

International Science Council

The global voice for science

Brand Guidelines

These guidelines outline how we achieve consistency when implementing the International Science Council identity.



The International Science Council identity is made up of a distinctive graphic symbol supported by a logotype.

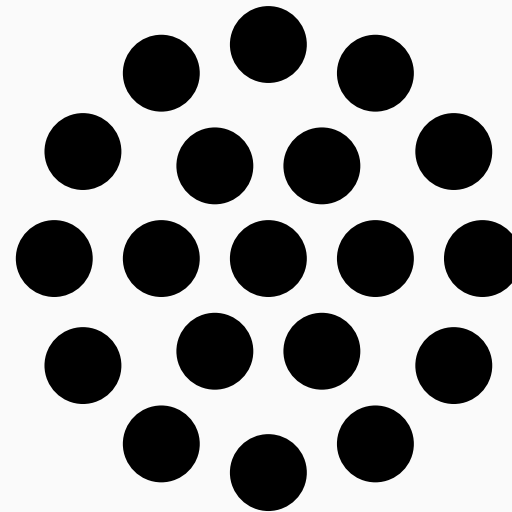
Our symbol can be interpreted in several relevant ways:

It's a circle, representing the global nature of our organization.

It illustrates people coming together to create a council.

The shape looks like a speaker since we are 'the global voice for science'.

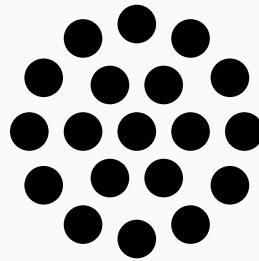
It alludes to scientific molecules/atoms.



The International Science Council identity is the combination of our symbol together with our logotype.

This horizontal lock-up is the preferred way to arrange our symbol and logotype.

Our logotype should never be used without the symbol.



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The spacing between the symbol and the logotype is defined by the proportions of our symbol.

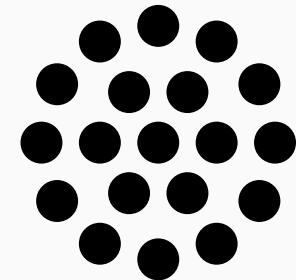
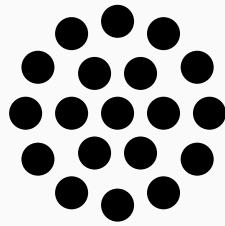
This lock-up is fixed.



The configuration of our identity is flexible to aid implementation across a wide range of materials.

There are alternative lock-ups for environments where the standard horizontal lock-up is not the best fit.

