



# Visual Identity Guide

# ISA Style Guide



## Implementing the ISA identity in communications

The visual identity describes the tone and manner of the ISA image we want to communicate, both in the things we say as in the interactions we have with our members, partners and other audiences.

ISA visual identity is a set of standards that uses institutional graphic elements designed or selected for the ISA to identify itself. The use of each institutional graphic elements is governed by precise rules described in this manual. The purpose of these rules is to optimize the awareness for the ISA through all applications, on any kind of media, regardless of the technical requirements. At the most basic level this system seeks to identify appropriately, to lend authority, and to help create the right visual climate in which the ISA can operate.

This Style Guide is meant to be useful to all ISA staff and members who may have to use distinctive elements of the ISA in their communication as well as to graphic designers responsible for producing all kinds of material for the Association (poster, publication, event, etc) so that they can have all the necessary specifications to carry out a personalized work without conflicting with the established image of the ISA or applying it inadequately. ■

# Contents

The logo.....	1.1
The logo - English, French and Spanish versions.....	1.2
The logo - Alternative use in vertical spaces.....	1.3
The logo - Minimum area - Buffer space and minimum size.....	1.4
The logo - Label version.....	1.5
Colors - Using color - Positive and negative versions.....	2.1
Colors - Using color - Palette for the different sections of the ISA.....	2.2
Colors - Using color - The ISA logo and the colored sections.....	2.3
Colors - Using color - The ISA logo and the colored sections.....	2.3.1
Colors - Using color - Additional signature options.....	2.4
Colors - Using color - Application to the website.....	2.5
Logo misuses.....	3.1
Typography - Avant Garde - Primary typeface.....	4.1
Typography - Garamond - Secondary typeface.....	4.2
Stationary - ISA letterheads.....	5.1
Stationary - ISA envelopes.....	5.2
Stationary - ISA business cards.....	5.3

# The logo



## **What is the ISA logo?**

The distinctive design of the symbol and the logotype is ISA's signature and is used on its communications around the world. It is the most immediate representation of our association and our people.

The new ISA logo is intended to bring an updated image of the association to its people. It is a valuable asset for the Association which should be used consistently in the approved forms. ■

# The logo

## English, French, and Spanish versions

English, French and Spanish are the three official languages of the Association. The new logo therefore has three versions. ■



International  
Sociological  
Association



Association  
Internationale  
de Sociologie



Asociación  
Internacional  
de Sociología

# The logo

## Alternative use in vertical spaces

There is a vertical version of the logo for exceptional use in vertical spaces. ■



# The logo

## Minimum area - Buffer space and minimum size

The logo is always surrounded by a minimum amount of buffer space in which **no other graphic element may intrude and where its legibility must be at maximum, regardless of the background used.**

The amount of buffer space required is proportional to the height of the logo. ■



Minimum size for the logo: whenever further size reduction is necessary, it can either be displayed without the complete name or in its “label” version as later described. ■



The ISA label is an abbreviated version of the logo to be used as a hallmark on back pages as well as inside pages of publications, reports, etc. For front covers, the standard version of the logo should be used. ■

# The logo

## Label version



ISA



Eigentl. er viden omkring, que  
men har det ud fra selvst. nore  
repreats afretn. rehens eo secur.  
tem illi expeditum estimur. que  
volum ut od:nem, num ecclis:  
ten illi expeditum estimur. que  
volum ut od:nem, num ecclis:  
tem illi expeditum estimur. que

Whenever possible the logo should be used in its main version, with its distinctive blue color. If it is not possible for technical reasons, the version in black and white or gray will be used. ■

# Colors

## Using color - Positive and negative versions

Main version

 Pantone Process Cyan  
CMYK: C100-M0-Y0-K0  
RGB: R0-G159-B238



Black and white version

 Pantone Black  
CMYK: C0-M0-Y0-K100  
RGB: R0-G0-B0



Gray version

 Pantone Cool Gray 9  
CMYK: C0-M0-Y0-K50  
RGB: R127-G127-B131



A customized color coding will be used to identify each section of the ISA (Research Networks, Publications, Conferences, etc) in all their respective communication outlets. ■

