

# ISC High Performance Logo Guidelines

Version 1/June 2014

**Please note: Any use of the ISC High Performance logo has to be approved by Prometheus 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 modifications of the logo are not allowed.

## 1. 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



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):



## 2. Brand colors and background

The ISC High Performance brand colors are red, light gray and dark grey. 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

RGB: R226 / G0 / B26

RGB web: #e2001a



CMYK: C0 / M0 / Y0 / K90

RGB: R62 / G61 / B64

RGB web: #3d3c3f



CMYK: C0 / M0 / Y0 / K40

RGB: R177 / G179 / B180

RGB web: #b1b3b4



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.

**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 marketing department for any uncertainties:  
Anna Schorr, Business Development Manager, at [anna.schorr@isc-events.com](mailto:anna.schorr@isc-events.com)