

Founded by pioneers of the early Internet,  
we drive technologies that keep it open and safe.  
We promote policies that empower people  
to enable universal access for all.

We stand for a better Internet.



# Internet Society



Minimum size.

Hind  
AaBbCcDdEeFfGgHhIiJjKkLlMmNn  
OoPpQqRrSsTtUuVvWwXxYyZz  
0123456789



91%  
Instead of slower speeds using mobile devices.  
Join us and help to protect the magic of the Internet.

Our community is growing...  
108,179  
An Internet for everyone.



Better, together.  
This is the Internet of opportunity.  
A close community that supports each other, unified in the goal of an open Internet for all.  
Join us today at [internetsociety.org](http://internetsociety.org)

2,632 participants from 112 countries attended InterCommunity 2015, organized by the Internet Society.  
Join us and help champion an open Internet for everyone, everywhere. Visit [internetsociety.org](http://internetsociety.org)

We're committed to an Internet for everyone, everywhere. This is an Internet that offers hope and celebrates humanity. Together, we can make this happen.

Join us at [internetsociety.org](http://internetsociety.org)

Breaking barriers.



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## Logo

Our logo represents our global, connected community. It is designed for maximum standout and should always be used above 5mm or 35px.



Minimum size  
5mm/35px height



## Introducing the logo 1 of 2

For simplicity and ease of use, our logo is available in two versions; dark (for use on light backgrounds) and light (for use on dark backgrounds).

Our logo – dark version  
For use on light backgrounds



Our logo – light version  
For use on dark backgrounds



## Introducing the logo 2 of 2

For simplicity and ease of use, our logo is available in two versions; dark (for use on light backgrounds) and light (for use on dark backgrounds).

The wordmark in our logo is not a font and should never appear without the symbol. Our symbol is a graphic element that we can use for illustrative purposes, please see graphics section for guidance.

Built from our nodes, the symbol and the wordmark make up our logo.



## Clear space

For clarity and standout, our logo should be given room to breathe. We have a recommended minimum clear space, shown below.

The clear space is a recommended minimum. Our logo should always be given as much space as possible.

### Minimum clear space

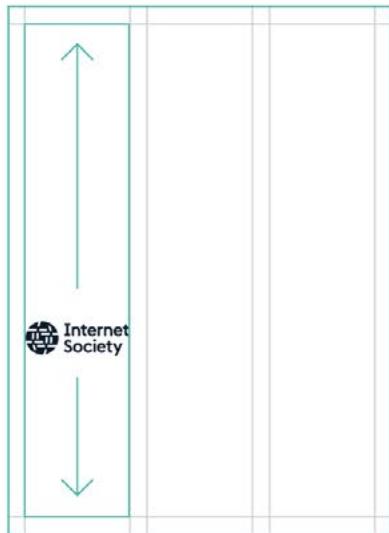
Based on half of the symbol



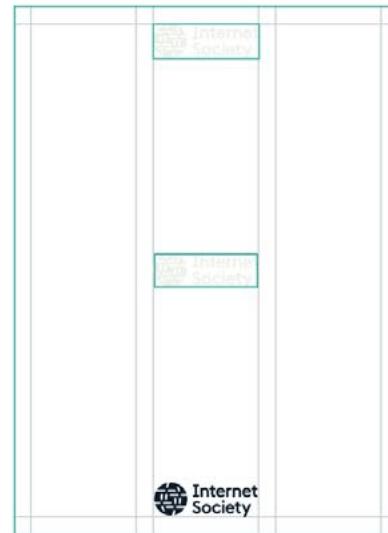
## Positioning

When positioning our logo, we have three options that are flexible for use across different types of layout.

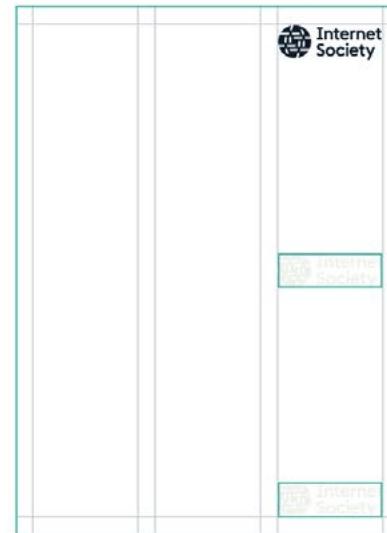
Left-aligned



Centred



Right-aligned



The primary position for our logo is left aligned where it can be placed at any point down the page.

Centre and right aligned logos should be placed in one of three positions as outlined; top, middle or bottom.

## Chapter variations 1 of 2

To help differentiate between Chapters and Special Interest Groups (SIG) each will have its own version of the Internet Society logo.

Chapter and SIG logos are available for download. Please contact [identity@isoc.org](mailto:identity@isoc.org) for more information.

Example Chapter logo – dark versions  
For use on light backgrounds



Example Chapter logo – light versions  
For use on dark backgrounds



## Chapter variations 2 of 2

To help differentiate between Chapters and Special Interest Groups (SIG) each will have its own version of the Internet Society logo.

Chapter and SIG logos are available for download. Please contact [identity@isoc.org](mailto:identity@isoc.org) for more information.

Example Chapter logo – dark versions  
For use on light backgrounds



Example Chapter logo – light versions  
For use on dark backgrounds



## What to avoid

The Internet Society logo and Chapter/SIG logos are fixed assets. They should not be changed or edited in any way. Below we have outlined some examples of what to avoid.

Please contact [identity@isoc.org](mailto:identity@isoc.org) if you are unsure about any of the usage principles.

Do not recolour.



Do not add or embellish.



Do not add effects or resize elements.



Do not stretch.



Do not change fonts.

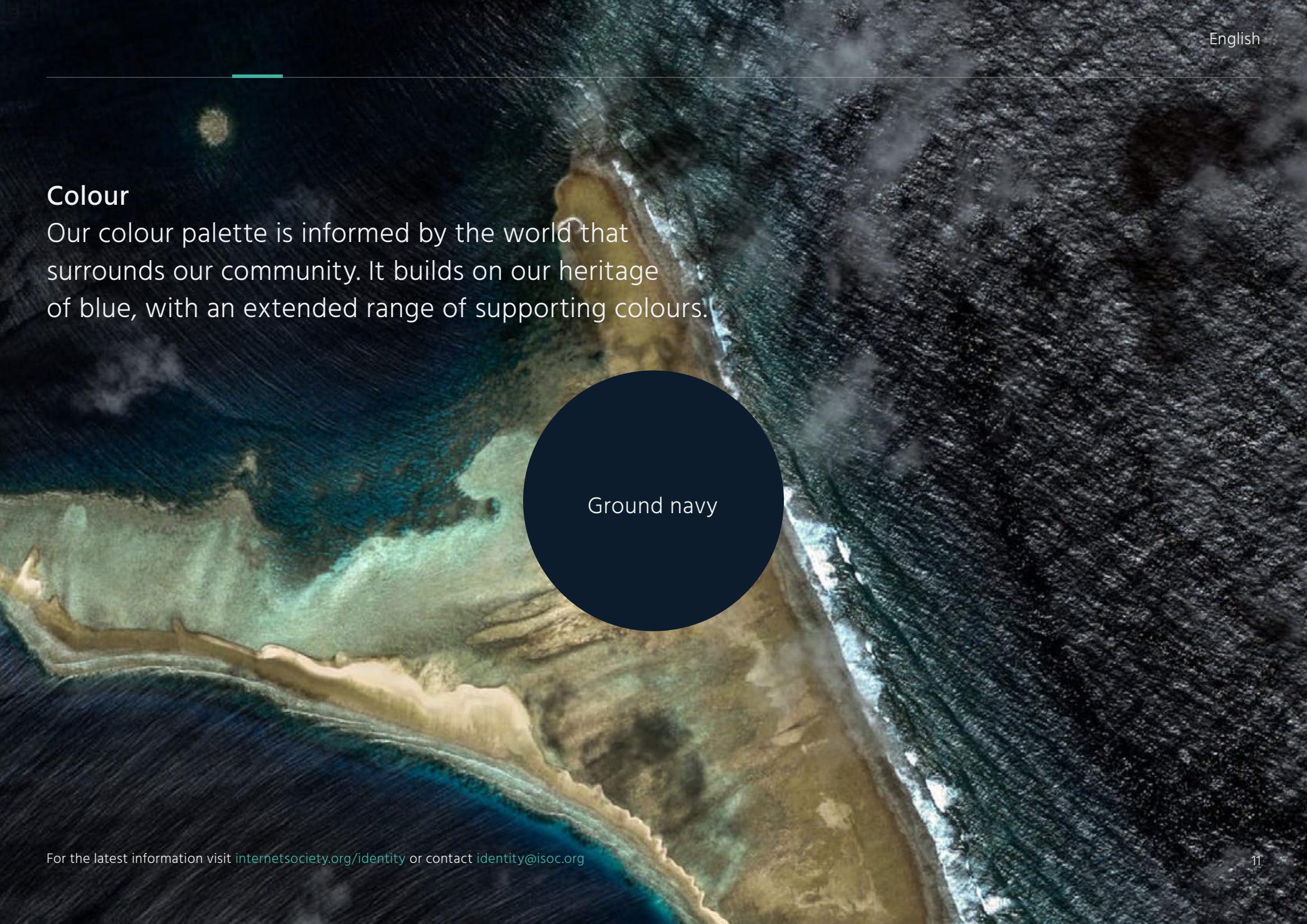


Do not add a gradient.



## Colour

Our colour palette is informed by the world that surrounds our community. It builds on our heritage of blue, with an extended range of supporting colours.

