The Internet Society logo is one of the most important and prominent visual elements of our identity system. The logo consists of the Internet Society wordmark, the Internet Society symbol, and the trademark symbol. These three elements are arranged in a fixed configuration which must never be changed or modified. Consistent treatment of the logo in all applications is crucial to the protection of our name and image, and helps build visibility and recognition of the Internet Society’s mission and leadership.

Always use authorized master artwork to reproduce the Internet Society logo. Never recreate the logo from a previously printed communication.

To download approved artwork, go to: www.isoc.org/isoc/general/identity
The Internet Society logo
Color versions

Whether in print or on screen, use the color version of the Internet Society logo whenever possible. The preferred color version of the logo features the Internet Society wordmark, symbol, and ™ in Internet Society blue.

When technical or cost limitations prohibit the use of the preferred color, the logo may be reproduced in black or reversed out to white. Refer to the color breakdowns at right for match, process, RGB, and hexadecimal colors.

To ensure maximum legibility, always allow sufficient contrast between the logo and the background of the communication. Never use the logo on a photo or illustration.

See the grid system section for preferred logo placement information.

Preferred logo color—Internet Society blue
PANTONE® 286 C*
C100 M75 Y0 K0
R0 G51 B160
HEX #0033a0

Alternate logo color—100% black
C0 M0 Y0 K100
R0 G0 B0
HEX #000000

Reversed to white for black or dark backgrounds
C0 M0 Y0 K0
R255 G255 B255
HEX #ffffff

*The coated PANTONE color is the target color. When printing spot color on uncoated paper, if possible, adjust the ink formula to achieve as close a match to the coated version. The CMYK, RGB and HEX values are from the 2010 edition of the PANTONE Plus Series Color Bridge (Coated). PANTONE® is the property of Pantone, Inc.
The Internet Society logo
Clear space and minimum size

Clear space
Maintaining a clear space around the Internet Society logo preserves the integrity of the logo and ensures that the logo is never compromised in any way. No text, logos, shapes, or any other graphics may appear in this clear space.

In print applications, the minimum clear space around the logo must be equal to the height of the “I” in the word “Internet” in the wordmark, as shown at right.

For on-screen applications, the minimum clear space is equal to half the height of the “I” in the word “Internet” in the wordmark, as shown at right.

Minimum width
To ensure greatest legibility and impact at small sizes, a minimum width for the Internet Society logo has been determined for both printing and on-screen applications.

For print applications, the minimum width is 25 mm (1”). For on-screen applications, the minimum width is 70 pixels.
The Internet Society logo
Incorrect use

Proper and consistent use of the Internet Society logo promotes brand recognition and provides legal protection of the logo. All uses of the logo must follow the standards provided in these guidelines. Always reproduce the logo from approved artwork.

The examples shown at right represent violations of these standards and are not intended to be a complete list. If you have any questions about the use of the Internet Society logo, please contact us.

- Do not change the colors of the logo elements.
- Do not reposition any of the logo elements.
- Do not alter the proportions between the logo elements.
- Do not rotate or distort the logo or any of the elements.
- Do not alter any of the logo artwork, e.g., do not change the logo typeface.
- Do not place the logo on a background with insufficient contrast.
The Internet Society visual elements
Color palette

The Internet Society has selected a system of colors that offer flexibility and enhance the appearance and consistency of our communications. This palette has been chosen to support the Internet Society blue corporate color and give the communication a distinctive and recognizable look.

When using the color palette in print, either match or process colors may be used. For on-screen applications, RGB colors (or their hexadecimal equivalents) must be used.

Please refer to the color breakdowns at right for color specifications.

*The coated PANTONE color is the target color. When printing spot color on uncoated paper, if possible, adjust the ink formula to achieve as close a match to the coated version. The CMYK, RGB and HEX values are from the 2010 edition of the PANTONE Plus Series Color Bridge (Coated). PANTONE® is the property of Pantone, Inc.*
The Internet Society visual elements

**Typeface**

Typography is an important element in all Internet Society communications and builds brand recognition and consistency.

Arial has been chosen as the typeface for all print and on-screen applications for its contemporary, sans serif design. Arial is an extremely versatile family of typefaces and is familiar to most people around the world. It can be used for text setting in brochures, reports, presentations, etc.

Headlines, titles, and captions should be set in Arial Bold and, when possible, in a color from our color palette. Subheads and body text should be set in Arial Regular. Use color to highlight or call attention to a particular word, sentence or paragraph.

Arial Regular
Arial Italic
Arial Bold
Arial Bold Italic

Una sola lingua non è mai abbastanza
Une seule langue n’est jamais suffisante
لغة واحدة فقط لا يكفي
одного языка недостаточно