

OUR BRAND

The **International Continence Society** brand communicates the integrity of the society and our dedication to academic excellence in the area of continence.

This document explains the ICS brand and is a guide to using it correctly and consistently in all communications. It is intended for use internally and for anyone using the ICS logo in external communications.

For more information on the ICS please go to www.ics.org



THE ICS LOGO

The bold, clear initials of the logo express the excellence in science and education that are the core functions of the ICS. The circular emblem of the ICS logo symbolises the human bladder.

The logo must not be distorted or altered in any way including its overall aspect ratio of 6:2. For clarity, the logo must not be printed with a width less than 18mm or on screen with a width less than 50 pixels.

The ICS logo is always in either its standard two colour form, dark two colour form or single colour form.

The standard two colour logo should be used on dark backgrounds. It consists of white and ICS light blue.

The dark two colour logo should be used on white backgrounds. It consists of ICS background blue and ICS light blue.

The single colour logo is available for use when print is restricted to a single colour or where background colours provide little contrast to the standard logo. ICS dark blue is recommended for print on light backgrounds and white for dark or highly detailed backgrounds.

When using the logo with other logos and graphic elements an exclusion margin of 15% of the logo's width should be added to each side.

In cases where a usage area is restricted to a square of less than 25mm or 70 pixels wide then the ICS Emblem may be used provided the text 'International Continence Society' or 'ICS' are also present on the same page.

The ICS logo is the copyright and intellectual property of the International Continence Society (ICS) 2018. The ICS logo may not be reproduced without consent of the ICS. Please contact info@ics.org if you are unsure or require further information.



ICS Standard two colour logo



ICS Dark two colour logo



ICS Single colour logo



Exclusion margin 15% of logo width



Standard two colour ICS emblem



Dark two colour ICS emblem



Single colour ICS emblem

COLOUR PALETTE

Any of the following colours may be used in ICS documents with the addition of black and white.

Text should always be in text blue unless white is required for better contrast.

Tints of these colours may also be used for tabular layouts and diagrams.

ICS BACKGROUND BLUE

HEX # 023D61
RGB 2 / 61 / 97
CMYK 100 / 78 / 38 / 26
PMS 7694 C

ICS LIGHT BLUE

HEX # 69AFD7
RGB 105 / 175 / 215
CMYK 56 / 16 / 5 / 0
PMS 2915 C

ICS HIGHLIGHT ORANGE

HEX # FFB266
RGB 255 / 178 / 102
CMYK 0 / 36 / 67 / 0
PMS 714 C

ICS TEXT BLUE

HEX # 03588C
RGB 3 / 88 / 140
CMYK 100 / 73 / 25 / 8
PMS 7692 C

TYPOGRAPHY

The ICS brand typeface is **Myriad Pro** which should be used in all communications wherever possible. When unavailable e.g. in email or website communications **Calibri** or **Arial** may be used.

For body text **Regular** weight should be used with headings or keywords in **Semibold** weight. Titles should be in **All Caps** casing and **Bold** weight.

Text colour should always be ICS text blue unless overlaying dark backgrounds, where text can be white. White ghosting can also be used to give contrast against background imagery.

Web and email addresses should be in **Semibold** weight and **ICS highlight orange** colour.

Whenever the ICS website is mentioned it should read **www.ics.org** and not **ics.org** **ICS.org** or **http://www.ics.org**.

Body text line height should equal 120% of the font size. For layout purposes a baseline grid equalling the line height should be used.

Body Text: Myriad Pro, Regular
abcdefghijklmnopqrstuvwxyz 1234567890 £&*?!
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Keyword Text: Myriad Pro, Semibold
abcdefghijklmnopqrstuvwxyz 1234567890 £&*?!
ABCDEFGHIJKLMNOPQRSTUVWXYZ

www.ics.org **info@ics.org**

HEADER TEXT



IMAGERY

Accompanying images must always convey a positive and engaging tone. Photography should be used rather than illustration which should only be used if specific to the document.

Photographs should be well taken, light and have correct colour balance, preferably containing people and an easily recognisable focal point; Use of photos showing ICS activities is encouraged. The resolution of the image must be correct for the application; 72 dpi for web, 300 dpi for print and the image should be free from signs of over compression.

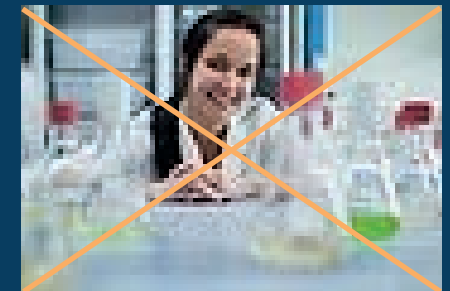
Permission must be granted for all images prior to their use. Professional photography is available from libraries such as www.shutterstock.com.



