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ISUOG Brand Guidelines

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ISUOG Logo

01

ISUOG logo

The ISUOG logo is your most recognisable symbol and is unique to you.

Your logo exudes confidence in it's single-minded and uncluttered manner. It gives ISUOG a solid, instantly recognisable foundation on which the brand can be built and it's principals forged.

The ISUOG logo can only be used in red on a white background, or white on a red background as seen here.

ISUOG logo

The ISUOG logo is also available in a more compact square format.

This format of the ISUOG logo is particularly useful for smaller sized banners when space is much more limited.

As before, the ISUOG logo can only be used in red on a white background, or white on a red background as seen here.
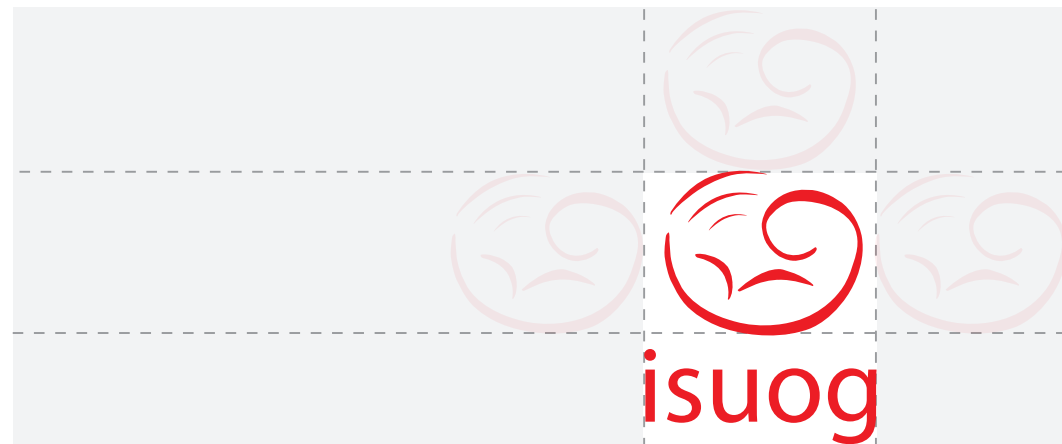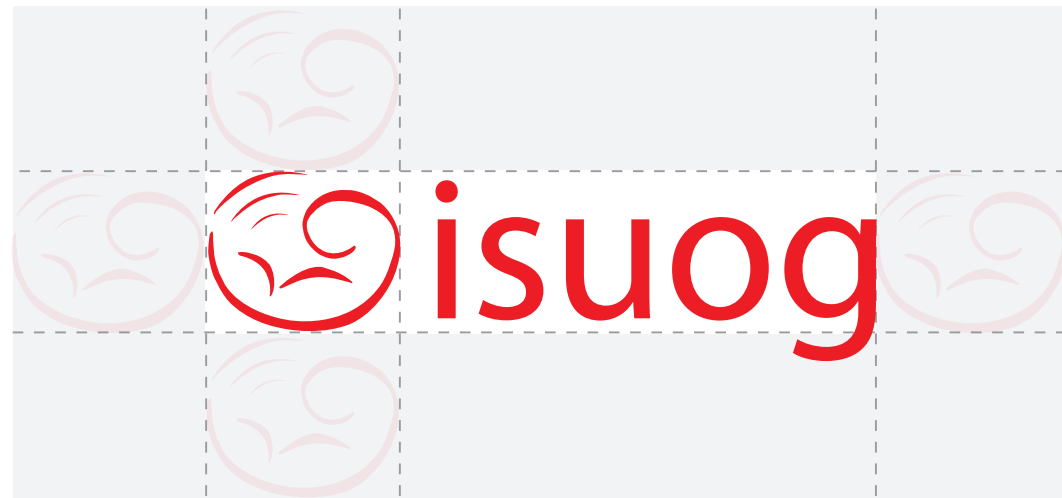
Logo usage

In order to protect the integrity of the ISUOG logo, it is important to give it space to breath.

No other text, graphic or image should infringe on its clear space area.

Opposite is a demonstration of how this rule works for both the landscape, and the compact version of the ISUOG logo.

Logo usage

The logo should be positioned in the top right corner of ALL print and digital communications.

Any other positioning of the logo must be approved by the marketing team. Remember to always follow the clear space area logo guidelines on the previous page to ensure the logo is not positioned too close to the edge of the page.

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Colour palette

02

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Colour palette

The ISUOG brand has a principal colour and several accent secondary colours.

Core red is ISUOG's principal brand colour and should be used boldly in both print and digital media to ensure the ISUOG brand is instantly recognisable.

