ISBA

Brand Guidelines

January 2021 v1.0

One Voice

Our Purpose

ISBA is the only body in the UK that enables advertisers to understand their industry and shape its future, because it brings together a powerful community of marketers with common interests, empowers decision-making with knowledge and insight and gives a single voice to advocacy for the improvement of the industry.

Our Purpose
To create an advertising environment that is transparent, responsible and accountable; one that can be trusted by the public, by advertisers and by legislators.

Strategic Principles

- ISBA will:
- Lead our members in creating an advertising environment that delivers positive social and economic impact
- Empower media, agency and digital supply chain relationships that deliver value for advertisers
- Deliver thought leadership, learning, advice and guidance, working with our community of members and with partners

Our Big, Hairy, Audacious Goal
Pilot a world-first global prototype for cross media measurement in 2021, driven by advertiser demand. Secure industry commitment to roll-out in 2022.

Tone of Voice

Before producing copy for ISBA, it's important to take in to consideration our audience in all communications.

Though our voice doesn't change much, our tone for our content and communication should be candid, direct and engaging. Where tone of voice is often the preserve of brand and marketing specialists this guide will provide a practical guideline that you may use.

ISBA has a distinctive tone of voice that should be used across all communications; when we are talking to members, stakeholders and when we are talking internally we need to project a consistent tone that reflects our values.

Our tone of voice is...

Modern
Authoritative
Objective
Constructive
Open
Consistent
Collaborative
Influential
Respected
Clear
Knowledgeable
Trustworthy

Our tone of voice is not...

Arrogant
Aggressive
Defensive
Dismissive
Disrespectful
Flippant
Gushing
Patronising
Wordy

ISBA Logo

Our visual language reflects our values and our ethos. Simple, yet diverse speaking with one voice to all stakeholders including agencies, regulators, platform owners and government.

The logo for our brand, our bold statements, should reflect this in every form.

Above all our logo needs to be consistent across all communication channels.

Primary logos are supplied in multiple formats in the brand resource folder. The Master logo must not be sized lower than 40mm in width or 150pixels when used for digital.

Minimum logo size use

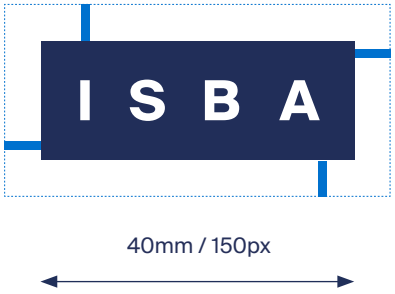
Clear Space

The logo clear space is defined by capital ‘i’ (100% size of the logo ‘i’). The clear space should always be adhered to as it allows the logo room to be both prominent and recognisable.

The logo should be positioned centrally when used as a cover page or located top left on print and digital collateral with the appropriate clear space as set out in these guidelines.

The master logo must not be sized lower than 40mm in width or 150pixels when used for digital.

Minimum logo size use



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Logo Variations

The ISBA logo comes in two different formats for varying scenarios. The logo is flexible to work on different colour backgrounds. Here some examples of how we expect the brand logo to be used.

The logo can also be used on an image background. Logo version 4.2.2/4.2.3 should be used.

4.2.0

Background - White
Logo - Light with dark logo

4.2.1

Background - ISBA Navy Blue
Logo - Dark with white detail

4.2.2

Background - ISBA Sky Blue
Logo - Dark logo

4.2.3

Background - ISBA Royal Blue
Logo - Dark with white detail

Accessible logo

Accessibility is the practice of making our website and brand usable by as many people as possible.

We traditionally think of this as being about people with disabilities, but the practice of making and brand experience more accessible also benefits other groups such as those using mobile devices, or those with slow network connections.

ISBA logo passes the accessibility colour contrast checker for accessibility and should be used as illustrated on this page.

4.2.0

Background - White
Logo - Light with dark detail

Text & link colour

4.2.1

Background - ISBA Navy Blue
Logo - Dark with white detail

Light text

4.2.2

Background - ISBA Sky Blue
Logo - Dark logo

Dark text

4.2.3

Background - ISBA Royal Blue
Logo - Dark with white detail

Text & link colour

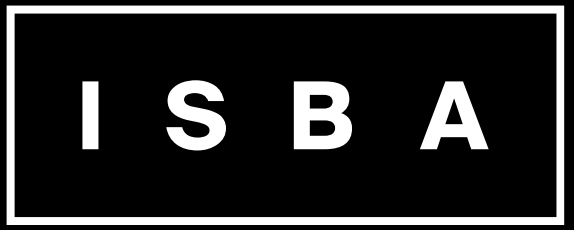
Mono logo

The logo is available in mono versions when colour cannot be used.

