This document is intended for all those who use the ISPE visual identity in communications and supporting documents. Instructions provided in this guide will ensure consistency in the use of the branding elements throughout ISPE’s communication tools.

These guidelines must be followed at all times to convey a strong and consistent image across all communications, both internally and externally.

If you have any questions about our guidelines, please contact the Marketing/Communications Department.

### OUR IDENTITY AND ITS COMPONENTS

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The ISPE reputation in the marketplace has been built over time by the quality and integrity of the activities of our Members, Affiliates and Chapters. ISPE’s name and trademarks represent the organization and are collectively our greatest assets. We rely on all Members, Affiliates and Chapters to assist in maintaining the proper usage and thus protection of these trademarks. The ISPE “globe” logo and other ISPE logos are the property of ISPE and are trademarked internationally. ISPE staff, Members, Affiliates and Chapters are asked to use the ISPE logo(s) in accordance with the following usage rules and accompanying Brand/Style Guide.

1. ISPE logo(s) are not to be used to imply or suggest endorsement of any product, person, property, or service not provided by ISPE.

2. The logo(s) may not be used in a way that is confusing, misleading, or disparaging.

3. The logo(s) cannot be altered or modified in any manner, including being combined with other elements or rearranged in any way.

4. Affiliates and Chapters are encouraged to employ the ISPE logo in developing their corporate identity.
   - ISPE’s Affiliates and Chapters do not need approval or license to use the ISPE registered logo(s) for official uses if used in accordance with the graphics standards set forth in this policy and in the ISPE Brand/Style Guide.
   - Affiliates and Chapters who wish to create an ISPE look or Affiliate/Chapter logo, or newsletter masthead, are asked to contact the ISPE Marketing/Communications Department for assistance with design.

5. Members are not permitted to use the ISPE logo on items such as, but are not limited to, personal stationery, business cards, advertisements, or other property. If a Member wishes to indicate that he/she is a Member of ISPE on printed material, he/she must do so in wording only. For example, the piece would read “Member of ISPE” without a logo.
If a individual or company does not follow this policy and uses the ISPE logo without permission the following actions will be taken by ISPE:

6. Organizations, unless licensed by ISPE, cannot use the ISPE logo(s) on any organization materials such as, but not limited to, brochures, stationery, business cards, equipment, giveaways, banners, and advertising materials.

7. If an organization or individual has received special recognition from ISPE, they may note it by stating it in wording form only without the use of the logo. In addition, the year in which the recognition was received must be included. For example, an organization that is recognized as ISPE Company of the Year in 2011 may only use the wording “2011 ISPE Company of the Year” on their materials. ISPE headquarters’ approval is required for this type of use.

8. Use of the ISPE logo(s) on company web sites is restricted to links leading to www.ispe.org. Use of the logo(s) for this purpose is subject to ISPE review and approval. Web sites must be submitted for approval to ISPE. The use of ISPE logo(s) on a company’s web site should NOT be positioned in a way that could be misconstrued as an endorsement of the company by ISPE.

9. ISPE does not permit the use of the logo on any souvenir, or items for sale, unless the vendor is approved by ISPE.

All other requests for logo usage must have prior approval by ISPE’s Marketing/Communications Department.
The logo is designed to convey strong, positive messages about who we are and what we offer. Our logo represents ISPE.

It has been specially designed to symbolize not only our name, but also what we stand for.

A modern adaptation of the original ISPE globe reflects our continuous efforts, since 1980, to lead scientific, technical and regulatory advancement throughout the entire pharmaceutical lifecycle.
LOGO
DIMENSIONS

PROTECTION SPACE
To protect the strength and integrity of the logo, a minimal clear space area, free of competing visual elements, should be maintained.

The □ represents the minimum protection space around the logo. □ is equal to 2/3 the height of the letter ‘E’ in the ISPE logo.

MINIMUM SIZE
To ensure its impact and legibility, the logo should be no less than 1.5 inch wide.
Any modification, even minor, of the logo's design, proportions, spacing, or colors can reduce its impact and diminish its authenticity.

Do not deform the logo, change its color, use shading, add a contour effect, modify the typeface, or apply any gradient effect other than the one presented in the official version.

Do not position it at an angle or vertically. The symbol and the acronym must always be used together, positioned and proportioned as presented in this guidelines manual.

AN ELEMENT (CONTOUR EFFECT) HAS BEEN ADDED

THE GLOBE HAS BEEN FLIPPED AND THE TYPOGRAPHY MODIFIED

A DROP SHADOW OR FILTER EFFECT HAS BEEN ADDED

A COLOR OTHER THAN THE OFFICIAL COLORS HAS BEEN APPLIED

ELEMENTS HAVE BEEN SCREENED OR MADE TRANSPARENT

DEFORMATION OF THE LOGO

USE THE GLOBE OR ISPE ALONE

OR
LOGO
IMPROPER USAGE (CONT’D)

If the logo is applied to a background, make sure there is sufficient contrast between the background and the logo.

You must respect the logo’s protection space as presented on page 6.
The official colors for the ISPE logo are:

a dark blue (PMS 2945C)
a light blue (PMS 306C)
and a black 80% (PMS Black)

The blue gradient is a dynamic tone that gives impact to the globe symbol. The gray color creates a soft balance in the logo.
It is preferable that the ISPE logo be reproduced in its official color palette. However, if not possible, a black and gray version, and a reversed version of the logo are acceptable.
COLOR

COMPLEMENTARY COLORS AND TINTS

COMPLEMENTARY COLORS

The complementary colors should be used as accent colors or to create a temporary brand for special events, awards or programs. Please refer to the color proportion chart for guidance.

TINTS

Close to ISPE’s official gray color, the tints may be used to create transparencies and background visual effects.

