



# Section, Division, District Graphic Standards Guide

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 Logo

The ISA logotype has been specifically designed for ISA. Any change, no matter how small, is strictly prohibited.

Legal trade mark symbol.

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.

Screen 1  
30% ISA Blue

Screen 2  
100% ISA Blue

Screen 3  
60% ISA Blue

Symbol Components

## Logo Color

<b>ISA Blue</b>	Cyan	100%
	Magenta	57%
	Yellow	0%
	Black	38%
PANTONE® 541C		

<b>ISA Blue 60%</b>	Cyan	60%
	Magenta	34%
	Yellow	0%
	Black	23%
PANTONE® 541C 60%		

<b>ISA Blue 30%</b>	Cyan	30%
	Magenta	17%
	Yellow	0%
	Black	11%
PANTONE® 541C 30%		

## Logo Color Formats

**Preferred two-color positive logo**  
Black, ISA Blue

**Preferred one-color positive logo**  
ISA Blue

**Optional one-color positive logo**  
ISA Blue

**Optional one-color positive logo**  
Black

## Logo Clear Space

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

## Minimum Size

1/4"

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.



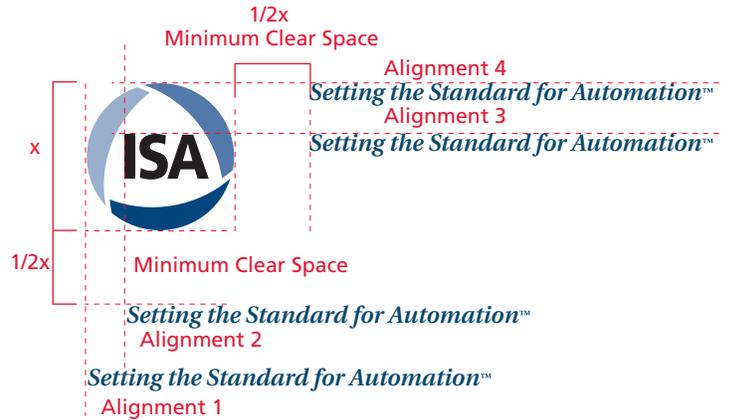
DO NOT outline the logo.



DO NOT permit the logo to appear within an expressed shape, so as to be interpreted in total as the logo.

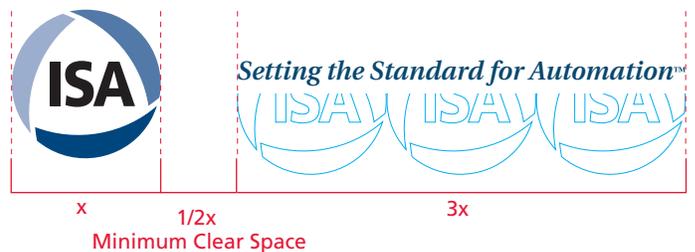
## Tagline

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).



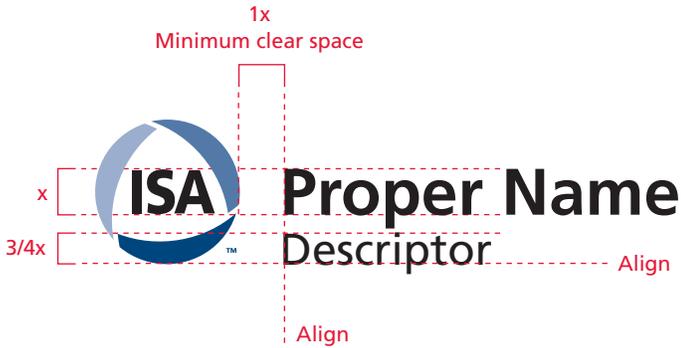
## Tagline Construction

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 be used as a substitute.



### Examples



**Greater Oklahoma**  
Section



**Automatic Control Systems**  
Division



**South America**  
District 4

1/4"  
Minimum Size



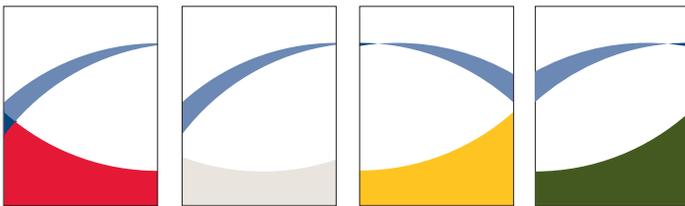
Proper Name  
Descriptor

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.

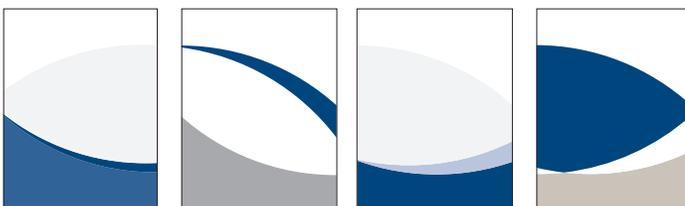
## Arc elements

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.

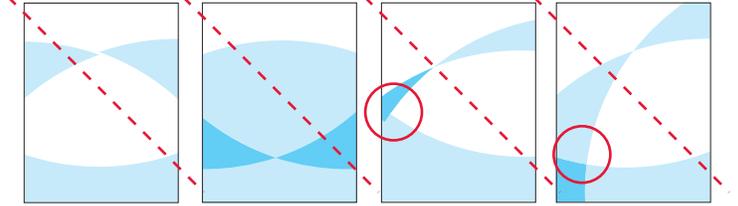
### Acceptable Arc Treatments



### Acceptable Two-Color Arc Treatments



### Unacceptable Arc Treatments



**Do Not** create odd or unbalanced arc shapes.

**Do Not** intersect the top or bottom arc shapes

#### NOTE:

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