

ISC HIGH PERFORMANCE LOGO GUIDELINES **2027**

August 2026

**PLEASE NOTE: ANY USE OF THE ISC HIGH PERFORMANCE LOGO
HAS TO BE APPROVED BY PROMETEUS GMBH!**

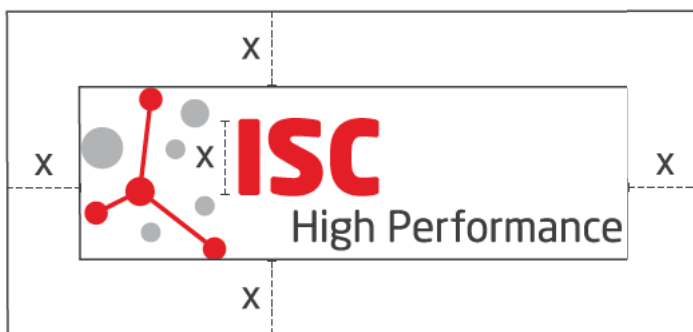
The ISC High Performance logo is a key component of the brand's identity. Its proper and consistent use is therefore of highest importance. The purpose of this document is to provide general guidelines and specifications for using the ISC High Performance logo. The design guidelines apply to all areas of logo usage. Any modification of the logo is not allowed.

01 UNIVERSAL LOGO / COMPOSITION, SIZE AND MARGINS

As a graphic and typographic unit, the ISC High Performance logo is to be seen as a set unit. It may **ONLY** be used in the versions shown in this document.



The ISC logo may not be modified by adding text or other elements. Exceptions of this rule are variations of the above logo provided by Prometheus GmbH. A defined **clear space free from typography or graphics** must always be left on all four sides of the logo. This space may not be less than the height of the 'ISC' text element (x):



01 UNIVERSAL LOGO / BRAND COLORS AND BACKGROUND

The ISC High Performance brand colors are red, light gray and dark grey. All colors in the ISC logo have precise color references, shown in the color specifications chart below. Always use the exact color values listed. **Do not use screens or tints of any of the colors for any part of the logo. In addition to the colors shown below, the logo may also be used in pure black or white.**



CMYK: C0 / M100 / Y100 / K0

RGB: R226 / G0 / B26

RGB web: #e2001a



CMYK: C0 / M0 / Y0 / K90

RGB: R62 / G61 / B64

RGB web: #3d3c3f



CMYK: C0 / M0 / Y0 / K40

RGB: R177 / G179 / B180

RGB web: #b1b3b4



The logo is to be used on white background. **As an absolute exception, the logo may also be used on a light gray background with up to 10% black.** The inverted version of the black logo may be used on dark backgrounds as shown above.

02 ISC LOGO WITH SLOGAN / OVERVIEW

Every ISC High Performance conference has its own color and slogan. For this purpose, a special logo has been created. The color for ISC 2027 is a light orange/ochre tone, the slogan continues to be: **CONNECTING THE DOTS**.



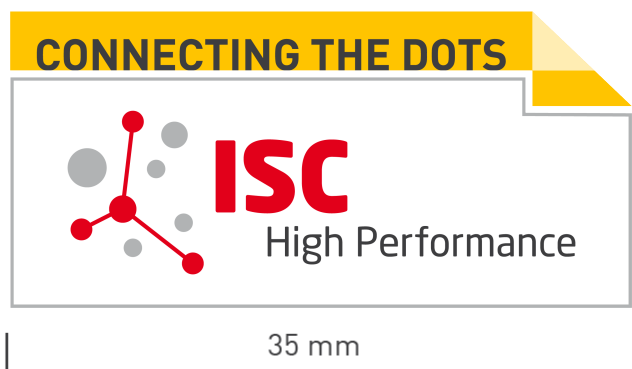
If the logo is placed on a dark background, please use the version marked with "outline" in the file name.

For special announcements, the ISC slogan logo is also available with additional information on the date and location.

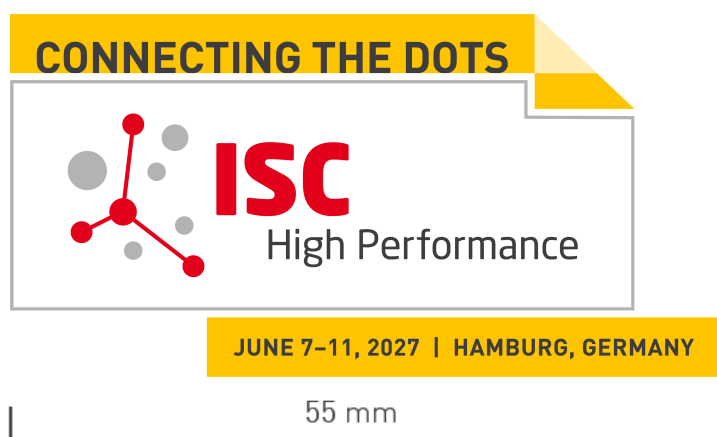


02 ISC LOGO WITH SLOGAN / MINIMUM SIZE

The minimum width of the ISC slogan logo **without** additional information is **35 mm**.

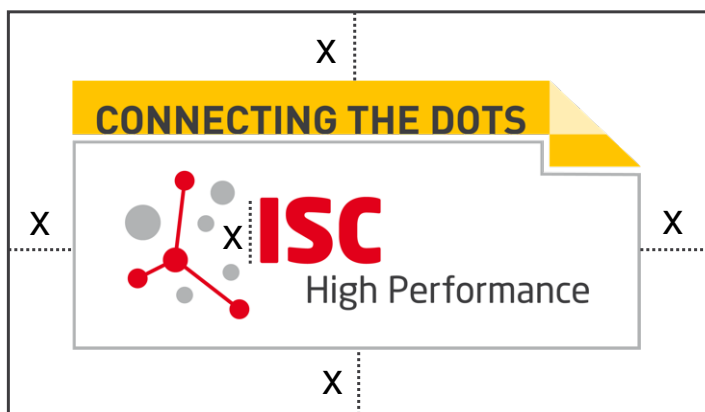


The minimum width of the ISC slogan logo **with** additional information is **55 mm**.



02 ISC LOGO WITH SLOGAN / MARGINS

A defined **clear space free from typography or graphics** must always be left on all four sides of the ISC slogan logo. This space may not be less than the height of the 'ISC' text element (x):



02 ISC LOGO WITH SLOGAN / COLORS

The ISC slogan logo brand colors have precise color references, shown in the color specifications chart below. Always use the exact color values listed. **Do not use screens or tints of any of the colors for any part of the logo.**



CMYK 0 100 100 0 RGB 226 0 26 HEX #E2001A	CMYK 0 0 0 40 RGB 177 179 180 HEX #B1B3B4	CMYK 0 0 0 90 RGB 61 60 63 HEX #3D3C3F	CMYK 0 25 100 0 RGB 255 196 0 HEX #FFC400
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IMPROPER USE OF THE ISC HIGH PERFORMANCE LOGO: Always use a logo approved by Prometeus GmbH for your productions. Altering, distorting or recreating the logo in any way is strictly forbidden.

CONTACT: Please contact the ISC marketing department for any uncertainties:
marketing@isc-events.com
