

▼ The Home of
Geosynthetics



Brand Guidelines

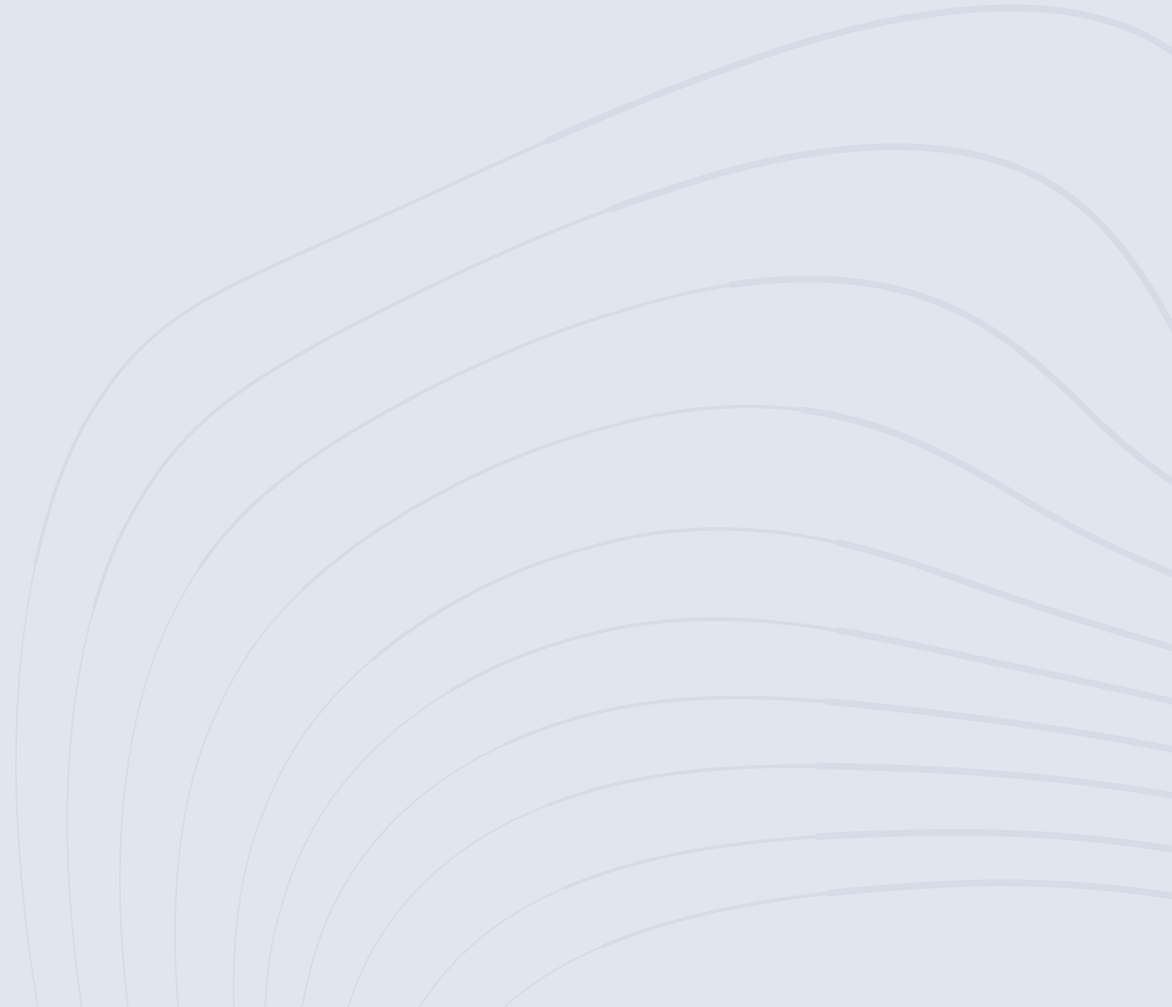
June 2022

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1.0

Foundations of the brand



Foundations of the brand

The Society

Home of Geosynthetics.

The IGS brand aligns with our organisation; proud and professional. Designed to represent and project our proficiency while acting as the consistent and recognisable face of the people that make up IGS.

The Brand

The new IGS branding has been created in order to reflect where the Society is now and bring to life The Home of Geosynthetics. We've created a brand that cannot only represent the organisation as a whole on a global stage but also adapt to the chapters and patrons. By utilising elements of the previous logo, the aesthetic remains recognisable throughout the rebrand.

The Guidelines

These guidelines provide the necessary framework to help correctly implement the brand across all platforms. They have been designed to help you understand the style that supports our brand positioning and how to best use the correct ingredients (logos, colours typefaces, etc.) so that we build a consistent, recognisable and valuable asset - our brand.

2.0

Logo and
strapline

The bottom half of the slide features several thin, light blue wavy lines that originate from the left side and curve towards the right, creating a sense of movement and depth.

Master logo

Our master logo follows the same foundation as the original IGS logomark but now with a clean, modern feel. It has been designed to be clear and easy to read in any instance so it is approachable and accessible to all audiences.

The master logo offers a succinct or extended version allowing it to adapt across various collateral and our online presence.

The logo has a geometric feel linking to the design of geosynthetics but also the exacting way we function as a company. This is emphasised by the circular mark that sits perfectly central within the 'g'.

