

Institute for Sustainable Infrastructure

Brand Guide

External

August 2026



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ISI Logo

The Institute for Sustainable Infrastructure (ISI) logo should be used on all primary communications. It may not be modified in any way, including color, design, or proportion.



Black and white logo versions should only be used when color is not an option.



Backgrounds

When placing the ISI logo on a background, make sure there is good contrast between the logo and the background. The blue ISI logo should be placed on a white or light-colored background. If the background is dark, use the reversed version of the logo.

The logo should not be placed on busy imagery or on backgrounds that do not provide adequate contrast.



ISI Logo Minimum Size & Clear Space

Minimum 1.3" (w)



Minimum size

When reproducing our logo, be conscious of its size and legibility. Generally, the logo should not be resized smaller than 1.3" (w) x 0.5" (h) in printed materials and 95 pixels (w) x 37 pixels (h) for digital use.



Clear space

Whenever you use the official ISI logo, it should be surrounded with clear space (3 times the X-height of uppercase "I" from the logo) to ensure its visibility and impact. No graphic elements of any kind should invade this zone. Avoid placing the ISI logo on busy areas of imagery or a background that doesn't provide good contrast.

ISI Logo Usage

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 use drop shadow



Don't separate elements of logo



Don't stretch or distort logo



Don't outline logo



Don't rearrange the graphic



Don't rotate logo



Envision Logo

The Envision Sustainable Infrastructure Framework is a tool developed by ISI to help infrastructure professionals plan, design, and deliver more sustainable infrastructure.

The Envision logo can be used alone or with the ISI logo ([see page 9](#)). It may not be modified in any way, including color, design, or proportion.

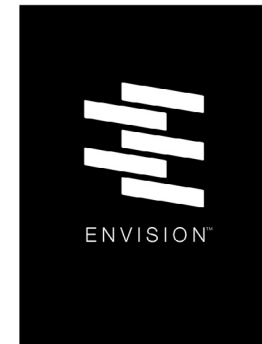
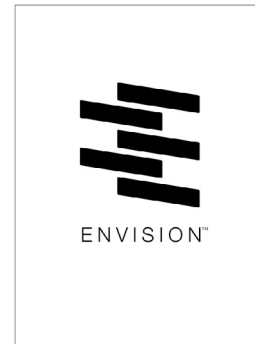


In situations where color is unavailable, black and white versions are available.

Backgrounds

When placing the Envision logo on a background, make sure there is good contrast between the logo and the background. The Envision logo should be placed on a white or light-colored background. If the background is dark, use the reversed version of the logo.

The logo should not be placed on busy imagery or on backgrounds that do not provide adequate contrast.



Envision Logo Minimum Size & Clear Space

Minimum 0.625" (h)



Minimum size

When reproducing the Envision logo, be conscious of its size and legibility. Generally, the logo should not be resized smaller than 0.5" (w) x 0.625" (h) in printed materials and 40 pixels (w) x 50 pixels (h) for digital use.

Clear space

Whenever you use the Envision logo, it should be surrounded with clear space (2 times the X-height of uppercase "I" from the logo) to ensure its visibility and impact. No graphic elements of any kind should invade this zone.



Envision Logo Usage

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

Don't change font



Don't change color



Don't use drop shadow



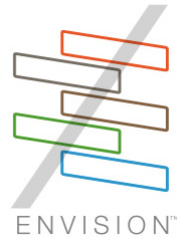
Don't separate elements of logo



Don't stretch or distort logo



Don't outline logo



Don't rearrange the graphic



Don't rotate logo



Combined Logo

The combined logo is used to represent the formal connection between ISI and the Envision framework.



In situations where color is unavailable, the white logo can be used on a dark background.



Minimum size

Generally, the logo should not be resized smaller than 2.0" (w) x 0.6" (h) in printed materials and 145 pixels (w) x 40 pixels (h) for digital use.

Clear space

The combined logo should be surrounded with clear space (equal to half the space between the logos) to ensure its visibility and impact. No graphic elements of any kind should invade this zone.