# Colors

## Using color - Palette for the different sections of the ISA

### ISA Blue Color



Pantone Process Cyan  
CMYK: C100-M0-Y0-K0  
RGB: R0-G159-B238

### Secondary Color



Pantone Cool Gray 9  
CMYK: C0-M0-Y0-K50  
RGB: R127-G127-B131

### Membership



Pantone Reflex Blue  
CMYK: C100-M73-Y0-K2  
RGB: R0-G66-B149

### Junior Sociologists



Pantone 569  
CMYK: C98-M0-Y57-K17  
RGB: R0-G131-B106

### Research Networks



Pantone 513  
CMYK: C44-M83-Y0-K0  
RGB: R132-G56-B142

### Conferences



Pantone Orange 021  
CMYK: C0-M53-Y100-K0  
RGB: R239-G121-B12

### Publications



Pantone 376  
CMYK: C50-M0-Y100-K0  
RGB: R128-G189-B38

### Opportunities



Pantone 187  
CMYK: C0-M100-Y79-K20  
RGB: R177-G0-B36

The ISA logo can be used in association with the different colors of each section as shown in the examples below. ■

# Colors

## Using color - The ISA logo and the colored sections



Publications



Conferences



Publications



Conferences



Publications



Conferences



Publications



Conferences

When used directly against a background of any of the sections' distinctive color, the ISA logo should be displayed in its negative version, i.e. reversed to white – never in the ISA's distinctive blue or black or gray. ■

# Colors

## Using color - The ISA logo and the colored sections

 Correct use



 Incorrect use



For the different sections of the ISA the logo will be displayed with additional signature options in the corresponding color and following the proportions and font as shown below. ■

# Colors

## Using color - Additional signature options



- **PUBLICATIONS**  
Current Sociology



- **RESEARCH NETWORKS**  
Armed Forces and  
Conflict Resolution  
**RC01**



One clear example of the organization and application of the color coding to the various sections of the ISA is to be found in its website, which constitutes the most powerful showcase for the Association's communication and image. ■

# Colors

## Using color - Application to the website

The ISA website uses a color-coded navigation system to categorize its content:

- White/Gray Area:** Home page, Publications (Global Dialogue), Research Committees, Past Presidents, and Research Committees.
- Purple Area:** Membership, Research Networks, Publications (Digital Platforms), and Research Committees.
- Green Area:** Publications (ISAGRAM newsletter, EA Journals, Books by ISA members), Publications (eSymposium), and Publications (Global Dialogue).
- Yellow Area:** Publications (Sociopedia, Digital Platforms, Books Collection), Publications (Videos), and Publications (Global Dialogue).
- Blue Area:** Publications (ISA Books Collection), Publications (Books by ISA members), and Publications (Global Dialogue).
- Red Area:** Publications (Global Dialogue).

Each section includes contact information, social media links, and a "MORE INFORMATION" button.

Misuses of the ISA logo with wrong techniques results in unsuccessful visual communication. Below are a few examples of what not to do. ■

## Logo misuses



Do not use the logo in any other color than ISA's distinctive blue, black, grey or white.



Do not use the logo in an angle, bent or in perspective. It can be rotated at a 90 degree angle.



Do not use any color percentage for the logo, except gray (50% black).



Never stretch or distort the logo.



Do not use in the logo any other typeface than the set one.



Do not use any three-dimensional, drop shadow, or glow effect around the logo.

Typography is a key element to convey a unified personality for the ISA. **Avant Garde** is chosen as part of the logo. It will also be used for headings and body text. This font family is available in different weights. ■

# Typography

## Avant Garde - Primary typeface

Avant Garde Extra Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

Avant Garde Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

Avant Garde Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

Avant Garde Demi

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

Avant Garde Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890**

Avant Garde Book Oblique

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

Avant Garde Book Oblique

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

Avant Garde Medium Oblique

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

Avant Garde Demi Oblique

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

Avant Garde Bold Oblique

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890**

**Garamond** is the serif typeface chosen as a secondary font. It will be mainly used in longer texts such as reports and publications in combination with the Avant Garde primary typeface for titles. ■

# Typography

## Garamond - Secondary typeface

Garamond

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

Garamond Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

Garamond Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
*abcdefghijklmnopqrstuvwxyz*  
1234567890

Garamond Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
*abcdefghijklmnopqrstuvwxyz*  
1234567890

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## Adi dolorio consequia que velit volupta cons Ecepelitiorro.

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# Stationary

## ISA letterheads

First page

Following pages



International  
Sociological  
Association



# Stationary

## ISA envelopes



International  
Sociological  
Association

Faculty of Political Sciences and Sociology  
University Complutense, 28223 Madrid, SPAIN  
Tel. +34 913 527 650 - Fax +34 913 524 945  
[isa@isa-sociology.org](mailto:isa@isa-sociology.org)

[www.isa-sociology.org](http://www.isa-sociology.org)

# Stationary

## ISA business cards

Double-sided card



Single-sided card





VISUAL IDENTITY GUIDE - 2016

