

Isles' Logo Usage Guide

This guide introduces the rules for using the logo and other design elements. Consistent use of the logo and other branding elements will help Isles to project a positive and easily identifiable presence to its constituents.

Isles' logo for coated stock:



Isles logo for websites or other multimedia pieces:



Blank Space

The Isles logo should have at least enough blank space around it to promote legibility and cleanliness. Minimum spacing is determined by the height of the tagline. Example:




Mastheads

The Logo should not be integrated into other Isles related logos, mastheads, or other branding devices. The logo represents the brand of the entire organization. In order to maintain the purity of that brand, it should not be incorporated into other sub-brands. For example, consider the logo for the following fictitious magazine:

Correct:

The Isles Quarterly Review

Incorrect:

The  Quarterly Review

All sub-brands should be allowed to have their own unique identity. In this example, the Isles logo can be used elsewhere in the publication to indicate that “The Isles Quarterly Review” is published by Isles. Some possible areas where this can be done include the masthead or a location near the mailing label.


Run Ins

The logo should not be used in place of conventional type. Specifically, it should not be inserted into a sentence or headline.

Correct:

“Working with Isles is the best way I can help make Trenton the place where they can do that.”

Incorrect:

“Working with  is the best way I can help make Trenton the place where they can do that.”

Non-Logo Guidelines

In all uses of the Isles name other than the logo, Isles should be spelled with an upper case I. This is true in body type or headlines. This rule applies to publications produced by Isles as well as third party publications that may wish to refer to Isles. For example, if a newspaper wants to write an article about Isles, they would write, “According to a new study issued by Isles...”