As shown with each logo, use the combined logo as directed. Do not change the font or color; do not use a drop shadow, separate logo elements, or distort the logo; do not use an outline, rearrange the graphics, or rotate the logo.

ZRP and TAP Logos

The Zofnass Research Program (ZRP) logo may be used on materials directly related to Zofnass-affiliated research, publications, events, presentations, and collaborative initiatives.



The Technical Assistance Program (TAP) logo may be used on materials directly tied to TAP services, including guidance documents, presentations, program communications, and training materials.



Backgrounds

In situations where color is unavailable, the white logo can be used on a dark background.

Minimum size

Generally, the logos should not be resized smaller than 1.5" (w) x 0.79" (h) in printed materials and 110 pixels (w) x 58 pixels (h) for digital use.

Clear space

The logo should be surrounded with clear space (equal to three times the height of the "I" in "Institute") to ensure its visibility and impact. This area should remain free of any text or graphics.

ISI Annual Conference Logo

The ISI Annual Conference logo represents ISI's flagship event and is used to promote the conference across all marketing, digital, and print collateral. Consistent application of this logo ensures a unified visual identity for the event each year.

Logo usage

The Annual Conference logo may be used across all approved conference materials, including digital graphics, signage, presentations, and promotional items.

Only the official logo files provided by ISI may be used. Do not recreate, redraw, or typeset any portion of the logo. In situations where color is unavailable, the white logo can be used on a dark background. Do not change the font or color; do not use a drop shadow, separate logo elements, or distort the logo; do not use an outline, rearrange the graphics, or rotate the logo.

Minimum 2.0" (w)



Minimum 1.0" (w)



Minimum size

Generally, the horizontal logo should not be resized smaller than 2.0" (w) x 0.625" (h) in printed materials and 140 pixels (w) x 45 pixels (h) for digital use. The vertical logo should not be resized smaller than 1.0" (w) x 1.4" (h) in printed materials and 70 pixels (w) x 80 pixels (h).

Clear space

The conference logo should be surrounded with clear space (equal to "X" - the height of the uppercase "I" from the logo) to ensure its visibility and impact. No graphic elements of any kind should invade this zone.

International Envision Logo

(In Progress)

The country-specific Envision logos represent ISI's global commitment to advancing sustainable, resilient, and equitable infrastructure. Proper use maintains brand consistency across communications and materials.

Only approved logo files provided by ISI may be used. Do not recreate or redraw any part of the logo.



In situations where color is unavailable, black and white logo versions are available.

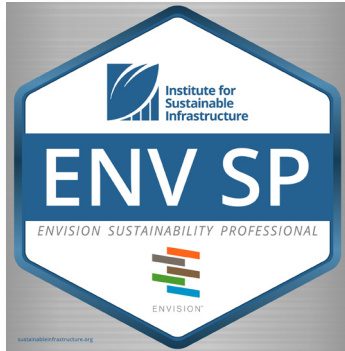
Backgrounds

When placing a country-specific logo on a background, make sure there is good contrast between the logo and the background. Logos should be placed on a white or light-colored background. If the background is dark, use the reversed version of the logo.

Never place the logo on busy areas of imagery or a background that doesn't provide good contrast.

ISI badges are official visual markers recognizing individual achievements, membership status, and organizational milestones within the ISI community.

Produced by ISI, these are virtual representations of Envision achievements and commitments for individuals and organizations to showcase to their networks online and in related materials. Use badges as provided by ISI. Do not alter badges, separate elements, distort the image, rotate, or rearrange graphics.



ENV SP

The ENV SP badge indicates that an individual earned the Envision Sustainability Professional credential.

Credentialed ENV SPs may use the ENV SP badge on social media, resumes, business cards, email signatures, and professional profiles.



Member

The ISI Member badge represents an organization's or individual's active membership in ISI.

ISI Member organizations can use the ISI Member badge and anniversary badges to show their affiliation on social media, websites, in proposals, email signatures, and organizational profiles.



