Visual Identity at a glance

The International Society of Ultrasound in Obstetrics and Gynecology

ISUOG logo

Our logo is our most recognisable symbol and is unique to us.

The emblem is inspired by the image of a baby on an ultrasound scan.

The ISUOG logo can be produced in either a full or stacked format.

Full logo

Stacked logo

ISUOG logo variations

Reversed logo. The ISUOG logo should be produced either in colour on a white background or reversed out in white on an ISUOG red background.

Baby emblem

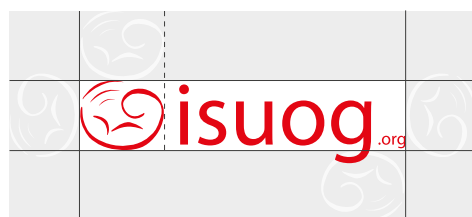The 'baby' emblem in the ISUOG logo can also be used on it's own as stamp or watermark.

Size use

Minimum sizes

The minimum size the logo may be used for print application is 35mm or 100px for digital application.

35mm / 100px

Clear space

In order to protect the integrity of the ISUOG logo, it is important that no other logo, graphic or element infringes on its space.

Alignment

The logo should be positioned in the bottom right corner of ALL print and digital communications in white on a red footer, with the exception of our website. Any other positioning of the logo must be approved by the marketing team. Remember to always follow the exclusion zone logo guidelines to ensure the logo is not positioned too close to the edge of the page.

Colour palette

Colour is an important part of ISUOG's brand identity. Consistent use of the brand colour palette is essential in maintaining our brand identity.
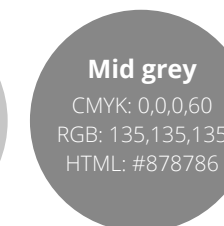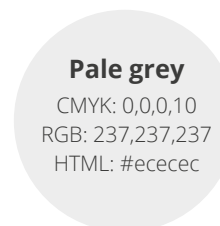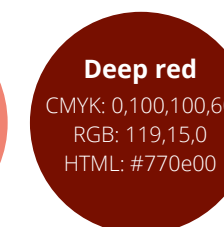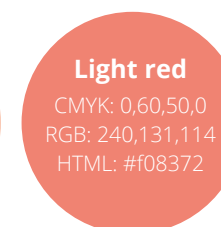
Primary

ISUOG's primary colours are:

ISUOG red
CMYK: 0,100,100,0
Pantone: 485C
RGB: 227,6,19
HTML: #e30513

Dark grey
CMYK: 0,0,0,90
RGB: 60,60,60
HTML: #3c3c3b

Secondary

ISUOG also has a secondary colour palette to provide flexibility and variety:

Pale red
CMYK: 0,30,30,0
RGB: 249,197,175
HTML: #f9c4af

Light red
CMYK: 0,60,50,0
RGB: 240,131,114
HTML: #f08372

Deep red
CMYK: 0,100,100,60
RGB: 119,15,0
HTML: #770e00

Pale grey
CMYK: 0,0,0,10
RGB: 237,237,237
HTML: #ececec

Light grey
CMYK: 0,0,0,30
RGB: 198,198,198
HTML: #c6c6c5

Mid grey
CMYK: 0,0,0,60
RGB: 135,135,135
HTML: #878786
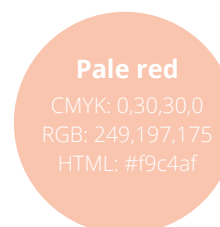
Typography

ISUOG staff

Arial regular should be used for all internal communications. The standard size to be used is 11pt.

Arial Bold should be used for headings.

External professional designers

Open Sans Light should be used for all external communications. The standard size to be used is 9pt. Roboto Bold should be used for headings Roboto light for subheadings.

Text colour

Body copy should always be ISUOG dark grey and ISUOG red should be used sparingly for headers and links. White can also be used for text appearing on a dark or red background.

Example use

Heading 1 - Roboto bold 30pt

Heading 2 - Roboto bold 20pt

Subheadings - Roboto light 14pt

Call to action - Open Sans bold 16pt

Bold body copy - Open Sans bold 8/9/10pt

Standard body copy - Open Sand light 8/9/10pt

Quote - Open Sans light Italic 10/11/12pt

URL / hashtag in page footer - Open Sans bold 12pt