Examples can be seen of the mono versions of the logo on white and black backgrounds.

Background - White
Mono Logo - Black

Background - Black
Logo - White



Don’t do this...

It is important that the ISBA logo is represent in full for consistency purposes. The ISBA logo must be depicted in full and not allowed to be graphically revised, changed alienated or trimmed.

Do not add, adjust or customise the logo with other graphical elements.

For copies of the logo in various formats or to ask any questions about our branding, please speak to your ISBA contact or email:

Abi Gibbons abig@isba.org.uk

Change of brand colours

Rotated

Introduction of gradients

Rescaled out of proportion

Adding drop shadows

Placed inside a shape

Our Tagline

Our tagline represents the value we stand by and reinforces the 5 brand pillars values. The ‘One Voice’ tagline logo creates a statement.

The tagline font is Suisse Int’l Bold. It shouldn’t be used as the title of a publication or as the dominant feature on a layout. It should be used as a sign off element, be complimentary with the primary brand and when used with the primary logo the tagline should be 25% smaller than the primary brand logo when configuring your design.

The ‘One Voice’ logo must not be sized larger than the primary logo and smaller than 20mm / 115px when used for print or digital.

For use on solid ISBA navy background

For use on white backgrounds

Clear space requirement

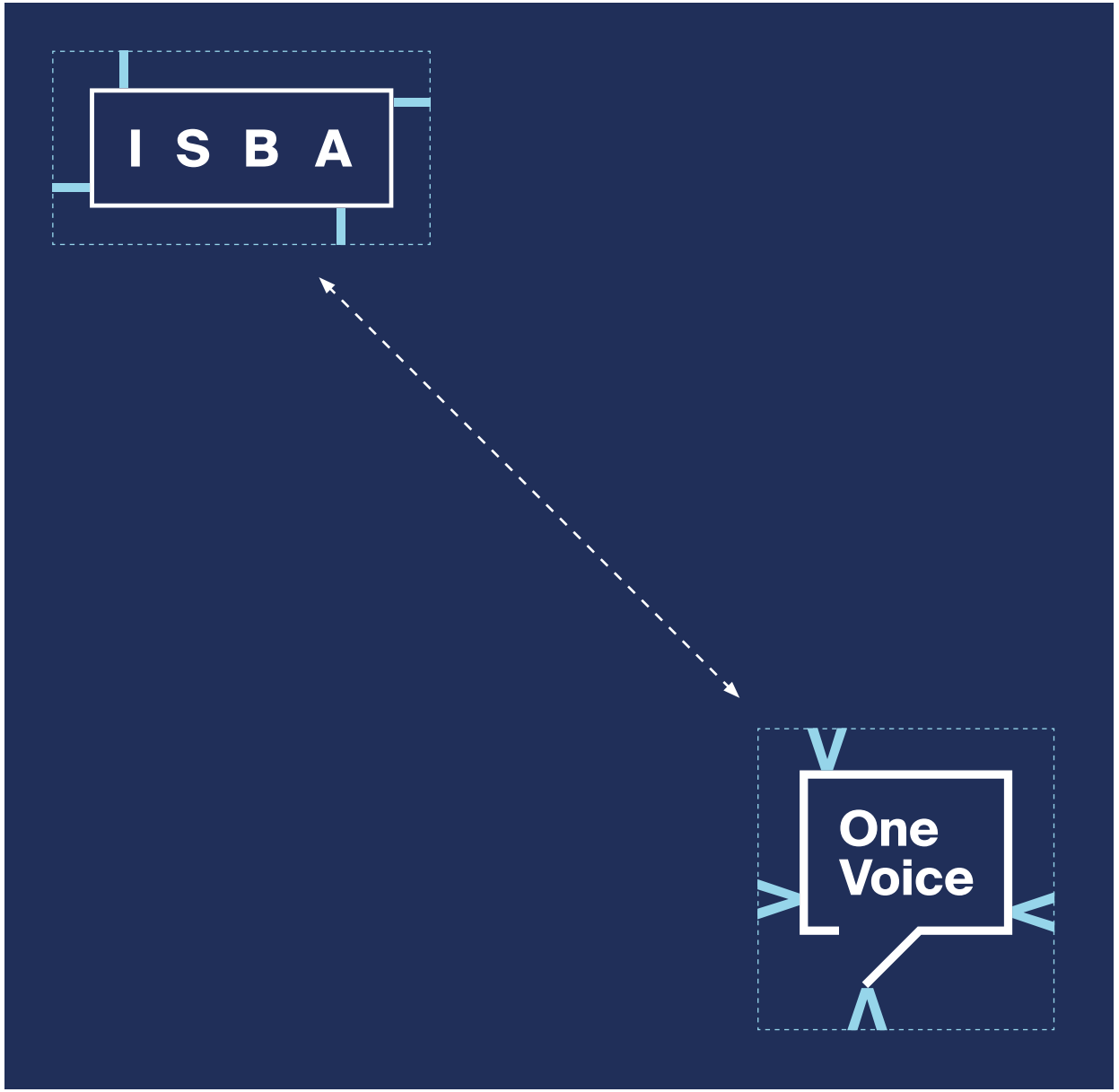
Minimum logo size use

20mm / 115px

Tagline Placement

The logo should be positioned opposite the primary logo in the bottom right of your layouts ensuring there is enough clear space around the tagline logo.

Ensure the ISBA primary logo has more dominance on your layouts.



Typography

Our design typeface is Suisee Int'l. Modern, friendly and legible. If you'd like to use Suisse Int'l please contact the communications team (details on the last page of this document).

Our system typeface is Arial. Simple, legible and accessible which compliments our primary brand typeface. You should only use these fonts for consistency purposes.

Suisee Int'l. Black

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz1234567890!@£$%^&*()_+{}:"|<>?

Suisee Int'l. Bold

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz 1234567890!@£$%^&*()_+{}:"|<>?

Suisee Int'l. Regular

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz 1234567890!@£$%^&*()_+{}:"|<>?

Primary Typeface

Use Suisse Int'l Black for headings. Like this.

