

Institute for Sustainable Infrastructure

# BRAND GUIDE



## Logo

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The Institute for Sustainable Infrastructure (ISI) logo is our signature. The logo's color and design may not be altered in any way. Never cut, realign, reduce or enlarge any element within the logo.

ISI does not review, certify, or endorse products or services. As such, the trademarked logos and names of ISI and Envision may not be used to indicate any kind of endorsement by ISI or Envision of any product or service, to indicate that any official status for any product or service has been conferred by, or otherwise associated with ISI or Envision. Logos may not be placed on product packaging under any circumstances.

## Logo in BW

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BW logo on white background



White logo on black background

In situations where color is unavailable, black and white logo versions are available. These should only be used when color is not an option. In addition, the reversed logo can be used in the right situation. The reversed version is acceptable depending on the circumstance—a simple image or a dark color background are all acceptable circumstances.

## Minimum size



1.3" minimum

## Clear space



# Minimum Size + Clear Space

### Minimum size

When reproducing our logo, be conscious of its size and legibility. Generally, our logo should never appear less than 1.3"(w) x 0.5"(h) in printed materials.

### Clear space

Whenever you use the official ISI logo, it should be surrounded with clear space (3 times of X-height of uppercase "I" from the logo) to ensure its visibility and impact. No graphic elements of any kind should invade this zone.

# Logo Usage

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Don't change font



Don't change color



Don't stretch logo



Don't outline logo



Don't use drop shadow



Don't separate elements of logo



Don't rearrange the graphic



Don't rotate logo



Please use the logo only as directed. Here are some examples of what NOT to do with the ISI logo.

## Product Logo

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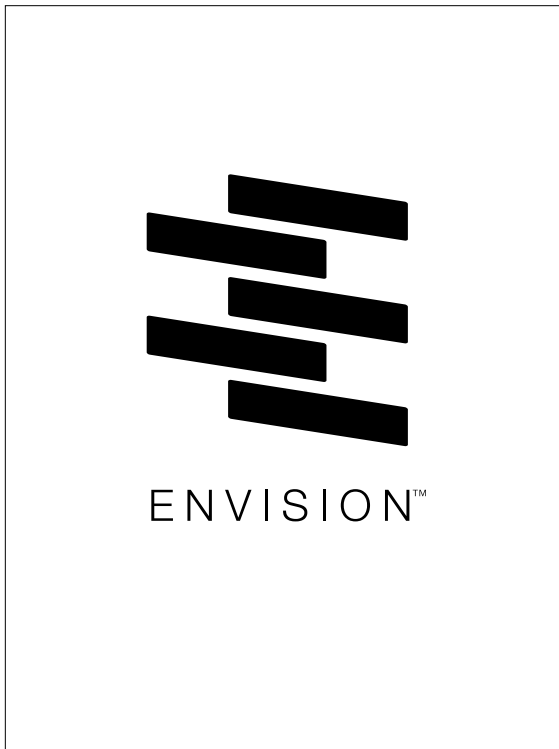
Envision is an easy to use, flexible resource that facilitates the development and maintenance of sustainable infrastructure. It provides value at every step of the process—from the earliest planning stages throughout operations.

The logo's color and design may not be altered in any way. Never cut, realign, reduce or enlarge any element within the logo.

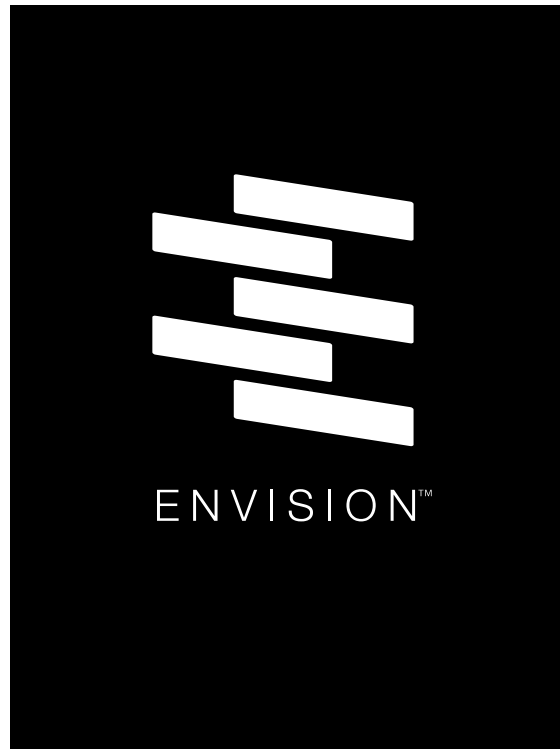
ISI does not review, certify, or endorse products or services. As such, the trademarked logos and names of ISI and Envision may not be used to indicate any kind of endorsement by ISI or Envision of any product or service, to indicate that any official status for any product or service has been conferred by, or otherwise associated with ISI or Envision. Logos may not be placed on product packaging under any circumstances.

## Product Logo in BW

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BW logo on white background



White logo on black background

In situations where color is unavailable, black and white logo versions are available. These should only be used when color is not an option. In addition, the reversed logo can be used in the right situation. The reversed version is acceptable depending on the circumstance—a simple image or a dark color background are all acceptable circumstances.

# Product Logo Usage

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**Don't change font**



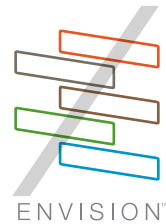
**Don't change color**



**Don't stretch logo**



**Don't outline logo**



**Don't use drop shadow**



**Don't separate elements of logo**



**Don't rearrange the graphic**



**Don't rotate logo**



Please use the logo only as directed. Here are some examples of what NOT to do with the ENVISION logo.



