Guidelines, policies and procedures necessary for the successful implementation of the ISA corporate identity are described in this guide. These standards provide structure that promotes the understanding of a design system which is visually related and should be consistently applied throughout a full range of communications.
The ISA logotype has been specifically designed for ISA. Any change, no matter how small, is strictly prohibited.

The ISA symbol components are comprised of the three graphic areas that utilize screens of ISA Blue. These screens may not be altered for any reason.

To ensure optimum legibility, and to maintain the legal protection of the ISA identity, a minimum clear space surrounding the logo must be maintained.

Sizes less than 1/4" should be avoided. This is the smallest size recommended for clear logo reproduction. When the logo is at minimum size, it is unnecessary to include the legal trade mark.
**Logo Misuse**

- **DO NOT** allow the logo to become distorted due to improper scaling.
- **DO NOT** alter the logo colors or use unapproved logo color formats.
- **DO NOT** remove the symbol components and use the logotype by itself.
- **DO NOT** typeset the logotype or alter the logo graphically.
- **DO NOT** outline the logo.
- **DO NOT** permit the logo to appear within an expressed shape, so as to be interpreted in total as the logo.

**Tagline**

The ISA tagline utilizes defined alignments in relationship to the ISA logo. This means that the tagline should always align with the logo via one of these key alignments. The ISA tagline should never appear as a logo component (illustrated above).

1. **Alignment 1**
2. **Alignment 2**
3. **Alignment 3**
4. **Alignment 4**

**Tagline Construction**

The ISA tagline is typeset in Utopia Semibold Italic. A “™” symbol must accompany the tagline at all times to ensure legal protection. The width of the ISA tagline is based on the width of the ISA logo. This is a set standard and should never be altered. When the 1/2” or minimum logo size is used, the tagline should not be scaled to less than 6pt. in type size.
Proper Name Usage

For ISA section, division, and district, proper names can be used with the ISA logo, as long as there are separated by the minimum clear space. The proper name and secondary descriptor are sized by using the x-height of the ISA logotype. The proper name and secondary descriptor are typeset in Frutiger 65 Bold and Frutiger 55 Roman. When Frutiger is not available, Arial may used as a substitute.

Examples

Greater Oklahoma Section

Automatic Control Systems Division

South America District 4

Arc elements

The ISA arc elements are important components of the ISA design system. Creating and applying the arc elements is vital to the success of the ISA brand. Shown here are just a few of the possible arc element arrangements. An additional page may be downloaded that provides detailed instructions on how to create and apply the arc elements.

Acceptable Arc Treatments

Unacceptable Arc Treatments

Do Not create odd or unbalanced arc shapes.
Do Not intersect the top or bottom arc shapes

Acceptable Two-Color Arc Treatments

NOTE:
When using two color options, it is recommended that ISA Blue be used as the main color.