36pt / 36pt leading / 5 tracking

Use Suisse Int'l Regular for sub copy. Like this

24pt / 24pt leading / 5 tracking

Use Suisse Int'l Regular for body copy. Like this

15pt / 15pt leading / 5 tracking

Use Suisse Int'l Black for headings. Like this.

36pt / 36pt leading / 5 tracking

Use Suisse Int'l Regular for sub copy. Like this

24pt / 24pt leading / 5 tracking

Use Suisse Int'l Regular for body copy. Like this

15pt / 15pt leading / 5 tracking

Document Typeface

Use Arial Bold for headings. Like this.

36pt / 36pt leading / 5 traking

Use Arial Regular for sub copy. Like this.

24pt / 28pt leading / 5 traking

Use Arial Regular for body copy. Like this.

16pt / 20pt leading / 5 traking

Use Arial Bold for headings. Like this.

36pt / 36pt leading / 5 traking

Use Arial Regular for sub copy. Like this.

24pt / 28pt leading / 5 traking

Use Arial Regular for body copy. Like this.

16pt / 20pt leading / 5 traking

Colour Palette

Our colour palette has been adopted to present a uniform style for our brand. Where the colours are simple, users of the guidelines should take care when controlling any of the forms of print and colour output.

Business and marketing materials use the ISBA dark blue and ISBA vivid blue colour. The ISBA vivid magenta colour was implemented into the brand as an accent colour for both print and digital. The colour should be used especially with calls to action across digital applications.

The colour palette follows a strict accessibility rating and should be adopted creatively where possible.

All colours can be applied across any ISBA communications to headlines, titles, primary messaging and backgrounds within guided application.

The secondary colour palette is intended to complement the primary colour palette in supporting design elements such as iconography, illustrations, diagrams, charts or graphs where additional colours may be required. They should never be used as the main colour within a layout.

For 4 Colour Process printing, CMYK values have been implemented in this guide. RGB values for on screen and web applications have also been implemented into this guide too. CMYK and RGB values must be used as a beginning reference as print suppliers might hold their preferred values; likewise colour variations may also be apparent due to various screen calibrations and/or software applications.

Primary Colour Palette

The primary colours of ISBA are illustrated to the right with the required breakdowns. ISBA Dark Navy Blue is our most significant visual identifier.