An aerial photograph of a coastal area. The land is a mix of green and brown tones, with a prominent sandy beach along the coastline. The ocean is a deep blue. A large, solid black circle is overlaid on the image, centered over the land. Inside this circle, the text "Ground navy" is written in a light, sans-serif font.

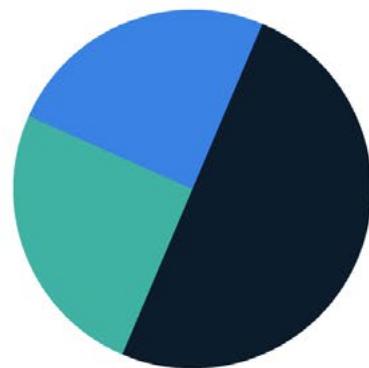
Ground navy

## Introducing colour

Our core identifying colours are bright blue, green and navy; supported by neutral tones. For an extended range of colour, we have depth and accent palettes, to be used sparingly.

**Ground palette**

Used as core identifying colours.



**Neutral palette**

Used for large moments of calm.



**Depth palette**

Used for rich tonal support.



**Vibrant palette**

Used sparingly for standout and character.



## Colour values

For consistency and accuracy across all touchpoints, we have defined colour values for onscreen and print.

For onscreen applications use RGB/HEX values, for print use CMYK/PMS values.

Colour palettes are available within the core asset download in RGB and CMYK ASE swatches. They are also built into our document templates.

**Ground navy**  
R12. G28. B44.  
#0c1c2c  
C100. M90. Y10. K76.  
PMS 5395



**Ground blue**  
R58. G130. B228.  
#3a82e4  
C80. M40. Y0. K0.  
PMS 2172



**Ground green**  
R64. G178. B164.  
#40b2a4  
C80. M5. Y35. K0.  
PMS 326



**Neutral white**  
R238. G242. B236.  
#eff2ec  
C8. M4. Y9. K0.  
PMS Cool Gray 1



**Neutral putty**  
R222. G216. B208.  
#dedad0  
C15. M13. Y19. K0.  
PMS 7527



**Neutral green**  
R208. G230. B218.  
#d0e6da  
C17. M0. Y12. K0.  
PMS 573



**Depth green**  
R8. G88. B86.  
#085856  
C88. M39. Y57. K39.  
PMS 7722



**Depth blue**  
R36. G54. B110.  
#24366e  
C98. M85. Y26. K14.  
PMS 7687



**Depth teal**  
R20. G62. B80.  
#143e50  
C92. M60. Y45. K43.  
PMS 2182



**Accent purple**  
R126. G36. B92.  
#7e245c  
C50. M95. Y28. K22.  
PMS 249



**Accent orange**  
R210. G82. B56.  
#d25238  
C12. M77. Y79. K0.  
PMS 1665



**Accent yellow**  
R238. G202. B74.  
#eeeca4a  
C4. M18. Y78. K0.  
PMS 129



## Colour accessibility

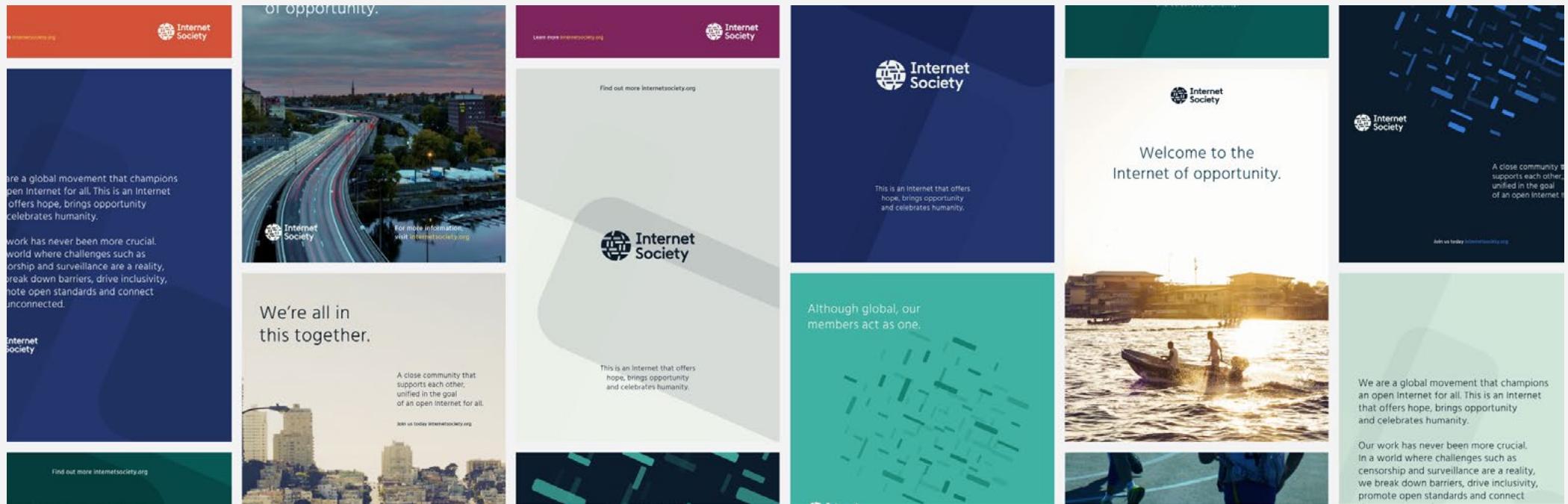
For onscreen and web applications, it is recommended to meet AA colour contrast accessibility for text visibility. Below are colour combinations for text at 18pt.

The Internet Society works to comply with universally accepted standards such as Web Content Accessibility Guidelines. Learn more about web accessibility at [www.w3.org/WAI](http://www.w3.org/WAI)

Ground navy.  Ground blue. Ground green. Neutral white. Neutral putty. Neutral green. Accent orange. Accent yellow.	Neutral white.  Ground navy. Ground blue. Depth green. Depth blue. Depth teal. Accent purple. Accent orange.	Depth green.  Ground navy. Neutral white. Neutral putty. Neutral green. Accent yellow.	Accent purple.  Ground green Neutral white. Neutral putty. Neutral green. Accent yellow.
Ground blue.  Ground navy Depth blue. Neutral white. Neutral putty.	Neutral putty.  Ground navy. Depth green. Depth blue. Depth teal. Accent purple. Accent orange.	Depth blue.  Ground green. Ground blue. Neutral white. Neutral putty. Neutral green. Accent yellow.	Accent orange.  Ground navy. Neutral white. Neutral putty. Neutral green. Accent yellow.
Ground green.  Ground navy. Depth green. Depth blue. Depth teal. Accent purple.	Neutral green.  Ground navy. Depth green. Depth blue. Depth teal. Accent purple. Accent orange.	Depth teal.  Ground green. Neutral white. Neutral putty. Neutral green. Accent orange. Accent yellow.	Accent yellow.  Ground navy. Depth green. Depth blue. Depth teal.

## Colour in use

Throughout our applications we can use our full range of colour. However, we should appear mostly in our rich blue/green spectrum, using our accent colours sparingly.



## What to avoid

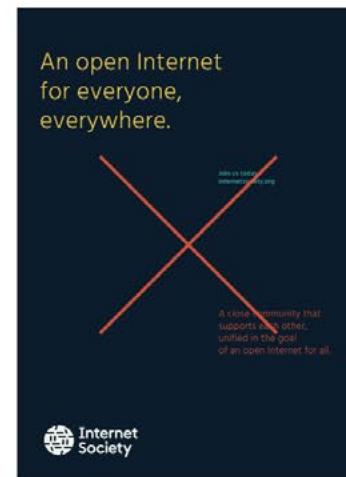
When applying colour, there are a number of considerations. Below, we have outlined a few key uses that should be avoided.

Please contact [identity@isoc.org](mailto:identity@isoc.org) if you are unsure about any of the usage principles.

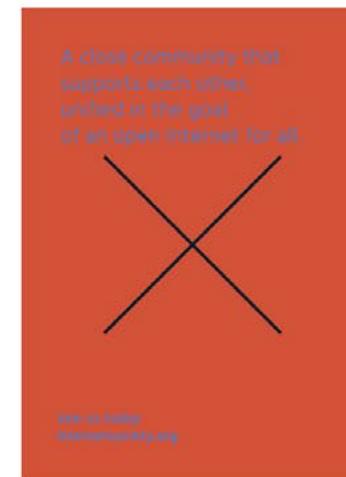
Avoid low colour contrast.



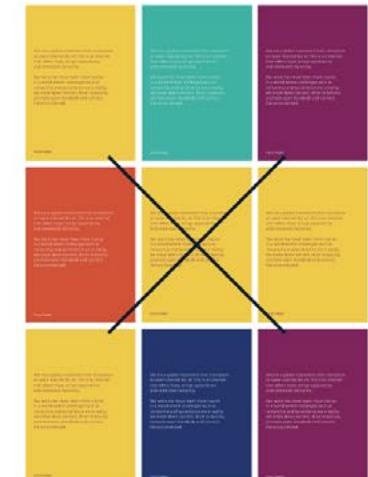
Avoid overusing colours.



Avoid pairing jarring bright colours.



Use accent colours sparingly.



## Font

Our font is friendly and inviting. It is freely available and open for everyone to use.

Наш кириллица шрифт Open Sans.

# Our Latin font is Hind.

لدينا الخط العربي هوالأميري

ה גופן העברי שלנו הוא Arimo.

## Introducing Hind 1 of 2

Hind is our core font; it is light and easy to read. We use it across all of our communications with openness and structure.

