



**INTERNATIONAL
STUDENT
IDENTITY CARD**

BRAND IDENTITY GUIDELINES

V3. April 2021

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Click on the link to go directly to the page

These brand identity guidelines have been developed to promote consistent use of the ISIC brand. This makes it easier for people to instantly recognise references to ISIC and the ISIC card, and helps avoid customer confusion.

These guidelines also help protect the ISIC trademarks that are in place internationally.

As part of the ISIC contractual agreements held between ISIC Issuing organisations and the ISIC Association, **all ISIC issuers are obliged to adhere to these brand identity guidelines**. Should you have any questions or feedback in regards to their use and application, then please contact the ISIC Association via communications@isic.org

Guidelines for co-branding a card design can be found separately on the ISIC Extranet: <https://extranet.isic.org/co-branding-design>

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ABOUT THE BRAND

ISIC BRAND STORY

One World, one ISIC brand

The International Student Identity Card (ISIC), the brainchild of student organisations in the 1950's, has come a long way from its paper document origins. ISIC is now a global brand providing virtual and plastic identities to students, teachers and youths around the world.

ISIC is built on connection and exchange and was created to provide access to international student services. These principles remain strong to the ISIC identity and have seen ISIC transform into versatile product, operating in over 125 countries.

Today, the ISIC brand is synonymous with universities, banks, insurance companies and many other entities interested in providing student, teacher and youth services to verified cardholders. Whether it's accessing university facilities, making a bank transfer, using public transport or simply getting a discount, ISIC cards around the world are being used in multiple ways to make student life better.

The heart of the brand – the ISIC identity

Although ISIC can offer many solutions to partners and cardholders, its key functionality is providing a verified student, teacher or youth identity.



OUR MISSION

The ISIC mission is to make student life better.

This mission will be advanced by playing a key supporting role in the lives of students globally in helping make their student time easier, more affordable and more enjoyable via facilitating the international recognition of their official student status.

The mission's objective is for the ISIC to become the must-have for students worldwide.

This objective will be advanced by increasing access to educational opportunities, facilitating student life, fostering intercultural understanding and educational exchange, and forging stronger relationships between students of all nationalities and the global academic community.



LOGO AND USAGE

ISIC LOGO

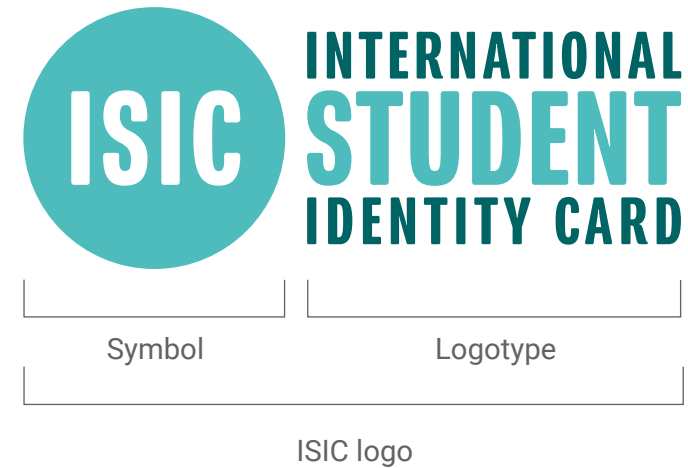
The ISIC name and ISIC logo are registered trademarks of the ISIC Association.

The ISIC logo is a combination of the 'ISIC globe' symbol and the 'International Student Identity Card' logotype.

The symbol and logotype are connected by the words ISIC and STUDENT, which read in one line. This highlights the relationship of ISIC to student life and the student experience.

ISIC is recognised internationally and is synonymous with student lifestyle and experiences. The globe symbol represents ISIC's global presence, endurance and movement without restriction.

The default ISIC logo is the duo-colour version on a white background. Other versions are available, but this one is always the preferred version if possible.



LOGO COLOURS



On white



On black



In black and white



In black and white



On ISIC green



On a picture



The ISIC logo is versatile! Powerful both in colour or black and white and can be used with a variety of backgrounds.

LOGO USAGE: BASICS

The ISIC logo is an integral part of the ISIC brand and should be used thoughtfully and consistently.

Translations

Since the ISIC is a global brand, the logo must appear in English only. The ISIC logotype must not be translated into other languages nor appear in another alphabet.

Localisation

Creating localised content that resonates with your audience's language, location and cultural norms is encouraged. However, the ISIC logo itself should NOT be localised. The logo must remain consistent across ISIC countries, in order to strengthen the ISIC brand globally and ensure customer trust and loyalty. For best practices on localisation application for ISIC websites and social media please see pages 33 and 34.

Minimum size

The printed ISIC logo has a minimum height of 10mm. For screen use, the ISIC logo has a minimum height of 25 pixels.

The printed 'ISIC globe' symbol has a minimum size of 10x10mm. For screen use, the minimum size of the 'ISIC globe' symbol is 25x25 pixels.

The 'ISIC globe' symbol as a standalone element

The 'ISIC globe' symbol should not be used as a replacement for the ISIC logo.