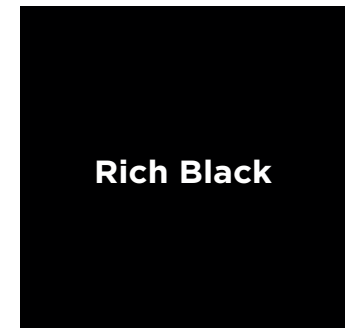White and rich black are used primarily for text depending on the background colour.

Core Red

White

Rich Black

RGB
227 | 6 | 19

CMYK
0 | 100 | 100 | 0

RGB
255 | 255 | 255

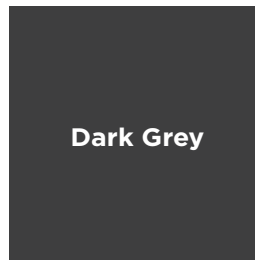**CMYK**
0 | 0 | 0 | 0

RGB
0 | 0 | 0

CMYK
70 | 40 | 40 | 100

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Colour palette

There are a set of secondary colours which should be used sparingly and in good taste.

It is worth noting that the blues are primarily for our charitable products such as Basic Training and Ultrasound Essentials.

Dark Grey

Light Grey

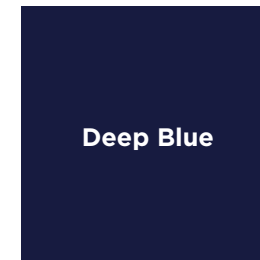**Deep Blue**

Rich Blue

RGB
60 | 60 | 60

CMYK
0 | 0 | 0 | 90

RGB
109 | 111 | 114

CMYK
0 | 0 | 0 | 60

RGB
23 | 27 | 64

CMYK
100 | 95 | 42 | 32
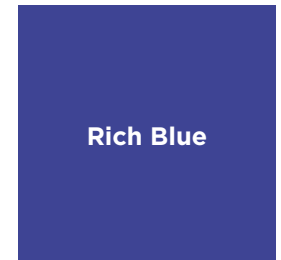
RGB
48 | 51 | 131

CMYK
90 | 87 | 7 | 0

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Typography

03

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Typography

Your primary font is Roboto.

Roboto bold should be used for your headlines and Roboto regular for body copy. The standard size to be used for body copy text is 11 point.

Headline size can vary depending on the amount of text and the space you have available.

Body copy should always be ISUOG rich black 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.

Roboto

Aa Bb Cc Dd Ee Ff Gg Hh Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz. 1234567890

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Typography

Your secondary font is Arial.
This can used instead of Roboto if that font is
not available to you.

Arial bold should be used for your headlines and
Arial regular for body copy. The standard size to
be used for body copy text is 11 point.

Headline size can vary depending on the amount
of text and the space you have available.

Body copy should always be ISUOG rich black
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.

Arial

Aa Bb Cc Dd Ee Ff Gg Hh Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz.
1234567890

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Brand hierarchy

04

Brand hierarchy

ISUOG is our over-arching brand identity. VISUOG and our Education products are part of our main brand.

Below this top level brand sits our events which each have their own unique style and identity.

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Application

05

Application
Style 1

The following pages aim to demonstrate the new ISUOG brand style in practice on some marketing materials.

We have develped two visual styles for use on all ISUOG marketing communications. The first style we see here is called **'Molecule'**.

It uses circular shapes to display imagery and frame key information. You can see here how this technique clearly defines the space and allows us to separate information clearly and form a hierarchy.

Press advert example

Application
Style 1

We are able to alter the bottom area of the layouts on this brand execution depending on the amount of copy we have to display.

Here is an example of a press advert with some longer copy and how this can be broken into two columns for clarity.

ASK THE EXPERT
16 OCTOBER 2022

PRE-ECLAMPSIA:
FROM EARLY PREGNANCY TO POSTPARTUM MANAGEMENT

DR DANIEL ROLNIK
(AUSTRALIA)

PROF. BASKY THILAGANATHAN
(UK)

LEARNING OBJECTIVES

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Lorem ipsum dolor sit amet, adipiscing elit sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam. Lorem ipsum doconsectetur adipiscing elit, sed do eius

Register now at isuog.org

Press advert example

Application
Style 1

Here is an example of the 'Molecule' style applied to an instagram post.

The composition follows a similar layout to the press advert as seen on the previous pages, this is to ensure we build a consistent brand style in ALL of our ISUOG communications.

The description of the event and any additional information can of course be in the post details that sit below.

