



BRAND IDENTITY STYLE GUIDES

Typography

Color Scheme

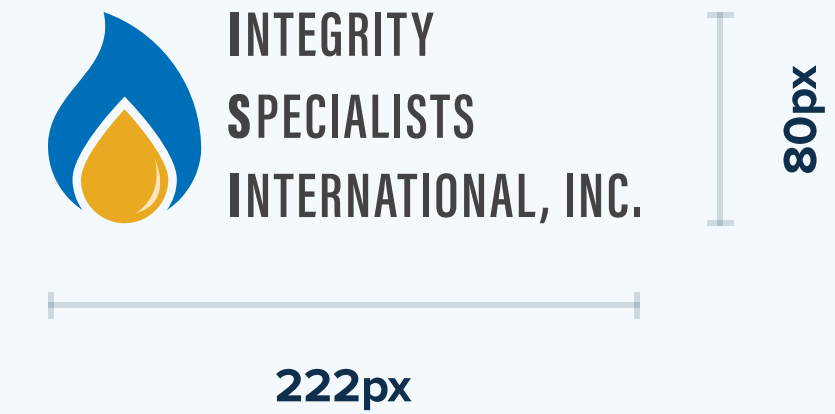
Mockups

Document For Conceptual Orientation And Brand Application Of Development Of Print And Digital Material.

**The brand manual
collects elements
constitutive of the
visual identity of ISI.**

Logo

The logo must not be recreated or altered in any way.



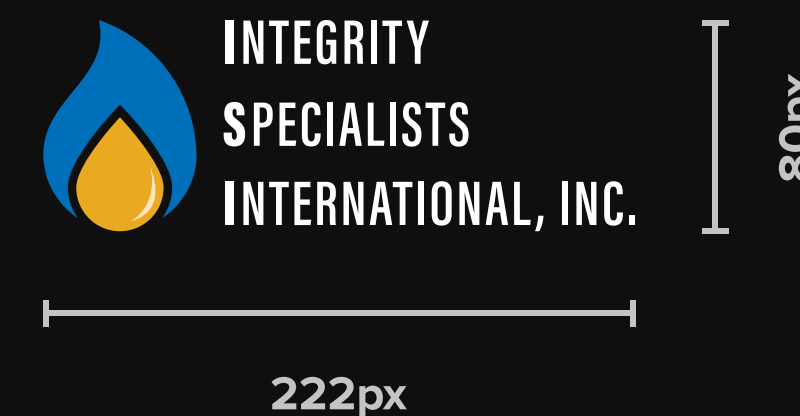
Minimum Size



Clear Space Area

Logo (with Dark Background)

The logo must not be recreated or altered in any way.



Minimum Size



Clear Space Area

Typography

Let's be clear our typeface is chosen so that nothing gets in our message. It allows us to be simple, clear, and effective.

We prefer to use different weights or styles, such as bold or light. We use two typefaces mentioned below:

 Acumin Pro (ExtraCondensed Semibold)

 Acumin Pro (ExtraCondensed Black)



Color Scheme

Elegant, sober, distinctive, our palette is as refined as we are. Providing strength and identity. Sense and Sensibility.

Use these colors as the main palette. You can also use black or white backgrounds, but do not overuse them.

We do not use other colors.

