

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



The ICS logo is the copyright and intellectual property of the International Continence Society (ICS) 2014. 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.

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 elements of the ICS logo symbolise the change in shape of the human bladder as it fills and empties.

The logo must not be distorted or altered in any way including its overall aspect ratio of 5 : 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 its standard full colour form or single colour form in blue or white.

The full colour logo consists of blue colour gradients and solid white areas and should always be used when shown on screen or reproduced in full colour print.

The single colour logos are available for use when print is restricted to a single colour or where background colours provide little contrast to the primary logo. 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 Symbol may be used provided the text 'International Continence Society' or 'ICS' are also present on the same page.



Full colour ICS Logo



Single Colour ICS Logo Blue



Single Colour ICS Logo White



Exclusion margin 15% of logo width



Restricted small square display/print

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

Primary Colour



Blue

HEX	#03588C
RGB	3 / 88 / 140
CMYK	97 / 68 / 21 / 5
PMS	7692 C

Secondary Colours



Orange

HEX	#FF7F00
RGB	255 / 127 / 0
CMYK	0 / 62 / 100 / 0
PMS	151 C



Light Blue

HEX	#057CBC
RGB	5 / 124 / 188
CMYK	85 / 44 / 3 / 0

Gradient



Gradient Blue

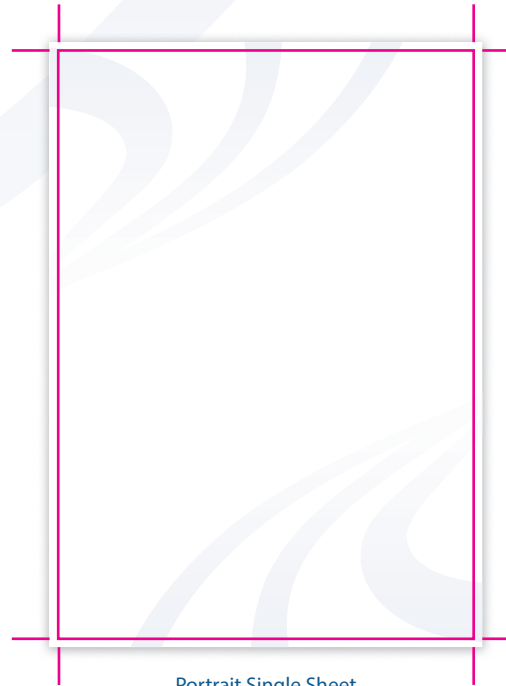
Colour	Position
Blue	0%
Light Blue	100%

The ICS Watermark

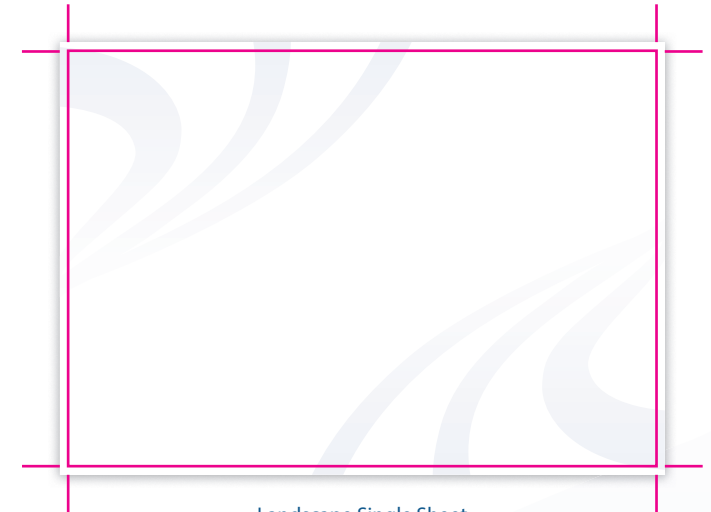
The smooth arcs of the ICS logo are subtly repeated in the ICS Watermark. The watermark should appear behind the text of ICS posters, flyers or information documents.

The watermark is filled with tints of ICS primary blue, it's colour and transparency gradient should not be altered.

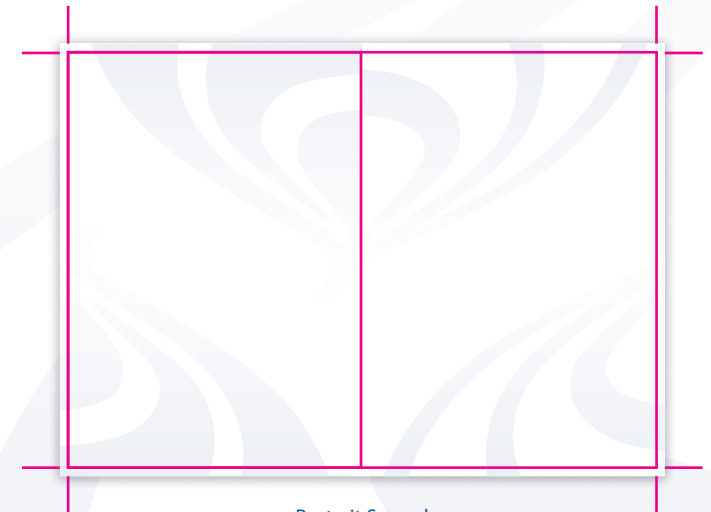
The position of the watermark varies depending on the page layout of the document however the arcs should always continue off the page to the edge of the bleed area.



Portrait Single Sheet



Landscape Single Sheet



Portrait Spread

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' should be used with headings or keywords in 'Semibold'. 'Light' can also be used for page or document titles.

Text colour should always be primary 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 underlined and in Semibold. Headers should be followed by a full column underline. Underlining should always be in ICS Orange to add brightness to documents.

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

Myriad Pro, Regular

abcdefghijklmnopqrstuvwxyz 1234567890 £&*?!
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Myriad Pro, Semibold

abcdefghijklmnopqrstuvwxyz 1234567890 £&*?!
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Myriad Pro, Light

abcdefghijklmnopqrstuvwxyz 1234567890 £&*?!
ABCDEFGHIJKLMNOPQRSTUVWXYZ

www.ics.org info@ics.org

Header



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 clear of signs of over compression.

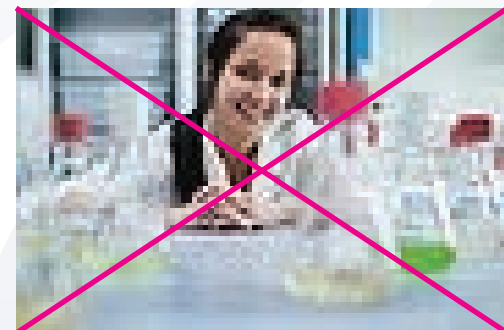
Permission must be granted for all images prior to their use. Professional photography is available from libraries such as www.shutterstock.com.



Incorrect: Poorly lit



Incorrect: Illustration



Incorrect: Low resolution