Hind Light is our primary weight for both body copy and headlines. Hind Medium is used sparingly for subheadings, below 18pt.

**Left-aligned**  
For general usage

Headlines are set in Hind Light, with open leading and tracking.

Hind Medium is used sparingly at small sizes to help create hierarchy.  
Hind light is used for body copy.

At very small sizes we revert to Hind Regular, to ensure legibility and accessibility.

**Centre-aligned**  
For use when there is less content

Headlines, using Hind Light, can also be set center-aligned.

Using a change in color helps to create hierarchy.

## Introducing Hind 2 of 2

Hind is our core font; it is light and easy to read. We use it across all of our communications with openness and structure.

Hind Light is our primary weight for both body copy and headlines. Hind Medium is used sparingly for subheadings, below 18pt.

60/72pt Hind Light Headline copy

36/42pt Hind Light Title copy

24/30pt Hind Light Subtitle copy

18/24pt Hind Light Lead paragraph

12/18pt Hind Medium Subtitle copy

12/18pt Hind Light Body copy

9/12pt Hind Medium Small subtitle copy

9/12pt Hind Light Small body copy

## Non-Latin fonts 1 of 2

Hind supports Latin, Bengali, Devanagari and Gujarati.  
For other languages and character sets, we have  
recommended substitute fonts.

All font recommendations are  
open source and available for  
free distribution and usage.

For Latin

This is the Internet  
of opportunity.

Hind

AaBbCcDdEeFfGgHhIiJjKkLlMm  
NnOoPpQqRrSsTtUuVvWwXxYyZz  
0123456789!@£\$%^&

For Cyrillic

Это Интернет-  
возможности.

Open Sans

Аа Бб Вв Гг Дд Ее Ёё Жж Зз Ии Йи Кк  
Лл Мм Нн Оо Пп Рр Сс Тт Уу Фф Хх Цц  
Чч Шш Щщ Ъъ Ӧы Ӯъ Ээ Юю Яя

## Non-Latin fonts 2 of 2

Hind supports Latin, Bengali, Devanagari and Gujarati.  
For other languages and character sets, we have  
recommended substitute fonts.

All font recommendations are  
open source and available for  
free distribution and usage.

For Arabic

تَنْرِتُ نِإِلَى وَهُ اذْهَ  
ةَصْرَفْ نِمْ

Amiri

هُوَيْ أَبْتَثْ جَحْ خَدْرَزْ سْصْ ضْ  
أَأَءِإَةَ ؤَئِي طَظْعَغْ فَقْ كَلْ مَنْ  
۰ ۱ ۲ ۳ ۴ ۵ ۶ ۷ ۸ ۹ ،٪

For Hebrew

טְנֻרְטָנִיאָה וְהָזָ  
תוֹנְמָדָזָה לְשָׁ

Arimo

שְׁשָׁתָ אַבְגָּדָ הַזְּחַטְּ רַכְכָּ  
זְוַלְמָזְןָ סְעַפְּ פְּצַקְרָשָׁ  
שְׁלָ ” ” ” ” : ” ” ” ” :

## Fonts in use

Our font gives us flexibility in the way we use it.  
It allows us to always be clear and engaging.

Content heavy



Sulaiman Alansari  
30 Princes Gate, London  
SW7 1PT, United Kingdom

Date 2015.03.22  
Reference ISOC brand identity

Dear Sulaiman,

In this year's election cycle, two Trustees will be elected by ISOC Officers and one by ISOC Chapters. One Trustee will also be selected by the Internet Task Force (IETF). The Trustee positions are 3-year terms that start in June and expire mid-year 2019.

The Internet Society (ISOC) is a global not-for-profit organization to provide leadership in Internet related standards, education and professional development. With offices in Washington, DC, and Geneva, Switzerland, as well as regional bureaus throughout the world, it is dedicated to ensuring the open development and use of the Internet for the benefit of people globally. ISOC is also



Kathryn C Brown  
Chief Executive Officer  
kbrown@isoc.org  
+1-294-394-0938

1775 Wiehle Avenue,  
Suite 201, Reston  
VA 20190-5108 USA

Messaging and communication

We're committed  
to an Internet for  
everyone everywhere.  
This is an Internet  
that offers hope and  
celebrates humanity.  
Together, we can  
make this happen.

Join us at  
[internetsociety.org](http://internetsociety.org)



Join us today [internetsociety.org](http://internetsociety.org)

An open Internet  
for everyone,  
everywhere.

A close community that  
supports each other,  
unified in the goal  
of an open Internet for all.

## What to avoid

When using our font, there are a number of considerations. Below, we have outlined a few key uses that should be avoided.

Please contact [identity@isoc.org](mailto:identity@isoc.org) if you are unsure about any of the usage principles.

Avoid busy, cluttered layouts.



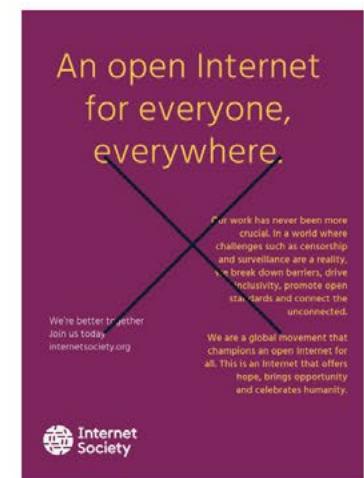
Avoid using tight or cramped text.



Always use Hind for Latin text.



Avoid using too many alignment styles.

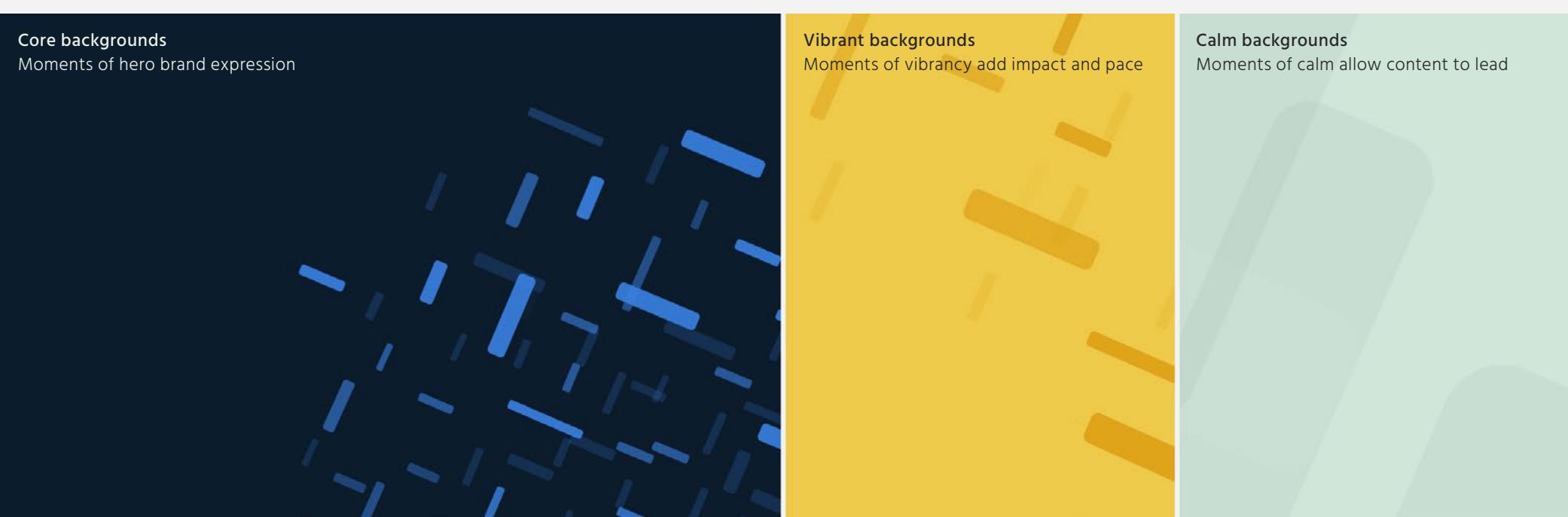


## Backgrounds

The nodes from our logo represent the people within our society, we use them to create patterns that can act as backgrounds for communications.

## Introducing the backgrounds 1 of 2

We have three types of background each with its own clear purpose and use. They deliver variety across different communications.

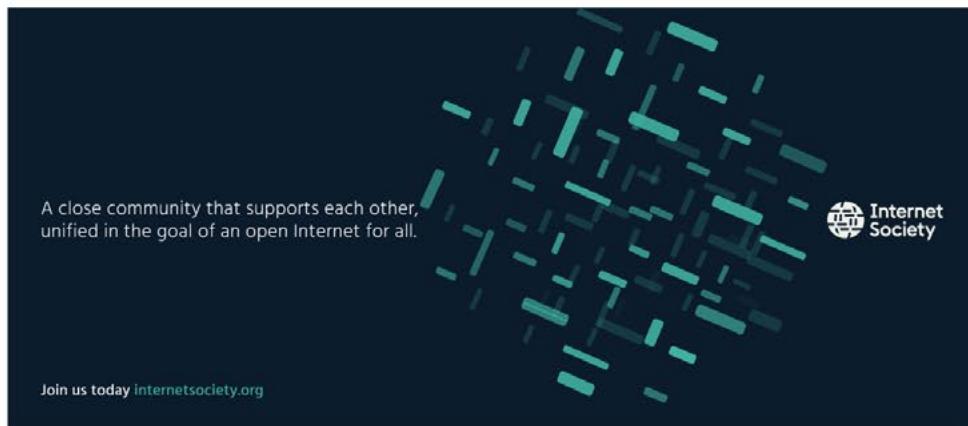


## Introducing the backgrounds 2 of 2

We have three types of background each with its own clear purpose and use. They deliver variety across different communications.

