INTERNATIONAL SKATING UNION

## Corporate Brand Identity Userguide

Edition 2: 10/05/19

02 | **Section 1 - Introduction**

Who Are We?

The International Skating Union (ISU), founded in 1892, is the oldest governing international winter sport federation and the exclusive international sport federation recognized by the International Olympic Committee (IOC) administering the sports of Figure Skating (Single & Pair Skating and Ice Dance), Synchronized Skating, Speed Skating and Short Track Speed Skating worldwide. The objectives of the ISU are to regulate, govern, promote and develop its sports on the basis of friendship and mutual understanding between athletes. Currently three ISU disciplines are included in the Olympic Winter Games program (Figure Skating, Speed Skating and Short Track Speed Skating).

A number of national associations constitute the ISU. These ISU Members administer ISU sports at the national level.
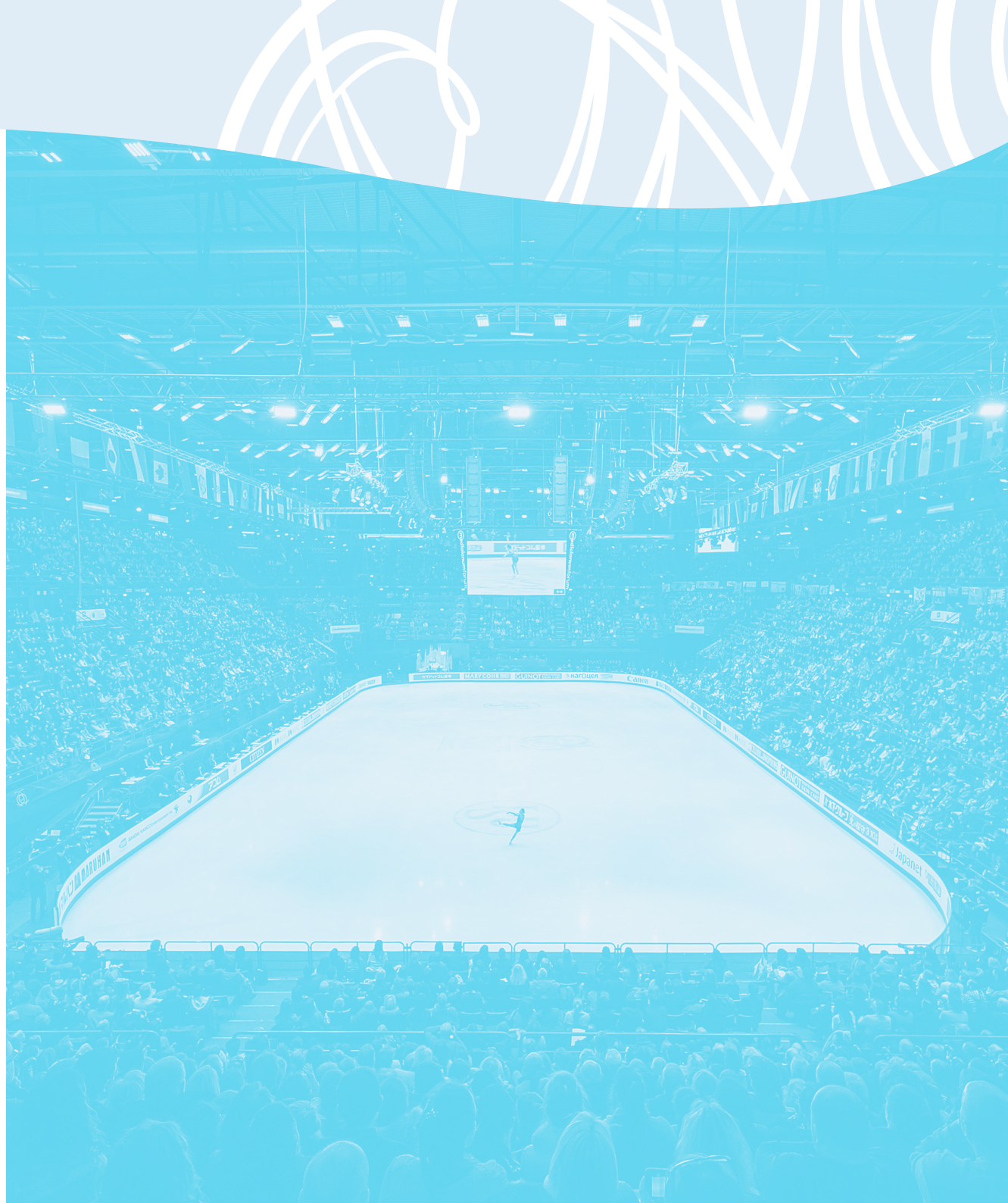
03 | **Section 1 - Introduction**

