ICS BRAND GUIDELINES

OUR BRAND

The **International Continence Society** brand communicates the integrity of the society and our dedication to academic excellence in the area of continence.

This document explains the ICS brand and is a guide to using it correctly and consistently in all communications. It is intended for use internally and for anyone using the ICS logo in external communications.

For more information on the ICS please go to **www.ics.org**

ICS BRAND GUIDELINES

THE ICS LOGO

The bold, clear initials of the logo express the excellence in science and education that are the core functions of the ICS. The circular emblem of the ICS logo symbolises the human bladder.

The logo must not be distorted or altered in any way including it's overall aspect ratio of 6:2. For clarity, the logo must not be printed with a width less than 18mm or on screen with a width less than 50 pixels.

The ICS logo is always in either it's standard two colour form, dark two colour form or single colour form.

The standard two colour logo should be used on dark backgrounds. It consists of white and ICS light blue.

The dark two colour logo should be used on white backgrounds. It consist of ICS background blue and ICS light blue.

The single colour logo is available for use when print is restricted to a single colour or where background colours provide little contrast to the standard logo. ICS dark blue is recommended for print on light backgrounds and white for dark or highly detailed backgrounds.

When using the logo with other logos and graphic elements an exclusion margin of 15% of the logo's width should be added to each side.

In cases where a usage area is restricted to a square of less than 25mm or 70 pixels wide then the ICS Emblem may be used provided the text 'International Continence Society' or 'ICS' are also present on the same page.

The ICS logo is the copyright and intellectual property of the International Continence Society (ICS) 2018. The ICS logo may not be reproduced without consent of the ICS. Please contact info@ics.org if you are unsure or require further information.

ICS Standard two colour logo

ICS Dark two colour logo

ICS Single colour logo

9mm
9mm
9mm
9mm
60mm
Exclusion margin 15% of logo width

Standard two colour ICS emblem

Dark two colour ICS emblem

Single colour ICS emblem

COLOUR PALETTE

Any of the following colours may be used in ICS documents with the addition of black and white.

Text should always be in text blue unless white is required for better contrast.

Tints of these colours may also be used for tabular layouts and diagrams.

ICS BACKGROUND BLUE

HEX # 023D61
RGB 2 / 61 / 97
CMYK 100 / 78 / 38 / 26
PMS 7694 C

ICS LIGHT BLUE

HEX # 69AFD7
RGB 105 / 175 / 215
CMYK 56 / 16 / 5 / 0
PMS 2915 C

ICS HIGHLIGHT ORANGE

HEX # FFB266
RGB 255 / 178 / 102
CMYK 0 / 36 / 67 / 0
PMS 714 C

ICS TEXT BLUE

HEX # 03588C
RGB 3 / 88 / 140
CMYK 100 / 73 / 25 / 8
PMS 7692 C

TYPOGRAPHY

The ICS brand typeface is **Myriad Pro** which should be used in all communications wherever possible. When unavailable e.g. in email or website communications **Calibri** or **Arial** may be used.

For body text **Regular** weight should be used with headings or keywords in **Semibold** weight. Titles should be in **All Caps** casing and **Bold** weight.

Text colour should always be ICS text blue unless overlaying dark backgrounds, where text can be white. White ghosting can also be used to give contrast against background imagery.

Web and email addresses should be in **Semibold** weight and **ICS highlight orange** colour.

Whenever the ICS website is mentioned it should read **www.ics.org** and not **ics.org**, **ICS.org** or **http://www.ics.org**.

Body text line height should equal 120% of the font size. For layout purposes a baseline grid equalling the line height should be used.

Body Text: Myriad Pro, Regular
abcdefghijklmnopqrstuvwxyz 1234567890 £&*?!
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Keyword Text: Myriad Pro, Semibold
abcdefghijklmnopqrstuvwxyz 1234567890 £&*?!
ABCDEFGHIJKLMNOPQRSTUVWXYZ

www.ics.org   **info@ics.org**

HEADER TEXT

International Continence Society

International Continence Society

IMAGERY

Accompanying images must always convey a positive and engaging tone. Photography should be used rather than illustration which should only be used if specific to the document.