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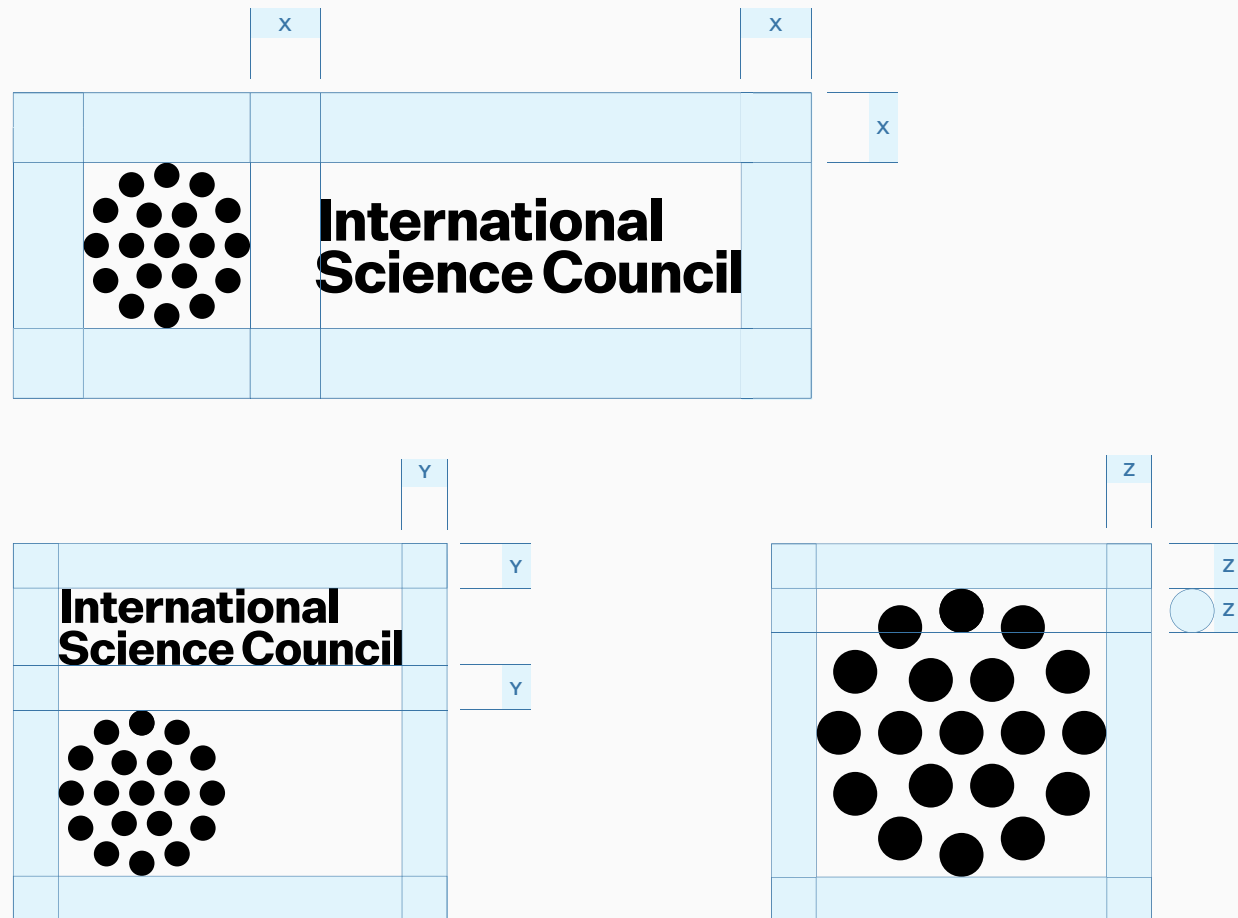


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For consistent and legible branding across all our materials we have established a minimum clear space around our identity.

For lock-ups this is equal to the space between the symbol and the logotype. When the symbol stands alone, the minimum space is equal to one circle.

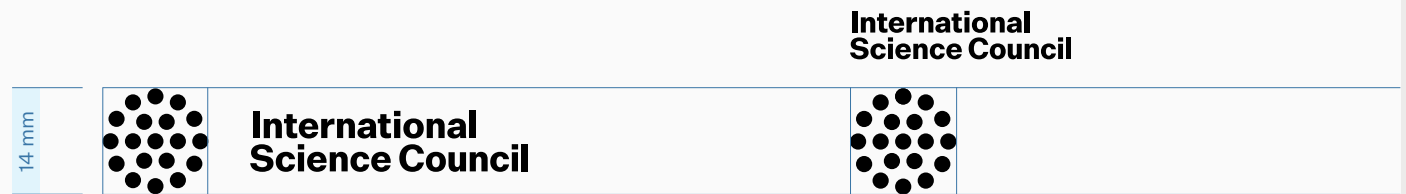
This will ensure our branding is free from clutter. Whenever possible the space should be more than this.



Our identity appears in many different sizes across many different formats.

