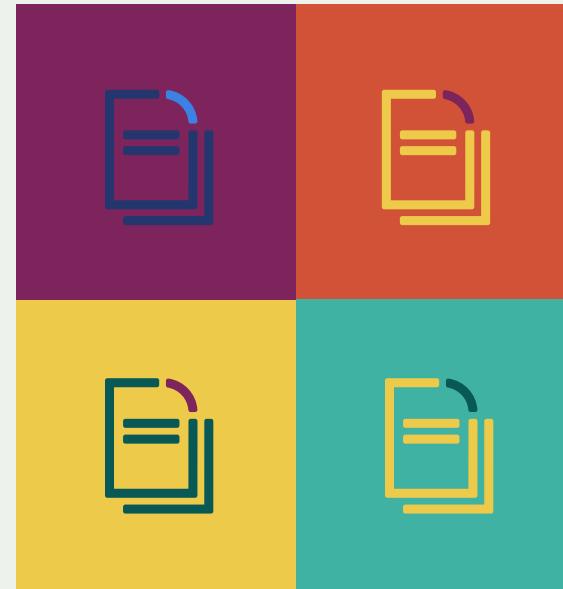
Changing the node

We can change the node in light and dark versions to better support our communications.



Harmonious pairings

We can change both the node and base colour for stand out and vibrancy. It is used sparingly.

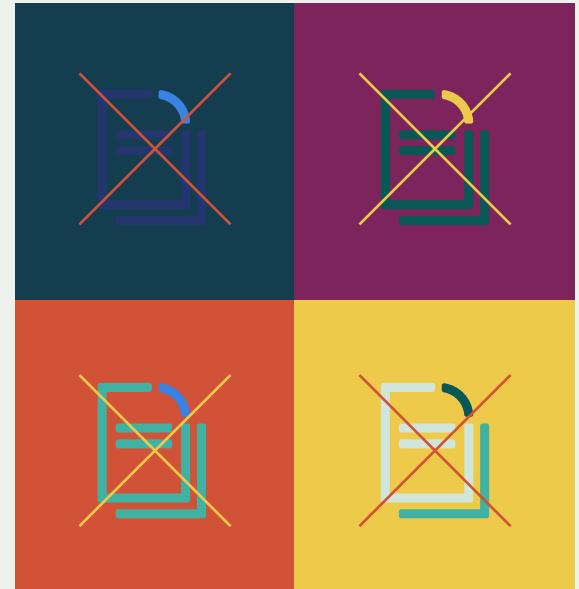


Colour contrast accessibility

When using icons to aid wayfinding in digital applications colour usage should always meet colour contrast accessibility standards. For more information, visit www.internetsociety.org/identity/en/colour

What to avoid

Colour pairings must be harmonious, tonal or contrasting for legibility. Avoid using more than two colours within an icon.



Key principles of iconography

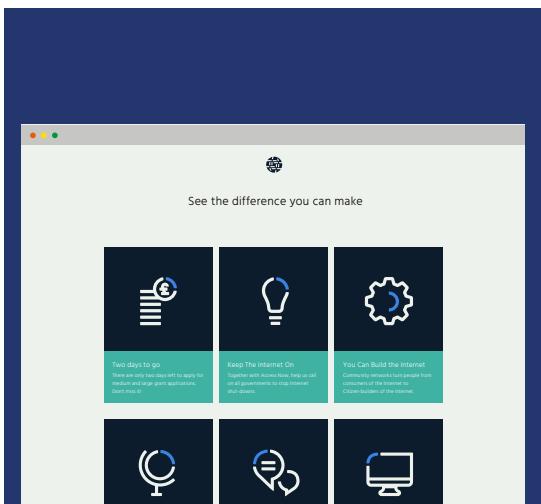
The following principles outline how the icon assets are used to create clear and consistent communications.

Recommended minimum size
For legibility at small scales icons are never used below 7mm/72px.



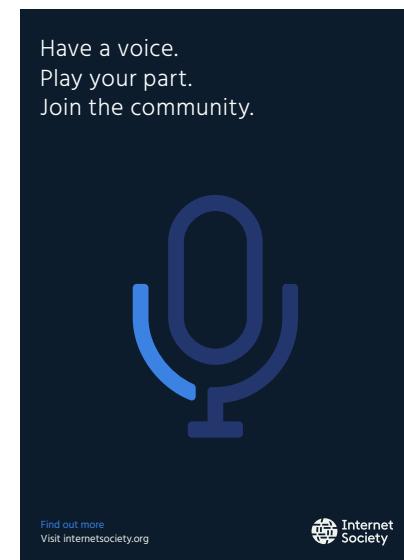
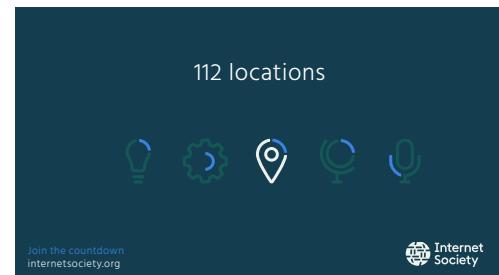
Scale

Efficient, considered scale of the icons allows us to communicate clearly.



Usage

Icons can be used at varying scales. For impact, we use single icons at a large sizes. For precision and when using multiple icons, we reduce the scale.