Photographs should be well taken, light and have correct colour balance, preferably containing people and an easily recognisable focal point; Use of photos showing ICS activities is encouraged. The resolution of the image must be correct for the application; 72 dpi for web, 300 dpi for print and the image should be free from signs of over compression.
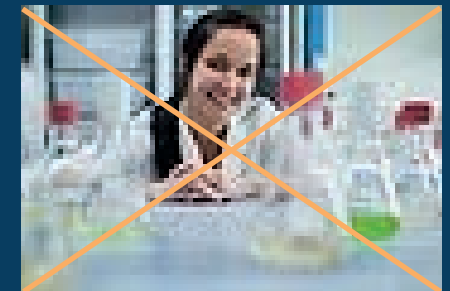
Permission must be granted for all images prior to their use. Professional photography is available from libraries such as www.shutterstock.com.

Incorrect: Poorly lit

Incorrect: Illustration

Incorrect: Low resolution

ICS BRAND FAMILY

Various ICS events and branches of ICS activity carry their own branding which distinguishes them as individual sub brands within the ICS brand family.

All ICS Sub Brands adhere to the rules of the main ICS Brand with the exception of having their own logo and colour palette. Each Sub Brand logo contains the ICS Emblem and follows a similar text form.

In addition, ICS Annual Meeting brands have an official background illustration that highlights a point of interest in the host city along with various location photos.

The following pages detail each of the Sub Brands within the ICS Brand Family.

If you wish to use any of the ICS Sub Brand elements please contact **info@ics.org**

ICS BRAND GUIDELINES

ICS 2019 GOTHENBURG

The standard logo is for use on dark backgrounds and the dark logo for use on light logos.

The colour palette was influenced by the Swedish flag and the meeting's brand illustration features Gothenburg's statue of Posiedon, the sea god.

Visit www.ics.org/2019 for more information

ICS 2019 Standard two colour logo

ICS 2019 Dark two colour logo

ICS 2019 BACKGROUND BLUE

HEX # 035290
RGB 0 / 91 / 150
CMYK 97 / 68 / 15 / 02
PMS 7686 C

ICS 2019 HIGHLIGHT YELLOW

HEX # FECB00
RGB 254 / 203 / 0
CMYK 0 / 19 / 100 / 0
PMS 116 C

ICS HIGHLIGHT ORANGE

HEX # FFB266
RGB 255 / 178 / 102
CMYK 0 / 36 / 67 / 0
PMS 714 C

ICS BRAND GUIDELINES

ICS 2018 PHILADELPHIA

The standard logo is for use on dark backgrounds and the dark logo for use on light logos.

The colour palette was influenced by the United States flag and the meeting's brand illustration features Philadelphia's Liberty Bell encompassed by stars from the flag.

Visit www.ics.org/2018 for more information

ICS 2018 Standard two colour logo

ICS 2018 Dark two colour logo

ICS 2018 BACKGROUND BLUE

HEX   # 09223E
RGB   9 / 34 / 62
CMYK   100 / 85 / 46 / 54
PMS   289 C

ICS 2018 HIGHLIGHT RED

HEX   # F37A76
RGB   243 / 122 / 118
CMYK   0 / 65 / 45 / 0
PMS   177 C

ICS HIGHLIGHT ORANGE

HEX   # FFB266
RGB   255 / 178 / 102
CMYK   0 / 36 / 67 / 0
PMS   714 C

ICS BRAND GUIDELINES

ICS 2017 FLORENCE

The standard logo is for use on dark backgrounds and the dark logo for use on light logos.

The colour palette was the main ICS colours and the meeting's brand illustration features Leonardo Da Vinci's Venetian Man.