Anniversary

The Anniversary badges celebrate an organization's milestone year(s) as an ISI member.

Color Palette

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 standard software translation values when converting PMS colors to CMYK or RGB. Tints of colors can be used to complement aspects of design.

Primary Color	Supporting Colors				
ISI BLUE PMS647 C CMYK91/63/20/4 RGB35/96/146 HEX#236092 80% 60% 40%	ORANGE PMS166 C CMYK0/74/94/0 RGB255/103/27 HEX#FF671B 80% 60% 40%	GRAY PMS404 C CMYK51/49/57/18 RGB120/110/99 HEX#786E63 80% 60% 40%	BROWN PMS7505 C CMYK40/56/78/25 RGB131/96/63 HEX#83603F 80% 60% 40%	GREEN PMS362 C CMYK74/16/100/3 RGB75/156/45 HEX#4B9C2D 80% 60% 40%	BLUE PMS639 C CMYK100/20/10/0 RGB0/148/201 HEX#0094C9 80% 60% 40%

Quality of Life



Leadership



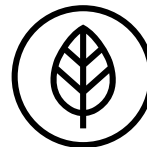
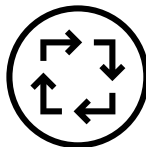
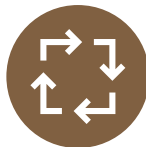
Resource Allocation



Natural World



Climate and Resilience



Icons are for specific categories:

Quality of life, Leadership, Resource Allocation, Natural World, and Climate and Resilience. Do not alter them in any way.

ISI uses two primary fonts. Open Sans is used for collateral created by ISI. 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.

Century Gothic is used for Word documents and PowerPoint files so these files can be transmitted to outside parties without disturbing document formatting.

Visit links below to download fonts.

Open Sans

<https://fonts.adobe.com/fonts/open-sans>

Century Gothic

<https://fonts.adobe.com/fonts/century-gothic>

Open Sans Regular

ABCDE

Use for body copy in all print and digital documents.

Open Sans Condensed Light

ABCDE

Use for secondary headings, captions, footnotes, or sidebars.

Open Sans Bold

ABCDE

Use for section headers and subheads.

Open Sans Condensed Bold

ABCD

Use for headings in tight layouts.

Century Gothic Regular

ABCDE

Use for body copy in marketing materials.

Century Gothic Bold

ABCDE

Use for section headings in marketing materials.

Project Photography

Photos and renderings of Envision-verified projects, provided by the project owner or project team, can only be used to represent the project and must be acknowledged as such. This can include using photos with the project profile (website), or captioning images when used in documents or PowerPoint presentations (Project Name, Location, Envision Level, Year Announced). Make sure project information shown directly on images is legible. Project photos supplied by the owner cannot be used as stock imagery.

