

WORLD CONGRESS

SEOUL, SOUTH KOREA

16-19 October 2023

Brand Guidelines

There are three main elements to the visual identity of this event. They are; the headline lock-up logo, the approved imagery of famous Seoul landmarks and the dynamic red swipe overlay panel.

Please read the information on the following pages for how to use these elements in conjunction with each other correctly.

01 | The headline lock-up logo - Website and marketing communications

WORLD CONGRESS
SEOUL, SOUTH KOREA
16-19 October 2023

There are two variations of the headline lock-up logo. Their wordings are slightly different. For the website and all marketing communications it should be displayed as above.

This headline lock-up logo is a fixed lock-up logo and must not be altered in any way so we maintain consistency across the campaign.

The logo itself is set in a Arial Black font.
WORLD CONGRESS and SEOUL, SOUTH KOREA are always set in upper case and the event dates below are set in lower case.

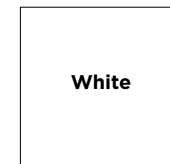
The primary colour for this campaign is ISUOG core red and should be used boldly in both print and digital media to ensure the ISUOG brand is instantly recognisable.



Core Red

RGB
227 | 6 | 19

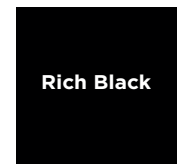
CMYK
0 | 100 | 100 | 0



White

RGB
255 | 255 | 255

CMYK
0 | 0 | 0 | 0



Rich Black

RGB
0 | 0 | 0

CMYK
70 | 40 | 40 | 100

01 | The headline lock-up logo - Onsite event

The logo features the text 'ISUOG' in a large, bold, red sans-serif font. To its right, '2023' is written in a large, bold, white sans-serif font. Below '2023', the words 'WORLD CONGRESS SEOUL' and the dates '16-19 October 2023' are written in a smaller, bold, white sans-serif font. The entire logo is set against a red background that has a diagonal cut on the left side, creating a dynamic shape.

ISUOG 2023
WORLD CONGRESS SEOUL
16-19 October 2023




For the onsite event the headline lock-up logo should be displayed as above. As you can see the wording is different but the overall look and feel is still the same.

Again, this is a fixed lock-up logo and must not be altered in any way so we maintain consistency across the campaign.

The logo itself is set in a Arial Black font.

ISUOG 2023 and WORLD CONGRESS SEOUL are always set in upper case and the event dates below are set in lower case.

The primary colour for this campaign is ISUOG core red and should be used boldly in both print and digital media to ensure the ISUOG brand is instantly recognisable.

		
Core Red	White	Rich Black
RGB 227 6 19	RGB 255 255 255	RGB 0 0 0
CMYK 0 100 100 0	CMYK 0 0 0 0	CMYK 70 40 40 100

02 | Seoul landmark photography

Seoul, the capital of South Korea, is a huge metropolis where modern skyscrapers, high-tech subways and pop culture meet Buddhist temples, palaces and street markets.

We have an approved selection of photographs of some famous Seoul landmarks that can be used across this campaign. Anyone who uses these photos are required to indicate the source and photographer.

Please speak to the Marketing Team if you require them.



Instantly recognisable
Seoul landmarks.



Seoul, the capital of South Korea, is a huge metropolis where modern skyscrapers, high-tech subways and pop culture meet Buddhist temples, palaces and street markets.

03 | The dynamic red swipe overlay

The dynamic red swipe overlay is key to the visual designs for the campaign. It is filled in ISUOG core red and has translucent properties so the imagery can be seen behind it.

Below are some examples of how the overlay is set out in conjunction with the logo lock-up and the background image.



Web banner



Social media post



Press advert