The Brand

This document details the ISU corporate brand refresh, exploring its usage and best use practises.

Whilst the updates to the brand give the ISU a modern identity which is both flexible and practical for delivery amongst all digital and traditional platforms, it still retains a strong link to the heritage of ISU as an International Federation. The ISU Icon has become synonymous with Ice Skating sports throughout the decades, therefore only subtle changes have been made.

The updated Icon is complimented further with a new typeface and a supporting pattern which help to deliver a powerful and consistent identity across all platforms.

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Official Logo

The ISU Official Logo is comprised of the brand elements shown opposite.

1 OFFICIAL ICON
2 OFFICIAL WORDMARK

This logo uses the Dark Blue color swatch.

ICON

WORDMARK

INTERNATIONAL SKATING UNION

Dark Blue

CMYK	100/100/0/15
RGB	44/34/118
HEX	#2c2276
PANTONE	2748c

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Application

The logo is designed to provide flexibility and to work across a wide range of background colors, all of which form part of the Brand Identity within different environments.

The logo can either be used in a portrait or landscape format.

SECTION 2

Corporate Brand Identity Userguide

THE CORE ASSETS

ISU

INTERNATIONAL SKATING UNION

07 | **Section 2 - The Core Assets**

Official Logo

The ISU Official Logo is available in a variety of color formats. This page outlines how these are to be used either on a dark or light background.

It is important that the Official Logo is reproduced in full, and exactly as shown, with no color variations, reversals, crops or distortions.

All formats are provided in a range of file types including: AI, EPS, PNG & JPG.

Portrait Formats

Dark Background

Single Color

ISU_Logo_1C_Neg_P
4 Color (CMYK)

Digital (RGB)

ISU_Logo_RGB_Neg_P
3 Color (RGB) Tonal

PLEASE NOTE
When displayed on a dark background, Official Background or otherwise, the Official Logo should always be used in a white out format. Only white versions of the logo are provided for this reason .

Light Background

4 Color Process (CMYK)

ISU_Logo_FC_Pos_P
4 Color (CMYK)

Pantone

ISU_Logo_Spot_Pos_P
Spot Color

Single Color

ISU_Logo_1C_Pos_P
1 Color (CMYK)

Digital (RGB)

ISU_Logo_RGB_Pos_P
3 Color (RGB) Tonal

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Official Logo

The ISU Official Logo is available in a variety of color formats. This page outlines how these are to be used either on a dark or light background.

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All formats are provided in a range of file types including: AI, EPS, PNG & JPG.

Landscape Formats

Dark Background

Single Color

ISU_Logo_1C_Neg_L
4 Color (CMYK)

Digital (RGB)

ISU_Logo_RGB_Neg_L
3 Color (RGB) Tonal

PLEASE NOTE

When displayed on a dark background, Official Background or otherwise, the Official Logo should always be used in a white out format. Only white versions of the logo are provided for this reason .

Light Background

4 Color Process (CMYK)

ISU_Logo_FC_Pos_L
4 Color (CMYK)

Pantone

ISU_Logo_Spot_Pos_L
Spot Color

Single Color

ISU_Logo_1C_Pos_L
1 Color (CMYK)

Digital (RGB)

ISU_Logo_RGB_Pos_L
3 Color (RGB) Tonal

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Official Icon

The ISU Official Icon is available in a variety of color formats. This page outlines how these are to be used either on a dark or light background.