In certain instances the 'ISIC globe' symbol may be used as a standalone element, such as for a social media and app icon and when the size and legibility of the full ISIC logo could potentially be an issue. We ask that you exercise sound design judgement for such cases.

Print: 10mm
Screen: 25 pixels



Print: 10mm
Screen: 25 pixels

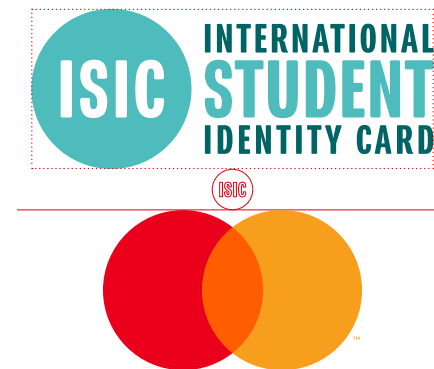


LOGO USAGE: WITH OTHER LOGOS

Using the ISIC logo together with partner logos

When using the ISIC logo in combination with other logos and graphic elements, please maintain a clear space that equals 150% the size of the 'ISIC globe' symbol and/or a border that equals 25% the size of the 'ISIC globe' symbol.

The ISIC logo must be displayed at a size, colour, and frequency comparable with the other logo(s), with ISIC preferably in the first position.



Examples of correct logo placement in combination with Mastercard logo

LOGO USAGE DON'TS

- A. **Don't** change the colours of the logo. See page 8 for the allowed colour variations.
- B. **Don't** rotate the logo or any part of the logo.
- C. **Don't** squash or stretch the logo or any part of the logo.
- D. **Don't** resize any part of the logo.
- E. **Don't** translate the logo or change the name.
- F. **Don't** incorporate a tagline or country name with the logo.
- G. **Don't** combine with other logos or graphic elements.
- H. **Don't** add dropshadows or any other text effects.

A.



B.



C.



D.



E.



F.



G.



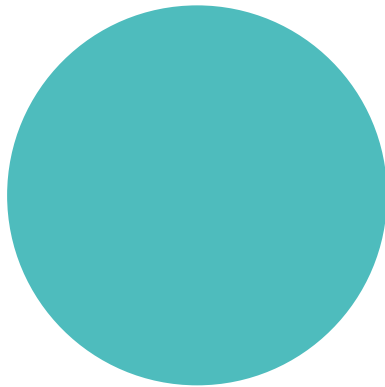
H.



COLOUR PALETTE

ISIC BRAND COLOURS

ISIC green, shadow green and white are the key communicators of the ISIC brand. By using the same colours in all your business ventures, you strengthen the ISIC brand's association with those colours, and strengthen brand awareness as a whole.



ISIC GREEN

PRINT

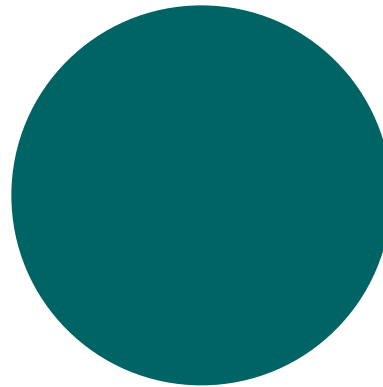
CMYK: 65.0.30.0

Pantone 326 C

SCREEN

RGB: 64.184.184

HEX: #40B8B8



SHADOW GREEN

PRINT

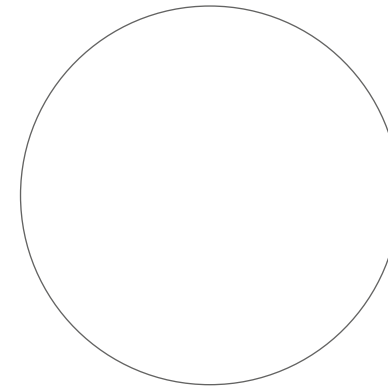
CMYK: 90.42.55.22

Pantone 561 C

SCREEN

RGB: 0.102.102

HEX: #006666



WHITE

PRINT

CMYK: 0.0.0.0

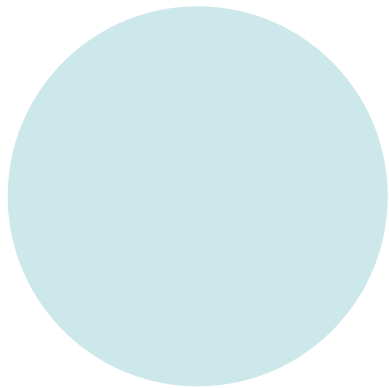
SCREEN

RGB: 255.255.255

HEX: FFFFFFFF

SUPPORTING COLOURS

The supporting colours are meant to be used in combination with the main colours to add extra interest and depth to designs, or to bring attention to focus points.