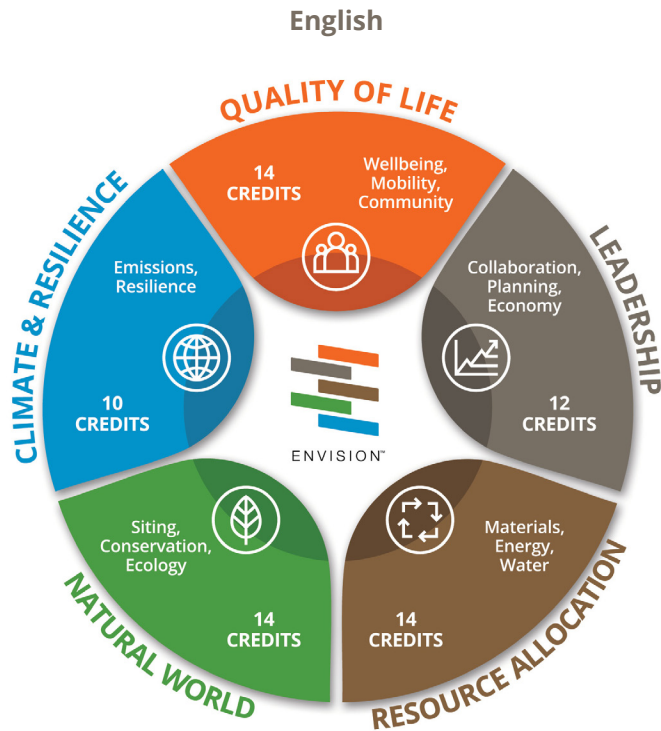


Brand Graphics

Envision

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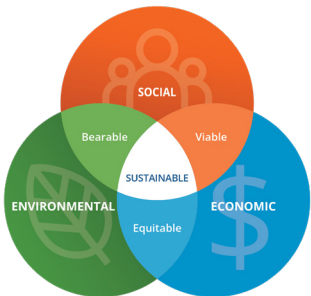
ISI brand graphics include all officially approved visual elements used to communicate the Envision framework, its structure, and its concepts.



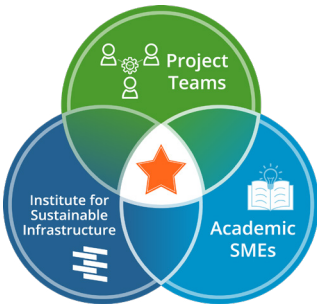
Brand Graphics

Envision

Triple Bottom Line Graphic



TAP Program Win-Win-Win Graphic



Sector Icons



Pathways Graphic

Pathway A: Design + Post-Construction: >95% Design



Pathway B: Post-Construction: >95% Construction



Program Icons



Submitting Images, Videos & Brand Assets

When sharing materials such as professional portraits, project photos, videos, or logos for use in ISI content, please provide files that meet the recommended specifications whenever possible. This ensures the highest visual quality across platforms and reduces the need for adjustments.

Preferred Requirements

Image resolution: 300 PPI (pixels per inch)

Image size: 3300 x 4200px (11x14in); minimum 1200 px wide

Video quality: 1080px; HD minimum (1280 x 720)

File Formats

Images: JPG or PNG (PNG preferred for logos/graphics)

Video: MP4 preferred

Logos: Provide vector files (SVG, EPS) when available, or high-resolution PNG with transparent background

Headshots: Square (1080 x 1080 px) or portrait (1080 x 1350 px) format with clear, professional lighting