Visit www.ics.org/2017 for more information

ICS 2017 Standard two colour logo

ICS 2017 Dark two colour logo

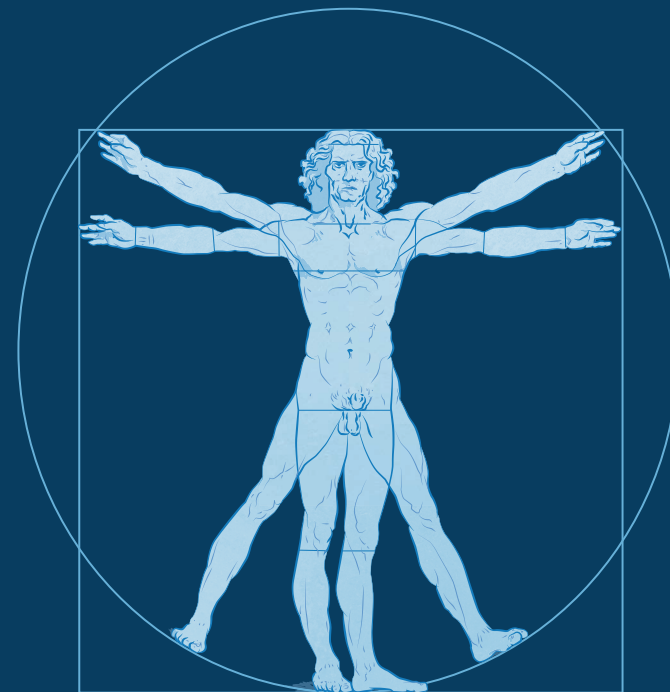### ICS 2017 BACKGROUND BLUE

HEX # 023D61
RGB 2 / 61 / 97
CMYK 100 / 78 / 38 / 26
PMS 7694 C

ICS 2017 HIGHLIGHT BLUE

HEX # 69AFD7
RGB 105 / 175 / 215
CMYK 56 / 16 / 5 / 0
PMS 2915 C

ICS HIGHLIGHT ORANGE

HEX # FFB266
RGB 255 / 178 / 102
CMYK 0 / 36 / 67 / 0
PMS 714 C

ICS BRAND GUIDELINES

ICS NEWS

The standard logo is for use on dark backgrounds and the dark logo for use on light logos.

Visit **www.ics.org/news** for more information

ICS News Standard two colour logo

ICS News Dark two colour logo

ICS NEWS BACKGROUND

HEX # 0D0501
RGB 13 / 5 / 1
CMYK 70 / 67 / 68 / 86
PMS Black 6

ICS NEWS HIGHLIGHT

HEX # F26B57
RGB 242 / 107 / 87
CMYK 1 / 73 / 66 / 0
PMS 7416 C

ICS HIGHLIGHT ORANGE

HEX # FFB266
RGB 255 / 178 / 102
CMYK 0 / 36 / 67 / 0
PMS 714 C

ICS BRAND GUIDELINES

ICS EDUCATION

The standard logo is for use on dark backgrounds and the dark logo for use on light logos.

Visit **www.ics.org/education** for more information

ICS Education Standard two colour logo

ICS Education Dark two colour logo

ICS EDUCATION BACKGROUND

HEX # 181C3D
RGB 24 / 28 / 61
CMYK 100 / 93 / 43 / 51
PMS 5255 C

ICS EDUCATION HIGHLIGHT

HEX # 8B90C2
RGB 139 / 144 / 194
CMYK 48 / 41 / 3 / 0
PMS 7416 C

ICS HIGHLIGHT ORANGE

HEX # FFB266
RGB 255 / 178 / 102
CMYK 0 / 36 / 67 / 0
PMS 714 C

ICS BRAND GUIDELINES

ICS CALENDAR

The standard logo is for use on dark backgrounds and the dark logo for use on light logos.

Visit **www.ics.org/calendar** for more information

ICS Calendar Standard two colour logo

ICS Calendar Dark two colour logo

ICS CALENDAR BACKGROUND

HEX # 181C3D
RGB 24 / 28 / 61
CMYK 100 / 93 / 43 / 51
PMS 5255 C

ICS CALENDAR HIGHLIGHT

HEX # 8B90C2
RGB 139 / 144 / 194
CMYK 48 / 41 / 3 / 0
PMS 7416 C

ICS HIGHLIGHT ORANGE

HEX # FFB266
RGB 255 / 178 / 102
CMYK 0 / 36 / 67 / 0
PMS 714 C

ICS BRAND GUIDELINES

ICS INSTITUTE

The standard logo is for use on dark backgrounds and the dark logo for use on light logos.