HIGHLIGHT COLOUR

PRINT

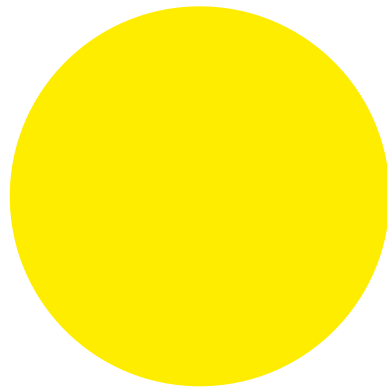
CMYK: 24.0.10.0

Pantone 317 C

SCREEN

RGB: 217.241.241

HEX: #D9F1F1



ACCENT COLOUR

PRINT

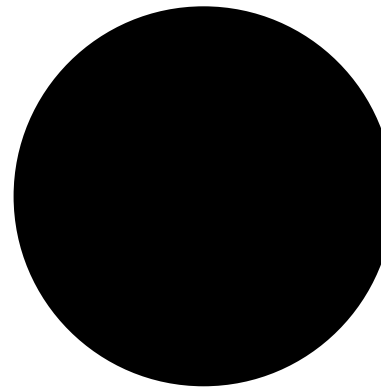
CMYK: 0.0.100.0

Pantone Process Yellow C

SCREEN

RGB: 255.239.0

HEX: #FEF000



BLACK

PRINT

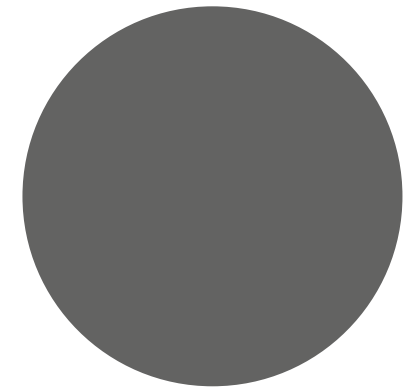
CMYK: 0.0.0.100

Pantone Black C

SCREEN

RGB: 0.0.0

HEX: #000000



DARK GREY

PRINT

CMYK: 0.0.0.75

Pantone Cool Gray 10 C

SCREEN

RGB: 102.102.102

HEX: #666666

COLOUR USAGE

Colour is an integral part of brand identity. Consistent use of the colour palette reinforces the strength of the brand.

Typography

Headings and titles should always be written in one of the main ISIC colours: ISIC green, shadow green or white; or black.

Dark grey, in addition to black, should be used for body texts, and/or large blocks of text.

Backgrounds and design elements

In order to reinforce the brand's identity, ISIC green or white should be used for the diagonal design element, and whenever possible for solid backgrounds or bold blocks of colour.

Supporting colours

The shadow and highlight colours can be used to add extra interest and depth to designs.

The yellow accent colour **should only be used** to bring attention to action points, for example a call to action on your website.

IMPORTANT

Always write 'ISIC' or 'International Student Identity Card' in ISIC green, black, grey or white.



Example of correct colour usage

TYPEFACES AND FONTS

TYPEFACES AND FONTS

We only use two typefaces to create all the ISIC collateral, be sure to use these and only these typefaces.

The official ISIC typeface is Roboto. A secondary typeface Roboto Slab may be used in combination with Roboto for headings, and to enhance the brand recognition.

Roboto

Aa

Roboto Regular

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNO
PQRSTUVWXYZ

Roboto Italic

Roboto Bold

Roboto Bold Italic

Roboto Slab

Aa

Roboto Slab Bold

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNO
PQRSTUVWXYZ

Both Roboto and Roboto Slab are available for free download and support almost all languages.

Download Roboto:

[https://fonts.google.com/
specimen/Roboto](https://fonts.google.com/specimen/Roboto)

Download Roboto Slab:

[https://fonts.google.com/
specimen/Roboto+Slab](https://fonts.google.com/specimen/Roboto+Slab)

FONT USAGE

A Big Bold Message.

Roboto Slab Bold

And a smaller one.

Roboto Regular

And some reading text in Latin. Nam lace-
pratur, sundam, conesed quiatur saperum
qui te et esequis dernatum et repe pos ex-
placeptati ommolecerro officip suscide nduci-
is vere nis adi iusapis moloria se dolo eatem
nonsedigent et volum doluptate quiasperor
audipsum sitatus a volorio ssimend.

Roboto Regular

Small header in text

Roboto Bold

And some reading text in Latin. Nam lace-
pratur, sundam, conesed quiatur saperum
qui te et esequis dernatum et repe pos ex-
placeptati ommolecerro officip suscide nduci-
is vere nis adi iusapis moloria se dolo eatem
nonsedigent et volum doluptate quiasperor
audipsum sitatus a volorio ssimend.

FONTS USAGE DON'TS

Don't use novelty fonts or any typeface
other than Roboto and Roboto Slab.

Don't use Roboto Slab for body text or
anything other than headings and titles.

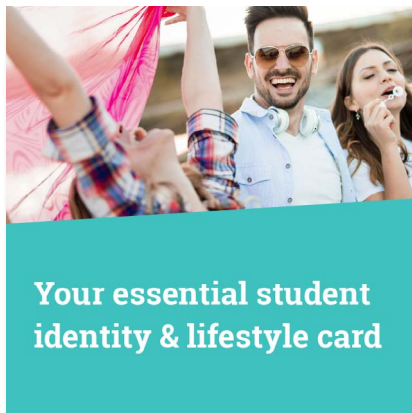
DESIGN ELEMENTS

DESIGN ELEMENTS

There are a number of design elements that you may use in combination with the ISIC logo and fonts to help you create ISIC promotional materials:

Diagonal separator

Areas of content can be separated and layouts structured by using a diagonal that reflects the ISIC top bar on the plastic cards. The diagonal must be used **consistently and only at an angle of 3.5 degrees.**



Highlighted text effect

To liven up materials and make headline texts or messaging stand out, highlight text using the ISIC brand colours - ISIC green, shadow green or white.

