

**ISAN Logo
Usage
Guidelines
2023**





1·0

Logotype

Basic color version



1•1

Logotype

Colored outline version –
orange



1·2

Logotype

Colored outline version –
blue



1·3

Logotype

Monochrome version



1·4

Logotype

Monochrome outline version



1·5

Logotype

Inverted monochrome version



1·6

Logotype

Inverted monochrome
outline version

2·0 Color design

Basic color design
of the logo type

Orange



cmyk

0 · 51 · 100 · 0

pantone

152 U

rgb

243 · 144 · 0

Code

#f28f00

Blue



cmyk

100 · 58 · 0 · 21

pantone

294 U

rgb

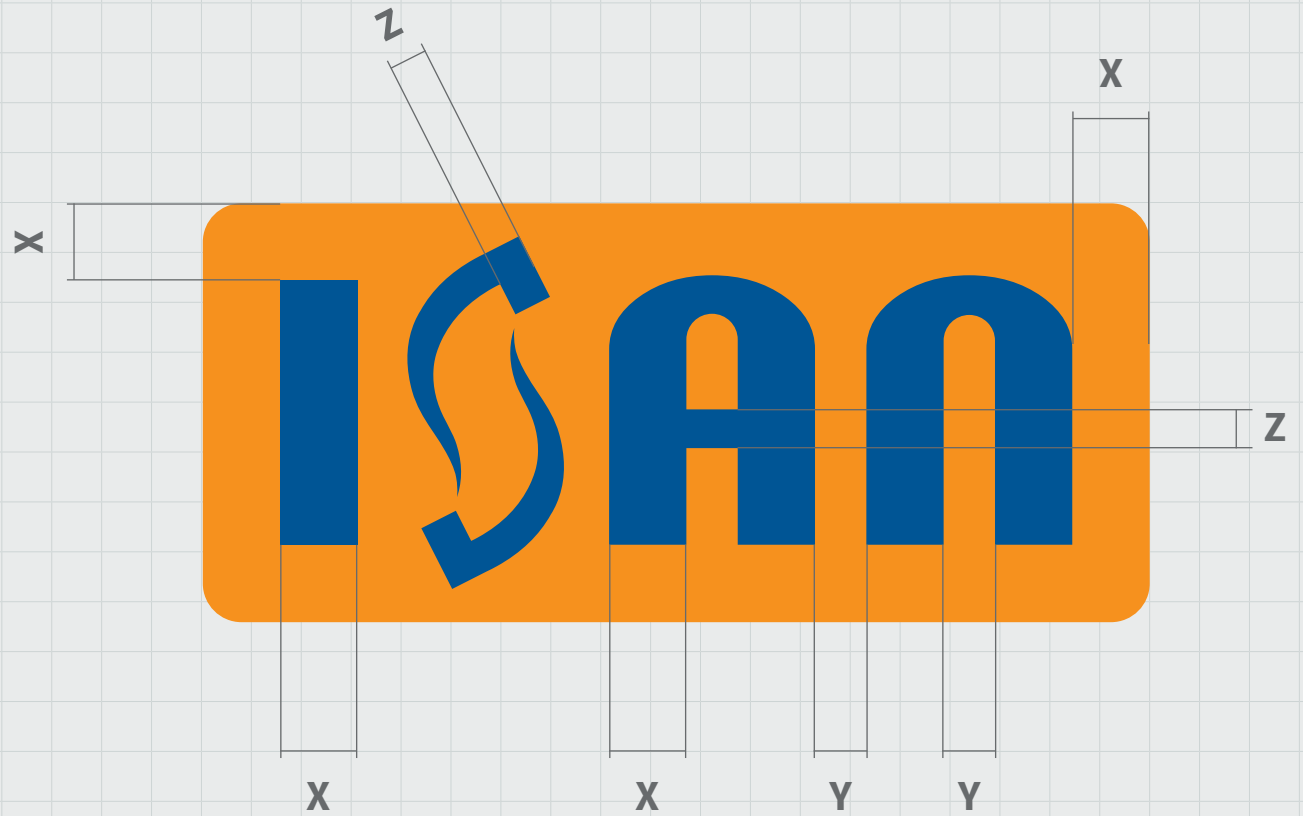
0 · 80 · 146

Code

#005092

3·0 Design

Design rules



1/2X



X

4·0

Protection zone

Recommended protection zone

5.0 Usage

Use the logo type in sufficient contrast with the background



6•0 Prohibited usage

- Logo deformation
- Other color combinations
- Incomplete logo features
- Use of effects
- Logo design distortion
- Logo color changes



7•0 Fonts

Recommended fonts

Primary font

Aa

Source Sans Pro

a á b c č d ě e é f g h c h i í j k l m n ň o ó p
q r ř s š t ť u ú ů v w x y ý z ž
A Á B C Č D Ě E É F G H C H I Í J K L M N
Ň O Ó P Q R Ř S Š T Ť U Ú Ů V W X Y Ý Z Ž

Alternative font

Aa

Arial

a á b c č d ě e é f g h c h i í j k l m n ň o ó p q
r ř s š t ť u ú ů v w x y ý z ž
A Á B C Č D Ě E É F G H C H I Í J K L M N
Ň O Ó P Q R Ř S Š T Ť U Ú Ů V W X Y Ý Z Ž

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design PUXdesign

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