Your guide to effectively communicating our brand
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Who we are & what we value
Our brand guidelines
Our logo

The ISUOG logo stands for all the brand characteristics of ISUOG.

The emblem is inspired by the image of a baby on an ultrasound scan. Our logo is a mark of our brand qualities and appears on all communications, from our letterhead and brochures through to our website. The rules within this guide are designed to create a consistent and memorable effect.

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

Full logo

Stacked logo
How to use our logo

The ISUOG logo should be produced either in colour on a white background or reversed out in white on an ISUOG red background (see logos 1 & 2).

The logo may also be produced in white on one of our secondary brand colours (see logos 3 & 4).

Where colour production is not possible, the ISUOG logo may be produced in black and white (see logos 4 & 5).

The ‘baby’ emblem in the ISUOG logo can also be used on its own as stamp or watermark.
Logo misuse

The examples below show incorrect application and treatment of the ISUOG logo.

Consistency and simplicity are key to the success of our visual identity. Do not alter, distort or deface the ISUOG logo in any way. In particular, ensure that the logo is not applied to complex or patterned backgrounds or photographs that will lessen its clarity and impact.
Exclusion zone

Logo exclusion zone

An exclusion zone is the area of space around the logo where nothing can come near it, whether it is an image or text.

The zone around the logo is equal to the height of the ‘baby’ from the logo.

Minimum width

Our logo should not be used at less than 25mm width.

See 3.6 for optimum logo sizes.
Logo positioning

The preferred position for our logo is the bottom right of the page inside a red banner.

Please allow at least half the height of the ‘baby’ emblem between the logo and the edge of the page.
Logo positioning

In some cases the ISUOG logo may need to be positioned at the top of the page.

Please allow at least half the height of the ‘baby’ emblem between the logo and the edge of the page.
Logo sizes

Optimum logo sizes

When using our logo on different paper sizes we would suggest these as optimum.
The ISUOG brand has a principal colour and a palette of secondary accent colours.

Red is ISUOG’s principal brand colour and can be used boldly in both print and digital media to ensure that the ISUOG brand is instantly recognisable.

ISUOG red is often used for text headers and dark grey (90% tint of black) is used for body copy (unless white text is required for dark or coloured backgrounds).

This is complimented by a range of secondary accent colours, which should be used sparingly and in good taste.
Our fonts

Roboto
This friendly, confident font can be used in ‘thin’, ‘light’ or ‘bold’ weights and should be used for headings only. It should not be used for body copy.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz  1234567890  !@£€$%&*

Thin                Light         Bold

Open Sans
We have chosen Open Sans for its legibility. It has several weights enabling levels of hierarchy within copy. Light weight should always be used for standard body copy.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz  1234567890  !@£€$%&*

Light                Regular                   Bold                       Extra bold                Light condensed

Arial
Roboto and Open Sans aren't available as typefaces internally, therefore Arial should be used for internal documents and communications.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz  1234567890  !@£€$%&*
**Our icons**

We use simple, effective icons to highlight key brand values and activities (see a selection of examples below).

Our icons can be used across our digital and printed media, including our Congress Final Program, Annual Review, adverts, infographics and on our website.

Icons should only be produced in one of our brand colours and used tastefully used to good purpose.

- Education
- Ultrasound
- Obstetrics
- Gynecology
- Live demos
- CME
- Journal
- International
- Delegates
- Live stream
- Abstracts
- Exhibitor
Our infographics

We use branded infographics to clearly present information about ISUOG and statistics to our members / industry partners.

See examples below.

2017 Sponsorship & Exhibition Prospectus

Who will attend?

European Congress’ historic attendance based on all attendees

<table>
<thead>
<tr>
<th>Year</th>
<th>Attendees</th>
</tr>
</thead>
<tbody>
<tr>
<td>2009</td>
<td>1968</td>
</tr>
<tr>
<td>2010</td>
<td>2284</td>
</tr>
<tr>
<td>2012</td>
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<td>2014</td>
<td>2918</td>
</tr>
<tr>
<td>2016</td>
<td>2762</td>
</tr>
</tbody>
</table>

Professional speciality of delegates

- Obstetrician/gynecologist: 76%
- Other*: 10%
- Sonographer: 6.5%
- Radiologist: 4%
- Midwife: 2%
- Sonologist: 1.5%

2016 ISUOG Annual Review

13662 ISUOG members in 128 countries

53% growth

1719 attendees to the World Congress in Montreal

99% interested in attending another one

+50% 32 trainee partnerships

+172% 4494 trainees

1719 new members gained from 67 approved courses

2609 new members gained in 2015

+59% 104 downloads

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Our images

Our images are carefully selected to reflect our brand values and are used to advertise ISUOG activities. Our image style is welcoming and professional. We use a varied selection images to represent all aspects of our charity (see categorised examples below).

World Congress images

It is always important in our choice of images, that we fairly represent the international attendance at our events and do not show any industry bias. Sessions should look well-attended; delegates should look happy; speakers should look engaging and ISUOG branding visible/correctly displayed where appropriate.
ISUOG Education images

Insert text about ISUOG Educations images - note about using fresh US images for advertising each course?

ISUOG Outreach images

Insert text about ISUOG Outreach images - warm / positive / evocative?
Print application of our brand
Digital application of our brand
Our sub-brands
World Congress

27th World Congress on Ultrasound in Obstetrics and Gynecology
16 – 19 September 2017, Vienna, Austria

28th World Congress on Ultrasound in Obstetrics and Gynecology
20 – 24 October 2018, Singapore
Incorporating ASUM 2018
Basic Training
On Demand
Outreach
ULTRASOUND in Obstetrics & Gynecology

The Official Journal of the International Society of Ultrasound in Obstetrics and Gynecology

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