Note: The yellow accent colour can also be used to highlight text but this should only be used to bring attention to action points, for example a call to action on your website.



The ISIC logo
The ISIC logo works best when aligned to the left side but can also be centred.

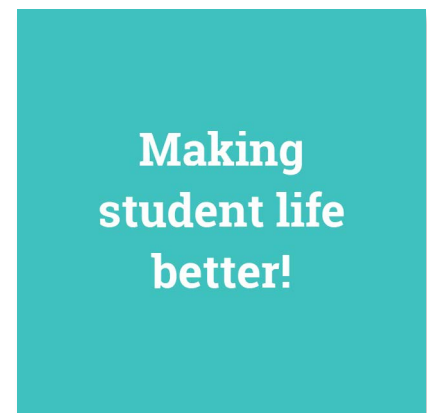
Circle shape

A key element of the ISIC logo is the circle shape, which conveys the global aspect of the ISIC brand. You may wish to use the circle in your designs to strengthen the connection with the logo and accentuate ISIC's global presence.



Bold blocks of colour

Backgrounds and areas of content can be displayed in any of the ISIC brand colours - ISIC green, shadow green or white. This bold use of the colours reinforces the ISIC brand across your materials.



DESIGN ELEMENT USAGE DON'TS

The design elements on page 20 are intended to serve as inspiration for your promotional materials and their usage is not mandatory.

If you choose to incorporate any of these elements into your designs, then please respect their correct usage.

- A. **Don't** align the logo to the right*.
- B. **Don't** use any colours other than the brand colours for backgrounds or large blocks of colour.
- C. **Don't** use the diagonal at any angle other than 3.5 degrees.
- D. **Don't** flip or reflect the diagonal i.e. the diagonal should always start on the left side and go up to the right.
- E. **Don't** use any colours other than the ISIC brand colours to highlight text.
- F. **Don't** use yellow to highlight text that is not a call to action.

*Unless using in materials with right to left script i.e. Arabic or Hebrew.



IMAGERY

IMAGES OF STUDENT LIFE

ISIC aspires to be a brand that connects students to the world and enables them to experience being part of a global community and our imagery should reflect this mindset.

It's our aim to use authentic images in our communication. Images that students can relate to and could have taken themselves.

The images should convey either an experience, international travel and exchange, a feeling of belonging to a global community and support the everyday life of a student at home and abroad.

Images in articles, newsletters, print ads and other corporate material should be of high quality and professional, yet they should sustain integrity and be vibrant. Colour photography is always preferable.



Student images sourced from ISIC student photo competitions

OTHER IMAGERY

Images of benefits

The images of cardholder benefits should provide the student, teacher or youth with a clear message of the product, experience and/or outcome, and the benefit provider.

Images of the cards

Images of the ISIC, IYTC, ITIC and ISIC Scholar cards should be replicas of authentic cards. Images of cards should never include real cardholder's personal details and/or serial number as this could result in non-cardholders accessing the card's benefits and cardholder's personal data. Privacy is serious matter and replicating images of real card data is strictly prohibited.

Imagery usage

- A. **Don't** use images that you don't hold the rights to.
If ever in doubt, find another image.
- B. **Don't** use images that contain a cardholder's personal details and/or serial number.



Examples of web banners promoting ISIC benefits

IMPORTANT

The imagery available on the [ISIC Artwork website](#) is the property of the ISIC Association. **You may download and use this imagery to create marketing materials in relation to ISIC only.** The images are not authorised for any other use.

VOICE AND TONE

THE ISIC VOICE

The ISIC voice is the brand's personality. Understanding how our personality influences our communications increases the consistency and connections we can have with our desired audiences.



International

This is a fundamental part of our DNA as an organisation. The ISIC community is diverse and wide reaching, representing a global community of students. Our belief is that intercultural understanding and educational exchange are integral to student life. It is never just about 'you' or one organisation; the ISIC voice is always about us, the ISIC community.



Energetic/youthful

At ISIC we are all about supporting student life. We believe in dialogue and exchange and not in one-way conversations! Connect with your students. Ask questions? Create an emotional connection. Be authentic. At ISIC we use our voice to relate to student's challenges and passions and speak to them in a familiar, warm, and accessible way.



Credible/trustworthy

ISIC was created by students for students and has been around for over 65 years, a testament to ISIC's dependability. Endorsed by UNESCO since 1968, the ISIC card is an international student ID recognisable by universities, academic institutions, student unions, national governments, financial institutions and ministries of education around the world. As student cards go! It doesn't get more legitimate than ISIC.