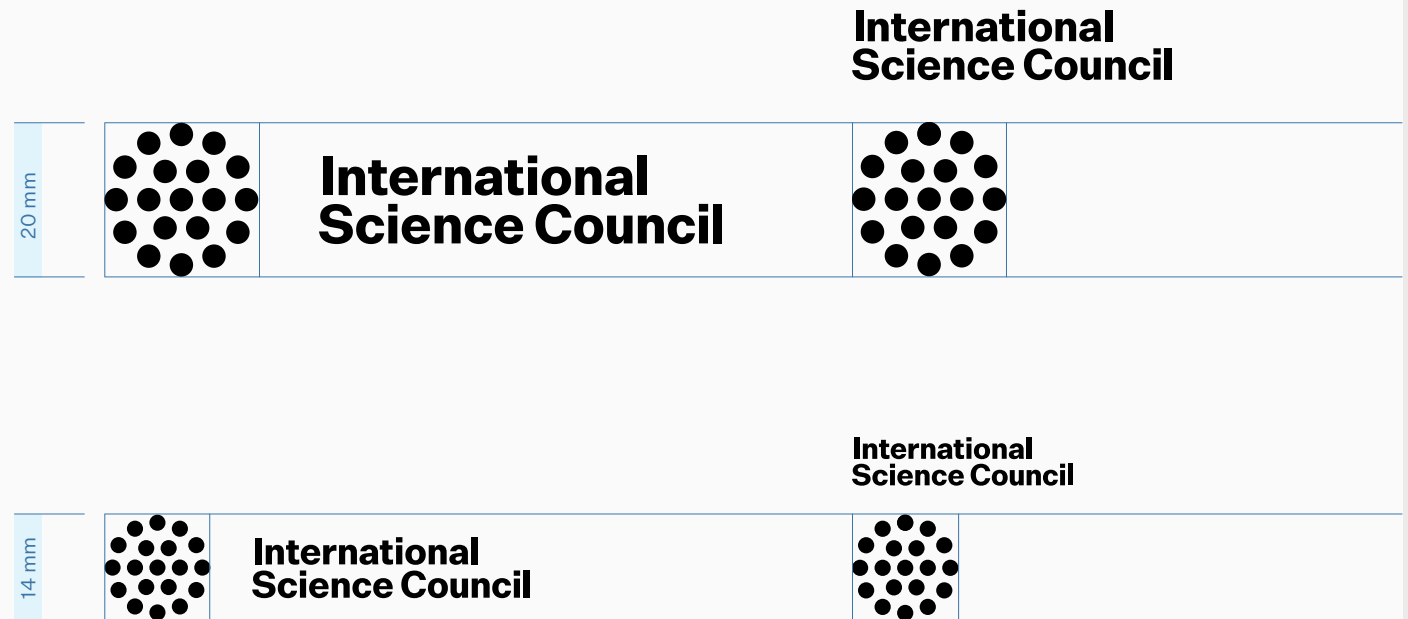
While we have a comprehensive and flexible system to cater for this, we have established a minimum size for the symbol and identity to ensure legibility of reproduction.

The minimum symbol height should not usually go beneath 14mm. But there may be instances from time to time when it has to go smaller.

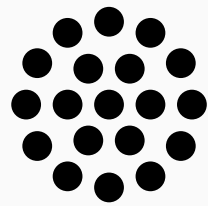


An additional set of artworks is available for when our identity is used at smaller sizes. These are for implementation where the symbol is <20mm tall.

In order to optimise legibility at this scale the letter spacing has been increased and the counters have been slightly widened.



Our strapline supports our identity.
At times the strapline will need to be
locked-up with our identity.

