

Introduction

Welcome to ISISPACE's brand guidelines. These guidelines assist and provide you with the information needed for consistent **use of logos, colors, and more.** Happy branding!



Aa Aa

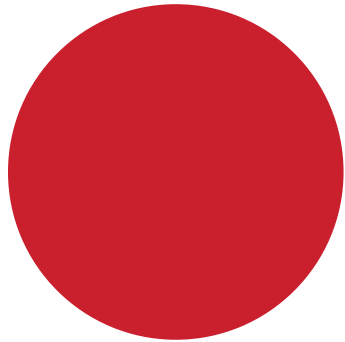
Brand name

The company name should always be written in Caps:

ISISPACE

Colors - Primary

The colors below are ISISPACE's primary colors – the colors of the logo. They are the default colors to be used for backgrounds/headings/etc.



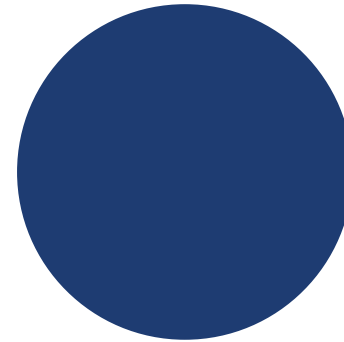
- Red

HEX: #ca202e

RGB: 202 32 46

CMYK: 0 84 77 21

RAL: 3028



- Blue

HEX: #1e3c72

RGB: 30 60 114

CMYK: 74 47 0 55

RAL: 5002

Colors - Shades

To be used for graphs/charts/when a greater variety of colors is needed.

Red - lighter



HEX: #ca202e

HEX: #df3944

HEX: #e6646d

HEX: #ed9197

HEX: #f8d2d5

RGB: 202 32 46

RGB: 223 57 68

RGB: 230 100 109

RGB: 237 145 151

RGB: 248 210 213

Red - darker



HEX: #ca202e

HEX: #b01c26

HEX: #83151d

HEX: #6d1118

HEX: #420a0e

RGB: 202 32 46

RGB: 176 28 38

RGB: 131 21 29

RGB: 109 17 24

RGB: 66 10 14

Colors - Shades

To be used for graphs/charts/when a greater variety of colors is needed.

Blue - lighter



HEX: #1e3c72

HEX: #254a8d

HEX: #2f5eb5

HEX: #4978cf

HEX: #85a5df

RGB: 30 60 114

RGB: 37 74 171

RGB: 47 94 181

RGB: 73 120 207

RGB: 133 165 223

Blue - darker



HEX: #1e3c72

HEX: #1a3464

HEX: #152a51

HEX: #101f3c

HEX: #0a1528

RGB: 30 60 114

RGB: 26 52 100

RGB: 21 42 81

RGB: 16 31 60

RGB: 10 21 40

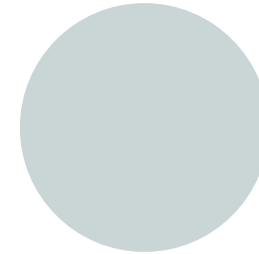
Colors - Complementary

To be used when an additional color is needed.

- Grey

HEX: #cad6d5

RGB: 202, 214, 213



HEX: #f0f4f3

HEX: #e2e8e8

HEX: #cad6d5

HEX: #b8c8c7

HEX: #b0bbba

RGB: 240 244 243

RGB: 226 232 232

RGB: 202 214 213

RGB: 184 200 199

RGB: 176 187 186

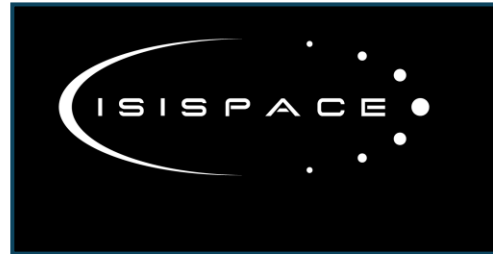
Colors - Other colors

- #fcf8f7 light red
- #f0f6ff light blue

Logos



Primary



White only



Black only



Red only



Blue only

Logo rules



X Do not distort



X Do not alter the style



X Do not alter the color