



INTERNATIONAL
SCHOLARSHIP &
TUITION SERVICES

Brand Guidelines

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Name & Boilerplate

Company Name

The legal name of the company is International Scholarship and Tuition Services, Inc. and the acronym is ISTS. In writing, please refer to the company initially as “International Scholarship and Tuition Services, Inc. (ISTS)” and as “ISTS” in the rest of the text/document. Never use “International Scholarship and Tuition Services”, “International Scholarship & Tuition Services” or “ISTS, Inc.”.

Additionally, ISTS should be capitalized in any mention of the company’s domain name/websites (e.g., aim.applyISTS.net or applyISTS.com).

Company Boilerplate

For instances warranting a description of ISTS, please use the following approved language:

International Scholarship and Tuition Services, Inc. (ISTS) is a leading provider of educational assistance program management for scholarships, tuition reimbursement, student loan repayment and more. With a commitment to excellence and a deep understanding of the higher education landscape, ISTS collaborates closely with clients to deliver customized solutions that encompass the entire lifecycle of a program and include the services, technology and support that program sponsors need to achieve their goals and make a real impact on students’ lives. Founded in Tennessee in 1985, ISTS is a 100% women-owned company serving organizations and students on a global scale. For more information about ISTS, visit www.applyISTS.com.



Logo

The ISTS signature, or logo, consists of two components: the “mark” - the graphical icon representative of a leaf that references the history of the ISTS brand, and the logo type or wordmark - “International Scholarship & Tuition Services”.

Both elements combine to modernize the logo in a professional, dynamic way. It distinctly differentiates ISTS in the marketplace and reflects the history and culture of the organization.

Mark and Wordmark

The mark and wordmark should always be used together on all ISTS communications. The wordmark must never be displayed alone. The mark can appear alone if used in conjunction with the full logo on the same material or if approved by ISTS for standalone usage.

Recreating the logo, in any way, is not permitted.



Logo

Alternate Logo

An alternate (vertical) version of the ISTS logo is available for use in situations where a horizontal version is not suitable due to space constraints. All rules and standards for the primary logo, as presented in this document, apply to the alternate logo as well.

Primary



Alternate



Logo Standards

Clear Space Requirements

The ISTS logo must clearly stand out wherever it appears. One way to ensure this is by maintaining clear space around the logo. Clear space is an area that is kept free of any other text, graphic elements or other visual distractions.

Please ensure that a clear space of $1/4X$ is maintained around the logo, where X is the height of the wordmark. More than this clear space is always acceptable. Also remember to leave at least this distance between the logo and the edge of the page, sign or label where it appears.



Size Requirements

Maintaining the legibility and the integrity of the logo is very important, regardless of what the application is or the manner in which it is reproduced. Be sure that when determining the size of the logo that its legibility and integrity are not compromised.

A print media test was conducted to determine absolute minimum logo size to maintain legibility on print applications. The minimum logo size should not be less than .5" in height.



Logo Standards

Color Options

The ISTS logo can only be reproduced in three ways:

Full Color: this is the preferred logo and colors, make sure to use the full color logo on all color materials.



Black: please use this color option only on black and white materials.



White: please use this color option only on black and white materials or dark backgrounds.



Logo Standards

Background Applications

The ISTS logo can be displayed in two versions, a positive expression (the full color logo on a white or light color background) and a reverse expression (a white logo on a dark or colored background).

Positive



Reverse



In situations where the logo cannot be used in full color, the black and white logo must be used. The black and white logo can be displayed in two versions, a positive expression and a reverse expression.

Positive



Reverse



Logo Standards

Misuse Examples

The ISTS logo has been carefully created to work across a broad range of applications. This logo configuration should not be modified or recreated in any way. This page illustrates some but not all of the possible misuses.

If you do not have the proper logo artwork, please contact the ISTS Marketing resource on page 13 of this document.