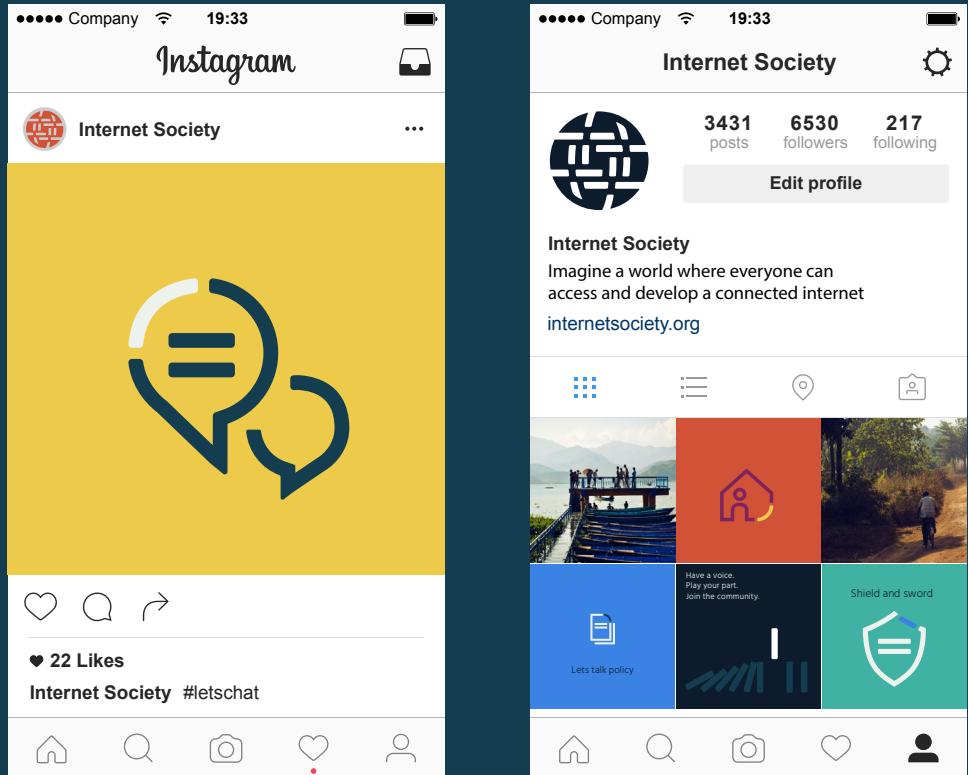


Supporting typography

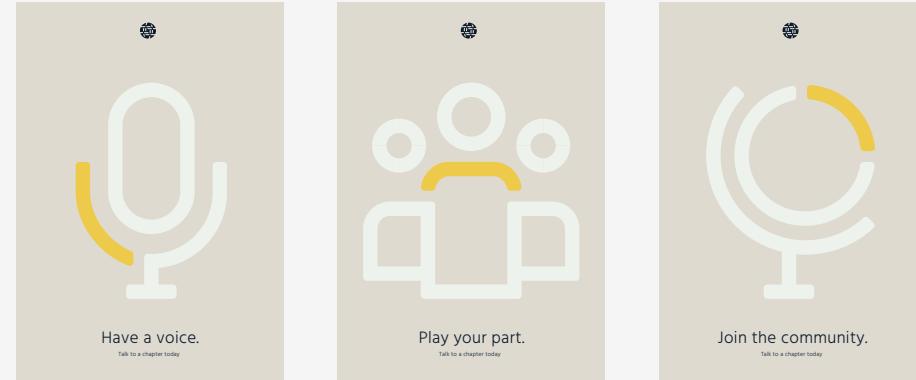
Icons can be used to give impact to key words. Always position the icon within clear space for stand out.



Social media posts



Environmental graphics



Badges



Tote bag



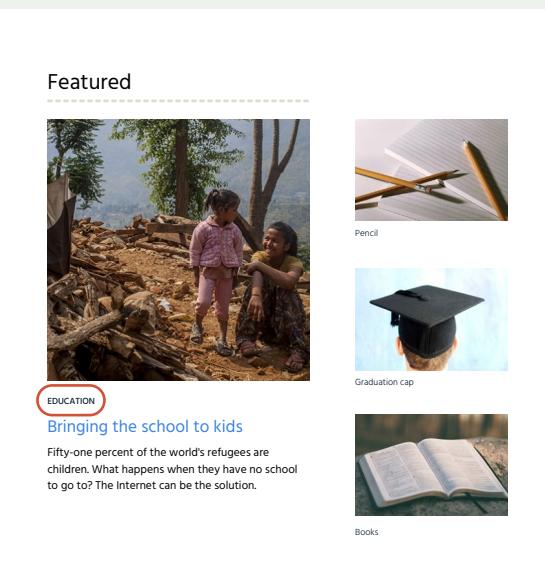
Creating new icons

For consistency we recommend using the following steps to create additional icons.

Step 1

Define your content

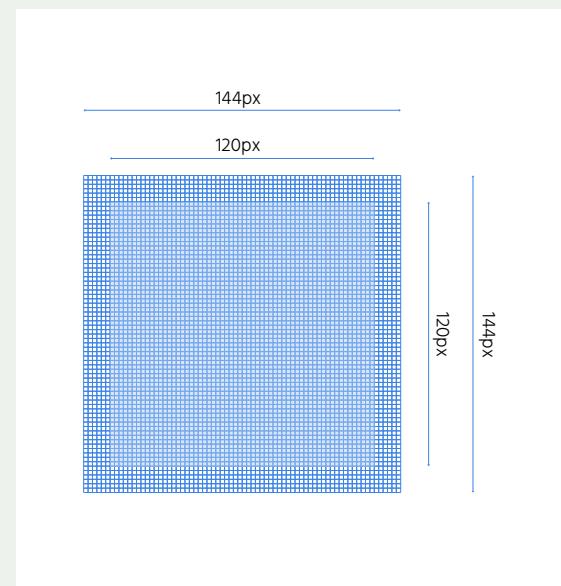
Choose tangible objects that can be easily depicted through a single icon.



Step 2

Use the grid

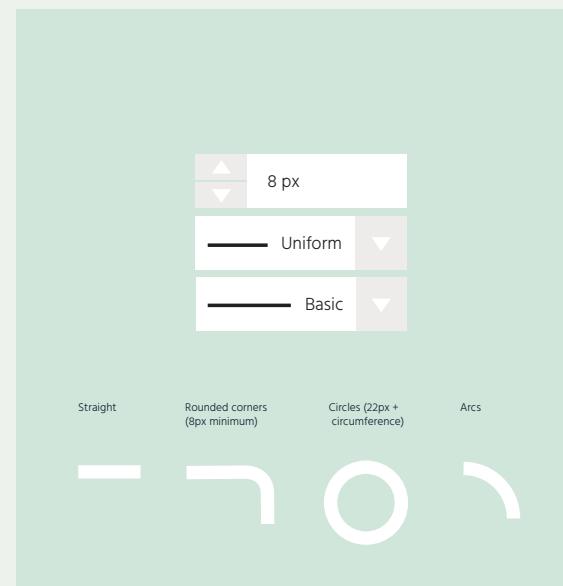
Each icon is created within a defined 144px by 144px grid system with a 120px square safe area for consistency.