If Files Are Larger Than Recommended

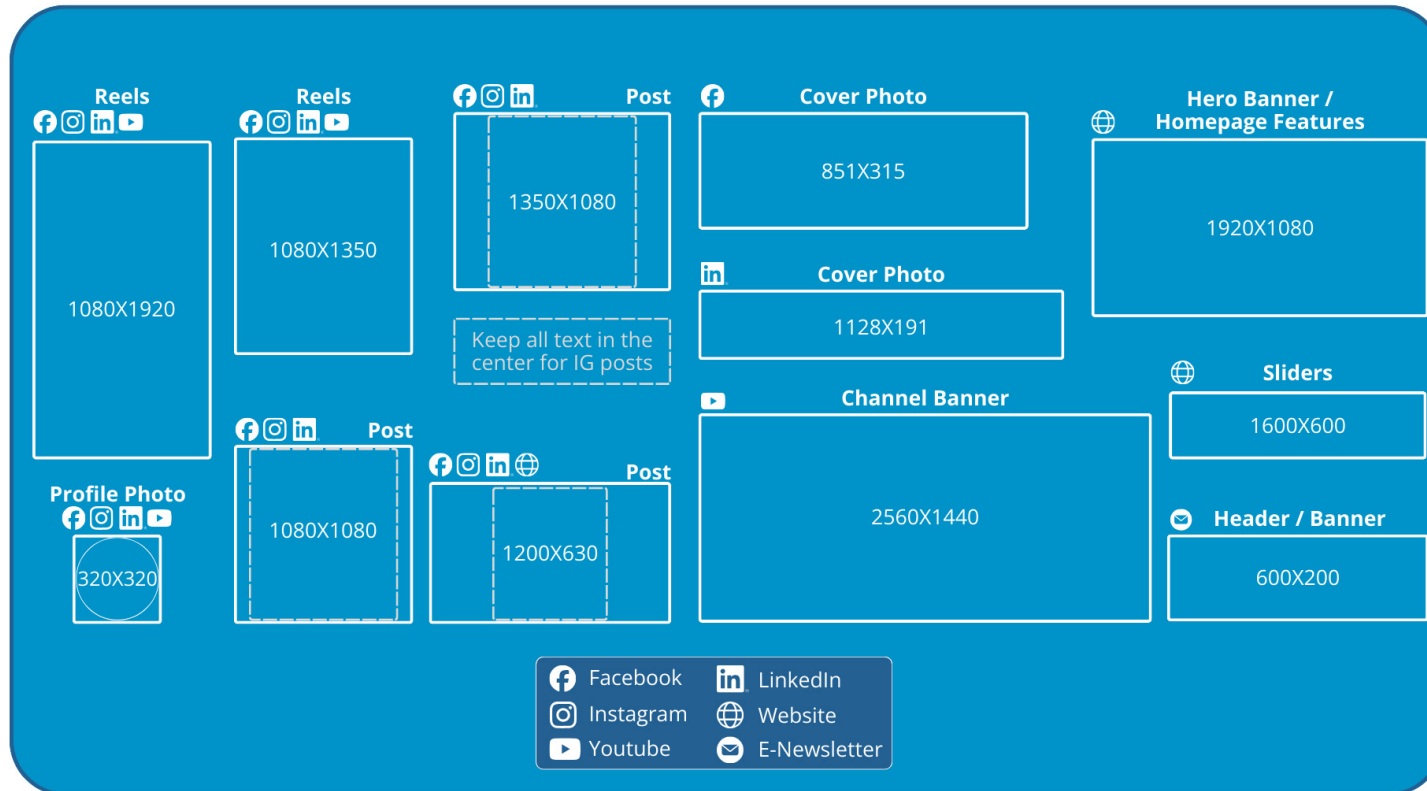
Large file sizes may impact performance across web, email, and social platforms. If your files exceed the recommended sizes, contact the [ISI Communications Team](#) for a link to upload large files.

General Guidance:

- Avoid excessive compression that reduces quality
- Maintain original proportions to prevent stretching or cropping issues
- Sharing the original file is preferred

Graphics Sizing

Use this guide when developing co-branded or co-promotional marketing materials with ISI. Use this guide for recommended image dimensions and formats for digital platforms, including social media, web, and newsletters.



Application

Verification Certificates

There are four Envision verification levels available:
Platinum, Gold, Silver, and Verified.



Application

PowerPoint

Use only the approved ISI PowerPoint templates when you present.



Application

Merchandise

Use only approved branded merchandise from the ISI store. Do not reproduce or print the ISI logo on unapproved products. All items in the official store meet ISI brand and quality standards. Visit store: <https://isi.swag.com>.



Contact the [ISI Communications Team](#) for other branded merchandise needs.

ISI and Envision Usage in Text

For most purposes, spell out Institute for Sustainable Infrastructure on first use, then use ISI thereafter.

Envision does not need to be in all caps as it is not an acronym.

Use Envision Sustainable Infrastructure Framework (all words capped) or Envision framework (framework not capped).

Use a ® registered trademark symbol after the first use of Envision, but not on subsequent instances.

Spell out Zofnass Research Program (ZRP) in first instance of use.

Spell out Technical Assistance Program (TAP) in first instance of use.

Phrases with acronyms should be spelled out in the first instance of use with the acronym in parentheses, with the acronym used in text following.

CMH – Credential Maintenance Hours

CR – Climate and Resilience

ENV SP – Envision Sustainability Professional

ERB – Envision Review Board

LD – Leadership

NW – Natural World

QL – Quality of Life

RA – Resource Allocation

SIAB – Sustainable Infrastructure Advisory Board

TAP – Technical Assistance Program

ZRP – Zofnass Research Program

This glossary provides definitions related to organizational language. Reference the glossary in the Envision Guidance Manual for Envision terminology. Consistent use of terms strengthens brand clarity and communication accuracy.

