

**INSTITUTE FOR SECURITY GOVERNANCE
VISUAL IDENTITY**



ISG COLORS



OLD GLORY BLUE

PMS 280
HEX 012169
R:1 G:33 B:105
C:100% M:85% Y:5% K:22%



DEEP SEA

PMS 282 C
HEX 030538
R:3 G:5 B:56
C:98% M:93% Y:41% K:59%



BLUEBIRD

PMS 542 C
HEX 7BAFD4
R:123 G:175 B:212
C:60% M:19% Y:1% K:4%



MYSTIQUE

PMS 2726 C
HEX 4560E2
R:69 G:96 B:226
C:77% M:66% Y:0% K:0%



LANNISTER GOLD

PMS 110
HEX DCAD15
R:220 G:173 B:39
C:15% M:31% Y:100% K:0%



WAVE

PMS 10270 C
HEX 5089B2
R:80 G:137 B:178
C:71% M:38% Y:15% K:0%



MOSSTONE GREEN

PMS 377
HEX 7A9A01
R:122 G:154 B:1
C:50% M:1% Y:100% K:20%



WHITE WALKER

PMS 115-1 C
HEX E8F3F5
R:232 G:243 B:245
C:8% M:0% Y:2% K:0%



FOG

PMS 91-9 C
HEX E3E3EC
R:228 G:227 B:236
C:9% M:8% Y:2% K:0%



GREY GOOSE

PMS P 174-4 U
HEX 939598
R:147 G:149 B:15
C:45% M:36% Y:35% K:1%



GRAY SCALE

PMS 13-4108 TCX
HEX D5D5D9
R:213 G:213 B:217
C:15% M:12% Y:10% K:0%



SOUL BLUE

PMS 7547 C
HEX 020413
R:2 G:4 B:19
C:80% M:72% Y:60% K:82%

ONE COLOR VARIATIONS & TRANSPARENCY

100%



80%



60%



40%



20%



CLEAR AREA & MINIMUM SIZE

CLEAR AREA

A “clear area” around the logo equal to the diameter of the globe should be incorporated into any design using the logo.



The logo and the icon’s clear area is equal to the height of the small flame (marked as x in the diagram).

MINIMUM SIZE

The ISG logo should never be smaller than 70px in digital or 1 inch in print.



APPROVED FONTS

FRANKLINGOTHIC-URW- CONDENSED BOOK

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!#\$%&()

FRANKLINGOTHIC-URW- CONDENSED MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!#\$%&()

FRANKLINGOTHIC-URW- CONDENSED DEMI

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!#\$%&()

body text

SUB-HEADERS

bold

HEADERS

DO's



DON'TS



The logo must be used in the colors provided and must be easily seen at all times. The logo must never be lost in the background