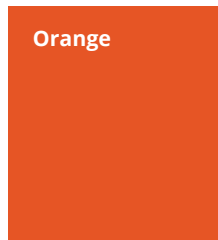
# Color Palette

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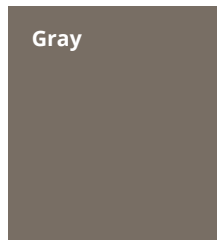
## Primary Color



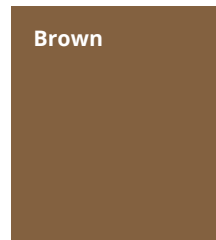
## Supporting Colors



<b>PMS</b>	166 C
<b>CMYK</b>	0/74/94/0
<b>RGB</b>	255/103/27
<b>HEX</b>	#FF661B



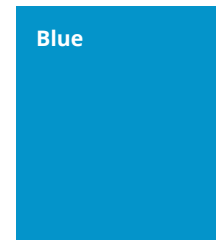
<b>PMS</b>	404 C
<b>CMYK</b>	51/4/57/18
<b>RGB</b>	120/110/99
<b>HEX</b>	#776D63



<b>PMS</b>	7505 C
<b>CMYK</b>	40/56/78/15
<b>RGB</b>	131/96/63
<b>HEX</b>	#83603F



<b>PMS</b>	362 C
<b>CMYK</b>	74/15/0/2
<b>RGB</b>	75/156/45
<b>HEX</b>	#4D9C2D



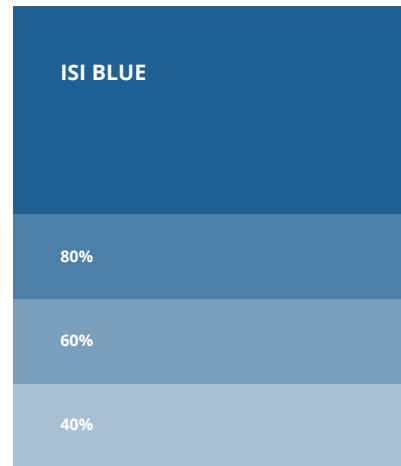
<b>PMS</b>	639 C
<b>CMYK</b>	100/20/10/0
<b>RGB</b>	0/147/201
<b>HEX</b>	#0093C9

The ISI primary color is blue, PMS 647C, and the supporting colors are orange, gray, brown, green, and blue which can be used in products from ISI. Always reproduce colors using the formulas specified in this guide. Do not use the standard software translation values when converting PMS colors to CMYK or RGB.

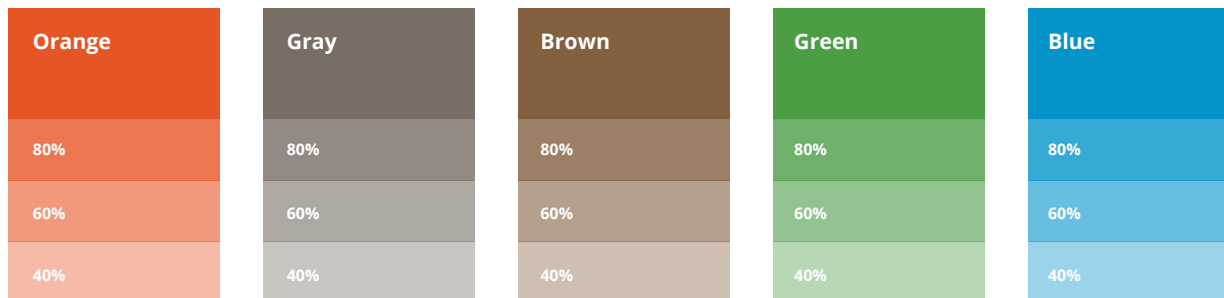
# Color Ranges

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## Primary Color



## Supporting Colors



Shades of colors can be use to complement aspects of design.

# Icons

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Icons are for specific categories: Quality of life, Leadership, Resource allocation, Natural world, and Risk and resilience. Do not alter them in any way.

# Typography

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Use for the body text

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#%&^\*+

Use for headlines + subheads

Aa

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890!@#%&^\*+**

Use for the body text in table

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#%&^\*+

Use for headlines + subheads in table

Aa

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890!@#%&^\*+**

Open Sans is a humanist sans serif typeface designed with an upright stress, open forms and a neutral, yet friendly appearance. It was optimized for print, web, and mobile interfaces, and has excellent legibility characteristics in its letterforms.

Visit links below to download fonts.

## Open Sans

[www.fonts.google.com/specimen/Open+Sans?selection.family=Open+Sans](http://www.fonts.google.com/specimen/Open+Sans?selection.family=Open+Sans)

## Open Sans Condensed

[www.fonts.google.com/specimen/Open+Sans+Condensed](http://www.fonts.google.com/specimen/Open+Sans+Condensed)

# Application

## Envision Manual

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# Application

## Brochure

Institute for Sustainable Infrastructure

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Washington, DC 20005 | 202.216.8725  
sustainable@iainstitute.org

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*"Mentium et eos porio ma sin es es inciae latem ea sus desequi voluptat. Olorare iminwenditia nectur."*

—MENTIUM ET EOSA PORIO MA  
SIN ES ES INCIAE LATEM EA SUS

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Lacramum Re iude		
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Fuga vel ipid quam	20.7%	17.8%
Fuga vel ipid quam	2.7%	2.2%
Fuga vel ipid quam	4.0%	3.6%

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### Labem inate

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### Labem inate

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24%

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# Application

PowerPoint

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Use only the approved ISI PowerPoint template when you present.