

Logo Usage Guidelines

ISTAT Foundation Logo

The ISTAT Foundation logo is a primary pillar of ISTAT. Only use the ISTAT Foundation logo featuring its registered trademark. The ISTAT Foundation logo is an extension of the corporate brand featuring the “A” icon and use of the Deep Royal Navy Blue signaling the tie to the corporate brand. The “A” icon also features Green Emerald (75% tint).

The ISTAT Foundation logo exists in two variations – horizontal and vertical – and should **ONLY** appear on a light background to maintain legibility and contrast.

FOUNDATION LOGO (HORIZONTAL)



When the need to feature the logo on a dark background occurs, position the logo inside of a white container – rectangular or a half-circle that bleeds off of an edge for the horizontal logo or circular for vertical logo.

FOUNDATION LOGO (VERTICAL)



The ISTAT Foundation logo **ONLY** exists in a full-color format. A white or reversed out version of the logo **DOES NOT** exist. Manipulation or changing logo colors is prohibited.

ISTAT Foundation Logo Usage Guidelines

CLEAR SPACE

Clear space is equal to the height of the “ISTAT” text. Please respect this area and keep it free of other text, logos and graphics that are not background elements.



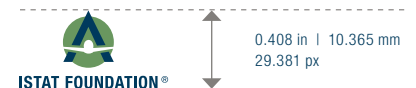
MINIMUM SIZE

Please maintain a minimum height of
0.3 in | 7.62 mm | 21.6 px



MINIMUM SIZE

Please maintain a minimum height of
0.408 in | 10.365 mm | 29.381 px



IMPROPER LOGO USAGE



PROPORTION



TYPE EFFECTS



CONTRAST



PROPORTION



TYPE EFFECTS



CONTRAST

ISTAT Foundation Font Usage

The ISTAT Foundation logo utilizes Helvetica Neue LT Std 77 Bold Condensed in the Deep Royal Navy Blue as its primary font. For collateral design, it is advised to use the Helvetica Neue LT Std Condensed font family, which provides a wide-range of typeface weights and italicized options.

ISTAT Foundation Brand Colors

The ISTAT Foundation brand color palette features two jewel tones to present a sense of prestige, professionalism and fostering industry growth and giving. The consistent and correct use of the ISTAT Foundation brand color palette is a strong device in distinguishing identity. Please only use these designated formulas.

PRIMARY BRAND COLORS



Deep Royal Navy Blue

C 100 **M** 70 **Y** 30 **K** 40
R 0 **G** 58 **B** 93
HEX #003a5d



Green Emerald

C 80 **M** 25 **Y** 100 **K** 14
R 54 **G** 130 **B** 62
HEX #36823e



Green Emerald (75% tint)

C 60 **M** 19 **Y** 75 **K** 11
R 105 **G** 151 **B** 96
HEX #699760

ISTAT Foundation Logo Acceptable Application

The ISTAT Foundation logo exists in two variations – horizontal and vertical – and should **ONLY** appear on a light background to maintain legibility and contrast. When the need to feature the logo on a dark background occurs, position the logo inside of a white container – rectangular or a half-circle that bleeds off of an edge for the horizontal logo or circular for vertical logo. See examples of acceptable applications below.