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All formats are provided in a range of file types including: AI, EPS, PNG & JPG.

Dark Background

Single Color

ISU_Logo_1C_Neg_P
4 Color (CMYK)

Digital (RGB)

ISU_Logo_RGB_Neg_P
3 Color (RGB) Tonal

PLEASE NOTE

When displayed on a dark background, Official Background or otherwise, the Official Icon should always be used in a white out format. Only white versions of the icon are provided for this reason .

Light Background

4 Color Process (CMYK)

ISU_Logo_FC_Pos_L
4 Color (CMYK)

Pantone

ISU_Logo_Spot_Pos_L
Spot Color

Single Color

ISU_Logo_1C_Pos_L
1 Color (CMYK)

Digital (RGB)

ISU_Logo_RGB_Pos_L
3 Color (RGB) Tonal

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Official URL

The ISU Official URL is available in a variety of color formats. This page outlines how these are to be used either on a dark or light background.

It is important that the Official URL is reproduced in full, and exactly as shown, with no color variations, reversals, crops or distortions.

All formats are provided in a range of file types including: AI, EPS, PNG & JPG.

Dark Backgrounds

4 Color Process (CMYK)	Pantone	Single Color	Digital (RGB)
ISU.ORG	ISU.ORG	ISU.ORG	ISU.ORG
ISU_URL_FC_Neg 4 Color (CMYK)	**ISU_URL_Spot_Neg** 3 Color (RGB) Tonal	**ISU_URL_1C_Neg** 1 Color (CMYK)	**ISU_URL_RGB_Neg** 3 Color (RGB) Tonal

Light Backgrounds

4 Color Process (CMYK)	Pantone	Single Color	Digital (RGB)
ISU.ORG	ISU.ORG	ISU.ORG	ISU.ORG
ISU_URL_FC_Pos 4 Color (CMYK)	**ISU_URL_Spot_Pos** Spot Color	**ISU_URL_1C_Pos** 1 Color (CMYK)	**ISU_URL_RGB_Pos** 3 Color (RGB) Tonal

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Official Typeface

Montserrat is the Official Typeface for the ISU Brand Identity, it is available in a range of weights, but the four primary versions are:

Montserrat **EXTRABOLD ITALIC**
Montserrat **BOLD**
Montserrat **REGULAR**
Montserrat **LIGHT**

These should be used to give an appropriate range of weights where required, but could be expanded upon with others if necessary.

It is a Google Font which is available for free from

https://fonts.google.com/specimen/Montserrat.

Primary Weights

Montserrat **EXTRABOLD ITALIC**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Montserrat **BOLD**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Montserrat **REGULAR**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Montserrat **LIGHT**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

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Secondary Typeface

Arial is the Secondary Typeface for the ISU Brand Identity, it is available in a range of weights, but the two primary versions are:

Arial BOLD
Arial REGULAR

These should be used to give an appropriate range of weights where required, but could be expanded upon with others if neccesarry.

Arial is mainly used in online and digital communications, where the limited availability of Montserrat may cause an issue, but can also be used as an alternative font for large amounts of body text (i.e. agreements, forms etc.).

Primary Weights

Arial **BOLD**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Arial **REGULAR**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

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Typeface usage

Montserrat is the primary typeface for all ISU communications, except online an digital applications where the more readily available Arial should be used.

Montserrat ExtraBold Italic is mainly used for big headlines, the italic slant conveying speed and movement.

Montserrat Bold can also be used for headlines and subheadlines, with the **Montserrat Regular** weight preferred for content or body copy.

Montserrat Light (including the italic version) is used as a creative font to deliver a more refined result when used in larger sizes or as a highlighting device (i.e. quotations).

Main Title to Go here
SECOND LINE IF NEEDED GOES HERE?

SECTION 1
Corporate Brand Identity Userguide
INTRODUCTION

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Using The Pattern

The Minimum Crop ensures inclusion and consistent use of the essential areas of the pattern as part of the Brand Identity.