ASK THE EXPERT
16 OCTOBER 2022

PRE-ECLAMPSIA:
FROM EARLY PREGNANCY TO POSTPARTUM MANAGEMENT

DR DANIEL ROLNIK
(AUSTRALIA)

PROF. BASKY THILAGANATHAN
(UK)

BOOK NOW

254 likes

isuog Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed non orci aliquam dolor dignissim placerat. Donec ullamcorper volutpat tellus, in congue metus. Integer eget massa sem. Sed eu tristique orci, sed accumsan nunc. Etiam in posuere felis. Vestibulum scelerisque, lectus cursus aliquam scelerisque, massa libero ornare diam, a placerat nibh arcu eu eros.

#isuog #ISUOGEducation #Ultrasound #Webinar #womens health #gynacology

Instagram post example

Application
Style 2

As ISUOG has so many products to promote we have introduced a second visual style to help with variety. This style is called 'Scan overlay'.

This style feels fluid and very modern in it's visual approach. It's very different and has massive stand-out, it feels educational, scientific even.

The example to the right shows an ISUOG course press advert.

ISUOG COURSES 2022

YOUR QUESTIONS ANSWERED

**16 OCTOBER 2022
27 NOVEMBER 2022**

ISUOG courses offer a mixture of panel discussions, case studies and practical demonstrations to support your professional development and enhance your skills and knowledge in ultrasound in obstetrics and gynecology.

ISUOG offers discounted prices to all delegates from middle-income and low-resource counteries. Please see our website for more details.

Register now at isuog.org

Press advert example

Application
Style 2

The fluid visual style allows us to move images around depending on how much copy we have to display, here is an example with less text.

Black and white images, bold uppercase headlines and fluid compositions help define this striking brand style.

ISUOG COURSES

LATEST DEVELOPMENTS BEST PRACTICE LIVE DEBATES

16TH OCTOBER 2022
27TH NOVEMBER 2022

ISUOG courses offer a mixture of panel discussions, case studies and practical demonstrations to support your professional development and enhance your skills and knowledge in ultrasound in obstetrics and gynecology.

Register now at isuog.org

Press advert example

Application
Style 2

Here is an example of the 'Scan overlay' style applied to an instagram post.

The composition follows a similar layout to the press advert as seen on the previous pages, this is to ensure we build a consistent brand style in ALL of our ISUOG communications.

The description of the event and any additional information can of course be in the post details that sit below.

ISUOG COURSES 2022

LATEST DEVELOPMENTS BEST PRACTICE LIVE DEBATES

16 OCTOBER 2022
27 NOVEMBER 2022

REGISTER NOW

254 likes

isuog Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed non orci aliquam dolor dignissim placerat. Donec ullamcorper volutpat tellus, in congue metus. Integer eget massa sem. Sed eu tristique orci, sed accumsan nunc. Etiam in posuere felis. Vestibulum scelerisque, lectus cursus aliquam scelerisque, massa libero ornare diam, a placerat nibh arcu eu eros.

#isuog #ISUOGEducation #Ultrasound #Webinar #womens health #gynacology

Instagram post example

Application
Style 2

To differentiate our training couses we can use the rich blue from our colour palette.

Here is an example of an instagram post for **BT Flex**. By simply flipping the core red to rich blue we differentiate the brand, however, it still feels like part of the ISUOG brand as we are using the our **'Scan overlay'** styling.

ISUOG EDUCATIONAL COURSES

BT FLEX
1-27 NOVEMBER 2022

• Improve your knowledge
• Flexible online learning
• Weekly live webinars

REGISTER NOW ⟩

254 likes

isuog Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed non orci aliquam dolor dignissim placerat. Donec ullamcorper volutpat tellus, in congue metus. Integer eget massa sem. Sed eu tristique orci, sed accumsan nunc. Etiam in posuere felis. Vestibulum scelerisque, lectus cursus aliquam scelerisque, massa libero ornare diam, a placerat nibh arcu eu eros.

#isuog #ISUOGEducation #Ultrasound #Webinar #womens health #gynacology

Instagram post example

Application
Style 2

Furthermore, here is an example of the 'Scan overlay' styling applied to a press advert promoting the ISUOG CME platform.

It shows how we can add variety into our communications but still be on brand.

The logo, the font, and the choice of imagery used all nod to our over-arching ISUOG branding, however, a more fluid composition and styling makes the whole thing feel fresher and more contemporary.

ISUOG
BASIC
TRAINING

EXCLUSIVELY FOR ISUOG MEMBERS

GUIDELINES
WEB LECTURES
JOURNAL ARTICLES

Lorem ipsum dolor sit amet, adipiscing elit sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt.

Start exploring at isuog.org

Press advert example