### Core backgrounds

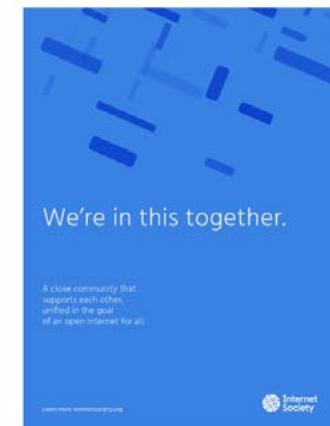
Moments of hero brand expression



e.g. A billboard

### Vibrant backgrounds

Moments of vibrancy add impact and pace



e.g. A leaflet

### Calm backgrounds

Moments of calm allow content to lead

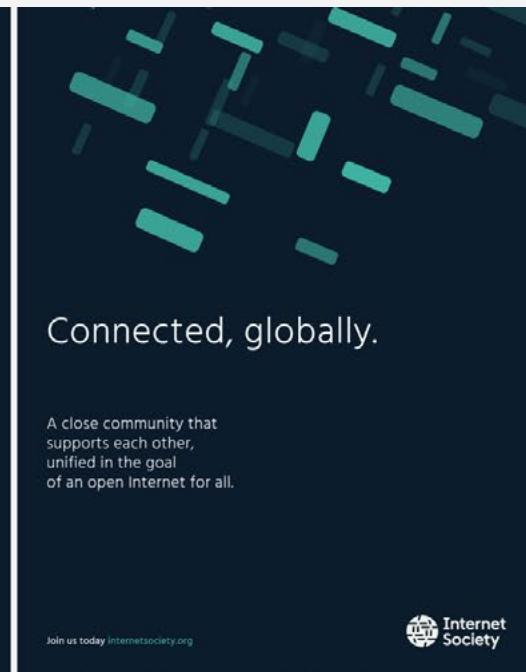
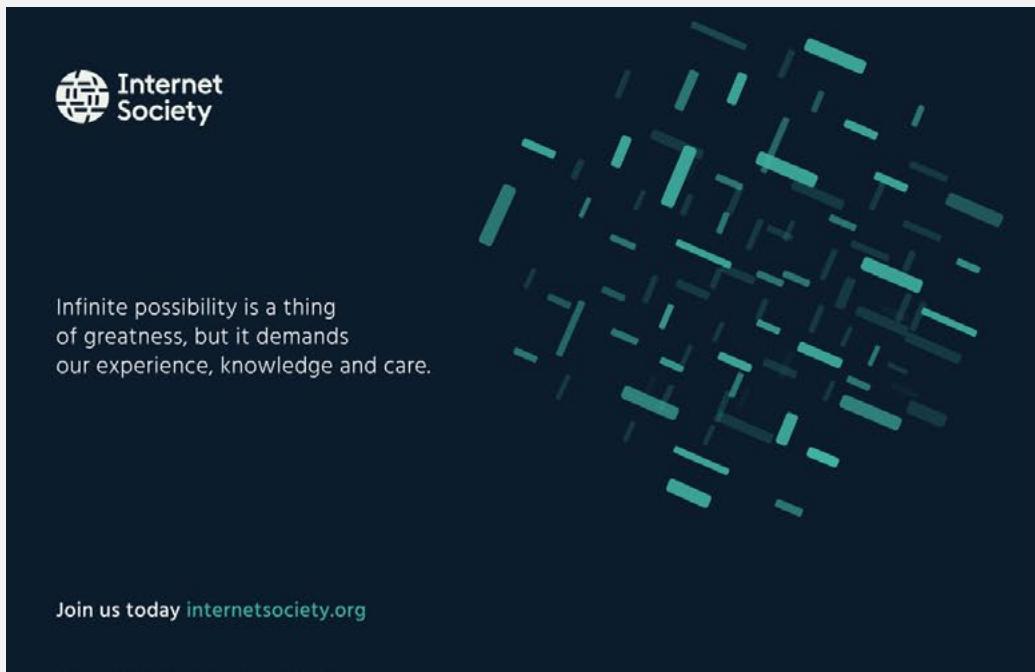


e.g. A report

## Core backgrounds 1 of 3

Core backgrounds are used to promote Internet Society in communications and support key messaging. We have three colour variations; ground blue/green and neutral green.

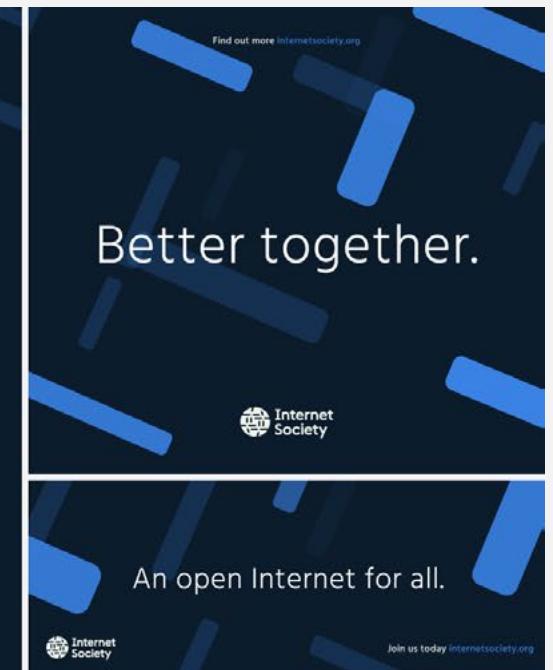
We use size and layout to make varied, engaging communications.



## Core backgrounds 2 of 3

Core backgrounds are used to promote Internet Society in communications and support key messaging. We have three colour variations; ground blue/green and neutral green.

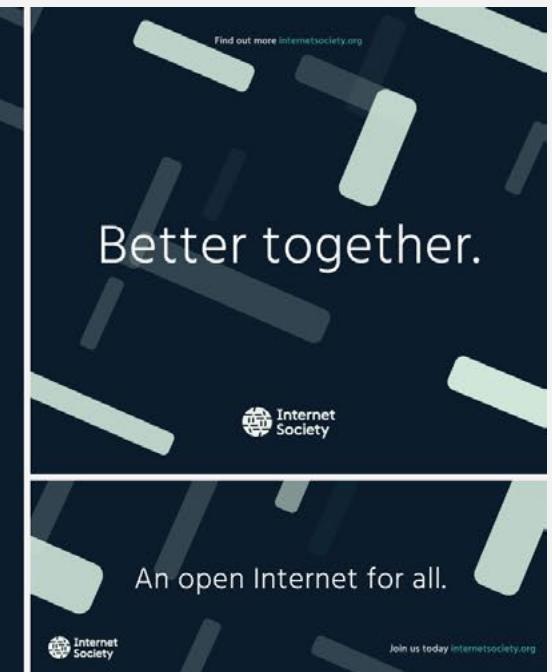
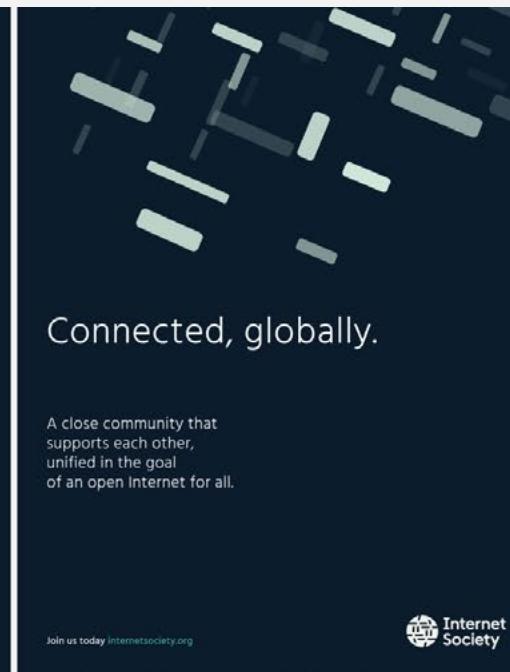
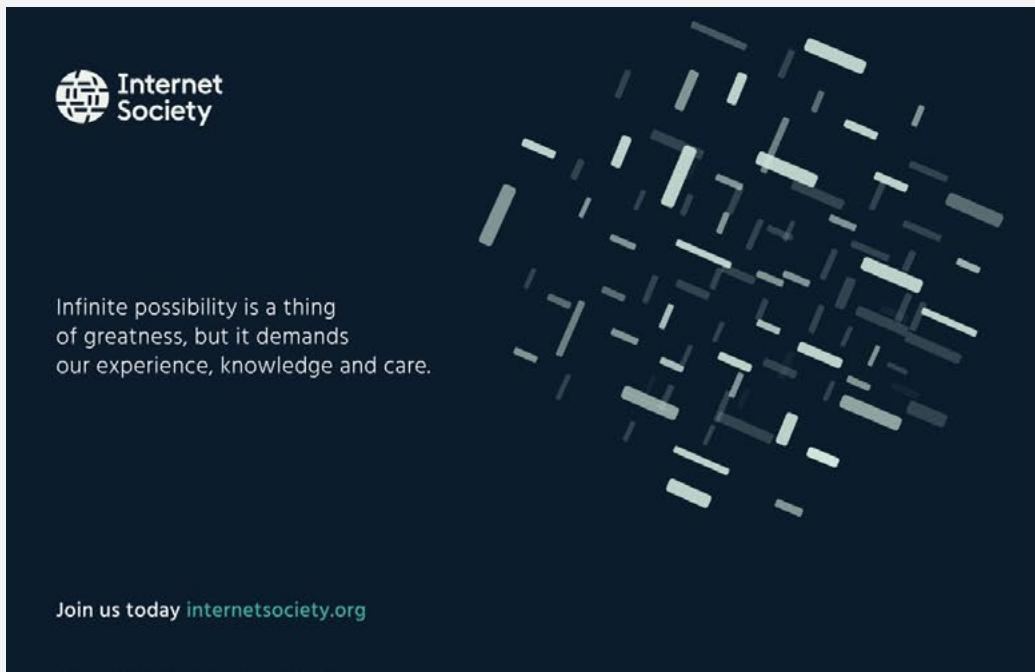
We use size and layout to make varied, engaging communications.