Innovative

The spirit of innovation at ISIC is characterised by our intense curiosity and a willingness to explore the unknown with the intention of positively affecting and influencing student life. From paper, to plastic, to virtual identities we evolve to suit the needs of our cardholders. We constantly ask ourselves what can we do to make student life better? And put the answers into affirmative action.

tone of voice

Tone is the expression of the brand's attitude. Tone is used to adapt to our audience. For example, social media writing may be more conversational and use shorter sentences, while writing a sales pitch may call for longer, more dynamic sentences.

Considerations

Who are you talking to?

Identify a specific audience before you begin writing and empathise with that audience from the start to help ensure engagement. ISIC talks to many different people i.e. students, co-brand partners, benefit partners etc. Shape the tone to reflect the audience.

Local context:

There are big differences in cultural dimensions between countries. The ISIC Association will produce content in English, but this will not always translate well in the local context. Understand your audience and adapt to your cultural and linguistic factors. In each country, it's essential to define voice consistency (see page 26) but in terms of the desired impact; i.e. emotional response, and outcomes like behavioral response use your local knowledge to shape your tone.



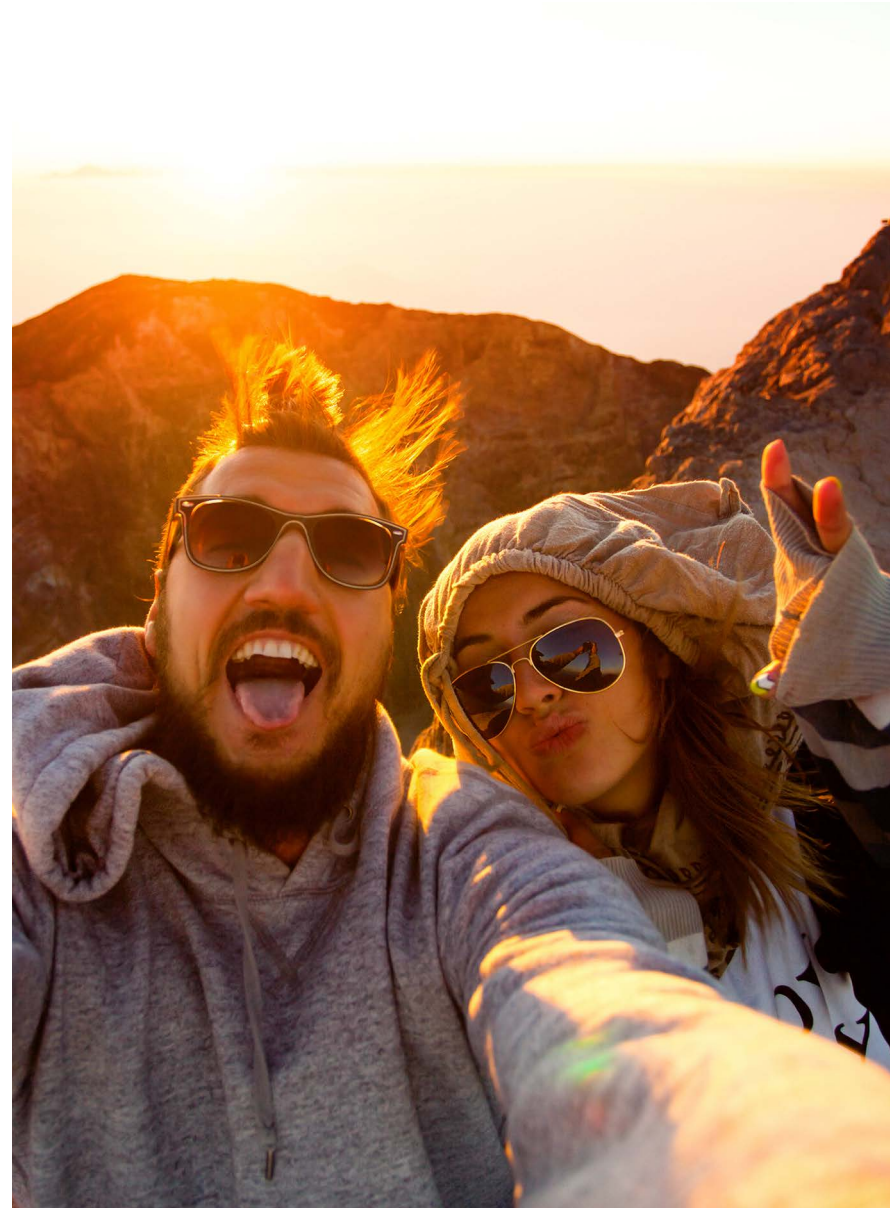
WRITING FOR SOCIAL MEDIA

The ISIC brand voice should be reflected in our social media posts. The use of hashtags like [#ISICexperience](#), [#ISICstudent](#) and [#SavewithISIC](#) in social media posts shows that the company's social media voice is a direct reflection of its culture.

Considerations

Consistent topics and regular posting: Share content on topics that are closely related to ISIC.

Engage: Replying to comments and posts on social media channels is important for the building a trustworthy and dependable brand. Additionally a public answer has the advantage of being viewed by multiple people and may reduce the customer service inquiries on that particular topic.