Step 3

Stroke

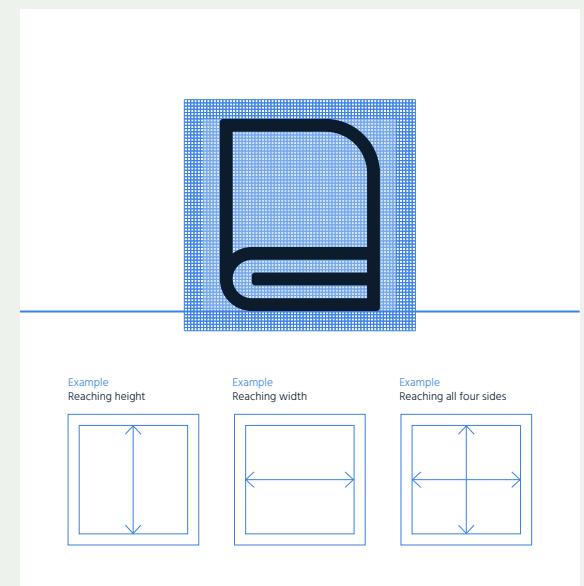
Using an 8px stroke, draw the icon using a combination of straight and curved lines.



Step 4

Start at baseline

Icon is built from the baseline for equal alignment. Each form must reach at least 2 or 3 sides of the grid.



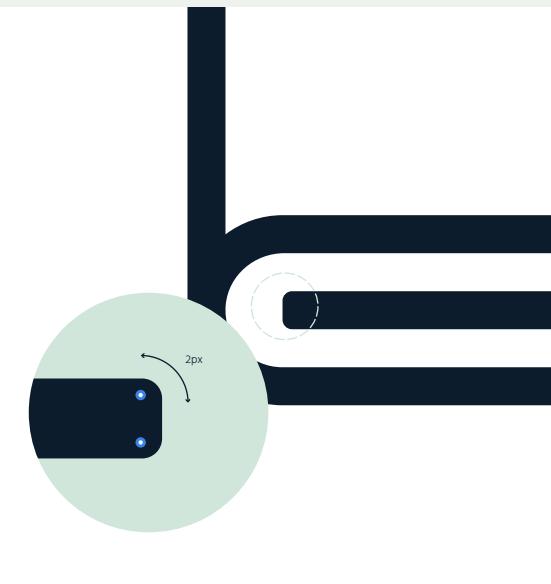
Creating new icons (continued)

For consistency we recommend using the following steps to create additional icons.

Step 5

Corners

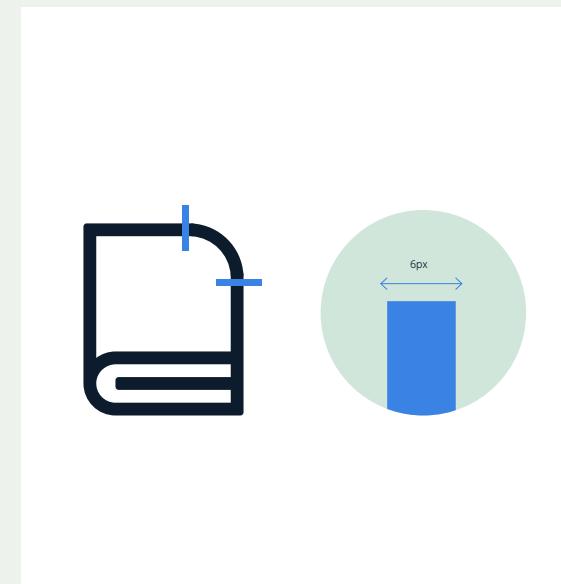
Using the illustrator corner, create a consistent 2px curve to each line ending.



Step 6

Create the node

Once you have outlined stroke line, use 6px gap guides to punch out the node. Nodes can be between 30px and 60px in length.



Step 7

Versions (light and dark)

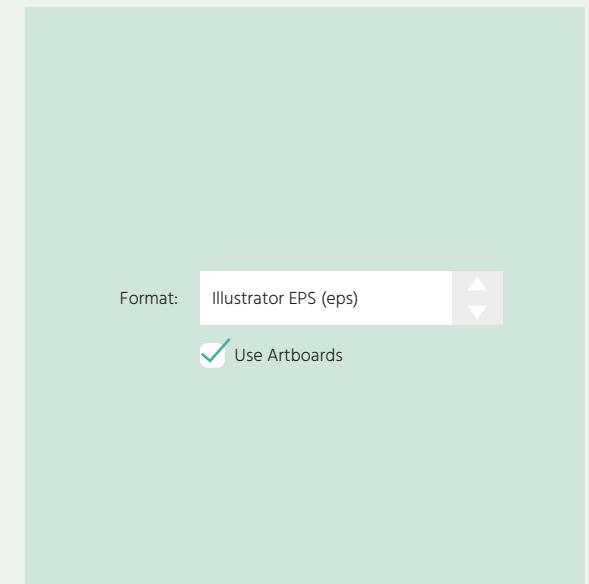
Create light and dark versions for flexibility and legibility.