ISBA Navy Blue, ISBA Sky Blue, Royal Blue, Vivid Pink and Bright Green are custom colours. The Pantone colours are the closest match.

The primary colour palette can also be used as shades throughout design layouts to offer a wider scope with the colours. Please ensure all colour variations are checked using the following accessibility checker when designing for digital https://colourcontrast.cc/

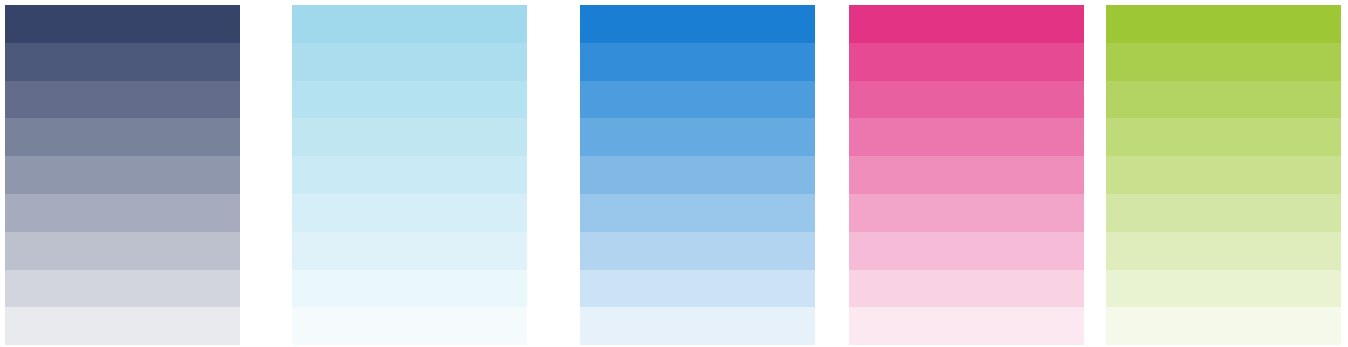
ISBA Navy Blue
Pantone: 534c
CMYK: 99 / 87 / 34 / 29
RGB: 33 / 46 / 89
#212e59

