Institute for Sustainable Infrastructure

BRAND GUIDE

Institute for
Sustainable
Infrastructure

Logo

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Institute for Sustainable Infrastructure

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

—

BW logo on white background

White logo on back 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

Institute for
Sustainable
Infrastructure

1.3" minimum

Clear space

3X   3X

Institute for
Sustainable
Infrastructure   X

3X   3X

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

—

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

—
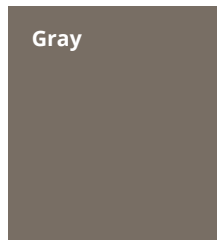
ENVISION™

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.

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Product Logo in BW
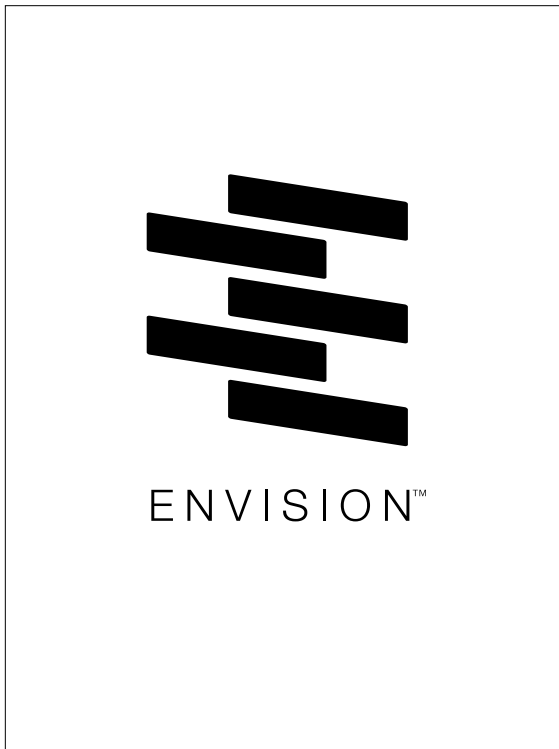
—

BW logo on white background
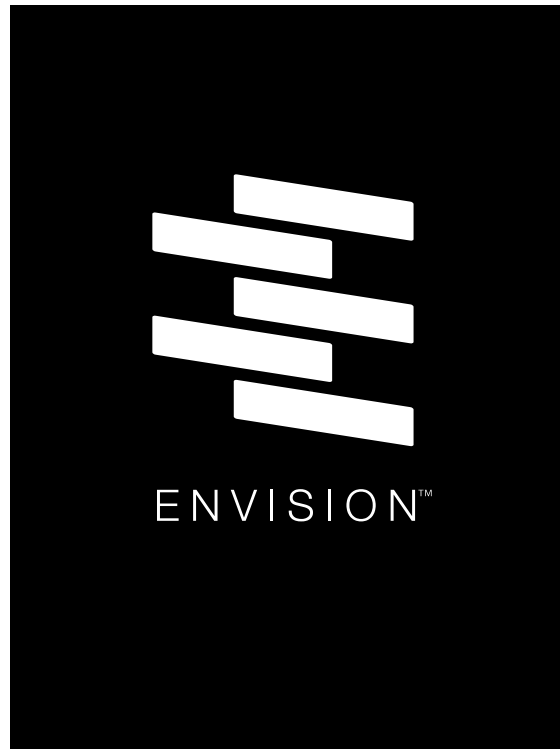
White logo on back background

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

—

Don't change font
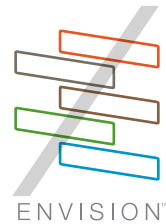
Don't change color

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.

Primary Color

ISI BLUE

PMS	647 C
CMYK	91/63/20/4
RGB	35/96/146
HEX	#236092

Color Palette

—

Supporting Colors

Orange
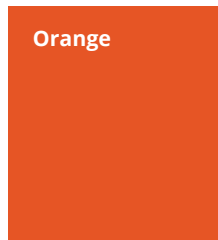
PMS	166 C
CMYK	0/74/94/0
RGB	255/103/27
HEX	#FF661B

Gray

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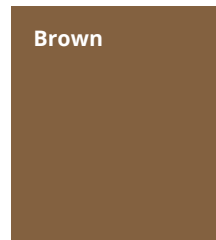
Brown

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

Green

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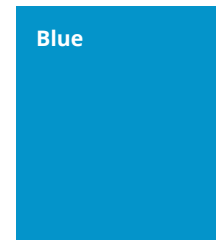
Blue

PMS	639 C
CMYK	100/20/10/0
RGB	0/147/201
HEX	#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

—

Primary Color

ISI BLUE
80%
60%
40%

Supporting Colors

Orange	Gray	Brown	Green	Blue
80%	80%	80%	80%	80%
60%	60%	60%	60%	60%
40%	40%	40%	40%	40%
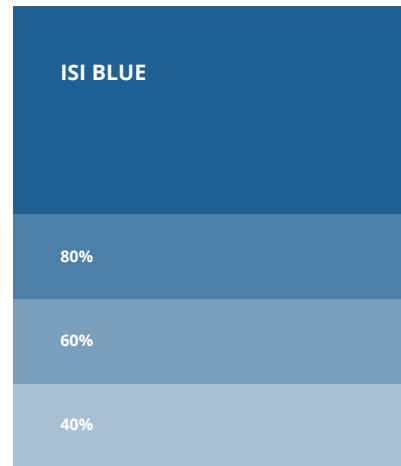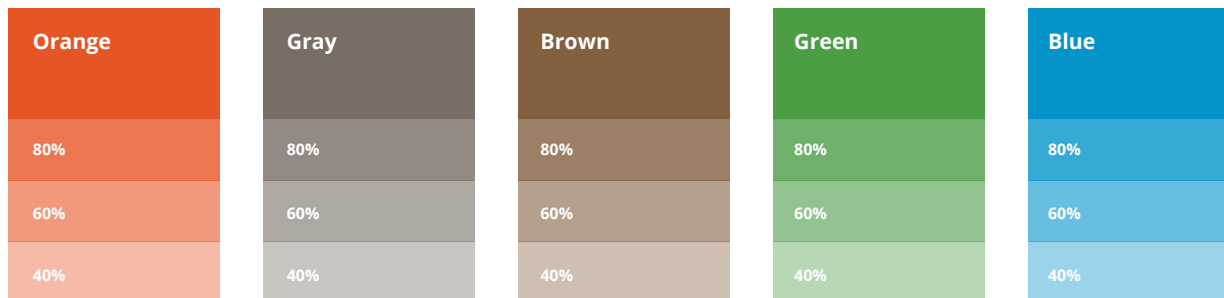
Shades of colors can be use to complement aspects of design.

Icons

—

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

—

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

Open Sans Condensed
www.fonts.google.com/specimen/
Open+Sans+Condensed

Application
Envision Manual

—

Application
Brochure

Application
PowerPoint

—

Use only the approved ISI PowerPoint
template when you present.