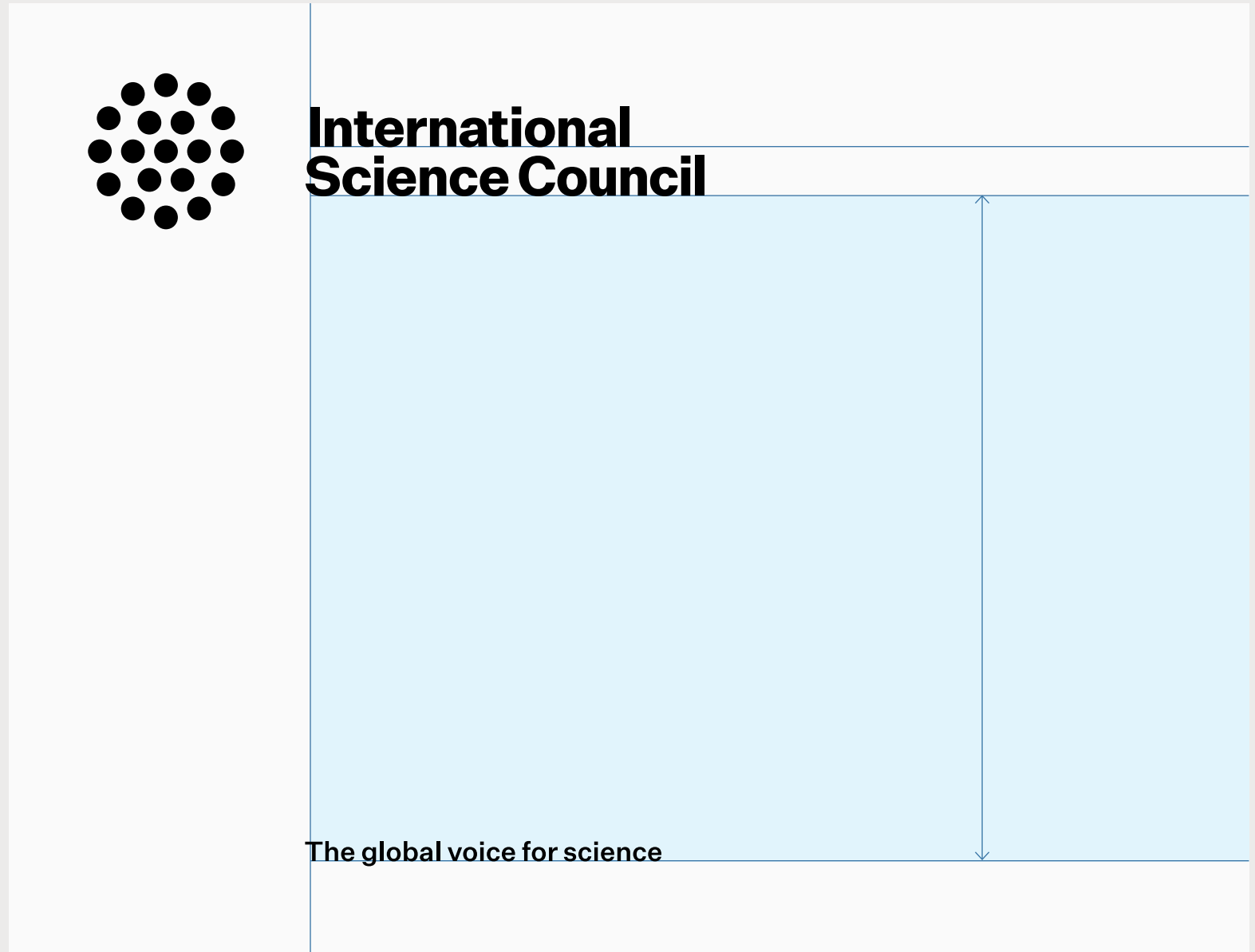


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Elsewhere our strapline can be used freely within a layout or application as part of a design.

It should generally line up horizontally or vertically.



When the strapline is aligned horizontally, the baseline follows the same baseline as our logotype.





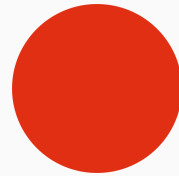
The ISC is a colourful brand. Our core palette consists of six colours plus black and white.

This flexibility is born out of the different needs of the organization. It allows for many tones and combinations — whether bright, muted or mono.

Our colours — Specifications

These are the specifications for printing on coated and uncoated paper and for designing for screen-based applications.

For print, we have Pantone and CMYK values. For digital, we have RGB references. For digital, we have RGB references.



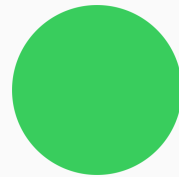
C 5, M 90, Y 100, K 0
RGB 224, 62, 18
HEX e03e12



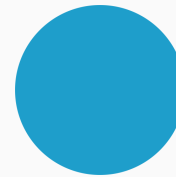
C 0, M 30, Y 100, K 0
RGB 250, 182, 12
HEX fab60c



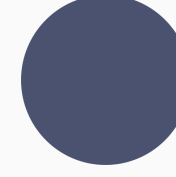
C 30, M 0, Y 90, K 0
RGB 183, 235, 67
HEX b7eb43



C 70, M 0, Y 90, K 0
RGB 55, 205, 91
HEX 37cd5b



C 75, M 20, Y 10, K 0
RGB 30, 158, 204
HEX 1e9ecc



C 75, M 65, Y 35, K 20
RGB 73, 83, 111
HEX 49536f

Our primary logo colour is grey blue, presented at the top.

Versions in our other key colours are also possible, if the primary colour cannot be used.

We also have versions in black and white for monochrome visuals. The white version can also be used against dark backgrounds.





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