COMPLEMENTARY COLORS

- **PMS 390C**
  - CMYK: 24/0/98/8
  - RGB: 182/191/0
  - HEX: b6bf00

- **PMS 2593C**
  - CMYK: 67/91/0/0
  - RGB: 128/55/155
  - HEX: 80379b

- **PMS 1795C**
  - CMYK: 0/96/90/2
  - RGB: 205/32/44
  - HEX: cd202c

- **PMS 7408C**
  - CMYK: 0/30/99/0
  - RGB: 242/175/0
  - HEX: f2af00

- **PMS 3125C**
  - CMYK: 89/0/20/0
  - RGB: 10/176/202
  - HEX: 0aaafca

BLACK
- 60%
- 40%
- 20%
- 10%
White, dark blue, light blue, and gray are the predominant colors of our brand.
ISPE’s official typeface is Gotham. Communication tools such as stationery, brochures and others are produced with this font.

**TITLES**
Gotham Bold is used mainly in titles, introductory texts, and signage.

**BODY TEXT**
Gotham Book is used for body text to guaranty easier reading.

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**GOTHAM - TYPEFACE**

Gotham Light
`abcdefghijklmnopqrstuvwxyzABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890`

Gotham Book
`abcdefghijklmnopqrstuvwxyzABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890`

*Gotham Book Italic*
`abcdefghijklmnopqrstuvwxyzABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890`

Gotham Medium
`abcdefghijklmnopqrstuvwxyzABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890`

Gotham Bold
`abcdefghijklmnopqrstuvwxyzABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890`

*Gotham Bold Italic*
`abcdefghijklmnopqrstuvwxyzABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890`

Gotham Black
`abcdefghijklmnopqrstuvwxyzABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890`
Arial typeface should be used for documents that can be edited. This ensures that the greatest possible number of users will see the document as it was designed.

**TITLE AND SUBTITLES**
Arial is mostly used in titles, introductory texts, and signage.

**BODY TEXT**
A serif typeface is recommended for larger documents. Georgia is used as body text to guarantee easier reading.

**WEB APPLICATIONS**
Arial, a websafe font, is used for all HTML text, including body text, headers, captions, and links.

**TYPOGRAPHY**

<table>
<thead>
<tr>
<th>Arial - SANS SERIF TYPEFACE</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Arial Regular</strong></td>
</tr>
<tr>
<td>abcdefghijklMNOPQRST1234567890</td>
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<tr>
<td><strong>Arial Italic</strong></td>
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<tr>
<td>abcdefghijklMNOPQRST1234567890</td>
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<tr>
<td><strong>Arial Bold</strong></td>
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<tr>
<td>abcdefghijklMNOPQRST1234567890</td>
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<tr>
<td><strong>Arial Bold Italic</strong></td>
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<tr>
<td>abcdefghijklMNOPQRST1234567890</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Georgia - SERIF TYPEFACE</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Georgia Regular</strong></td>
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<tr>
<td>abcdefghijklMNOPQRST1234567890</td>
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<tr>
<td><strong>Georgia Italic</strong></td>
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<td><strong>Georgia Bold</strong></td>
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<td><strong>Georgia Bold Italic</strong></td>
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<td>abcdefghijklMNOPQRST1234567890</td>
</tr>
</tbody>
</table>
The tagline is made of the three key words that best describe ISPE. They can be used separately or connected, to create a sentence.

The tagline lives by itself and therefore is not attached to the logo. It may be used in different sizes and dispositions to reinforce the ISPE values/vision.

The typeface for the tagline is Gotham Book. The tagline should be written in title case.
TAGLINE
EXAMPLES OF PROPER USAGE

EXAMPLES SHOWING DIFFERENT WAYS OF USING THE TAGLINE:

LETTERHEAD

BANNER

BROCHURE / POSTER / ETC.
AFFILIATE/CHAPTER LOGO

PROPER USAGE

The Affiliate/Chapter logo is used to represent the ISPE Affiliates and Chapters worldwide.

This format of the logo is the primary organizational identity element for Affiliates and Chapters. It includes the ISPE symbol, dividing line, country/region/city name, Affiliate or Chapter designation in this specific order and proportions.

The disposition, order of the logo elements, as well as proportions, may never be altered.

Electronic files of these logos are provided to the leadership team of each Affiliate and Chapter for the Chapter Manager to use as appropriate.

One may choose to use the horizontal version or block version of the logo depending on the available space.
AFFILIATE/CHAPTER LOGO
DIMENSIONS

PROTECTION SPACE
To protect the strength and integrity of the logo, a minimal clear space area, free of competing visual elements, should be maintained.

The □ represents the minimum protection space around the logo. □ is equal to 2/3 the height of the letter ‘E’ in the ISPE logo.

MINIMUM SIZE
To ensure its impact and legibility, the logo should be no less than 1.5 inch wide.
Created to strengthen the identity and increase brand recognition, the wavy gradient textures become an integral part of the ISPE’s new branding. This common graphic texture will provide a unified look and feel throughout ISPE’s marketing and communication documents. The texture is made of flexible, organic shapes and consists of the superposition of PMS 2945C to PMS 306C gradients, using a multiply effect to obtain different tints.

The wavy gradients should always be applied on a white background but can overlap a picture or be overlapped by pictures.

It can be used on document covers and posters to create an attractive design.
Here are examples of incorrect usage of the wavy gradients texture:

- The color should always be a gradient of the official blue colors.
- The waves should always be positioned in the lower right corner of the layout.
- The two waves should always be combined as presented on the previous page. Using only one of the waves is not permitted.
- Using the wavy gradients texture pattern many times on the same layout is not permitted.
- Do not stretch, deform, or change the texture.
For further information, please contact ISPE's Marketing/Communications Department at info@ispe.com