Key guidelines for proper implementation of the ISTH visual brand.

For the first time in its history, ISTH has created graphic standards to ensure that our visual brand is communicated with consistency everywhere across the globe.

ISTH encourages creativity in creation of local materials and these graphic standards are not intended to limit that creativity. However, by providing you with clear guidelines about how our new logo and other materials should be reproduced, what colors are necessary and the proportions of the graphic elements, we hope to communicate a consistent message, ensure a high level of quality and make telling the ISTH story easier.
The ISTH Logotype

The International Society on Thrombosis and Haemostasis (ISTH) logotype (hereafter referred to as “logo”) shown on this page is comprised of two distinct parts designed to function together in print and electronic media, providing a strong brand identity for ISTH. The elements are: the logotype and the full name.

The logo below is presented in the preferred two-color treatment that should be used whenever reproduction techniques make it possible. The ISTH logo and full name are equal and essential parts of the logo. The preferred application is that the two parts be used together whenever possible to underscore the name of the society. The logo and full name must never be used in any relationship or proportion other than the one provided in electronic file formats as described in these guidelines.

Logo Variations

Reverse Applications

Black and White:
- Solid black with 60% screen of black on ‘th’ only

One-color ISTH Blue:
- Solid blue with 60% screen of blue on ‘th’ only

Solid ISTH Blue
with 50% screen of blue on ‘th’ only
White Logo for Imprinting

A special version of the logo has been created for those situations where imprinting on an existing color field is the only option. Examples are shown at right on blue and red fields. Imprinting white on a black field is also allowed.

This version of the logo may be necessary to use for imprinting via silk screen or foil stamping on premium items made of plastics and canvas. Imprinting the white logo on colors other than blue, red or black is prohibited.

Minimum Logo Size

The typography and letterforms within the logo have been designed and carefully spaced for clear legibility.

Reproduction problems may arise when attempting to reproduce the logo at sizes that are too small. Ideally the minimum size should be no smaller than the .75" in width (of the ISTH element) as demonstrated at right. The ability to reproduce the artwork properly should be confirmed with all printers/vendors in advance of production.

Incorrect Applications

Demonstrated below are a few examples of how the logo should never be applied. Always use artwork files in eps or jpg file formats, available from the Marketing and Communications Manager, without alteration to ensure proper representation and reproduction of the ISTH Brand.
Typography

Core Sans Serif Fonts
The Adobe Trade Gothic family is the typeface designated to complement the ISTH graphic identity. For consistency, it is important to work with Trade Gothic typography (three examples shown on this page) within print and whenever possible to incorporate it into digital communications. There are over 12 variations of Trade Gothic (italic, regular, bold, condensed, extended, etc.) which will offer both consistency and variety within ISTH communications.

Examples from the Adobe Trade Gothic Font Family

Adobe Trade Gothic Light

ABCDEFghijklmnopqrstuvwxyz
1234567890

Adobe Trade Gothic Bold No. 2

ABCDEFghijklmnopqrstuvwxyz
1234567890

Complementary Serif Fonts
Combining the sans serif Trade Gothsics with complementary serif fonts is recommended for text heavy documents. The two recommended serif font families are shown below. Each serif font has subtle differences and aesthetic qualities which have been selected to complement the ISTH branding while adding variety and flexibility within a wide range of communications. Other classic serif fonts are permitted and should be explored for variety.

Complementary Serif Fonts

Adobe Janson Text (Roman, Bold and Italics)

Adobe Rotis Serif (Roman, Bold and Italics)

Color Palette

The ISTH logo is based on two colors. These two core colors are referred to as ISTH Blue and ISTH Red.

The core colors are the only two colors which are applied to the ISTH logo in specific ways. Files are provided for all approved color combinations and must not be altered.

ISTH Blue is comparable to PMS 2768 and ISTH Red is comparable to PMS 1797. Every attempt should be made to visually match these two colors as best possible with the wide array of traditional and digital imaging that will be encountered during the day-to-day application of the ISTH brand.

<table>
<thead>
<tr>
<th>Color</th>
<th>Spot Color</th>
<th>4/Color Formula</th>
</tr>
</thead>
<tbody>
<tr>
<td>ISTH Blue</td>
<td></td>
<td>Equivalent to PMS 2768</td>
</tr>
<tr>
<td></td>
<td></td>
<td>C 100%, M 78%, K 44%</td>
</tr>
<tr>
<td>ISTH Light Blue</td>
<td></td>
<td>Equivalent to PMS 7457</td>
</tr>
<tr>
<td></td>
<td></td>
<td>C 12%, M 1%, Y 3%</td>
</tr>
<tr>
<td>ISTH Red</td>
<td></td>
<td>Equivalent to PMS 1797</td>
</tr>
<tr>
<td></td>
<td></td>
<td>M 100%, Y 99%, K 4%</td>
</tr>
<tr>
<td>ISTH Accent Yellow</td>
<td></td>
<td>Equivalent to PMS 123</td>
</tr>
<tr>
<td></td>
<td></td>
<td>M 24%, Y 94%</td>
</tr>
<tr>
<td>ISTH Medium Blue</td>
<td></td>
<td>Equivalent to PMS 2728</td>
</tr>
<tr>
<td></td>
<td></td>
<td>C 96%, M 69%</td>
</tr>
<tr>
<td>ISTH Cool Gray</td>
<td></td>
<td>Equivalent to PMS 621</td>
</tr>
<tr>
<td></td>
<td></td>
<td>C 9%, M 1%, Y 6%</td>
</tr>
</tbody>
</table>
Available Artwork

The graphic standards provide explanations and examples to assist in maintaining a strong ISTH brand image. Many of the available artwork files can serve as base templates for simple updating when a version is saved by a printer or designer.

It is imperative that no logos be recreated or typeset. All logo variants for ISTH are available in eps file format in color, black and white and other approved file formats. The list at right briefly itemizes artwork available in the ISTH Artwork Folder.

**ISTH Logos**
eps and jpg formats
- two-color (full color)
- black & white (grayscale)
- reverse applications
- one-color applications
- one-color imprint (white)
- sub brand versions

**Stationery**
Adobe CS (ai and indd files)
- letterhead
- second sheet letterhead
- #10 envelope
- business card (front and back)
- mailing label

**PowerPoint Templates**
for Windows
- 01_ISTH.potx white theme
- 02_ISTH.potx medium blue theme
- 03_ISTH.potx blue/red theme

**MS Word Templates**
for Windows
- letterhead

Please Remember:
The ISTH graphic identity program applies to any item bearing the ISTH name, logo or other identifying mark. ISTH requires that all print or digital ads as well as promotional items be approved by the Society’s Marketing and Communications staff before they are published. Please allow two weeks for review.

Contact:
ISTH Headquarters
Marketing and Communications Manager
+1 919 929 3807
info@isth.org

For a more detailed version of the ISTH graphic standards, visit the Society’s virtual marketing toolbox online at [www.isth.org](http://www.isth.org).