Institute for Sustainable Infrastructure

BRAND GUIDE
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.
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

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

- 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
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.

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

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- Don’t rearrange the graphic
- Don’t rotate logo
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.
Shades of colors can be used to complement aspects of design.
Icons are for specific categories: Quality of life, Leadership, Resource allocation, Natural world, and Risk and resilience. Do not alter them in any way.
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
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Open Sans Condensed
www.fonts.google.com/specimen/Open+Sans+Condensed
Use only the approved ISI PowerPoint template when you present.