ISC HIGH PERFORMANCE LOGO GUIDELINES

September 2021

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

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.

Organizer of ISC High Performance | Prometeus GmbH | Neulandstraße 6 | 74889 Sinsheim
Com. Reg.: Mannheim HRB 729815 | VAT ID: DE 812555711 | Managing Directors: Martin Meuer, Thomas Meuer

01 LOGO / COMPOSITION, SIZE AND MARGINS

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

15 mm

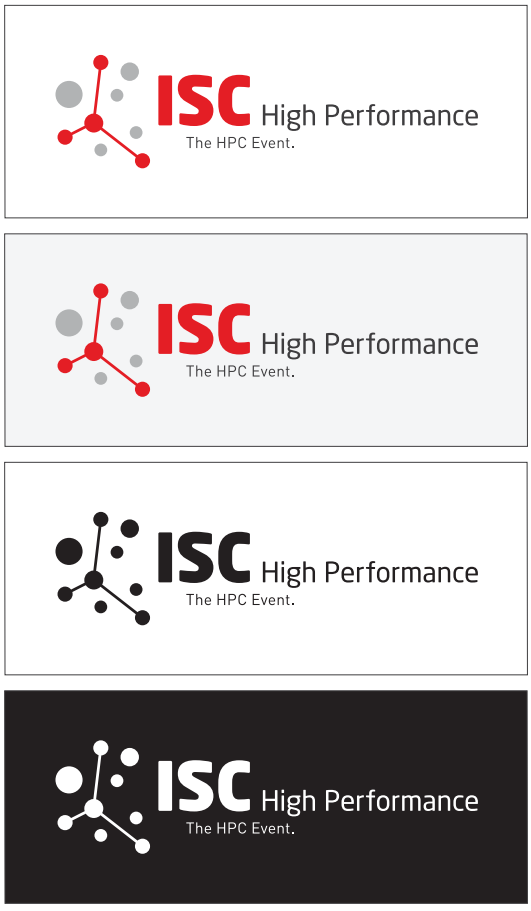
When used with a
minimum height of 10 mm

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 Prometeus 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.



CMYK: C0 / M100 / Y100 / K0
Pantone: 1795 C
RGB: R226 / G0 / B26
RGB websicher: #e2001a

CMYK: C0 / M0 / Y0 / K40
Pantone: 422 C
RGB: R177 / G179 / B180
RGB websicher: #b1b3b4

CMYK: C0 / M0 / Y0 / K90
Pantone: 432 C
RGB: R62 / G61 / B64
RGB websicher: #3d3c3f

CMYK: C0 / M0 / Y0 / K100

RGB: R0 / G0 / B0
RGB websicher: #000000

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

Every ISC High Performance conference has its own slogan. For this purpose, a special logo has been created. The logo colors are to be redefined every year according to the new slogan. The slogan for the ISC 2022 is: Transforming the Future.

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

02 ISC SLOGAN LOGO / MINIMUM SIZE

The minimum width of the ISC slogan logo is 35 mm without additional information.

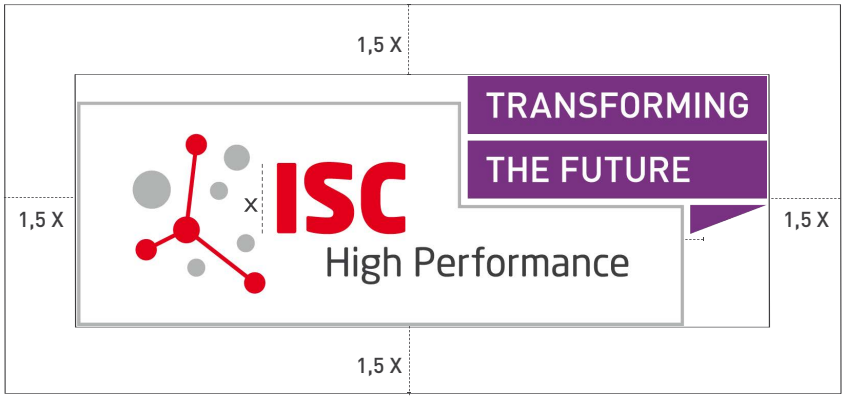
35 mm

The minimum width of the ISC slogan logo is 55 mm with additional information.

55 mm

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.

CMYK: C0 / M100 / Y100 / K0 Pantone: 1795 C RGB: R226 / G0 / B26 RGB websicher: #e2001a	CMYK: C0 / M0 / Y0 / K40 Pantone: 422 C RGB: R177 / G179 / B180 RGB websicher: #b1b3b4	CMYK: C0 / M0 / Y0 / K90 Pantone: 432 C RGB: R62 / G61 / B64 RGB websicher: #3d3c3f	CMYK: C60 / M90 / Y0 / K10 R121 / G50 / B130 RGB websicher: #793282

IMPROPER USE OF THE ISC HIGH PERFORMANCE LOGO: Always use a logo approved by Prometeus 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

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