



Brand Guidelines

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Company Information

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).

Mission

To make it fun and easy for people to be their best.

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 about our history, values and business segments, visit [applyISTS.com/about](https://applyists.com/about).

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. To download web-friendly versions of our logo, visit [applyISTS.com/blog/ists-logo-resources](https://applyists.com/blog/ists-logo-resources).



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.



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.

Primary Colors		Secondary 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	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 1000 RGB 255 255 255 HEX #000000

Colors

Tints

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

HEX #73984a			
20%	40%	60%	80%
HEX #e3eadb	HEX #c7d6b7	HEX #abc192	HEX #8fad6e

HEX #717271			
20%	40%	60%	80%
HEX #e3e3e3	HEX #c6c7c6	HEX #aaaaaa	HEX #8d8e8d

HEX #cb003d			
20%	40%	60%	80%
HEX #f5ccd8	HEX #ea99b1	HEX #e0668a	HEX #d53364

HEX #f6b436			
20%	40%	60%	80%
HEX #fdf0d7	HEX #fbe1af	HEX #fad286	HEX #f8c35e

HEX #19988b			
20%	40%	60%	80%
HEX #d1eae8	HEX #a3d6d1	HEX #75c1b9	HEX #47ada2

HEX #236093			
20%	40%	60%	80%
HEX #d3dfe9	HEX #a7bfd4	HEX #7ba0be	HEX #4f80a9

HEX #6a488e			
20%	40%	60%	80%
HEX #e1dae8	HEX #c3b6d2	HEX #a691bb	HEX #886da5

HEX #000000			
20%	40%	60%	80%
HEX #cccccc	HEX #999999	HEX #666666	HEX #333333

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

Note: Gotham Rounded may be substituted for Arial Rounded MT Bold (Windows & macOS), if necessary.

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

Note: Myriad Pro may be substituted for Segoe UI (Windows) or Lucida Grande (macOS), if necessary.

Photography

Please obtain all approved print/web ready photography from ISTS. See contact information on page 14 of this document.



Contacts

For questions regarding our brand identity and messaging or requests of specific artwork files, please contact:

Carissa Willcoxon
Director of Marketing
cwillcoxon@applyISTS.com
615.777.3735