## Core backgrounds 3 of 3

Core backgrounds are used to promote Internet Society in communications and support key messaging. We have three colour variations; ground blue/green and neutral green.

We use size and layout to make varied, engaging communications.

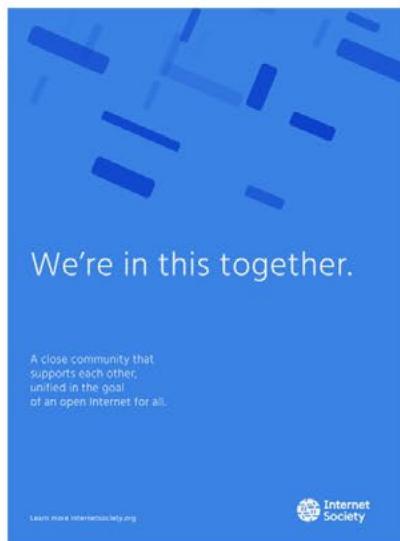
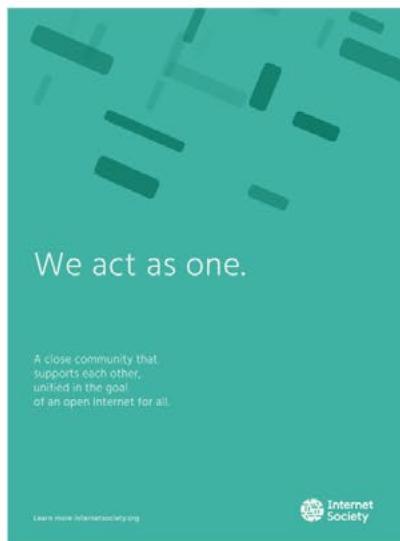


## Vibrant backgrounds

Vibrant backgrounds are used sparingly to give communications personality, vibrancy and impact.

We use size and layout to make varied, engaging communications.

Ground colours



Accent colours

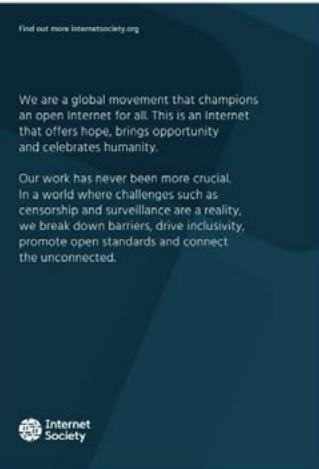


## Calm backgrounds

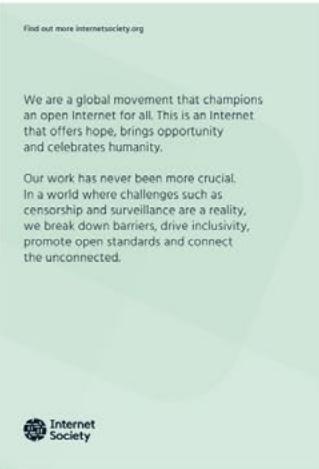
Calm backgrounds add detail and depth as a recessive base for content heavy communications.

The neutral white background is ideal for low-fidelity use.

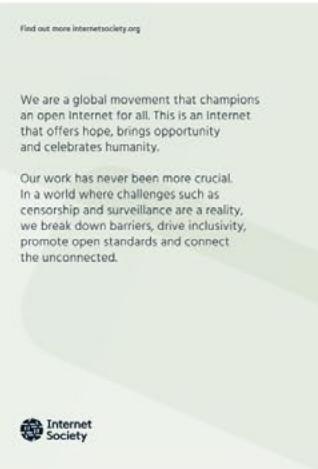
Depth colours



Neutral colours



Low-fidelity

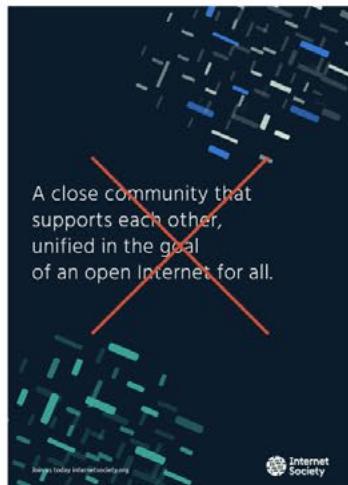


## What to avoid

When using the backgrounds, there are a number of considerations. Below, we have outlined a few key uses that should be avoided.

Please contact [identity@isoc.org](mailto:identity@isoc.org) if you are unsure about any of the usage principles.

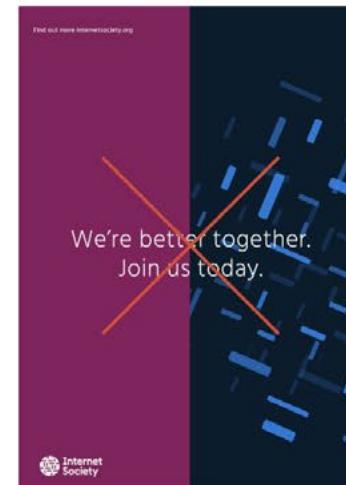
Do not recolour or mix backgrounds.



Do not recolour backgrounds.



Do not combine backgrounds.



Do not overlay on photography.



## Graphics

The DNA of our identity is used to inspire and inform illustration, iconography, data visualization, and form.



## Iconography 1 of 3

We use iconography to support and help deliver key messaging. Using our node DNA adds consistency and gives us stand out.

Our community is growing...

108,179

Join us and help champion an open Internet  
for everyone, everywhere. [Visit internetsociety.org](http://internetsociety.org)



## Iconography 2 of 3

We use iconography to support and help deliver key messaging. Using our node DNA adds consistency and gives us stand out.



2,632 participants from 112 countries attended InterCommunity 2015, organized by the Internet Society.

Join us and help champion an open Internet for everyone, everywhere. Visit [internetsociety.org](http://internetsociety.org)



## Iconography 3 of 3

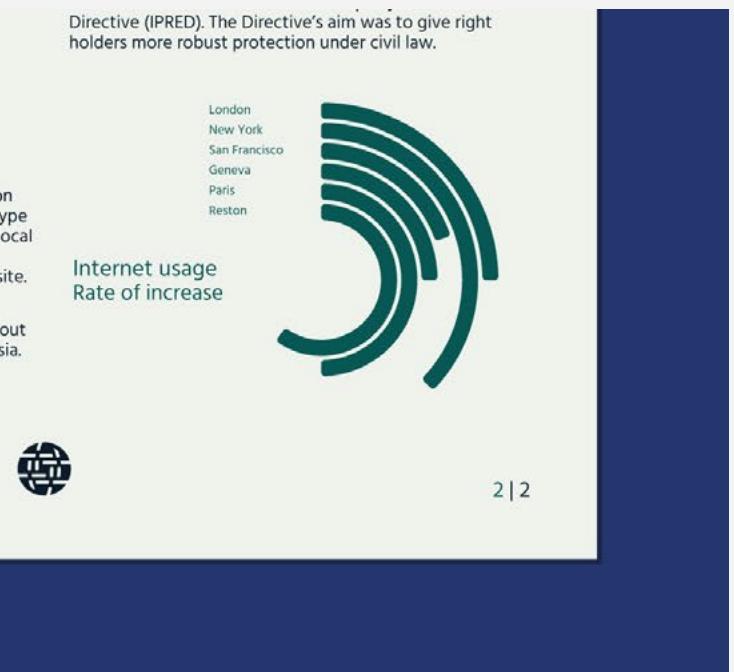
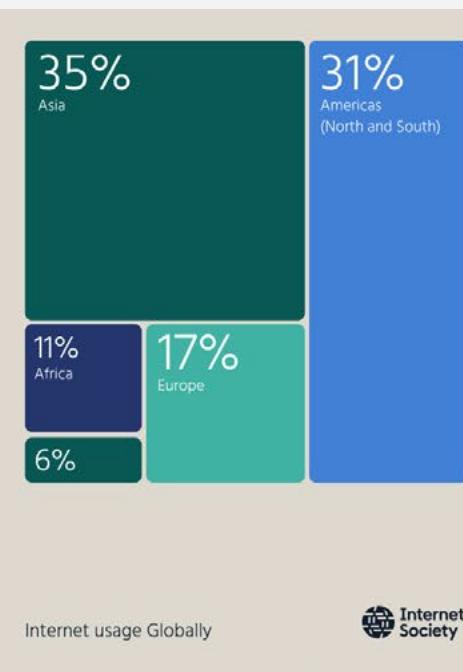
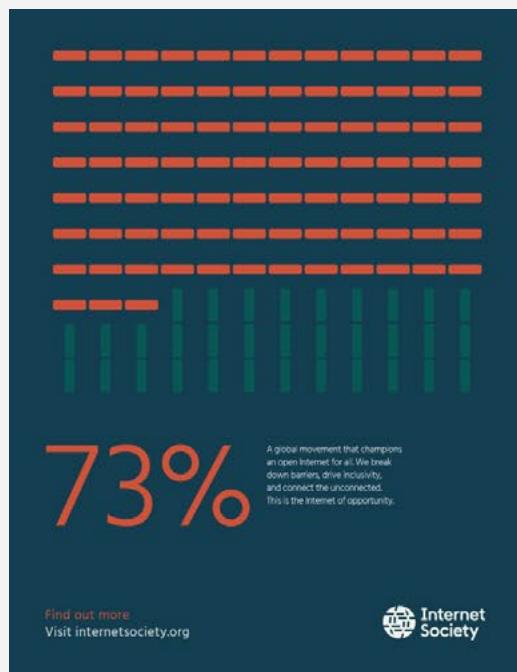
We use iconography to support and help deliver key messaging. Using our node DNA adds consistency and gives us stand out.