Correct Logo



Incorrect Overall Proportions



Incorrect Color Usage



Incorrect Placement of Mark



Too Much Space Between Mark & Wordmark



Incorrect Mark Color



Altered Mark



Incorrect Font



Incorrect Proportions



Colors

Primary and Secondary Colors

The ISTS color palette consists of the two primary colors used in the logo and a set of secondary colors chosen to work in harmony with the logo. These colors must be used consistently across all internal and external communications. Great care should be taken to ensure accurate color reproduction when the logo is applied to all types of paper and materials, as well as web and broadcast channels.

Give preference to this palette before any other color. This will help ensure the aesthetic quality and visibility of marketing materials. For example, these colors can be used for either a background color, headline color, etc.

Tints of these colors may be used, ranging from 20% to 100%.

Primary Colors

PMS 7490 CMYK 60 23 91 5 RGB 115 152 74 HEX #73984a	PMS 424 CMYK 57 48 48 14 RGB 113 114 113 HEX #717271
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Secondary Colors

PMS 1935 CMYK 14 100 74 4 RGB 203 0 61 HEX #cb003d	PMS 143 CMYK 2 32 91 0 RGB 246 180 54 HEX #f6b436
PMS 7473 CMYK 80 19 51 2 RGB 25 152 139 HEX #19988b	PMS 647 CMYK 91 63 20 3 RGB 35 96 147 HEX #236093
PMS 7678 CMYK 74 84 11 1 RGB 106 72 142 HEX #6a488e	BLACK CMYK 0 0 0 100 RGB 255 255 255 HEX #000000

Typography

The two key typefaces of ISTS are Gotham Rounded and Myriad Pro. They are clear and readable regardless of the media application. They also have a timeless quality and feel modern without being quirky.

Primary Typeface

The primary typeface is Gotham Rounded. Gotham Rounded is mandatory on all headlines and/or headers. Sentence case is the recommended format when using this typeface.

Gotham Rounded Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Gotham Rounded Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Gotham Rounded Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Typography

Secondary Typeface

The secondary typeface is Myriad Pro. Use Myriad Pro Regular for all body copy and legal copy. Myriad Pro Semibold may be used in the body copy when a word or short phrase requires special emphasis. Myriad Pro Bold may be used for page and subtitle headers.

Never use Myriad Pro Bold to write body copy with 20 words or more. Sentence case is recommended for body copy. Left justified is the recommended body copy format.

Legal copy (such as a disclaimer) must be no less than 5.5pt for print and must not be smaller than 8pt in web, video or other digital media.

Myriad Pro Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Myriad Pro Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Myriad Pro Semibold

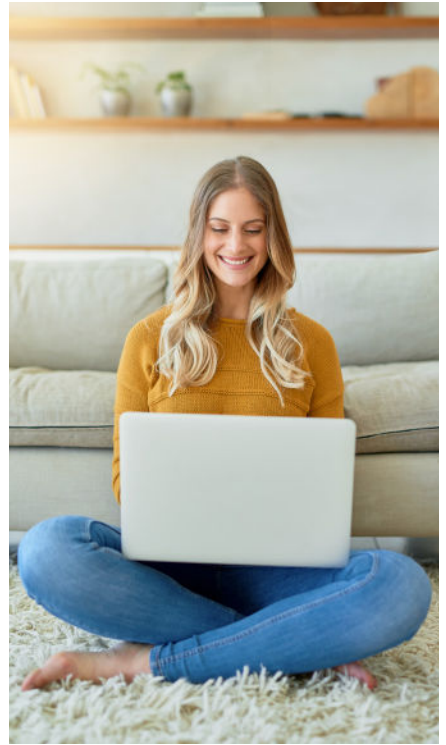
ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Photography

Please obtain all approved print/web ready photography from ISTS. See contact information on page 13 of this document.



Contacts

If you have any questions regarding the correct usage of the ISTS brand or if you would like to request artwork files, please contact:

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615.777.3735