Use the Minimum Crop as a starting point to compose the design, by extending the area vertically and horizontally as shown in the diagrams opposite.

Landscape Crop

MINIMUM CROP

EXTENDING THE CROP

EXTENDING THE CROP TO SHOW FULL ARTWORK

INTERNATIONAL
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SECTION 3

Corporate Brand Identity Userguide

APPLICATION

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Exclusion Zone

To ensure prominence and legibility, the Official Logo is always surrounded by an Exclusion Zone which should remain clear of any prominent graphics, ie. text, other logos, graphic elements, photography etc.

The applicable amount of free space is based on the width of the letter 'U' from the Official Icon.

The free space shown here is the minimum exclusion space that should always be given.

Portrait

Landscape

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Minimum Size

To ensure prominence and legibility, the total height of the Official Logo should always be carefully considered.
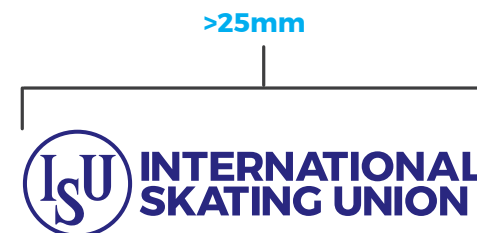
This page provides the minimum sizes required for the 4 primary usages of the logo, measuring the height of the logo including both icon and wordmark.

Print

Portrait Minimum Size	Landscape Minimum Size

>10mm

>25mm

Digital

Portrait Minimum Size	Landscape Minimum Size

>55px

>115px

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Getting It Right

It is essential to avoid incorrect use of the Official Logo. Such incorrect use can weaken and damage the integrity and consistency of the ISU Brand Identity.

Please consider the examples demonstrated here.

DON'T ALTER COLORS

DON'T REDESIGN

DON'T CHANGE FONTS

DON'T BREACH THE EXCLUSION ZONE

DON'T CROP THE LOGO

DON'T DISTORT OR APPLY EFFECTS

DON'T TRANSLATE INTO OTHER LANGUAGES

DON'T USE ICON AND WORDMARK IN CLOSE PROXIMITY ON CANVAS

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SECTION 4

Corporate Brand Identity Userguide

USERGUIDE HELP

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Glossary

To help you use and understand the references in the Userguide, please take some time to familiarize yourself with these terms.

4 Color (CMYK)

The printing process using the four basic colors cyan (C), magenta (M), yellow (Y) and black (K); also known as CMYK or full color.

Artwork

Authorized graphic and design materials of the Official Logo for reproduction, and available from ISU.

AI

The computer Vector Artwork file provided for all files; short for "Adobe® Illustrator®".

EPS

The computer Vector Artwork file format provided for all files; short for "Encapsulated PostScript".

Gradients

Comprises of color values that change throughout the same graphic component.

Exclusion Area

The clear zone which surrounds a graphic within which no copy, illustrated material, or graphic may intrude.

Flat

A format created in Flat Color, ie. without color gradient shading. This format should be used when reproduction restricts quality application of gradients, Tonal Artwork or photographic imagery.

Hexadecimal

The color mode used to specify screen colors for the internet.

Line-art / Vector Graphic

A resolution-independent image made of lines and curves, ie. without embedded bitmaps.

Minimum Size

The recommended smallest size to which a mark or graphic can be reproduced without losing legibility or form.

Official Logo

Comprised of the Official Icon and Official Wordmark it depicts the core ISU Brand Identity.

Digital

Designed for television or internet.

Pantone® or Pantone Matching System® (PMS)

An international system for identifying colors for printing.

PDF

Stands for portable document format. A universal file format used to distribute information such as artwork or text.

Positive

An Artwork format that can be used on white and light colored backgrounds.

Negative

An Artwork format that can be used on dark colored backgrounds.

RGB

Stands for red, green and blue. The color mode used to display colors and images digitally.

Tonal

The gradient shades of one or more colors.

ZIP

A data compression and archive format.

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Contact

For further information, or to have your artwork approved, please contact the ISU Marketing Department:

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