The image displays four rectangular cards, each featuring a unique iconography element and a corresponding message. The cards are arranged side-by-side against a white background.

- Card 1 (Dark Blue Background):** Features a white location pin icon with a blue outline. The text reads: "You are in a position to help ensure the Internet is an open tool accessible by everyone everywhere." At the bottom, it says "Find out more Visit [internetsociety.org](#)" and includes the Internet Society logo.
- Card 2 (Light Tan Background):** Features a large, stylized "91%" in dark teal and light teal. Below it, the text reads: "Increase of isoc.org visitors using mobile devices". At the bottom, it says "Find out more Visit [internetsociety.org](#)" and includes the Internet Society logo.
- Card 3 (Maroon Background):** Features a black and white icon of two people facing each other. The text reads: "You can play a vital role in ensuring that the Internet is an accessible place for everyone, everywhere. Join us and help to protect the magic of the Internet". At the bottom, it says "Find out more Visit [internetsociety.org](#)" and includes the Internet Society logo.
- Card 4 (Dark Navy Blue Background):** Features a large, stylized letter "G" with a teal circular arrow icon integrated into its top curve. The text reads: "The Internet has infinite possibility is a thing of greatness, but it demands our experience, knowledge and care." At the bottom, it says "Find out more Visit [internetsociety.org](#)" and includes the Internet Society logo.

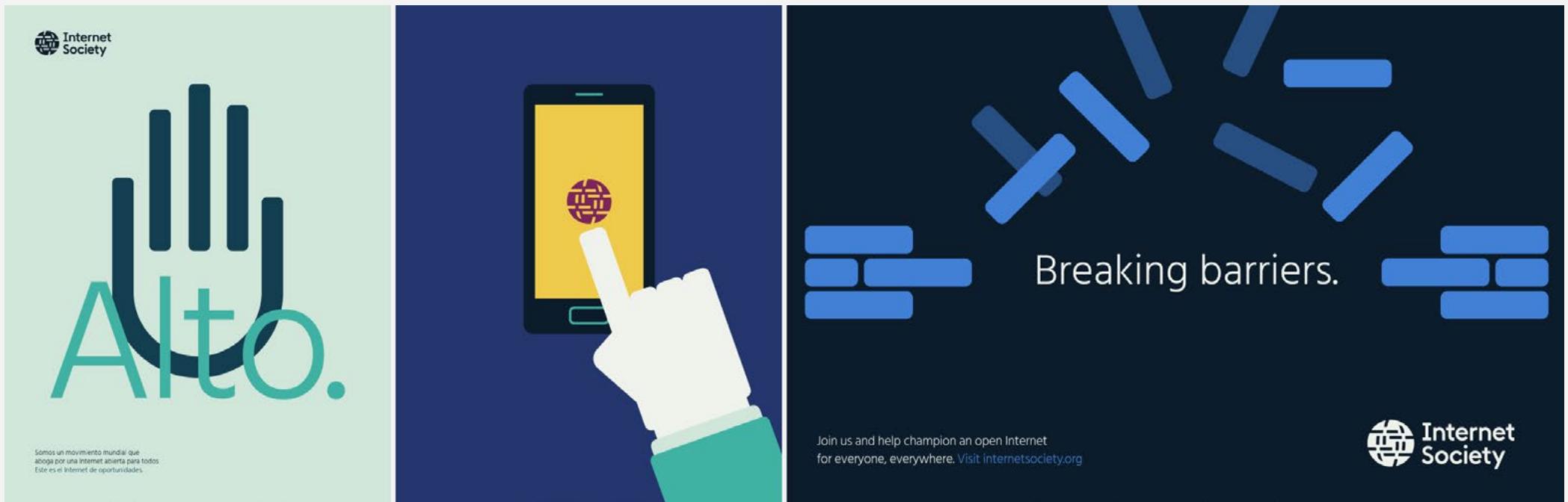
## Infographics

We use charts and data to display complex information with clarity and simplicity. Our node DNA and colour is used to add personality and richness.



## Storytelling 1 of 2

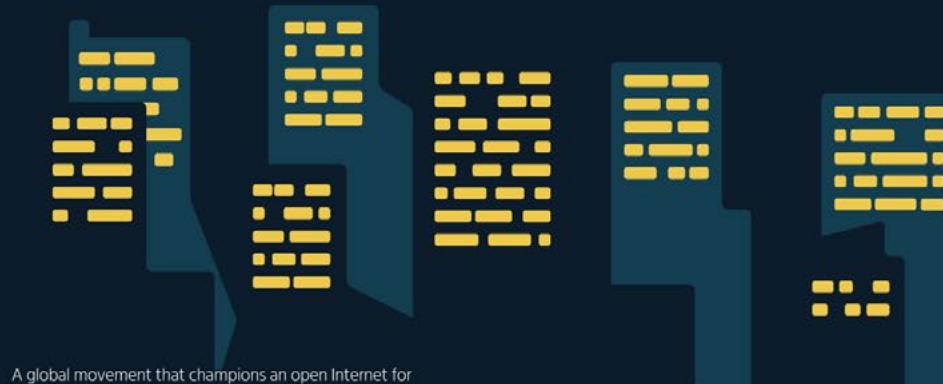
Our nodes can help us tell stories; from illustrating key messages to creating rich colourful images.



## Storytelling 2 of 2

Our nodes can help us tell stories; from illustrating key messages to creating rich colourful images.

An Internet for everyone.



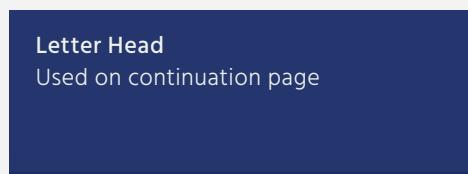
A global movement that champions an open Internet for all. We break down barriers, drive inclusivity, and connect the unconnected. **This is the Internet of opportunity.**



## Symbol 1 of 2

Our symbol is a shorthand for the Internet Society.  
It is used to support the logo and should only be  
used once the logo has already been introduced.

To add personality, the symbol  
can be used in any of our colours.



**Internet Society**

Sulaiman Alansari  
30 Princes Gate, London  
SW7 1PT, United Kingdom

Date Reference 2016.03.22 ISOC brand identity

Dear Sulaiman,

In this year's election cycle, two Trustees will be elected by ISOC Organizational Members and one by ISOC Chapters. One Trustee will also be selected by the Internet Engineering Task Force (IETF). The Trustee positions are 3-year terms that start mid-year 2016 and expire mid-year 2019.

**Favicon**

**Internet Society**

## Symbol 2 of 2

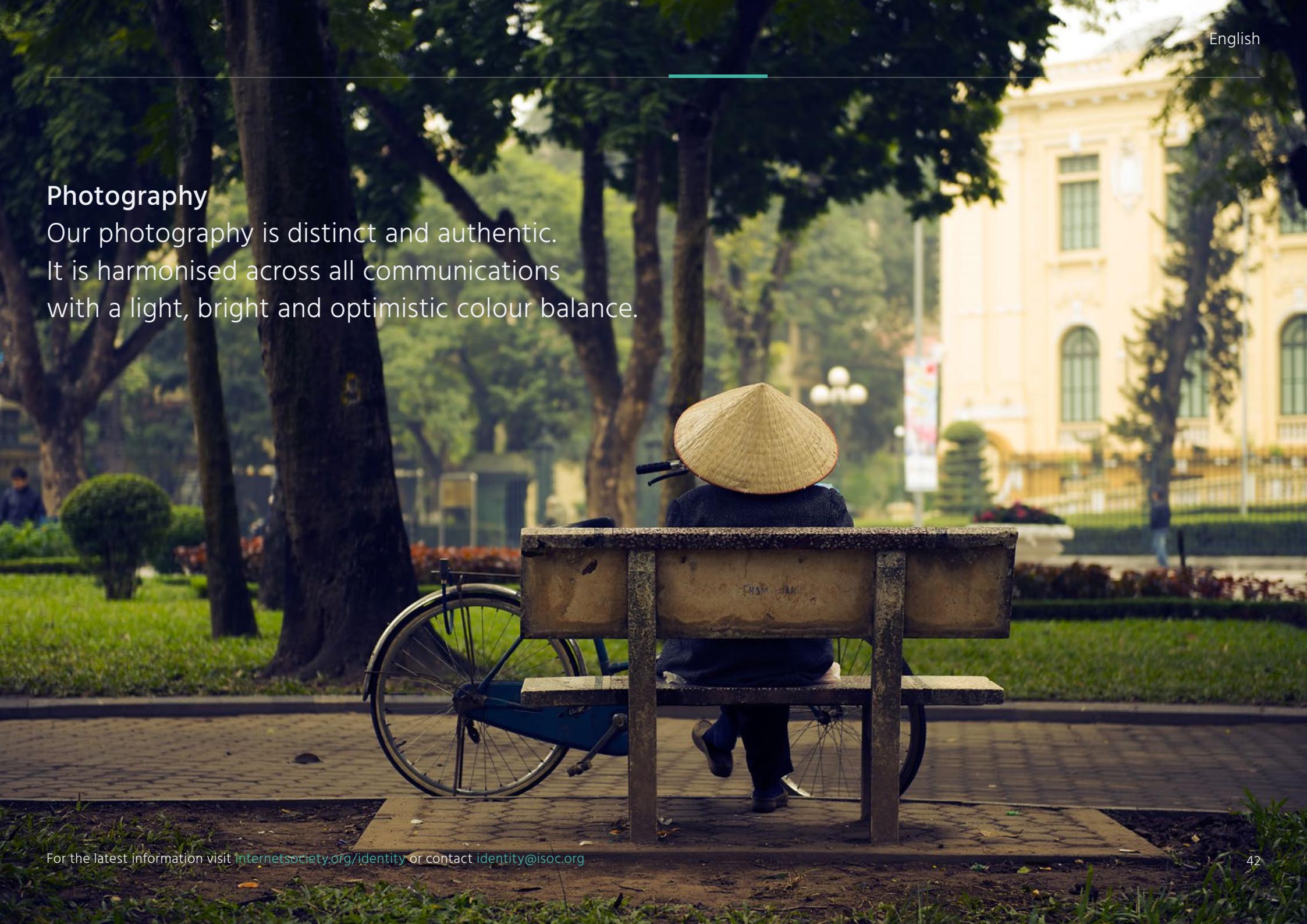
Our symbol is a shorthand for the Internet Society.  
It is used to support the logo and should only be  
used once the logo has already been introduced.