STRAPLINE

STRAPLINE AND USAGE

Making student life better

Our strapline is an expression of our brand—a short, memorable phrase that is the essence of who we are, what we do, and how we do it. It connects to our mission and objective (see page 5). It is not a design element, more a mission driven message to inspire us internally and bring awareness about who ISIC is when used externally.

Strapline usage

- A. **Do** use the strapline together with your country name, if desired (see page 33 for an example).
- B. **Do** translate the tagline into your local language to provide more emotional impact (see page 27 on tone of voice).
- C. **Don't** combine the strapline with the ISIC logo.
- D. **Don't** reword or rephrase the strapline when using the English version.



APPLICATION

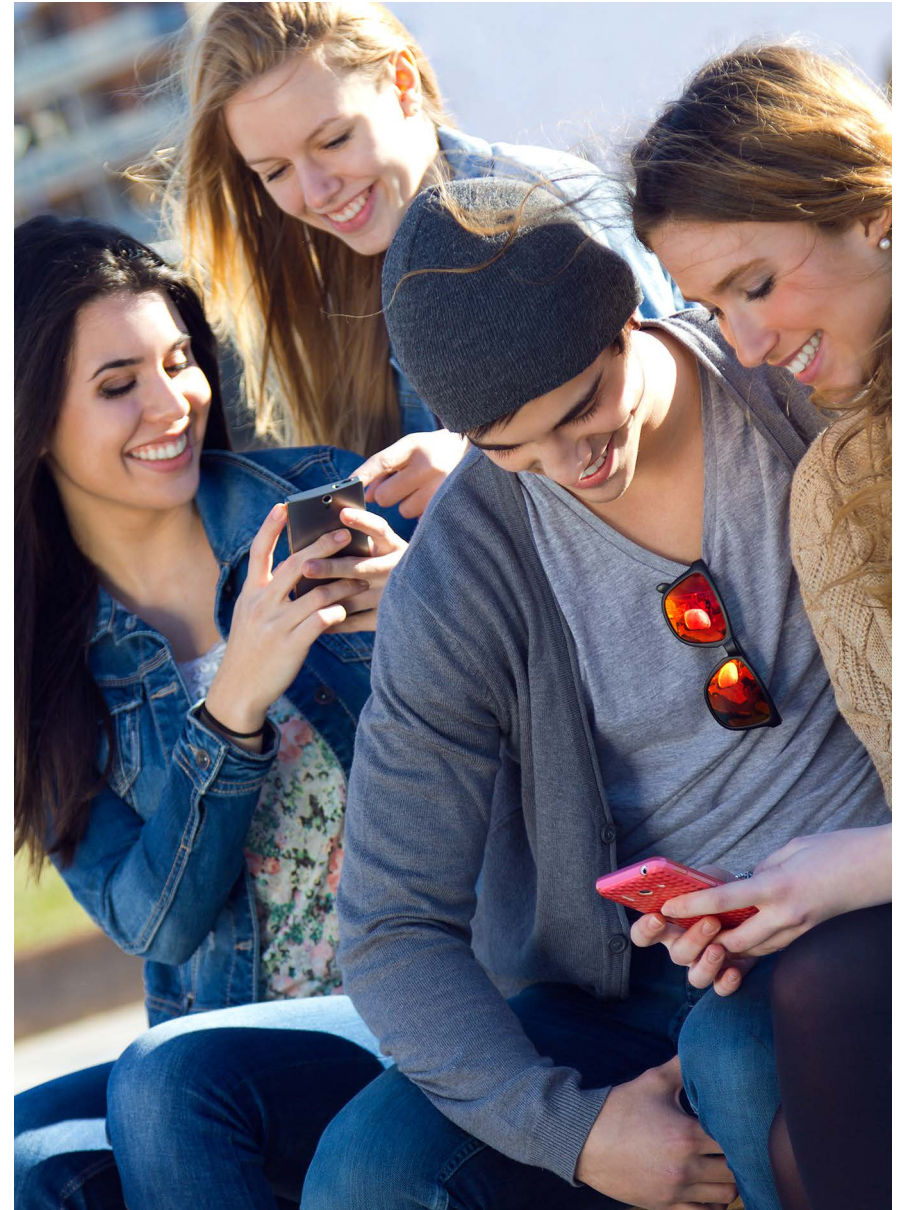
PROMOTING ISIC

The promotion of ISIC should reflect the brand's personality (see page 26).

The colours, imagery and typography used should be consistent and reflect the guidelines.

The overall layout should be clean and consistent and capture the imagination of students and youth.

On the following pages you will find examples of how the guidelines can be applied to the design of materials for online and web, social media, and print.



ONLINE AND WEB

Local ISIC websites

ISIC websites should always feature the ISIC logo at the top left side of the page header.

Using your local ISIC country name and the 'making student life better' strapline is optional, in either English or the local language. For consistency, and to prevent misuse of the logo, the local country name should appear separate from, and not combined with, the ISIC logo.

Web banners

The ISIC logo or an image of the ISIC card should always be featured in your web banners. It is also recommended to feature your local website url.

Video

Always make sure that the full ISIC logo is used somewhere in your video.