Applicants Course

A virtual training that offers a closer look at Envision project verification, providing participants with an in-depth understanding of the tools, resources, and systems available to support a successful Envision verification process.

Case Studies

Project highlights demonstrating how Envision has been applied in real infrastructure projects, showcasing sustainability achievements, outcomes, and lessons learned.

Charter Member (ISI Charter Member)

Early ISI member who made a financial commitment to support the early development and implementation of the Envision framework.

Credential Maintenance Hours (CMHs)

Continuing education hours that ENV SPs must earn annually to maintain an active credential and stay current in sustainable infrastructure and Envision practices.

Credentialing

ISI provides training on the Envision Sustainable Infrastructure framework to prepare individuals for the ENV SP exam. Individuals who pass the exam earn their ENV SP credential, which is then maintained by fulfilling annual credential maintenance requirements.

! These individuals are “credentialed” — not “certified.”

Digital Badges (page 13)

Produced by ISI, these are virtual representations of Envision achievements and commitments (e.g., ENV SP credential, ISI membership, etc.) for individuals and organizations to showcase to their networks online and in related materials.

Education & Training

ISI's learning resources, including ENV SP training, courses, webinars, and materials supporting effective use of the Envision framework.

Envision Categories

The Envision framework evaluates sustainability through five overarching categories. Together, they represent a holistic, systems-based approach to sustainable and resilient infrastructure. Each category includes credits that measure incremental improvements in sustainability performance:

- Quality of Life (QL)
- Leadership (LD)
- Resource Allocation (RA)
- Natural World (NW)
- Climate & Resilience (CR)

Certification

ISI and the Envision framework do not use the term “certification.” Projects are verified and people are credentialed.



(Continued)

Envision Forums

Focused by sector or owner type, these virtual groups provide a platform for Envision practitioners to swap ideas, compare notes, and crowdsource smarter solutions.

Envision Review Board (ERB)

A select group of infrastructure professionals from diverse backgrounds who uphold the integrity and evolution of the Envision Sustainable Infrastructure framework.

Envision Qualified Companies

Private companies that use Envision and employ at least one ENV SP within their workforce.

Envision Policy Map

Tool to highlight policies and other documents that require, incentivize, or encourage the use of Envision in infrastructure projects at various government levels.

Envision Project Directory

Map showing Envision-verified projects, as well as projects that are registered to pursue Envision verification. Verified projects link to project descriptions that provide details about the project and its sustainability features.

Envision Supplier Directory

The Envision Supplier Directory helps project teams identify materials and services aligned with the Envision framework. Each listing is associated with at least one Envision credit.

Envision Supported Agencies

Public agencies that use Envision and employ at least one ENV SP within their workforce.

Envision Trainer

An experienced ENV SP trained by ISI and authorized to conduct ENV SP training workshops.

Glossary

(Continued)

Envision Verification

ISI's formal review process in which trained, third-party verifiers assess project documentation against Envision credit requirements to confirm performance. Envision project verification recognizes infrastructure projects that demonstrate verified sustainability performance through the Envision framework. Projects that complete the Envision verification process and achieve sufficient points earn Envision verification.

Award (Awards)

Use “verification” rather than “award” when describing Envision project outcomes. Envision verification reflects a rigorous evaluation and independent review process that recognizes demonstrated sustainability performance. Preferred terminology includes *Envision-verified project*, *project earned Envision verification*, *project verified Envision [level]*, *project recognized as Envision [level]*.

Envision Verification Levels

To receive Envision verification, projects must achieve a minimum percentage of the total applicable Envision points. Projects can be recognized at four verification levels:

- **Verified: 20%** (in Envision v2, this verification level was called “Bronze”)
- **Silver: 30%**
- **Gold: 40%**
- **Platinum: 50%**

Envision Verifier

An experienced ENV SP trained and authorized by ISI to independently review and evaluate project submissions as part of the Envision verification process. Verifiers are hired by ISI on a project-specific basis.