To add personality, the symbol  
can be used in any of our colours.



## Photography

Our photography is distinct and authentic. It is harmonised across all communications with a light, bright and optimistic colour balance.



## Introducing photography

All photography is treated with a distinct colour balance to help harmonize and make imagery feel authentic to the Internet Society.

The colour balance treatment aims to help all imagery feel light, bright, open and optimistic.

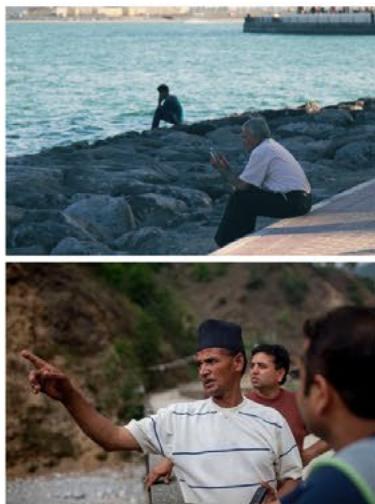


## Colour balance

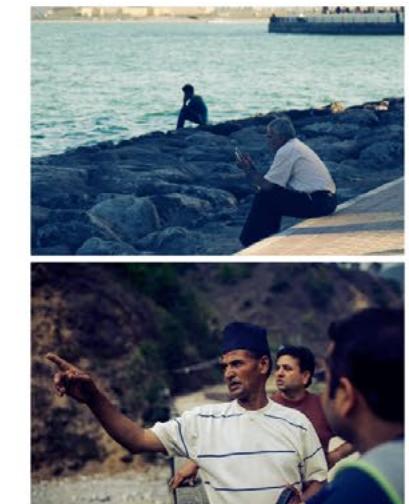
Brightening images with a yellow hue in the highlights and blue depth within the shadows.

Image treatment coming soon.

**Before**  
Untreated image



**After**  
Post-treatment image



## Image treatment 1 of 2

Our impact image treatment is applied to photography for use with text overlay. It is used sparingly across core communications.

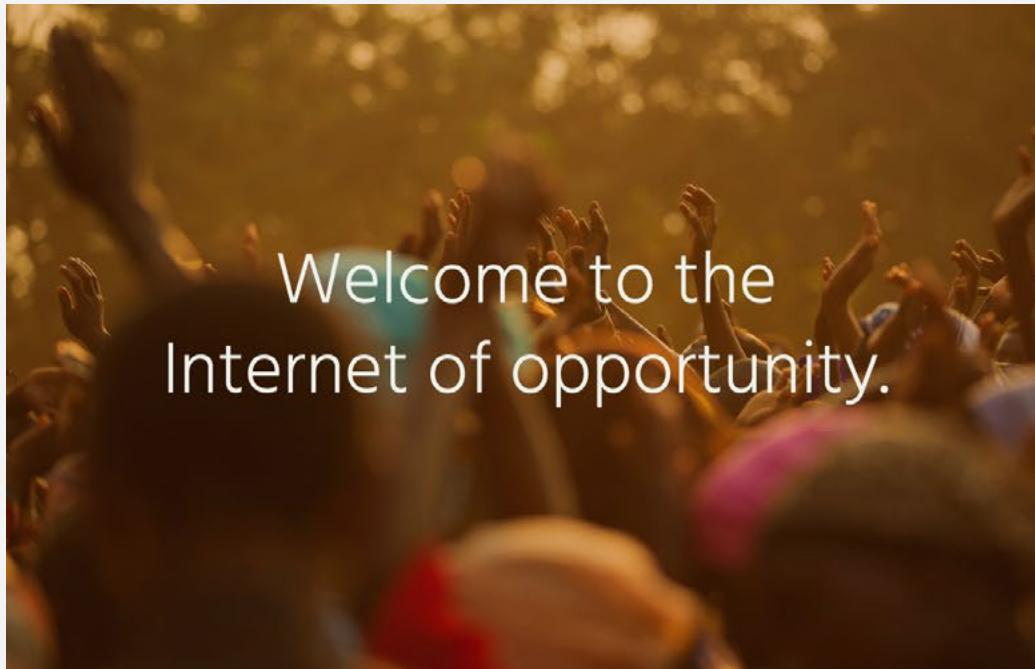
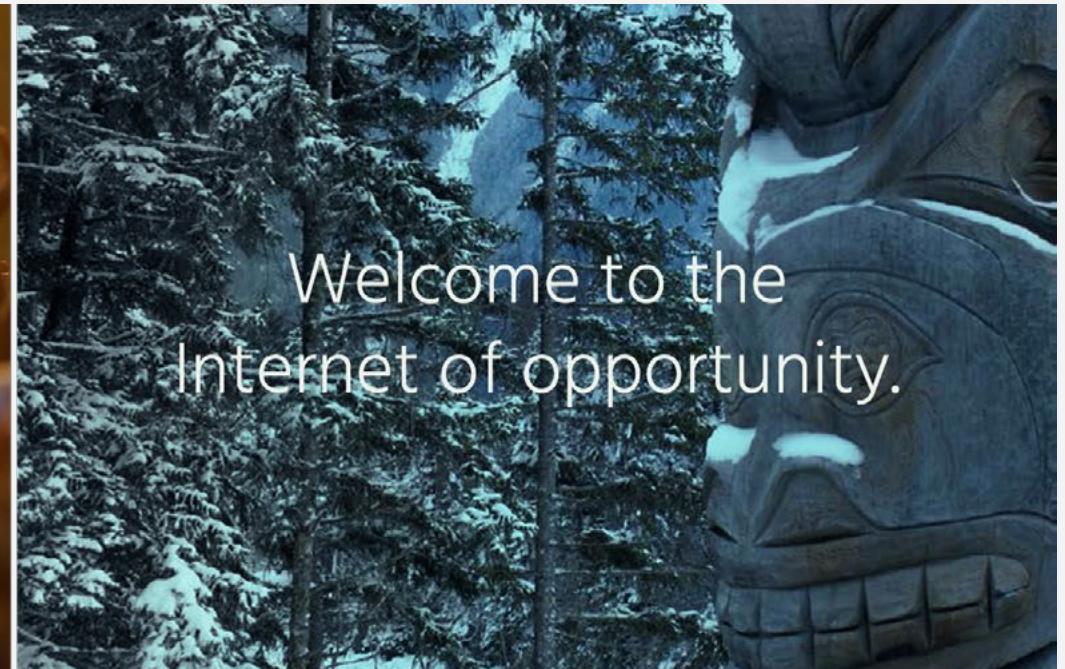