Incorrect: Poorly lit



Incorrect: Illustration



Incorrect: Low resolution

ICS BRAND FAMILY

Various ICS events and branches of ICS activity carry their own branding which distinguishes them as individual sub brands within the ICS brand family.

All ICS Sub Brands adhere to the rules of the main ICS Brand with the exception of having their own logo and colour palette. Each Sub Brand logo contains the ICS Emblem and follows a similar text form.

In addition, ICS Annual Meeting brands have an official background illustration that highlights a point of interest in the host city along with various location photos.

The following pages detail each of the Sub Brands within the ICS Brand Family.

If you wish to use any of the ICS Sub Brand elements please contact info@ics.org



ICS 2020 LAS VEGAS

The golden celebration of 50th ICS Annual Meeting is reflected in the colour palette and the illustration was influenced by the famous Las Vegas strip by night.

The standard logo is for use on dark backgrounds and the dark logo for use on light logos.

Visit www.ics.org/2020 for more information



ICS 2020 Standard two colour logo



ICS 2020 Dark two colour logo

ICS 2020 BACKGROUND PURPLE

HEX # 210031
RGB 23 / 0 / 49
CMYK 70 / 100 / 0 / 80
PMS 2627 C

ICS 2020 HIGHLIGHT GOLD

Repeated Gradient between

HEX # FFE4B8	HEX # C6AA59
RGB 255 / 228 / 184	RGB 198 / 170 / 89
CMYK 0 / 10 / 30 / 0	CMYK 25 / 30 / 78 / 0
PMS 7506 C	PMS 617 C

ICS HIGHLIGHT ORANGE

HEX # FFB266
RGB 255 / 178 / 102
CMYK 0 / 36 / 67 / 0
PMS 714 C



ICS 2019 GOTHENBURG

The colour palette was influenced by the Swedish flag and the meeting's brand illustration features Gothenburg's statue of Posiedon, the sea god.

The standard logo is for use on dark backgrounds and the dark logo for use on light logos.

Visit www.ics.org/2019 for more information



ICS 2019 Standard two colour logo



ICS 2019 Dark two colour logo

ICS 2019 BACKGROUND BLUE

HEX # 035290
RGB 0 / 91 / 150
CMYK 97 / 68 / 15 / 02
PMS 7686 C

ICS 2019 HIGHLIGHT YELLOW

HEX # FECB00
RGB 254 / 203 / 0
CMYK 0 / 19 / 100 / 0
PMS 116 C

ICS HIGHLIGHT ORANGE

HEX # FFB266
RGB 255 / 178 / 102
CMYK 0 / 36 / 67 / 0
PMS 714 C



ICS 2018 PHILADELPHIA

The colour palette was influenced by the United States flag and the meeting's brand illustration features Philadelphia's Liberty Bell encompassed by stars from the flag.

The standard logo is for use on dark backgrounds and the dark logo for use on light logos.

Visit www.ics.org/2018 for more information



ICS 2018 Standard two colour logo



ICS 2018 Dark two colour logo

ICS 2018 BACKGROUND BLUE

HEX # 09223E
RGB 9 / 34 / 62
CMYK 100 / 85 / 46 / 54
PMS 289 C

ICS 2018 HIGHLIGHT RED

HEX # F37A76
RGB 243 / 122 / 118
CMYK 0 / 65 / 45 / 0
PMS 177 C

ICS HIGHLIGHT ORANGE

HEX # FFB266
RGB 255 / 178 / 102
CMYK 0 / 36 / 67 / 0
PMS 714 C



ICS 2017 FLORENCE

The colour palette was the main ICS colours and the meeting's brand illustration features Leonardo Da Vinci's Venetian Man.

The standard logo is for use on dark backgrounds and the dark logo for use on light logos.