Step 8

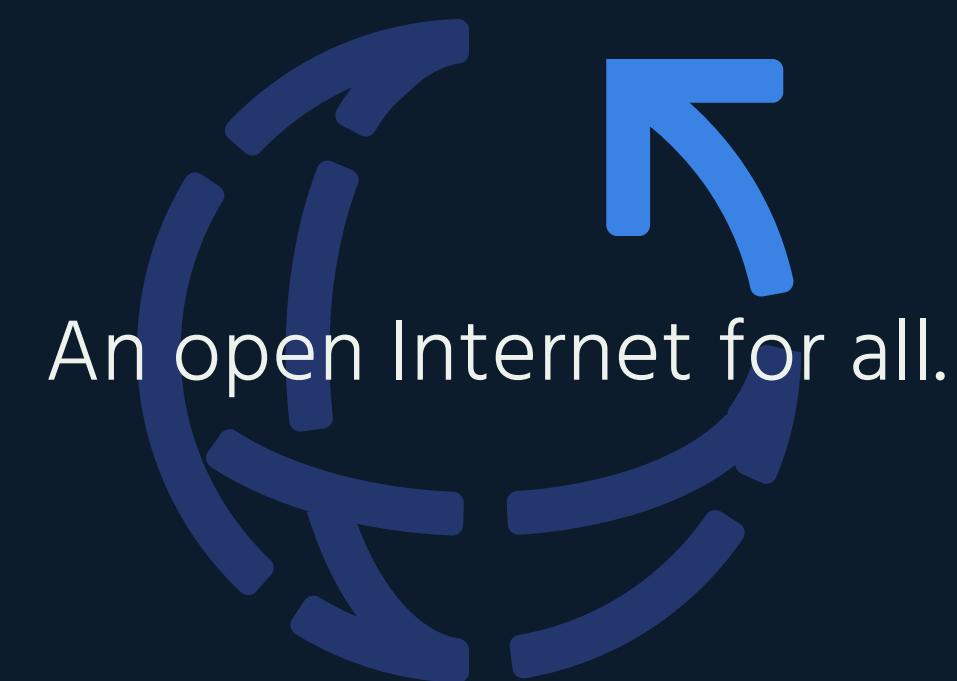
Saving formats

Once completed create EPS artwork for both RGB and CMYK files. RGB will also require a PNG export.



Storytelling

Our storytelling is smart. It tells a straightforward, visual story using our node DNA.

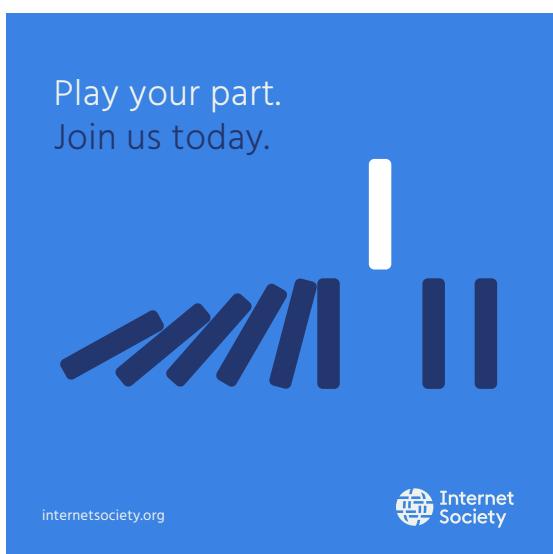


Key principles of storytelling

The following principles define how we use our nodes to create engaging, smart and distinct stories.

Always smart and simple

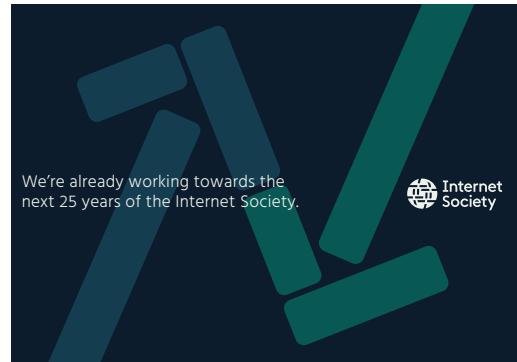
We focus on representing one core idea. We keep it straightforward and easy to understand by avoiding too much detail.



Play your part.
Join us today.

Colour and form

Nodes always use solid fills of our colour palette. We limit the amount of colours used to make clear and concise stories. They are always 2D, flat visuals.



We're already working towards the next 25 years of the Internet Society.

Node asset

We have provided the node asset as a working file, and as a brush stroke in Illustrator. Please see page 26 for asset overview.

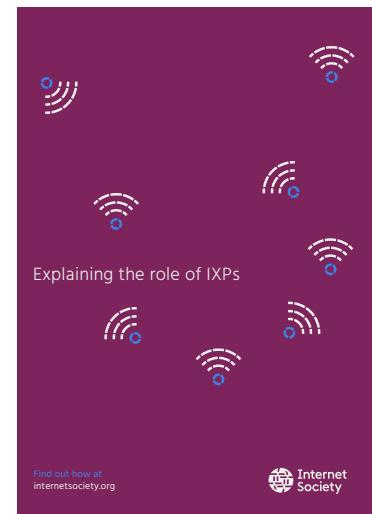
Node DNA

The node is always consistent. Its rounded edges are always one quarter of its width.



Scaling the nodes

We use scale to create variation within our compositions, from small to large. It is important to keep the size of the nodes consistent within each individual application.



Donate today.