Example of website localisation for desktop and mobile views

(Note: We understand that the local websites are all built differently, therefore the above design proposals are simply intended as inspiration as to how the localisation could be implemented.)

SOCIAL MEDIA

Visuals play an important part in social media branding. If each of the ISIC country profiles looks like they're owned by a different company, it creates a disconnect for our users. We want our branding to be consistent across all channels. This will help people immediately recognise ISIC no matter which site or app they're using.

Guidelines:

Naming: It is recommended that your account name includes ISIC and your country name. For example, ISIC Ireland or ISICJordan (if no spacing is permitted).

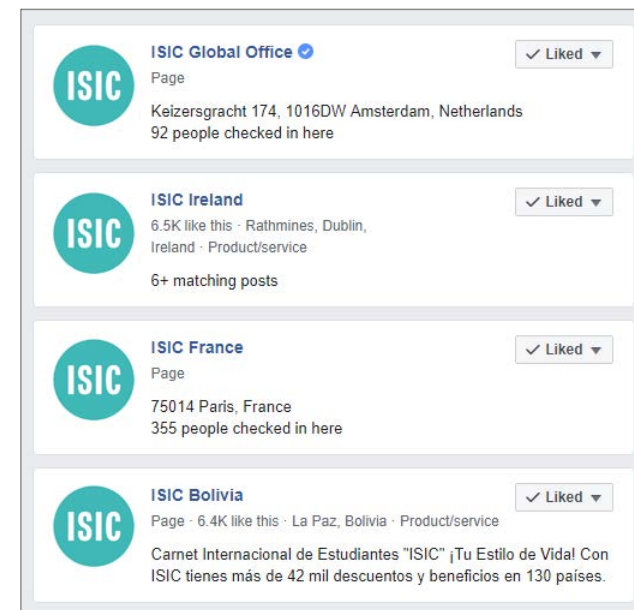
Profile icon: Always use the 'ISIC globe' symbol* to keep things simple, consistent and to ensure the ISIC brand is instantly recognisable.

**Due to its simplicity and shape, the use of the 'ISIC globe' symbol rather than the full ISIC logo is preferred over the full logo for the social media profile icon.*

Profile text: When referencing ISIC statistics in your profile text, please ensure you keep these consistent with the figures that are reported in the most recently published ISIC Association Annual report i.e. when promoting the total global number of benefits and discounts, see <https://extranet.isic.org/isic-association>.



Example of an Instagram profile header



Example of brand consistency across local Facebook pages

PRINTED MATERIALS

Brochures, flyers & posters

The ISIC logo should always be clearly shown on brochures, flyers and posters. It is also recommended to include the url of your local website.

Stationery

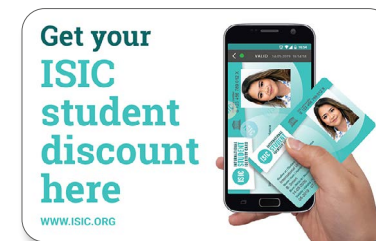
Your stationery is a regular point of contact with your partners, and is an invaluable tool to let partners know that ISIC is a professional organisation that delivers high quality service and can be trusted.

To ensure strong brand consistency and instill confidence and reassurance in your partners, your stationery should always feature the ISIC logo.

Including your local ISIC country name is recommended. This should appear separate from, and not combined with, the ISIC logo.

Stickers

Stickers should always clearly show either the ISIC logo or an image of the card (plastic or virtual).



Examples of a printed flyer and sticker design

IYTC AND ITIC IDENTITY

IYTC LOGO AND USAGE

The IYTC logo has been developed for use in all IYTC related marketing and promotional materials.

The IYTC logo is a combination of the 'IYTC globe' symbol and the 'International Youth Travel Card' logotype.

The symbol and logotype are connected by the words IYTC and YOUTH, which read in one line. This highlights the relationship of IYTC to youth lifestyle, experiences and culture.

The default IYTC logo is the duo-colour version on a white background. Other versions are available, but this one is always the preferred version if possible.

Logo usage

The guidelines on pages 9 - 11 also apply for the IYTC.



IYTC LOGO COLOURS



On white



On black



In black and white



In black and white



On IYTC blue

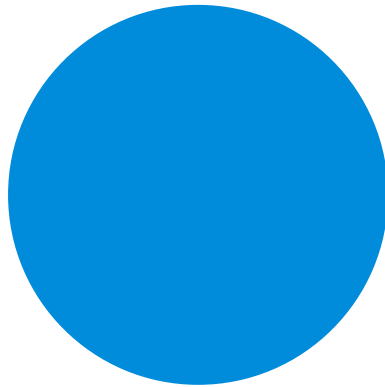


On a picture

The IYTC logo is versatile! Powerful both in colour or black and white and can be used with a variety of backgrounds.

IYTC COLOUR PALETTE

The IYTC has its own colour scheme. IYTC blue, shadow blue and white are the key communicators of the ITIC brand.