Visit www.ics.org/2017 for more information



ICS 2017 Standard two colour logo



ICS 2017 Dark two colour logo

ICS 2017 BACKGROUND BLUE

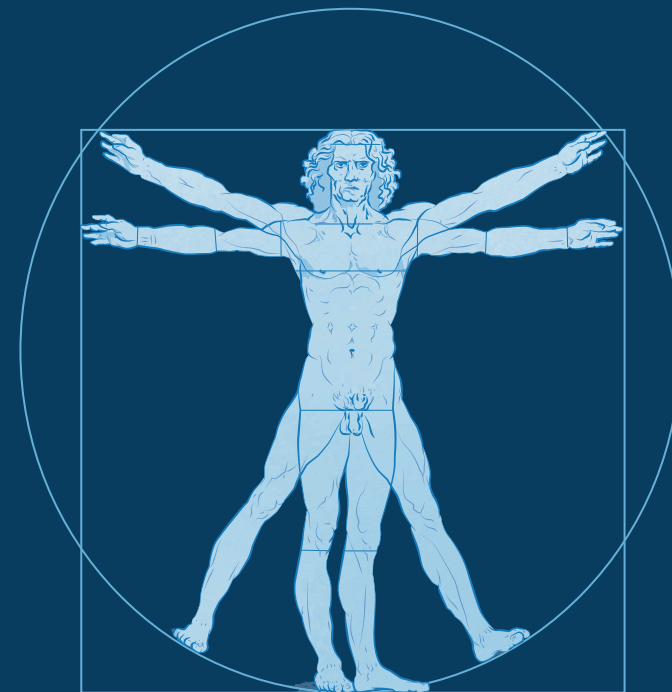
HEX # 023D61
RGB 2 / 61 / 97
CMYK 100 / 78 / 38 / 26
PMS 7694 C

ICS 2017 HIGHLIGHT BLUE

HEX # 69AFD7
RGB 105 / 175 / 215
CMYK 56 / 16 / 5 / 0
PMS 2915 C

ICS HIGHLIGHT ORANGE

HEX # FFB266
RGB 255 / 178 / 102
CMYK 0 / 36 / 67 / 0
PMS 714 C



ICS REGIONAL

ICS Regional Meetings use this sub brand. The ICS Regional logo should always be accompanied by the the text 'ICS Regional Meeting'; and the name of the region e.g. 'Europe' or 'North America'. Photographs of the regional meeting's destination should also be used.

The standard logo is for use on dark backgrounds and the dark logo for use on light logos.

Visit www.ics.org/regional for more information



ICS Regional Meeting: Europe, Brussels



ICS Regional Meeting: North America, Phoenix



ICS Regional Standard two colour logo



ICS Regional Dark two colour logo

ICS REGIONAL BACKGROUND

HEX # 181C3D
RGB 24 / 28 / 61
CMYK 100 / 93 / 43 / 51
PMS 5255 C

ICS REGIONAL HIGHLIGHT

HEX # 8B90C2
RGB 139 / 144 / 194
CMYK 48 / 41 / 3 / 0
PMS 7416 C

ICS HIGHLIGHT ORANGE

HEX # FFB266
RGB 255 / 178 / 102
CMYK 0 / 36 / 67 / 0
PMS 714 C

ICS NEWS

The standard logo is for use on dark backgrounds and the dark logo for use on light logos.

Visit www.ics.org/news for more information



ICS News Standard two colour logo



ICS News Dark two colour logo

ICS NEWS BACKGROUND

HEX # 0D0501
RGB 13 / 5 / 1
CMYK 70 / 67 / 68 / 86
PMS Black 6

ICS NEWS HIGHLIGHT

HEX # F26B57
RGB 242 / 107 / 87
CMYK 1 / 73 / 66 / 0
PMS 7416 C

ICS HIGHLIGHT ORANGE

HEX # FFB266
RGB 255 / 178 / 102
CMYK 0 / 36 / 67 / 0
PMS 714 C

ICS EDUCATION

The standard logo is for use on dark backgrounds and the dark logo for use on light logos.

Visit www.ics.org/education for more information



ICS Education Standard two colour logo



ICS Education Dark two colour logo

ICS EDUCATION BACKGROUND

HEX # 181C3D
RGB 24 / 28 / 61
CMYK 100 / 93 / 43 / 51
PMS 5255 C

ICS EDUCATION HIGHLIGHT

HEX # 8B90C2
RGB 139 / 144 / 194
CMYK 48 / 41 / 3 / 0
PMS 7416 C

ICS HIGHLIGHT ORANGE

HEX # FFB266
RGB 255 / 178 / 102
CMYK 0 / 36 / 67 / 0
PMS 714 C

ICS CALENDAR

The standard logo is for use on dark backgrounds and the dark logo for use on light logos.

Visit www.ics.org/calendar for more information



ICS Calendar Standard two colour logo



ICS Calendar Dark two colour logo

ICS CALENDAR BACKGROUND

HEX # 181C3D
RGB 24 / 28 / 61
CMYK 100 / 93 / 43 / 51
PMS 5255 C

ICS CALENDAR HIGHLIGHT

HEX # 8B90C2
RGB 139 / 144 / 194
CMYK 48 / 41 / 3 / 0
PMS 7416 C

ICS HIGHLIGHT ORANGE

HEX # FFB266
RGB 255 / 178 / 102
CMYK 0 / 36 / 67 / 0
PMS 714 C

ICS INSTITUTE

The standard logo is for use on dark backgrounds and the dark logo for use on light logos.