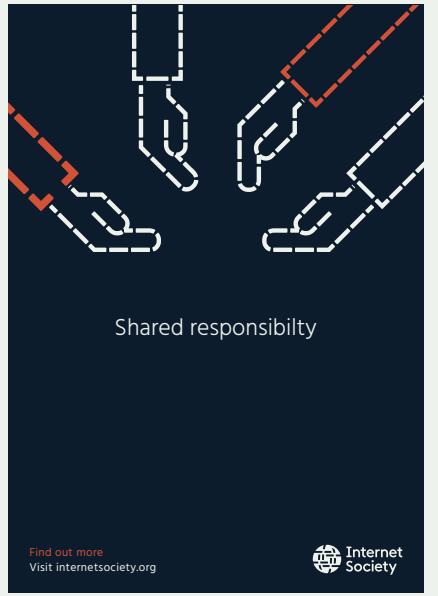
Explaining the role of IXPs



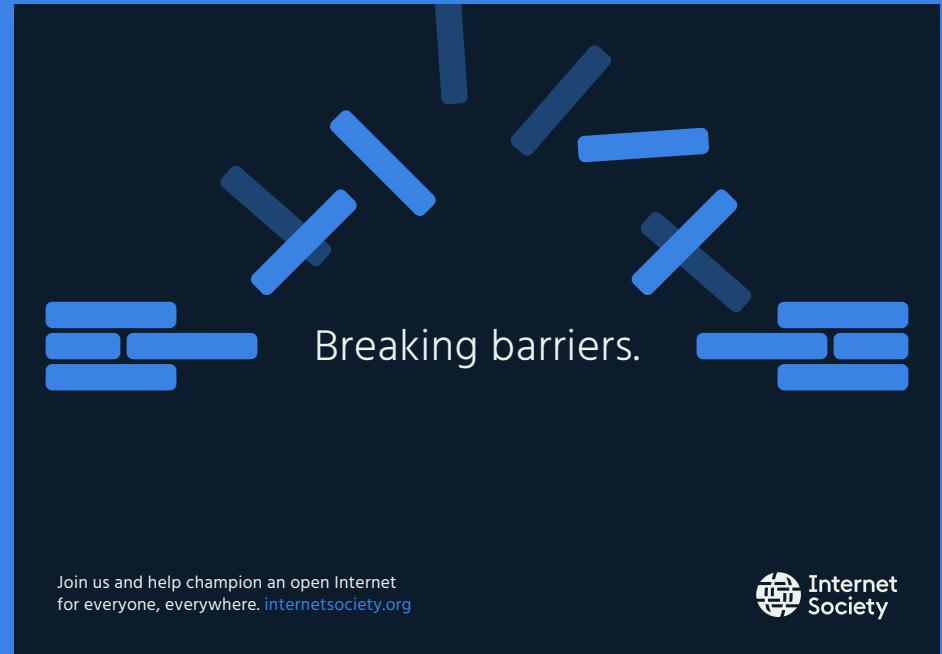
Let's challenge Internet slow lanes.



