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.
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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.
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 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.
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

#### 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**

<table>
<thead>
<tr>
<th>Section</th>
<th>Pantone Color</th>
<th>CMYK</th>
<th>RGB</th>
</tr>
</thead>
<tbody>
<tr>
<td>ISA Blue Color</td>
<td>Pantone Process Cyan</td>
<td>C100-M0-Y0-K0</td>
<td>R0-G159-B238</td>
</tr>
<tr>
<td>Secondary Color</td>
<td>Pantone Cool Gray 9</td>
<td>C0-M0-Y0-K50</td>
<td>R127-G127-B131</td>
</tr>
<tr>
<td>Membership</td>
<td>Pantone Reflex Blue</td>
<td>C100-M73-Y0-K2</td>
<td>R0-G66-B149</td>
</tr>
<tr>
<td>Junior Sociologists</td>
<td>Pantone 569</td>
<td>C98-M0-Y57-K17</td>
<td>R0-G131-B106</td>
</tr>
<tr>
<td>Research Networks</td>
<td>Pantone 513</td>
<td>C44-M83-Y0-K0</td>
<td>R132-G56-B142</td>
</tr>
<tr>
<td>Conferences</td>
<td>Pantone Orange 021</td>
<td>C0-M53-Y100-K0</td>
<td>R239-G121-B12</td>
</tr>
<tr>
<td>Publications</td>
<td>Pantone 376</td>
<td>C50-M0-Y100-K0</td>
<td>R128-G189-B38</td>
</tr>
<tr>
<td>Opportunities</td>
<td>Pantone 187</td>
<td>C0-M100-Y79-K20</td>
<td>R177-G0-B36</td>
</tr>
</tbody>
</table>
The ISA logo can be used in association with the different colors of each section as shown in the examples below.
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.
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.
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.
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**

- **Incorrect use**
  - Do not use the logo in any other color than ISA’s distinctive blue, black, grey or white.
  - Do not use any color percentage for the logo, except gray (50% black).
  - Do not use in the logo any other typeface than the set one.
  - Do not use the logo in an angle, bent or in perspective. It can be rotated at a 90 degree angle.
  - Never stretch or distort the logo.
  - 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.

**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 Extra Light 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

<table>
<thead>
<tr>
<th>Garamond</th>
<th>Garamond Bold</th>
<th>Garamond Bold Italic</th>
</tr>
</thead>
<tbody>
<tr>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
</tr>
<tr>
<td>abcdefghijklmnopqrstuvwxyz</td>
<td>abcdefghijklmnopqrstuvwxyz</td>
<td>abcdefghijklmnopqrstuvwxyz</td>
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<td>1234567890</td>
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