

The ISTAT logo is only available for ISTAT members. The logo may be used in a professional manner on the user's business cards, stationery, literature, advertisements, storefront window, website or in any other comparable manner to signify the user's membership in ISTAT.



# Branding + Style Guide

## ISTAT Logo Guidelines

### CLEAR SPACE

Clear space is equal to the height of the "ISTAT" text. Please respect this area and keep it free of text, logos and graphics that are not background elements.



### MINIMUM SIZE

Please maintain a minimum height of 0.25 in | 6.35 mm | 18 px



### COLOR VERSIONS

When using the logos on colored background, use a single colored version to maintain legibility.



### ISTAT BRAND COLORS

The consistent and correct use of the ISTAT color key is a strong device in distinguishing our identity. Please only use these designated formulas.



#### GRAY

Pantone 8001C  
**C** 46 **M** 39 **Y** 41 **K** 4  
**R** 130 **G** 128 **B** 124  
#82807c



#### BLUE

Pantone 294C  
**C** 100 **M** 58 **Y** 0 **K** 21  
**R** 0 **G** 86 **B** 150  
#005696