IYTC BLUE

PRINT

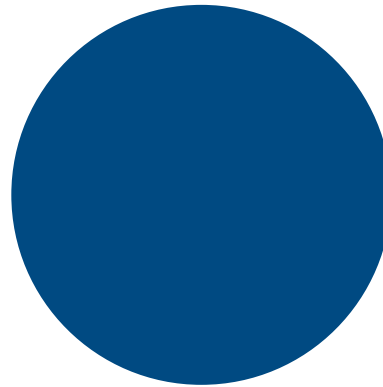
CMYK: 78.36.0.0

Pantone 2925 C

SCREEN

RGB: 0.140.220

HEX: #008CDC



SHADOW BLUE

PRINT

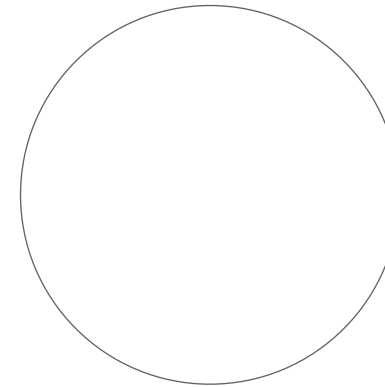
CMYK: 100.77.24.8

Pantone 2945 C

SCREEN

RGB: 0.75.130

HEX: #004B82



WHITE

PRINT

CMYK: 0.0.0.0

SCREEN

RGB: 255.255.255

HEX: FFFFFFFF

ITIC LOGO AND USAGE

The ITIC logo has been developed for use in all ITIC related marketing and promotional materials.

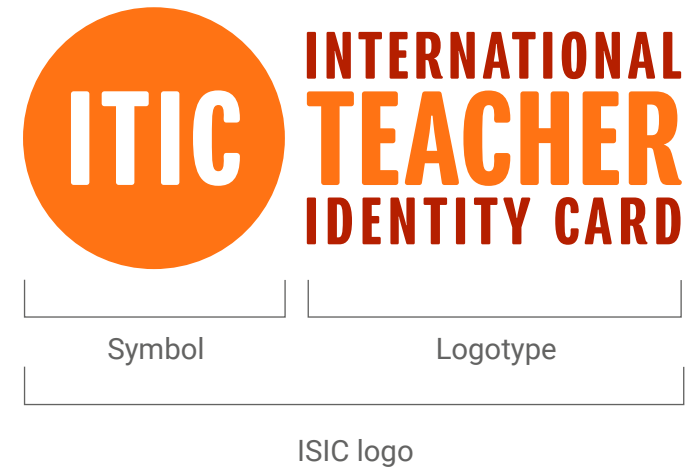
The ITIC logo is a combination of the 'ITIC globe' symbol and the 'International Teacher Identity Card' logotype.

The symbol and logotype are connected by the words ITIC and TEACHER, which read in one line. This highlights the relationship of ITIC to life as a teacher.

The default ITIC logo is the duo-colour version on a white background. Other versions are available, but this one is always the preferred version if possible.

Logo usage

The guidelines on pages 9 - 11 also apply for the ITIC.



ITIC LOGO COLOURS



On white



On black



In black and white



In black and white



On ITIC orange



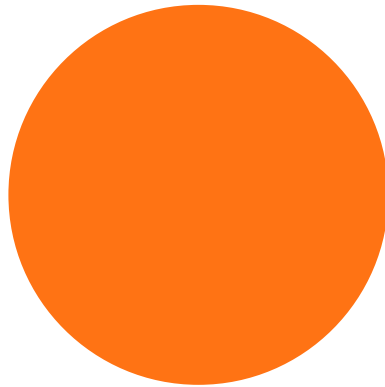
On a picture



The ITIC logo is versatile! Powerful both in colour or black and white and can be used with a variety of backgrounds.

ITIC COLOUR PALETTE

The ITIC has its own colour scheme. ITIC orange, shadow orange and white are the key communicators of the ITIC brand.



ITIC ORANGE

PRINT

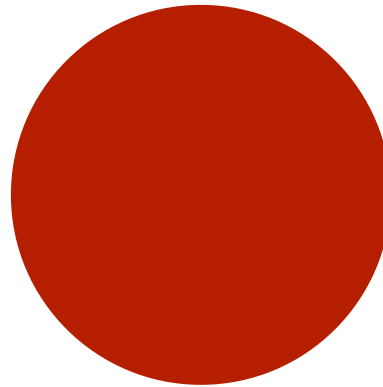
CMYK: 0.68.100.0

Pantone 1595 C

SCREEN

RGB: 255.115.20

HEX: #FF7314



SHADOW ORANGE

PRINT

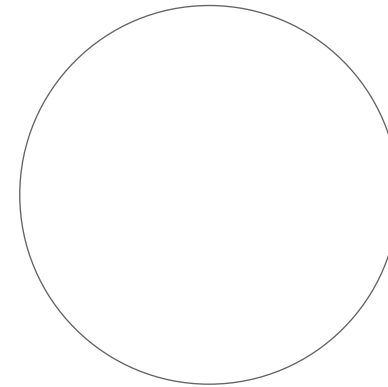
CMYK: 20.98.100.12

Pantone 187 C

SCREEN

RGB: 180.30.0

HEX: #B41E00



WHITE

PRINT

CMYK: 0.0.0.0

SCREEN

RGB: 255.255.255

HEX: FFFFFFFF