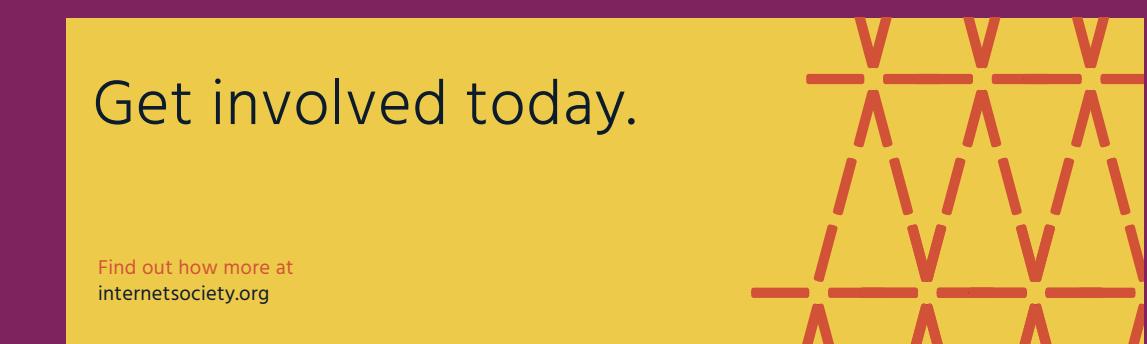
A5 flyers



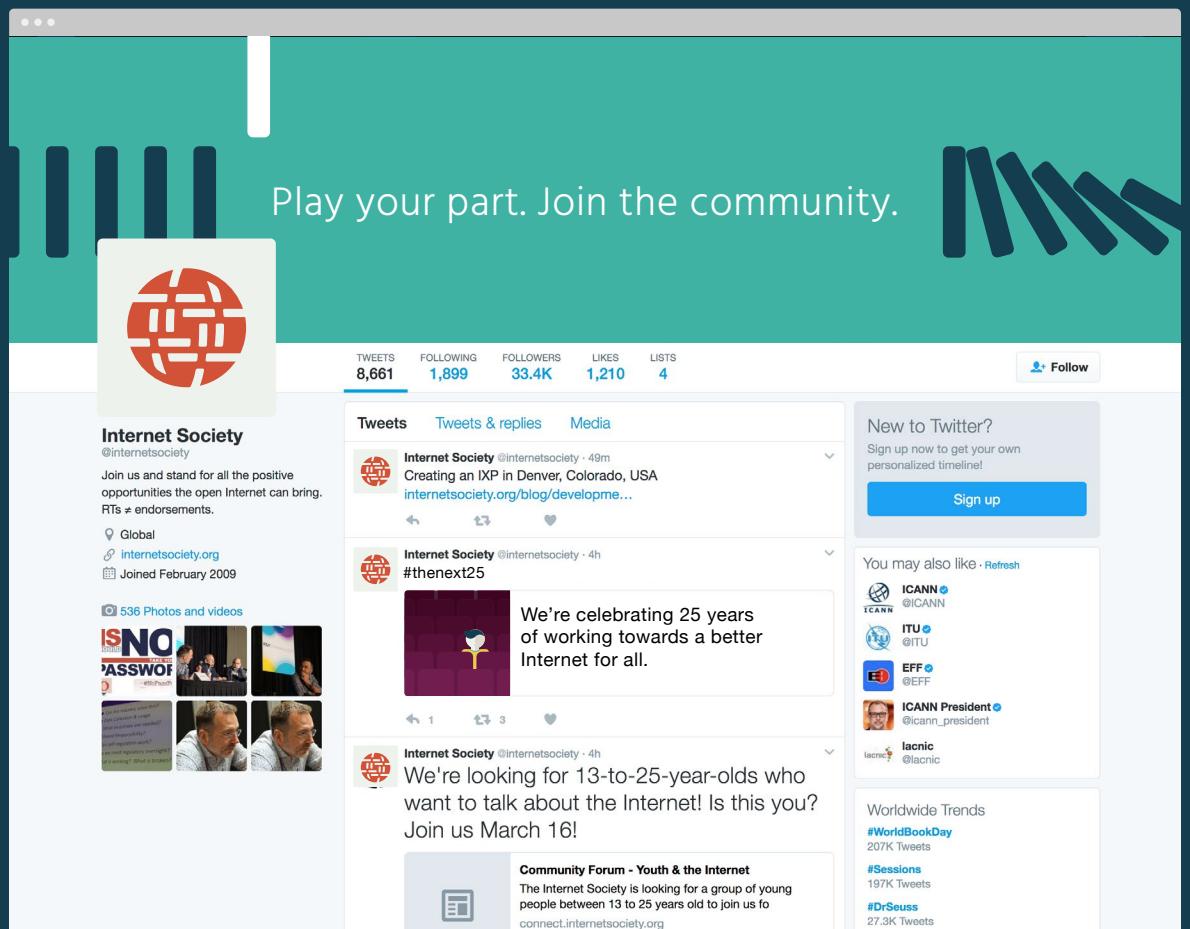
Digital banner



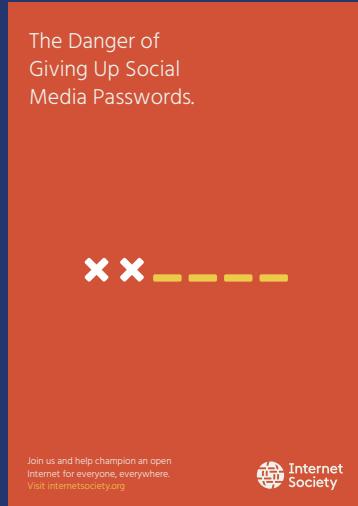
Digital banner



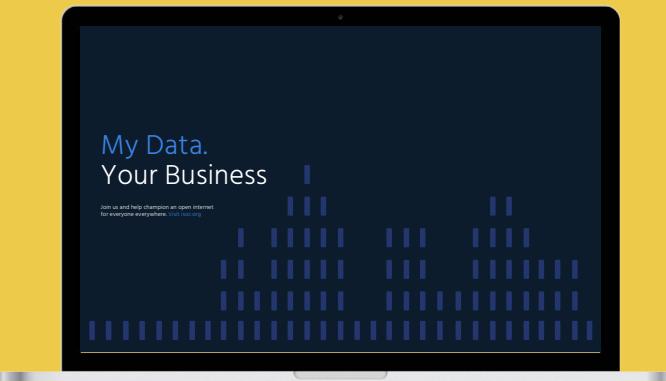
Social media banner



Posters

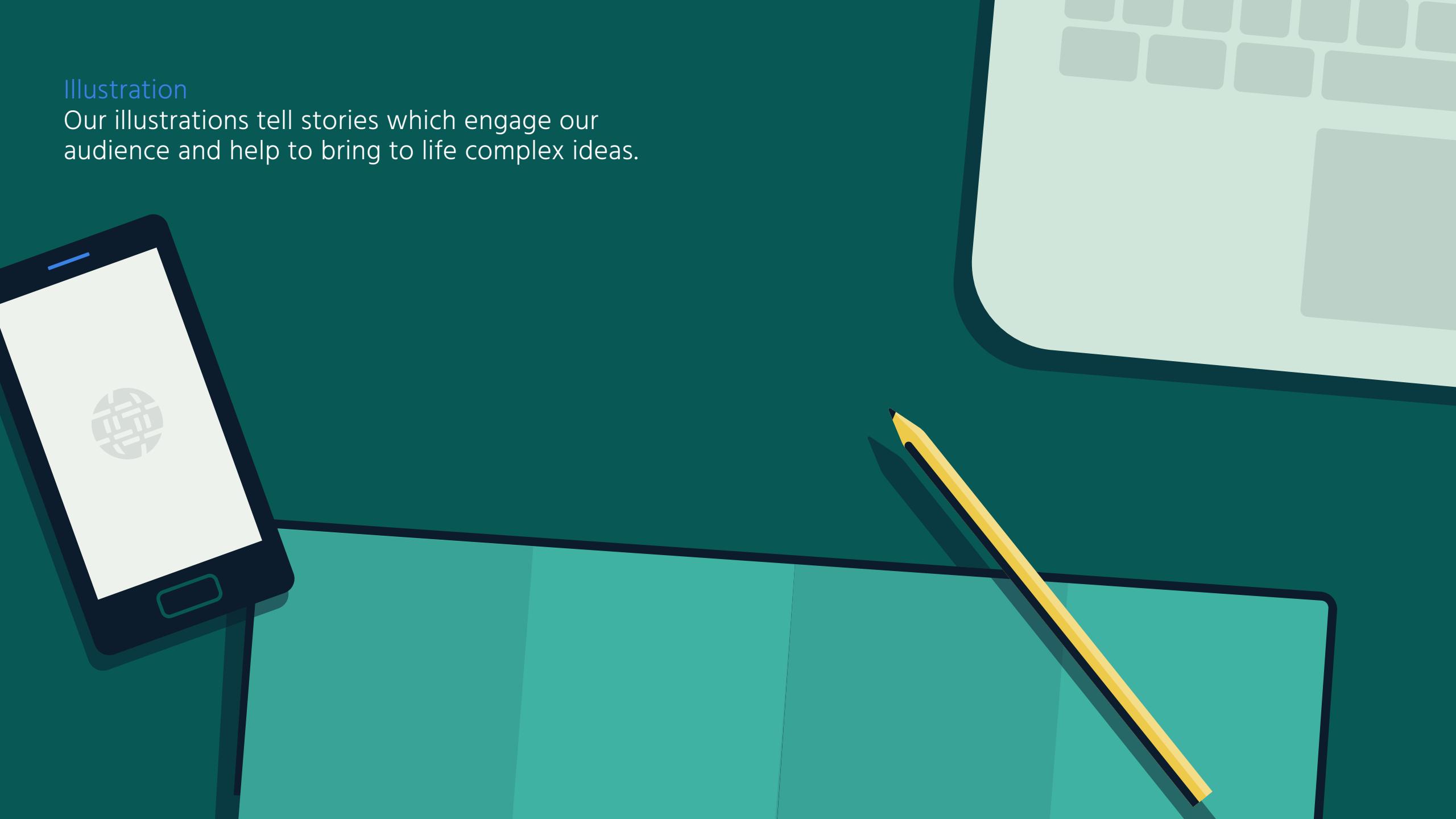


Screen saver



Illustration

Our illustrations tell stories which engage our audience and help to bring to life complex ideas.