ISBA Sky Blue
Pantone: 2975c
CMYK: 37 / 0 / 0 / 0
RGB: 153 / 214 / 234
#99D6EA

ISBA Royal Blue
Pantone: 285c
CMYK: 90 /47 / 0 / 0
RGB: 0 / 114 / 206
#0072CE

ISBA Vivid Pink
Pantone: 214c
CMYK: 1 / 100 / 14 / 3
RGB: 206 / 15 / 105
#CE0F69

ISBA Bright Green
Pantone: 375c
CMYK: 40 / 0 / 98 / 0
RGB: 151 / 215 / 0
#97D700



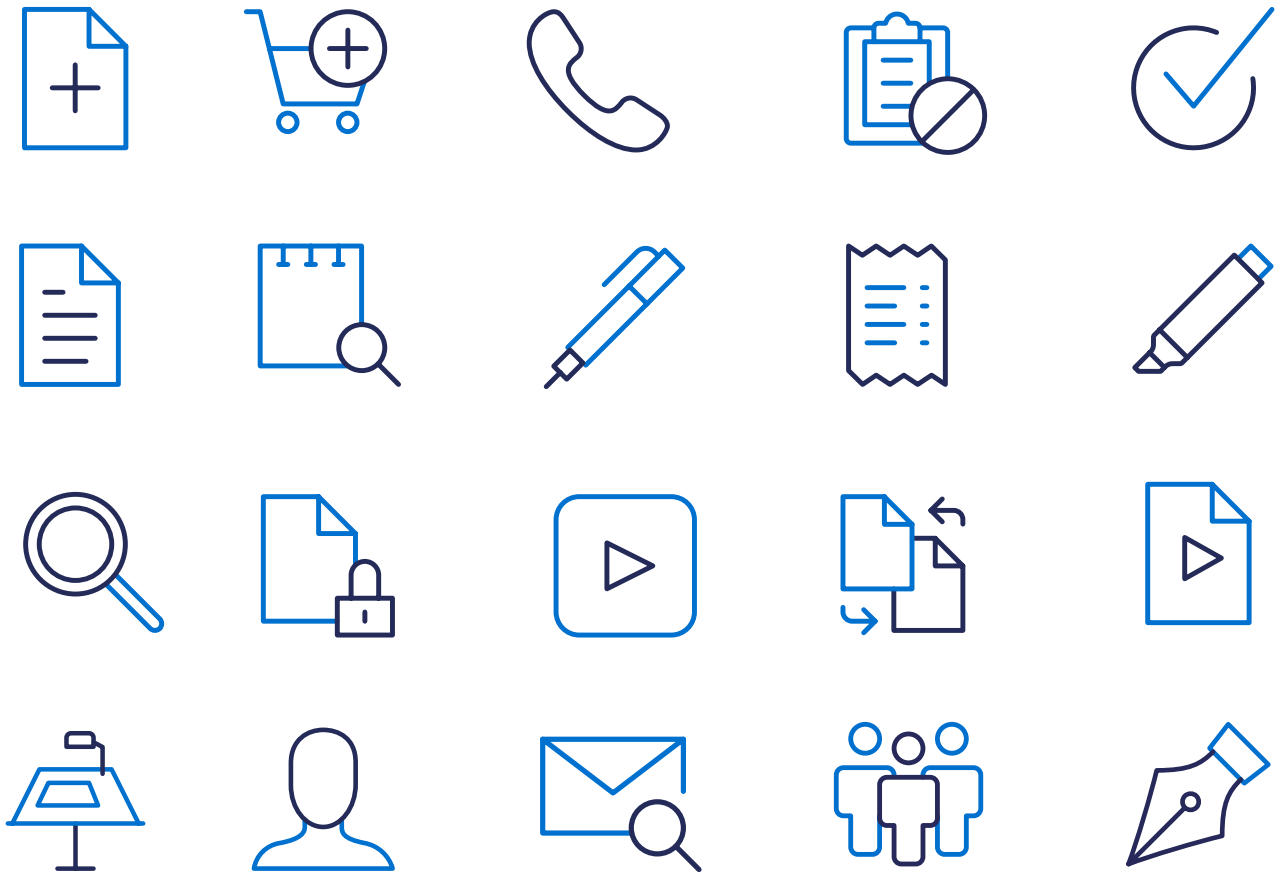
Iconography

Icons have been designed to communicate messages in the simplest form. A family of icons have been designed for ISBA as important visual aids for communications, graphs, charts etc. that help people quickly navigate through our material.

These icons are direct and will work across language barriers and provide a reference guide. Ensure all icons are simple in execution and use relevant elements so they are easy to understand.

All icons were sourced via https://orioniconlibrary.com/app, please use these to ensure consistency is maintained.

The icons use a mixture of the primary colours to enhance the brand.



Images

The photographic images are used to portray an expression of our brand values. They should be clean, optimistic and modern. Each image should feature ISBA Dark Blue or ISBA Light blue as an overlay on the image.

A brand image should be in the main image on communications online and print and must communicate ISBA's voice.

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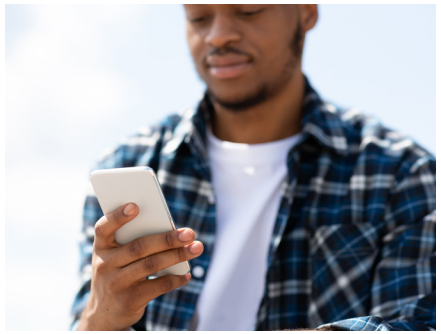
The photographic images are used to portray an expression of our brand values. They should be clean, optimistic and modern. Each image should feature ISBA Dark Blue or ISBA Light blue as an overlay on the image.

A brand image should be in the main image on communications online and print and must communicate ISBA's voice