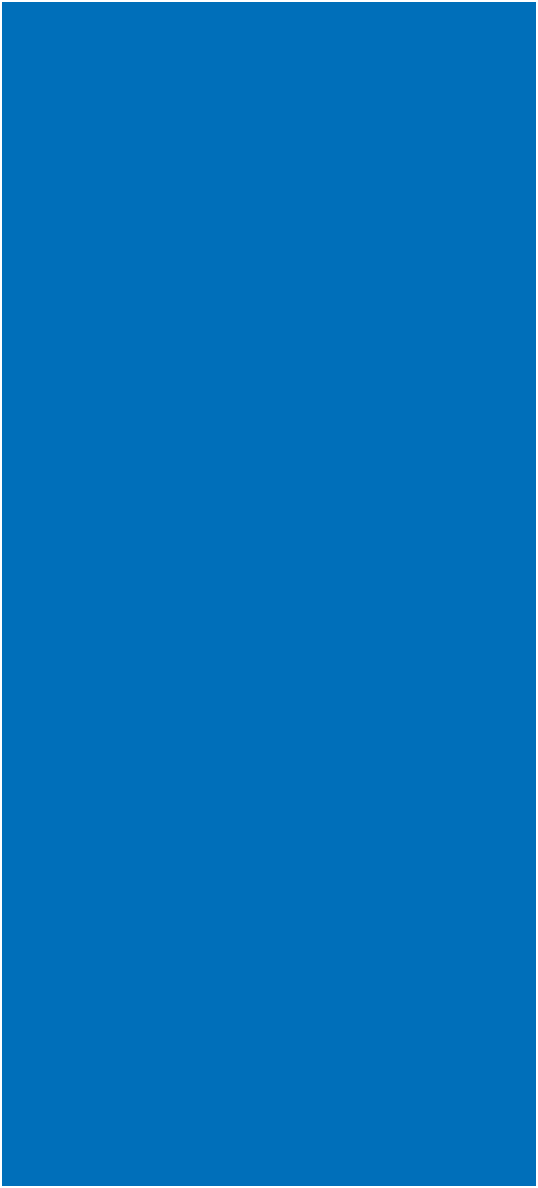


R0
G111
B186

CMYK
C88 M54 Y0 K0

Pantone
PANTONE P 106 - 8C

Hex
#006FBA

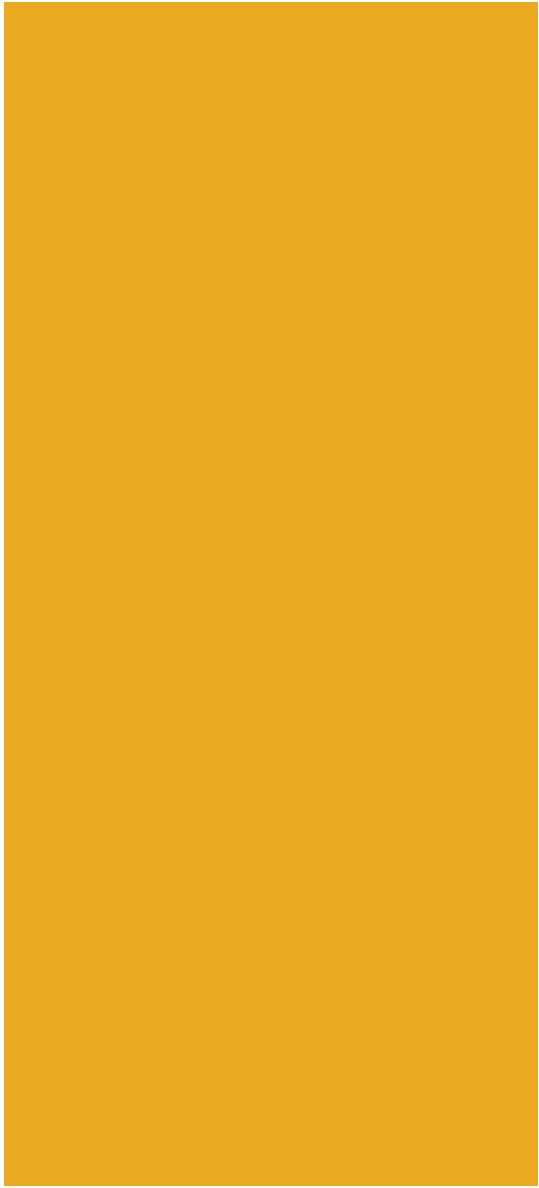


R233
G170
B33

CMYK
C8 M35 Y100 K0

Pantone
Panton 124C

Hex
#E9AA21

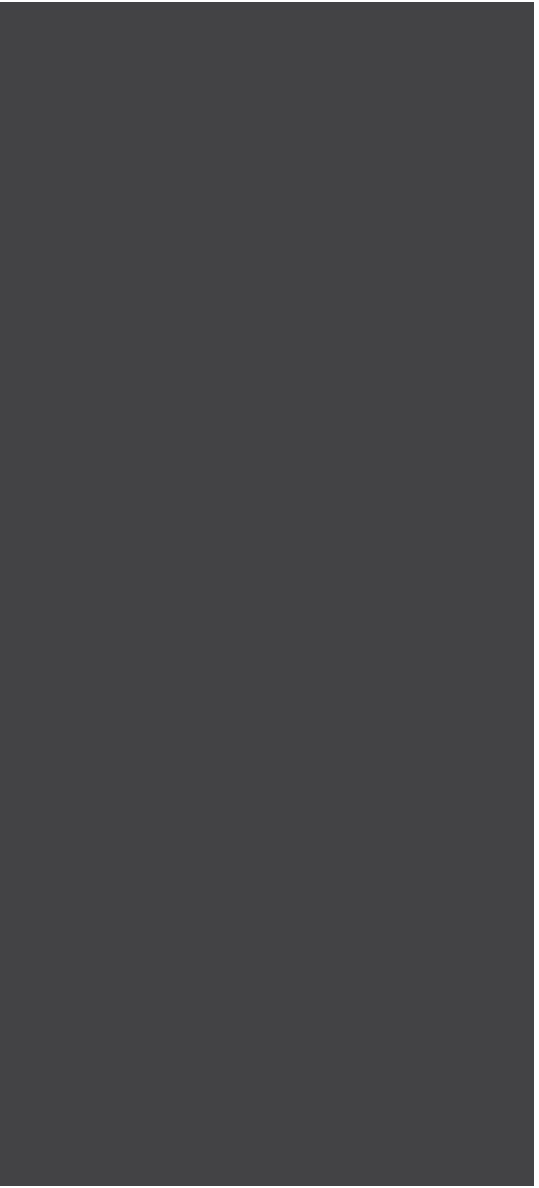


R67
G67
B69

CMYK
C68 M61 Y58 K44

Pantone
Panton P 179-14C

Hex
#434345



Color Variants



Color 1 (Light Background)



Color 2 (Light Background)



Color 1 (Dark Background)



Color 2 (Dark Background)

Design Variants



INTEGRITY
SPECIALISTS
INTERNATIONAL, INC.

Variant 1



integrity
specialists
international, inc.

Variant 2



Integrity
Specialists
International, inc.

Variant 3



ISI
INTEGRITY SPECIALISTS
INTERNATIONAL, INC.

Variant 4



isi
INTEGRITY SPECIALISTS
INTERNATIONAL, INC.

Variant 5

Don't

Don't crop the symbol and don't place it on the edge of your layout.

The symbol can float outside the grid but shouldn't touch the edge.

Don't Skew or transform badly.

Don't change the color of the logo.



Mockups



Mockups



Center Aligned



Left Aligned



Polo T-Shirt