Key principles of illustration

The following principles outline the role of illustration and guidance to how they can be created.

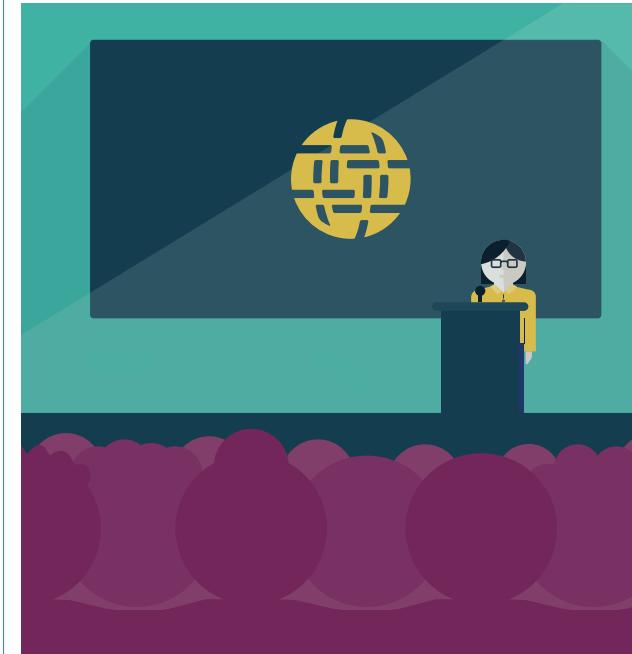
Make the complex simple

Illustrations are used to depict a wider topic or concept, it can be used in place of photography.



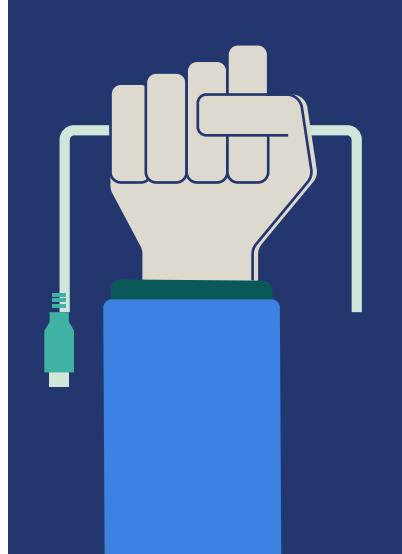
Use wider colour palette

A more expressive use of the colour palette creates depth when extra detail is needed.

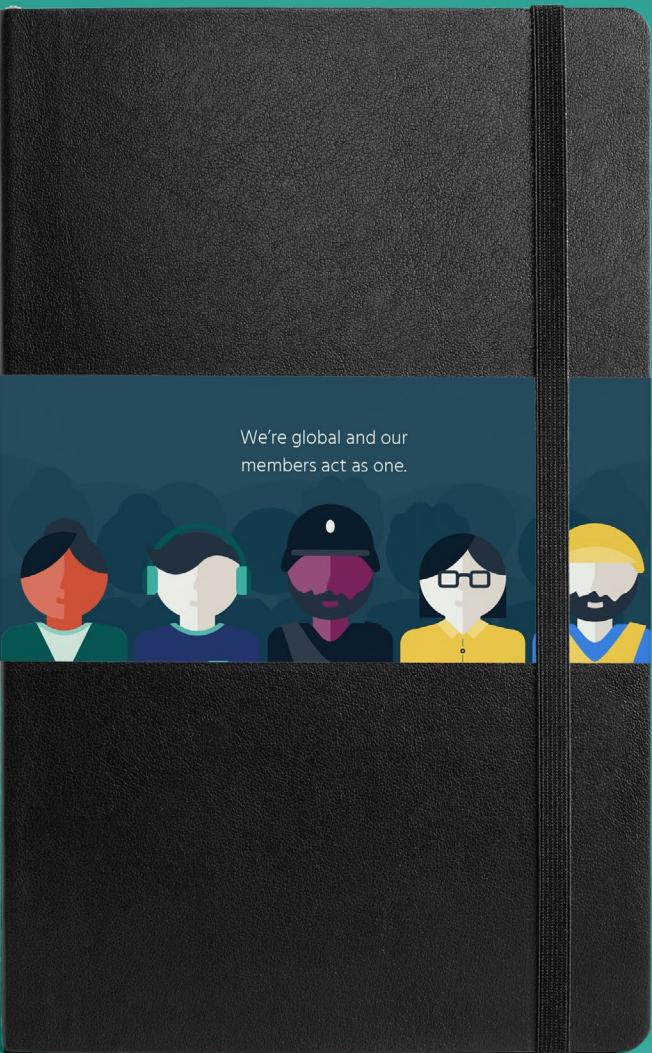


Lead with curved corners

Illustrations use the curved corners from our node detail as a base to build a wider range of shapes.



Notebooks



Digital article

The Danger of Giving Up Social Media Passwords
So Many Other Services Are Connected

* * * *

Internet Society logo

Lock icon

Text: Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent

Text: Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent

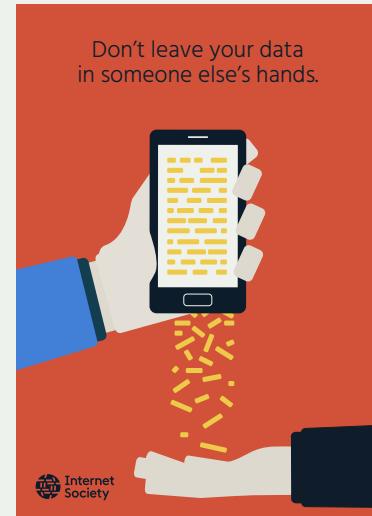
Billboard



Social media post



Event posters



Digital banner



Homepage carousel

Keeping a lookout.