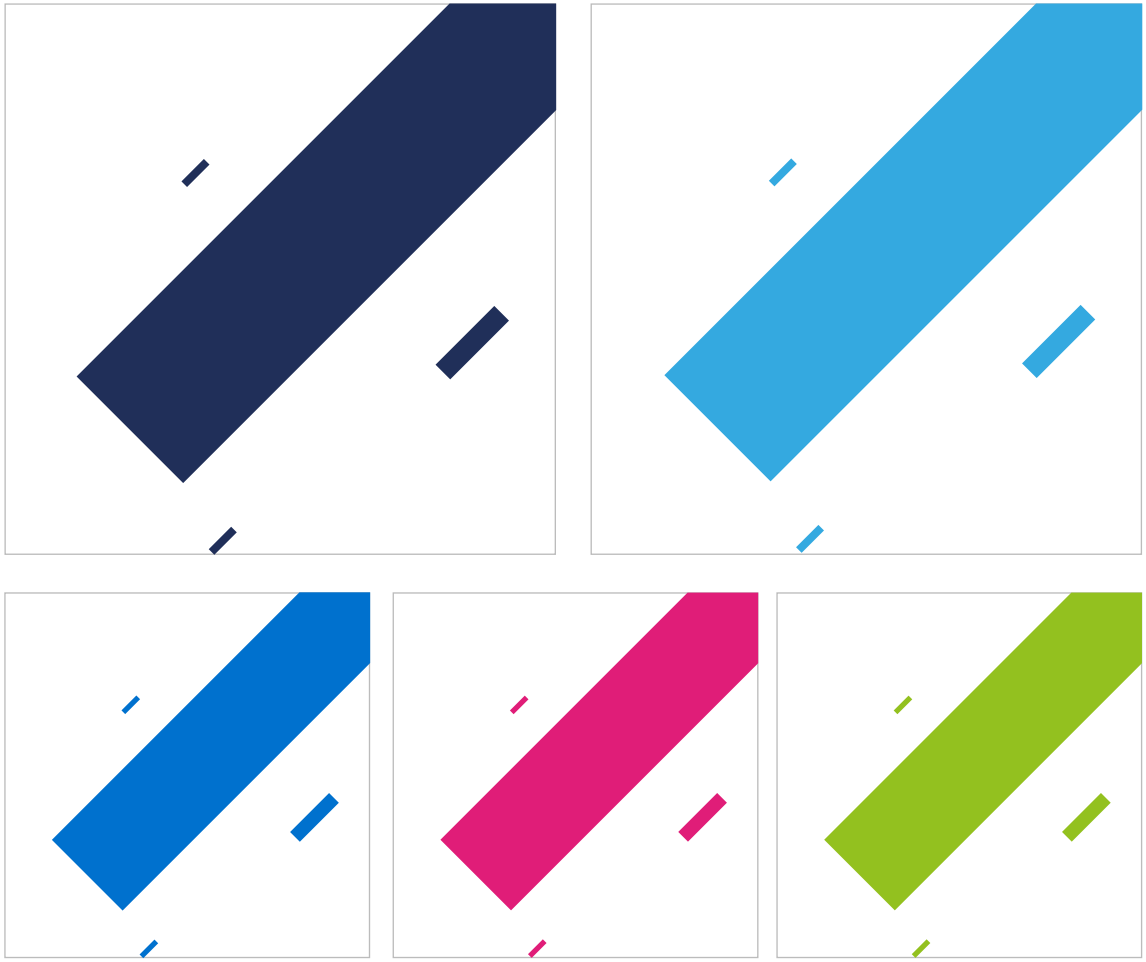
ISBA Visual Identity

When using the ISBA shards creatively ensure they do not overlay or interact with our primary logo and tagline logomark.

The shards have been designed to be used to enhance messaging and bring some dynamic focus around our imagery.

They have been designed to use on different background colours from our palette. They can be used in isolation or combined with our images.

The shards should remain fix to the top right of your design layout. The scale can be relevant to the chosen format.



Shards Examples

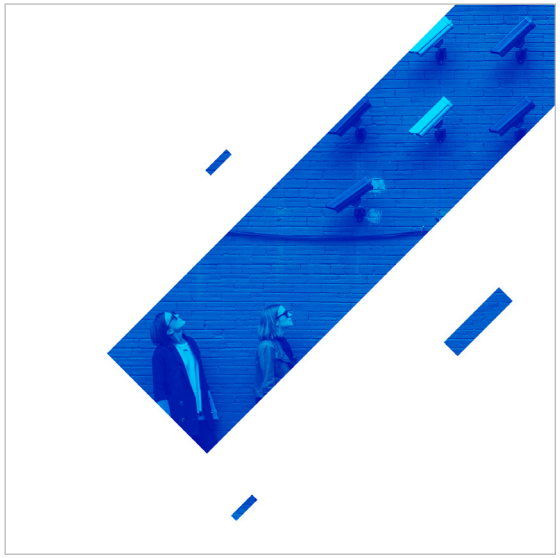
When using the ISBA shards creatively ensure they do not overlay or interact with our primary logo and tagline logomark.