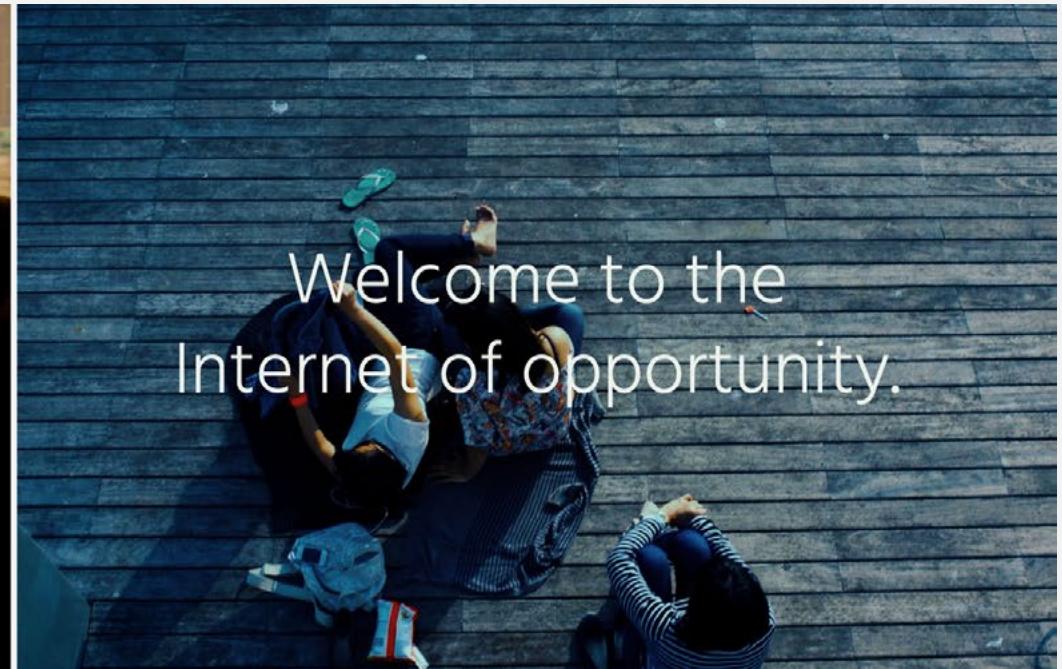
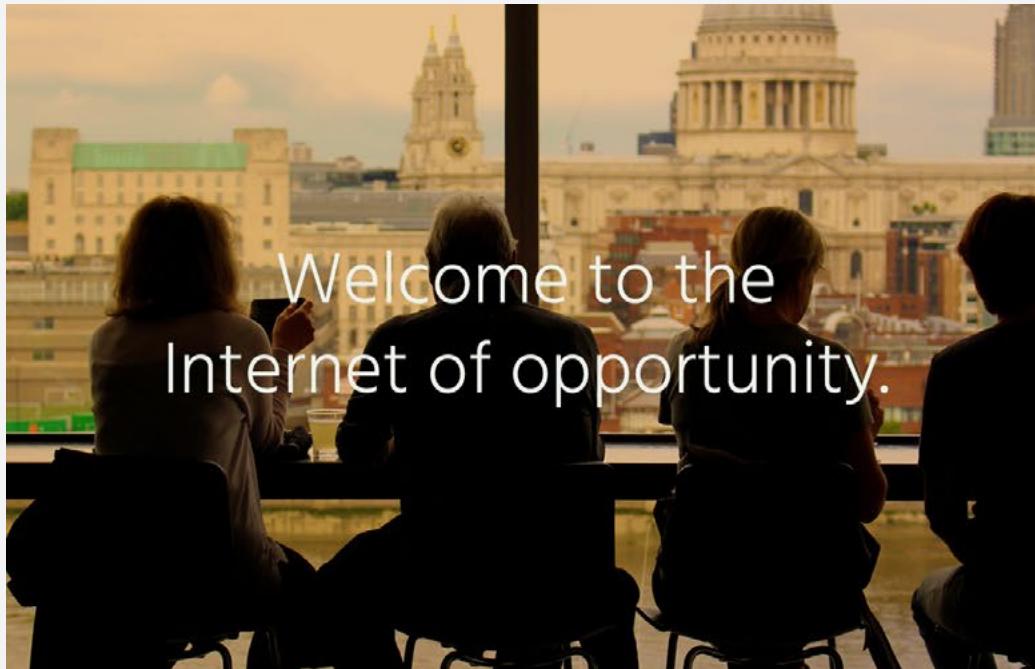
Image treatment coming soon.



## Image treatment 2 of 2

Our impact image treatment is applied to photography for use with text overlay.  
It is used sparingly across core communications.

Image treatment coming soon.



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## How we speak

Tone of voice brings to life our identity in how we speak and write.

We're always candid and engaging.

We're always concise and resolute.

We're always definitive and passionate.

## Principles

Our tone of voice principles inform all of our written and spoken communications.

### We're always concise and resolute.

We get to the point quickly and with simple language. We are purposeful, speaking with clarity and certainty, conveying authority and expertise.

### We're always candid and engaging.

We want to inspire dialogue. We speak the truth, with integrity and directness. Our words are natural and informal, representing our collective voice.

### We're always definitive and passionate.

We speak with a quiet confidence, avoiding unnecessary jargon and grey area. We state what we believe in with feeling, demonstrating our commitment to what we do.

## Word cloud 1 of 3

Each of our core principles is supported by a set of key words.  
We use them to help understand and action our principles.

Dedicated	Intelligent	Direct	Certain	Purposeful
Determined	<h2>Concise and resolute</h2>			Succinct
Industrious	Dynamic	Agile	Courageous	Positive

## Word cloud 2 of 3

Each of our core principles is supported by a set of key words.  
We use them to help understand and action our principles.

Conversational	Clever	Confident	Succinct	Thought provoking
Communicative	<b>Candid and engaging</b>			Open
Straightforward	Sincere	Definitive	Thoughtful	Clear

## Word cloud 3 of 3

Each of our core principles is supported by a set of key words.  
We use them to help understand and action our principles.

True	Balanced	Definite	Clear cut	Upbeat
Genuine	<h2>Definitive and passionate</h2>			Positive
Vibrant	Spirited	Factual	Authentic	Warm

In use 1 of 2

## Best practice examples showcase our tone of voice principles in action.

### Before

#### Extract from a thought leadership article.

With a healthy appetite for more of what the Internet has to offer, there is still a need to build more Internet connections to provide better availability and access. While there is a clear opportunity to build an Internet that's tailored to Africa's needs, there's a need to bring people together to create the platform for growth. As I talk to people at AIS in Tunis, I can feel the excitement in the air, I can hear the confidence in their voices. Africa is well and truly on the rise and the Internet Society stands with the continent to continue the great momentum, overcome challenges and enable the economic and social possibilities that only a truly open, trusted Internet can deliver.

### After

#### Extract from a thought leadership article.

We still need to build more Internet connections to provide better access in Africa. As we do this, there is an opportunity to build an Internet that's tailored to Africa. But first we but we need to bring people together. Talking to those here at AIS in Tunis, I can feel the excitement in the air, I can hear the confidence in their voices. I see an Africa that is on the rise. Let's keep working to bring an open, trusted Internet to every one across the continent.

In use 2 of 2

## Best practice examples showcase our tone of voice principles in action.

### Before

#### Extract from Internet Society at WSIS+10 article.

Today marks the official start of the 10-year Review of the World Summit on the Information Society (aka “WSIS+10”) here in New York at the United Nations Headquarters. All year long our policy activities have been building toward this event, and as our President and CEO Kathy Brown wrote yesterday, we are encouraged by the “outcome document” and are looking forward to the discussions this week – and to translating the statements into actions in the months and years ahead.

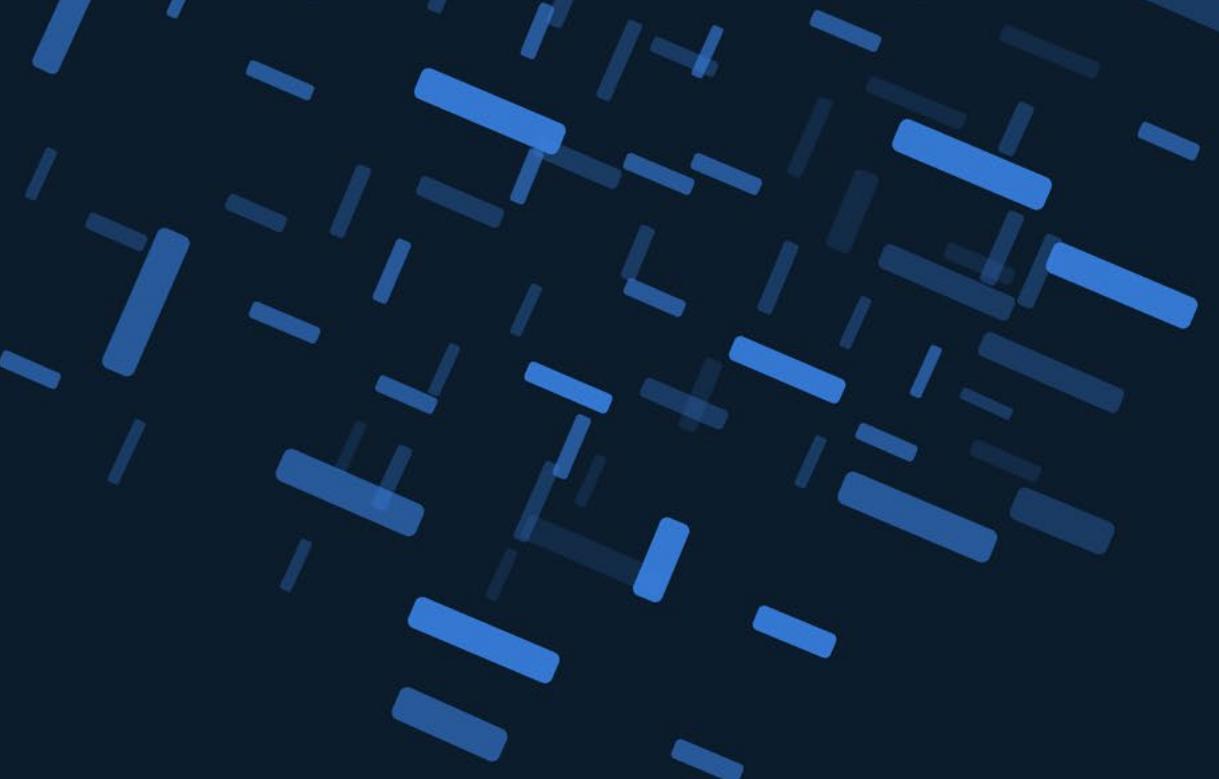
### After

#### Extract from Internet Society at WSIS+10 article.

Today we are at the United Nations in New York for the 10-year Review of the World Summit on the Information Society (WSIS+10).

Our policy work all year has led to today’s event. The draft of the WSIS+10 final statement is encouraging. Turning the statement into actions will be our work in the months and years ahead.

# Thank you.



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