ENV SP (Envision Sustainability Professional)

An individual credentialed by ISI who has gone through the training and taken the exam over the Envision framework. ENV SPs demonstrate expertise in advancing sustainable and resilient infrastructure.

! Individuals are credentialed—not certified.

ENV SP Directory

A listing of active ENV SPs that can be filtered by region, trainer qualification, and/or role in Envision-verified projects. Note that ENV SPs opt in to have their name shown in the directory; therefore not all active ENV SPs are represented in the directory.

Glossary

(Continued)

Member (ISI Member)

Organizations or individuals who join ISI to access exclusive benefits such as training discounts, resources, updates, and participation in a community committed to sustainable infrastructure. Membership types include:

- **Private Company** – Corporate and organization memberships, including trade and professional associations.
- **Public Agency** – Any level of government or public agency.
- **Academic Institution** – Academic memberships are available to universities, colleges, and other higher education programs.
- **Individual** – Infrastructure professionals who are otherwise affiliated with a private, public, or academic membership may become an individual member.

Project Verification (see Envision Verification)

Sustainable Infrastructure Advisory Board (SIAB)

A dedicated group of AEC firms that support the Zofnass Research Program, providing financial assistance, expert feedback, and guidance to support the development, promotion, and continued improvement of Envision.

Technical Assistance Program (TAP)

ISI program that provides infrastructure owners from small and/or economically-distressed communities with better access to resources for guiding more sustainable projects.

Tools & Resources

ISI's collection of guides, templates, case studies, research, and support materials designed to help practitioners effectively apply the Envision framework.

Zofnass Research Program (ZRP)

ISI program dedicated to conducting research that examines sustainable infrastructure topics and supports development and use of the Envision Sustainable Infrastructure framework.

Use the Brand FAQ as your quick reference for branding questions. This section is designed to help you apply the ISI brand consistently across all materials.

Logos and Badges

Who can use the ISI and Envision logos?

The logo may be used by ISI members and partners, and Envision users, in accordance with the brand guidelines, including approved versions, clear space, and minimum size requirements. The logo may not be altered, stretched, recolored, or combined with other graphics.

Which logo version should be used?

Use the full-color logo(s) whenever possible. One-color or reversed versions may be used only when production or background constraints require it, as outlined in the visual standards ([page 9](#)).

Where can ISI and Envision logo files be downloaded?

Select logo files are available on the website in the ISI Brand Guidelines and Resources under Resources library. If external parties request other formats, contact the [ISI Communications Team](#) for those.

At what point are project teams officially authorized to use the ISI and Envision logos?

Project teams may use the logo associated with a project that is using Envision, is planning to pursue verification, or has completed the verification process. ISI's preference is for project teams to use the logo once a project is registered, as a way of signalling their commitment to the process.

Are Envision users allowed to use the ISI or Envision logos on social media posts?

Yes, if following brand guidelines. Logos must remain clear, unaltered, and fully visible.

Can partners or members place their logo alongside the ISI and/or Envision logo(s)?

Yes. Co-branding is permitted when the relationship is accurate and clearly represented. Logos should be visually balanced and not imply endorsement unless formally approved.

(Continued)

Can ENV SPs use the ENV SP badge on personal materials? (page 13)

Yes. Credentialed ENV SPs may use the ENV SP badge on social media, resumes, business cards, email signatures, and professional profiles, provided the badge is used exactly as provided and not altered.

Does using the logo imply endorsement?

No. Use of the logo does not imply endorsement, verification, or approval of an organization, product, or service unless explicitly authorized.

References

How should Envision be referenced in written materials?

Use “Envision® Sustainable Infrastructure Framework” on first reference, followed by “Envision” or “Envision framework” with no registered trademark symbol thereafter.

How should organizational members reference their affiliation with ISI?