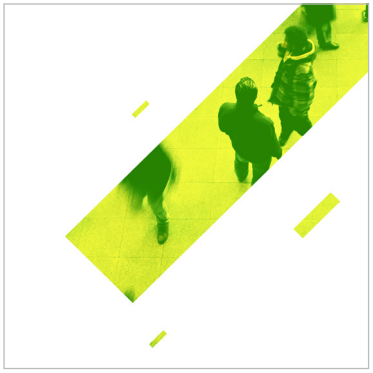
The shards have been designed to be used to enhance messaging and bring some dynamic focus around our imagery.

They have been designed to use on different background colours from our palette. They can be used in isolation or combined with our images.

The shards should remain fix to the top right of your design layout. The scale can be relevant to the chosen format and our chosen image direction can be used as part of the narrative.

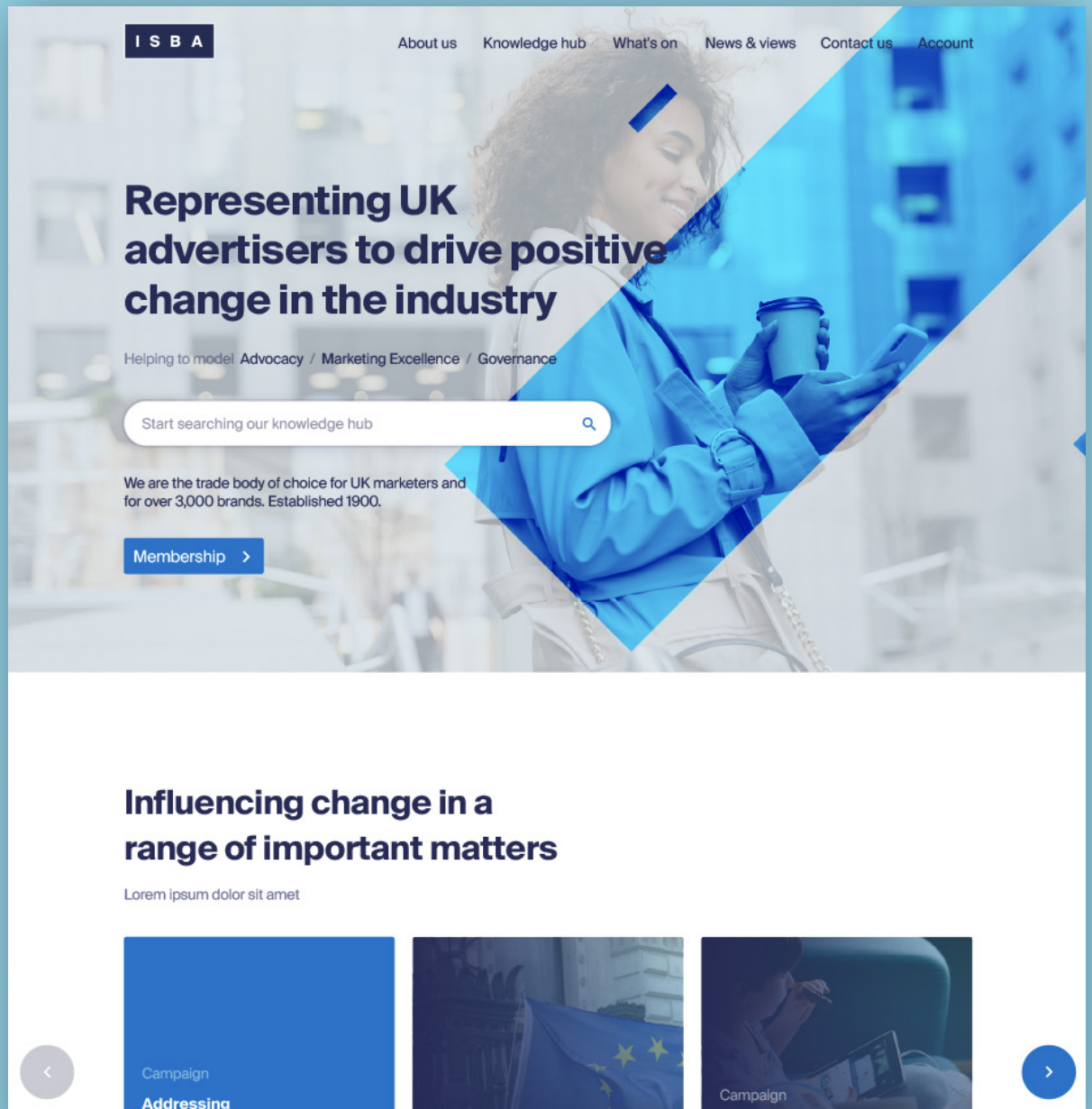
The ISBA shards can be used on the primary colour backgrounds illustrated in 7.1 Colour section of these guidelines.