Visit **www.ics.org/institute** for more information

ICS Institute Standard two colour logo

ICS Institute Dark two colour logo

ICS INSTITUTE BACKGROUND

HEX # 08523A
RGB 8 / 82 / 58
CMYK 89 / 41 / 81 / 41
PMS 343 C

ICS INSTITUTE HIGHLIGHT

HEX # 72E0BE
RGB 114 / 224 / 190
CMYK 49 / 0 / 36 / 0
PMS 7416 C

ICS HIGHLIGHT ORANGE

HEX # FFB266
RGB 255 / 178 / 102
CMYK 0 / 36 / 67 / 0
PMS 714 C

ICS BRAND GUIDELINES

ICS TV

The standard logo is for use on dark backgrounds and the dark logo for use on light logos.

Visit **www.ics.org/tv** for more information

ICS TV Standard two colour logo

ICS TV Dark two colour logo

ICS BACKGROUND BLUE

HEX # 023D61
RGB 2 / 61 / 97
CMYK 100 / 78 / 38 / 26
PMS 7694 C

ICS HIGHLIGHT ORANGE

HEX # FFB266
RGB 255 / 178 / 102
CMYK 0 / 36 / 67 / 0
PMS 714 C

ICS BRAND GUIDELINES

ICS MEMBERS

The standard logo is for use on dark backgrounds and the dark logo for use on light logos.

Visit **www.ics.org/members** for more information

ICS Members Standard two colour logo

ICS Members Dark two colour logo

ICS BACKGROUND BLUE

HEX # 023D61
RGB 2 / 61 / 97
CMYK 100 / 78 / 38 / 26
PMS 7694 C

ICS LIGHT BLUE

HEX # 69AFD7
RGB 105 / 175 / 215
CMYK 56 / 16 / 5 / 0
PMS 2915 C

ICS HIGHLIGHT ORANGE

HEX # FFB266
RGB 255 / 178 / 102
CMYK 0 / 36 / 67 / 0
PMS 714 C

ICS BRAND GUIDELINES

ICS COMMITTEES

The standard logo is for use on dark backgrounds and the dark logo for use on light logos.

Visit **www.ics.org/committees** for more information

ICS Committees Standard two colour logo

ICS Committees Dark two colour logo

ICS BACKGROUND BLUE

HEX # 023D61
RGB 2 / 61 / 97
CMYK 100 / 78 / 38 / 26
PMS 7694 C

ICS LIGHT BLUE

HEX # 69AFD7
RGB 105 / 175 / 215
CMYK 56 / 16 / 5 / 0
PMS 2915 C

ICS HIGHLIGHT ORANGE

HEX # FFB266
RGB 255 / 178 / 102
CMYK 0 / 36 / 67 / 0
PMS 714 C

ICS BRAND GUIDELINES

ICS GLOSSARY

The standard logo is for use on dark backgrounds and the dark logo for use on light logos.

Visit **www.ics.org/glossary** for more information

ICS Glossary Standard two colour logo

ICS Glossary Dark two colour logo

ICS BACKGROUND BLUE

HEX	# 023D61
RGB	2 / 61 / 97
CMYK	100 / 78 / 38 / 26
PMS	7694 C

ICS LIGHT BLUE

HEX	# 69AFD7
RGB	105 / 175 / 215
CMYK	56 / 16 / 5 / 0
PMS	2915 C

ICS HIGHLIGHT ORANGE

HEX	# FFB266
RGB	255 / 178 / 102
CMYK	0 / 36 / 67 / 0
PMS	714 C

ICS BRAND GUIDELINES

ICS DOCUMENTS

The standard logo is for use on dark backgrounds and the dark logo for use on light logos.

Visit **www.ics.org/documents** for more information

ICS Documents Standard two colour logo

ICS Documents Dark two colour logo

ICS BACKGROUND BLUE

HEX # 023D61
RGB 2 / 61 / 97
CMYK 100 / 78 / 38 / 26
PMS 7694 C

ICS LIGHT BLUE

HEX # 69AFD7
RGB 105 / 175 / 215
CMYK 56 / 16 / 5 / 0
PMS 2915 C

ICS HIGHLIGHT ORANGE

HEX # FFB266
RGB 255 / 178 / 102
CMYK 0 / 36 / 67 / 0
PMS 714 C