

# ISC HIGH PERFORMANCE LOGO GUIDELINES

Version 02 / June 2019

**PLEASE NOTE: ANY USE OF THE ISC HIGH PERFORMANCE LOGO  
HAS TO BE APPROVED BY PROMETEUS GMBH!**

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The ISC High Performance logo is a key component of the brand's identity. Its proper and consistent use is therefore of highest importance. The purpose of this document is to provide general guidelines and specifications for using the ISC High Performance logo. The design guidelines apply to all areas of logo usage. Any modification of the logo is not allowed.

## 01 LOGO / COMPOSITION, SIZE AND MARGINS

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As a graphic and typographic unit, the ISC High Performance logo is to be seen as a set unit. It may ONLY be used in the versions shown below:

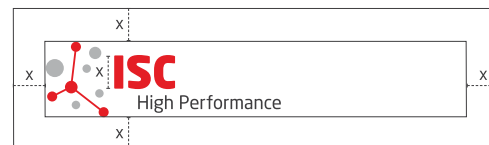
When used with a minimum height of 15 mm



When used with a minimum height of 10 mm

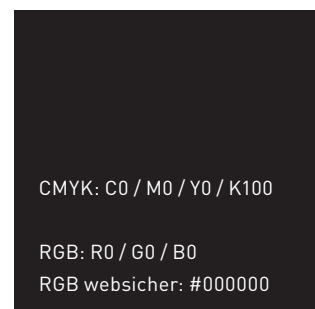
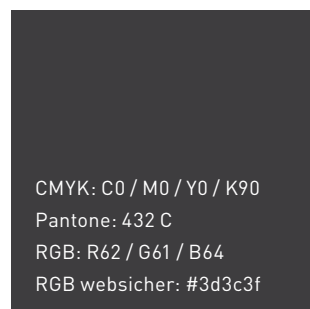
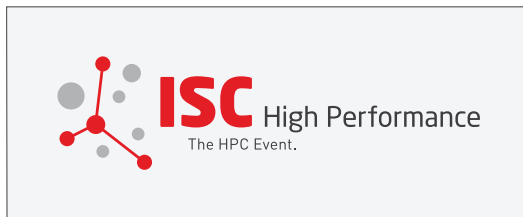


The ISC logo may not be modified by adding text or other elements. Exceptions of this rule are variations of the above logo provided by Prometheus GmbH. A defined clear space free from typography or graphics must always be left on all four sides of the logo. This space may not be less than the height of the 'ISC' text element (x):



## 01 LOGO / BRAND COLORS AND BACKGROUND

The ISC High Performance brand colors are red, light gray and dark gray. All colors in the ISC logo have precise color references, shown in the color specifications chart below. Always use the exact color values listed. Do not use screens or tints of any of the colors for any part of the logo. In addition to the colors shown below, the logo may also be used in pure black or white.



The logo is to be used on white background. As an absolute exception, the logo may also be used on a light gray background with up to 10% black. The inverted version of the black logo may be used on dark backgrounds as shown above.

## 02 ISC SLOGAN LOGO / OVERVIEW

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Every ISC High Performance conference has its own slogan. For this purpose, a special logo has been created. The logo's colors are to be redefined every year according to the new slogan. The slogan for the ISC 2020 is: Shaping Tomorrow. The ISC slogan logo is available with a white or a red background.



For special announcements, the ISC slogan logo is also available with additional information on the date and location.



## 02 ISC SLOGAN LOGO / MINIMUM SIZE

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The minimum height of the ISC slogan logo is 20 mm without additional information.



The minimum height of the ISC slogan logo is 45 mm with additional information.



## 02 ISC SLOGAN LOGO / MARGINS

A defined clear space free from typography or graphics must always be left on all four sides of the ISC slogan logo. This space may not be less than the height of the 'ISC' text element (x):



## 02 ISC SLOGAN LOGO / COLORS

The ISC slogan logo brand colors have precise color references, shown in the color specifications chart below. Always use the exact color values listed. Do not use screens or tints of any of the colors for any part of the logo.



<p>CMYK: C0 / M100 / Y100 / K0 Pantone: 1795 C RGB: R226 / G0 / B26 RGB websicher: #e2001a</p>	<p>CMYK: C0 / M0 / Y0 / K40 Pantone: 422 C RGB: R177 / G179 / B180 RGB websicher: #b1b3b4</p>	<p>CMYK: C0 / M0 / Y0 / K90 Pantone: 432 C RGB: R62 / G61 / B64 RGB websicher: #3d3c3f</p>
<p>C0 / M25 / Y100 / K0 R255 / G200 / B0 Pantone: 116 C #ffc600</p>	<p>C0 / M60 / Y100 / K0 R255 / G125 / B0 Pantone: 151 C #ff7d00</p>	<p>C0 / M75 / Y100 / K0 R255 / G85 / B0 Pantone: 1655 C #ff5500</p>

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**IMPROPER USE OF THE ISC HIGH PERFORMANCE LOGO:** Always use a logo approved by Prometheus GmbH for your productions. Altering, distorting or recreating the logo in any way is strictly forbidden.

**CONTACT:** Please contact the ISC marketing department for any uncertainties:  
[marketing@isc-events.com](mailto:marketing@isc-events.com)

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