Members may refer to themselves as an “ISI Member,” “Envision Supported Agency,” or “Envision Qualified Company” as appropriate. Member-specific badges must be used according to the provided guidelines.

How should individuals describe their ENV SP credential?

ENV SPs may refer to themselves as Envision Sustainability Professionals so long as their credential is active or inactive status (has not expired). The ENV SP designation can be used in email signatures, business cards, resumes, etc. ENV SP badges must be used according to the provided guidelines.

Can project teams use the brand before a project is verified?

Projects may reference use of the Envision framework or registration status if clearly stated and not presented as verified or endorsed by ISI.

(Continued)

ISI is pleased to support the use of content from the Envision Guidance Manual in external publications, provided the following guidelines are observed:

- Content, including text and tables, should be reproduced exactly as it appears in the Envision Guidance Manual to maintain accuracy and consistency.
- All reproduced material should include a clear and complete citation using the format provided below.
- Content should be presented in a way that reflects its original context and intent within the Envision framework.

To ensure accuracy and appropriate representation, ISI appreciates the opportunity to review and approve proposed uses of Envision Guidance Manual content in formal publications prior to distribution.

Fill out the [ISI Material Permission Request form](#).

Required Citation Format
Envision® Guidance Manual, Version 3, Institute for Sustainable Infrastructure, 2018. Used with permission.

Guidance Manual and Publication Content Use

Can Envision Guidance Manual content and/or screenshots be used in presentations developed by members?

Yes. Content and screenshots may be used in member presentations provided they are shown exactly as they appear in the manual and include clear attribution to the source. This helps ensure accuracy, preserves context, and maintains consistency with the official guidance.

Can Envision Guidance Manual content and/or screenshots be used in reports, white papers, or publications?

Yes. Content and screenshots may be used when they are presented exactly as they appear in the manual and properly cited. In addition, ISI requests the opportunity to review and approve any use of content in formal publications to ensure accuracy and appropriate context.

Can quotes or text from ISI publications be referenced in presentation and materials?

Yes, brief excerpts may be used when presented accurately and cited. Longer passages or adapted content may require permission. Contact the [ISI Communications Team](#) for review.

Is there a limit on how much content can be reproduced?

Use only what is necessary to support your purpose. Reproducing substantial portions of a publication or resource may require review and approval.

Is permission needed for translations or adaptations?

Outside parties are not permitted to translate or adapt information from the Envision framework. ISI has Spanish and French translations of the Envision Guidance Manual and select tools and resources. If you have a need for a translated version of ISI materials, contact the [ISI Communications Team](#).

Use of Brand Assets

Where can the latest brand assets be downloaded?

Select brand assets are available on the website in the ISI Brand Guidelines and Resources under Resources library. If external parties request other formats, contact the [ISI Communications Team](#) for those.

(Continued)

The ISI Communications Team has an ISI Material Permission Request form that will be provided to anyone requesting to use ISI content. Please direct any requests to: communications@sustainableinfrastructure.org

Can ISI's brand assets be used on my organization's website and/or social media?

Yes. ISI members and ENV SPs can use ISI and Envision assets to demonstrate their affiliation and promote the framework. Follow visual and attribution standards, and ensure the context is accurate and not misleading.

Are ISI members and Envision users allowed to use ISI-produced graphics, charts, or diagrams?

Yes, provided they are used in the proper context, without alteration, and with appropriate attribution.

Can the ISI/Envision brands be used to promote an event or training?

Yes, when the relationship is clear and accurate. ISI-approved Envision Trainers can use co-branded promotional materials to promote ENV SP workshops. Partner organizations can use co-branded materials, as approved by ISI. Contact the [ISI Communications Team](#) for review related to other events or circumstances.

Contacts

Who should be contacted for approvals or questions?

Contact the [ISI Communications Team](#) for guidance on appropriate use, approvals, or asset requests.

Who should be contacted to confirm something follows ISI's brand guidelines?

Contact the [ISI Communications Team](#). When in doubt, always verify before publishing or distributing materials. We're here to help ensure accuracy and consistency.