Visit www.ics.org/institute for more information



ICS Institute Standard two colour logo



ICS Institute Dark two colour logo

ICS INSTITUTE BACKGROUND

HEX # 08523A
RGB 8 / 82 / 58
CMYK 89 / 41 / 81 / 41
PMS 343 C

ICS INSTITUTE HIGHLIGHT

HEX # 72E0BE
RGB 114 / 224 / 190
CMYK 49 / 0 / 36 / 0
PMS 7416 C

ICS HIGHLIGHT ORANGE

HEX # FFB266
RGB 255 / 178 / 102
CMYK 0 / 36 / 67 / 0
PMS 714 C

ICS TV

The standard logo is for use on dark backgrounds and the dark logo for use on light logos.

Visit www.ics.org/tv for more information



ICS TV Standard two colour logo



ICS TV Dark two colour logo

ICS BACKGROUND BLUE

HEX # 023D61
RGB 2 / 61 / 97
CMYK 100 / 78 / 38 / 26
PMS 7694 C

ICS HIGHLIGHT ORANGE

HEX # FFB266
RGB 255 / 178 / 102
CMYK 0 / 36 / 67 / 0
PMS 714 C

ICS LIVE

The standard logo is for use on dark backgrounds and the dark logo for use on light logos.

Visit www.ics.org/live for more information



ICS Live Standard two colour logo



ICS Live Dark two colour logo

ICS BACKGROUND BLUE

HEX # 023D61
RGB 2 / 61 / 97
CMYK 100 / 78 / 38 / 26
PMS 7694 C

ICS HIGHLIGHT ORANGE

HEX # FFB266
RGB 255 / 178 / 102
CMYK 0 / 36 / 67 / 0
PMS 714 C

ICS MEMBERS

The standard logo is for use on dark backgrounds and the dark logo for use on light logos.

Visit www.ics.org/members for more information



ICS Members Standard two colour logo



ICS Members Dark two colour logo

ICS BACKGROUND BLUE

HEX # 023D61
RGB 2 / 61 / 97
CMYK 100 / 78 / 38 / 26
PMS 7694 C

ICS LIGHT BLUE

HEX # 69AFD7
RGB 105 / 175 / 215
CMYK 56 / 16 / 5 / 0
PMS 2915 C

ICS HIGHLIGHT ORANGE

HEX # FFB266
RGB 255 / 178 / 102
CMYK 0 / 36 / 67 / 0
PMS 714 C

ICS COMMITTEES

The standard logo is for use on dark backgrounds and the dark logo for use on light logos.

Visit www.ics.org/committees for more information



ICS Committees Standard two colour logo



ICS Committees Dark two colour logo

ICS BACKGROUND BLUE

HEX # 023D61
RGB 2 / 61 / 97
CMYK 100 / 78 / 38 / 26
PMS 7694 C

ICS LIGHT BLUE

HEX # 69AFD7
RGB 105 / 175 / 215
CMYK 56 / 16 / 5 / 0
PMS 2915 C

ICS HIGHLIGHT ORANGE

HEX # FFB266
RGB 255 / 178 / 102
CMYK 0 / 36 / 67 / 0
PMS 714 C

ICS GLOSSARY

The standard logo is for use on dark backgrounds and the dark logo for use on light logos.

Visit www.ics.org/glossary for more information



ICS Glossary Standard two colour logo



ICS Glossary Dark two colour logo

ICS BACKGROUND BLUE

HEX # 023D61
RGB 2 / 61 / 97
CMYK 100 / 78 / 38 / 26
PMS 7694 C

ICS LIGHT BLUE

HEX # 69AFD7
RGB 105 / 175 / 215
CMYK 56 / 16 / 5 / 0
PMS 2915 C

ICS HIGHLIGHT ORANGE

HEX # FFB266
RGB 255 / 178 / 102
CMYK 0 / 36 / 67 / 0
PMS 714 C

ICS DOCUMENTS

The standard logo is for use on dark backgrounds and the dark logo for use on light logos.

Visit www.ics.org/documents for more information



ICS Documents Standard two colour logo



ICS Documents Dark two colour logo

ICS BACKGROUND BLUE

HEX # 023D61
RGB 2 / 61 / 97
CMYK 100 / 78 / 38 / 26
PMS 7694 C

ICS LIGHT BLUE

HEX # 69AFD7
RGB 105 / 175 / 215
CMYK 56 / 16 / 5 / 0
PMS 2915 C

ICS HIGHLIGHT ORANGE

HEX # FFB266
RGB 255 / 178 / 102
CMYK 0 / 36 / 67 / 0
PMS 714 C