Find out more >

Trusted as the world's independent source of leadership for Internet policy, technology standards, and future development.

The screenshot shows the Internet Society homepage with a large binoculars icon. The text "Keeping a lookout." and "Find out more >" is visible. The footer contains navigation links and language selection options (EN, FR, PT, ES).

Available assets

We have assets for use on screen (RGB)
and in printed communications (CMYK)

For assets and further guidance please contact
identity@isoc.org

Iconography set

CMYK Light and Dark
(supplied as .eps)

ISOC-Iconography-Access-CMYK
ISOC-Iconography-Conversation-CMYK
ISOC-Iconography-Development_governance-CMYK
ISOC-Iconography-Development_human-CMYK
ISOC-Iconography-Development_technical-CMYK
ISOC-Iconography-Digital-CMYK
ISOC-Iconography-Education-CMYK
ISOC-Iconography-Events-CMYK
ISOC-Iconography-Global-CMYK
ISOC-Iconography-Governance-CMYK
ISOC-Iconography-Grants_arrow-CMYK
ISOC-Iconography-Grants_dollar-CMYK
ISOC-Iconography-Grants_euro-CMYK
ISOC-Iconography-Grants_pound-CMYK
ISOC-Iconography-Innovation-CMYK
ISOC-Iconography-Leadership-CMYK
ISOC-Iconography-Location-CMYK
ISOC-Iconography-Multistakeholder-CMYK
ISOC-Iconography-Policy-CMYK
ISOC-Iconography-Security-CMYK
ISOC-Iconography-Settings-CMYK
ISOC-Iconography-Trust-CMYK

Node asset

CMYK and RGB (supplied as AI and brush library)

ISOC-Node-Brush-CMYK
ISOC-Node-Brush-RGB

Iconography set

RGB Light and Dark
(supplied as .eps and .png)

ISOC-Iconography-Access-RGB
ISOC-Iconography-Conversation-RGB
ISOC-Iconography-Development_governance-RGB
ISOC-Iconography-Development_human-RGB
ISOC-Iconography-Development_technical-RGB
ISOC-Iconography-Digital-RGB
ISOC-Iconography-Education-RGB
ISOC-Iconography-Events-RGB
ISOC-Iconography-Global-RGB
ISOC-Iconography-Governance-RGB
ISOC-Iconography-Grants_arrow-RGB
ISOC-Iconography-Grants_dollar-RGB
ISOC-Iconography-Grants_euro-RGB
ISOC-Iconography-Grants_pound-RGB
ISOC-Iconography-Innovation-RGB
ISOC-Iconography-Leadership-RGB
ISOC-Iconography-Location-RGB
ISOC-Iconography-Multistakeholder-RGB
ISOC-Iconography-Policy-RGB
ISOC-Iconography-Security-RGB
ISOC-Iconography-Settings-RGB
ISOC-Iconography-Trust-RGB

Number set

CMYK Light and Dark
(supplied as .eps)

ISOC-Numbers-!_alt-CMYK
ISOC-Numbers-!-CMYK
ISOC-Numbers-?-alt-CMYK
ISOC-Numbers-?-CMYK
ISOC-Numbers-#-CMYK
ISOC-Numbers-%_alt-CMYK
ISOC-Numbers-%-CMYK
ISOC-Numbers-0_alt-CMYK
ISOC-Numbers-0-CMYK
ISOC-Numbers-1_alt-CMYK
ISOC-Numbers-1-CMYK
ISOC-Numbers-2_alt-CMYK
ISOC-Numbers-2-CMYK
ISOC-Numbers-3_alt-CMYK
ISOC-Numbers-3-CMYK
ISOC-Numbers-4_alt-CMYK
ISOC-Numbers-4-CMYK
ISOC-Numbers-5_alt-CMYK
ISOC-Numbers-5-CMYK
ISOC-Numbers-6_alt-CMYK
ISOC-Numbers-6-CMYK
ISOC-Numbers-7_alt-CMYK
ISOC-Numbers-7-CMYK
ISOC-Numbers-8_alt-CMYK
ISOC-Numbers-8-CMYK
ISOC-Numbers-9_alt-CMYK
ISOC-Numbers-9-CMYK

Number set

RGB Light and Dark
(supplied as .eps and .png)

ISOC-Numbers-!_alt-RGB
ISOC-Numbers-!-RGB
ISOC-Numbers-?-alt-RGB
ISOC-Numbers-?-RGB
ISOC-Numbers-#-RGB
ISOC-Numbers-%_alt-RGB
ISOC-Numbers-%-RGB
ISOC-Numbers-0_alt-RGB
ISOC-Numbers-0-RGB
ISOC-Numbers-1_alt-RGB
ISOC-Numbers-1-RGB
ISOC-Numbers-2_alt-RGB
ISOC-Numbers-2-RGB
ISOC-Numbers-3_alt-RGB
ISOC-Numbers-3-RGB
ISOC-Numbers-4_alt-RGB
ISOC-Numbers-4-RGB
ISOC-Numbers-5_alt-RGB
ISOC-Numbers-5-RGB
ISOC-Numbers-6_alt-RGB
ISOC-Numbers-6-RGB
ISOC-Numbers-7_alt-RGB
ISOC-Numbers-7-RGB
ISOC-Numbers-8_alt-RGB
ISOC-Numbers-8-RGB
ISOC-Numbers-9_alt-RGB
ISOC-Numbers-9-RGB



Thank you.

Visit us at
www.internetsociety.org
Follow us
[@internetsociety](https://twitter.com/internetsociety)

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