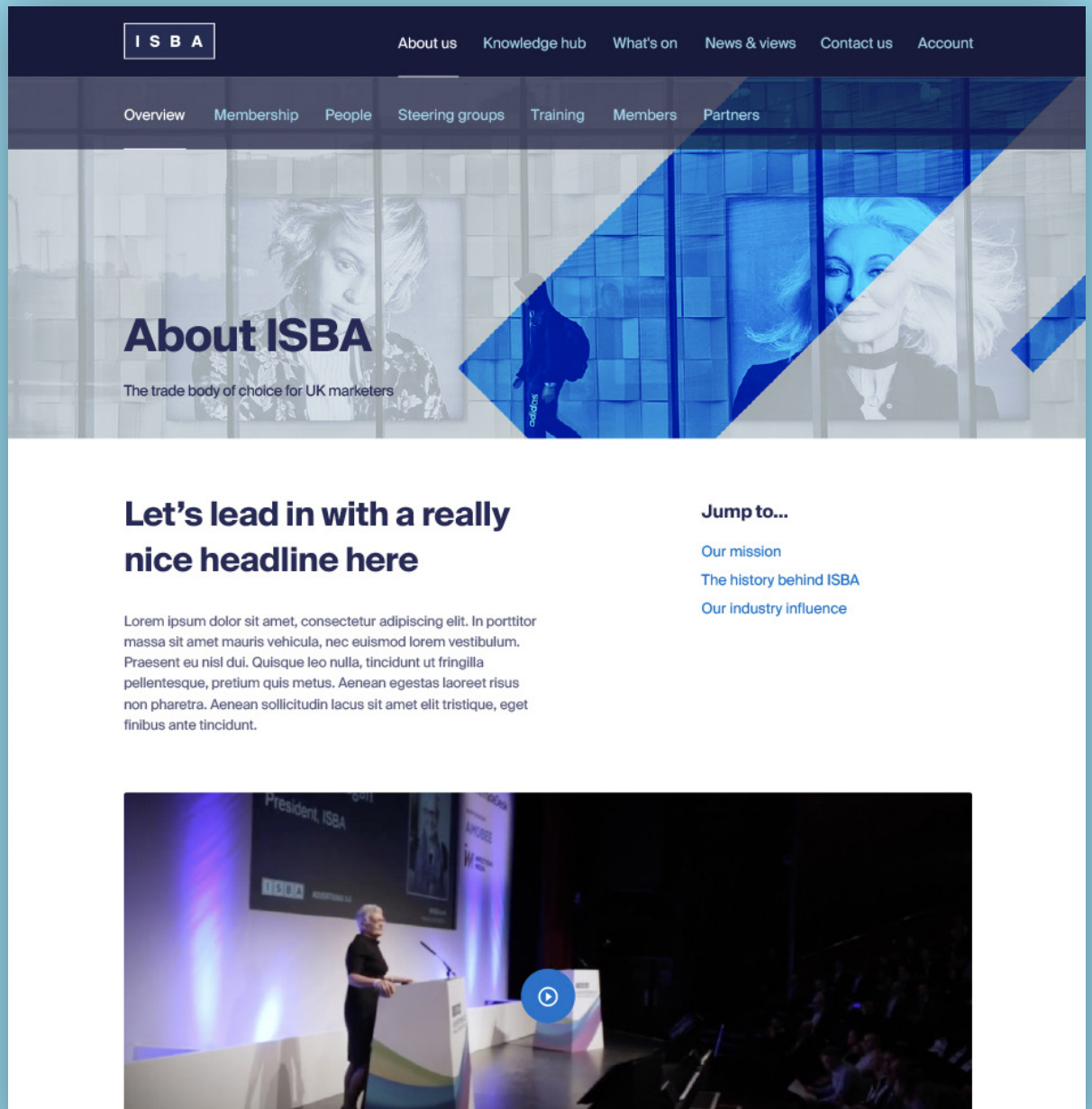


Presentation Template Examples

Digital layout examples



Digital layout examples



Digital layout examples

ISBA
Delivering value for advertisers
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isba.org.uk
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Abi Gibbons abig@isba.org.uk