The logo is supplied in all necessary formats for all applications, sizes and platforms.



Secondary logo

Our secondary logo adds depth to the brand providing supporting visuals to enhance the primary offering. It can be used alongside the master logos or as a stand alone logo. It allows us to consistently represent IGS with excellence even across changing or tricky applications and circumstances. All the logos retain the circular pattern synonymous with our identity.

The circular mark breaks out from within the 'g' and neatly sits aligned with the letters on the left. This may offer a good alternative where accessibility is a concern. Although the master logo is clear and easily legible this goes a step further in enhancing those qualities.

The extended secondary logo adapts again, taking just the circular logo mark and aligning this alongside the wording for cases where this may need to be featured.



Strapline

Our strapline enhances the IGS message and works well alongside our logos.

The preferred colourway is with IGS Blue for the arrow element and Rich Grey for the strapline wording.

A white out alternative can be used over colour backgrounds. Do not use this over light colour backgrounds and make sure the contrast is significant enough to make it legible.



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Positioning

Consistent positioning strengthens the brand and instils confidence.

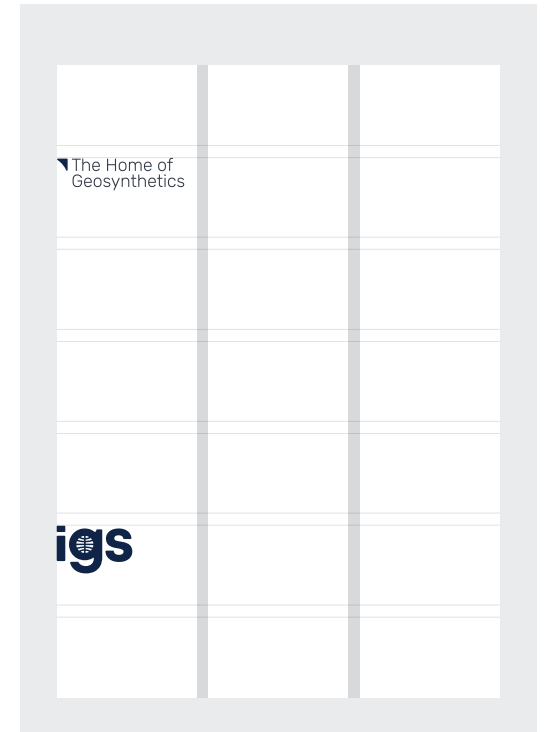
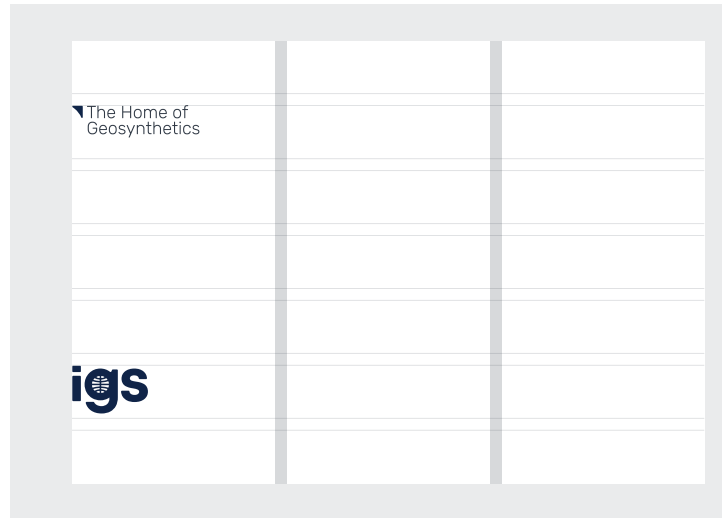
This use of margins and guides to break up the page creates a professional yet interesting layout to help best translate IGS through materials.

This should be followed unless there is a specific technical reason where this is not practical, for example on the website where the logo must be positioned top left. On these occasions, the logo can appear top left and the strapline may be left out. It is not necessary for the strapline to always appear.

Alignment to the grid

The top of the arrow element in the strapline and the top of the 'i' in 'igs' must align to the relevant guide line.

The left edge of the arrow element in the strapline and the top of the 'i' in 'igs' must align to the left margin.



Document margins

The logo and strapline must proportionally retain the same spacing as much as possible as the document size increases/decreases.

Recommended margin distances have been established for some of the standard printed formats as follows.

A3 and similar

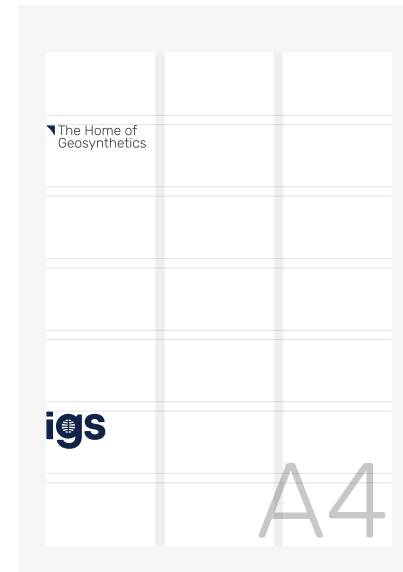
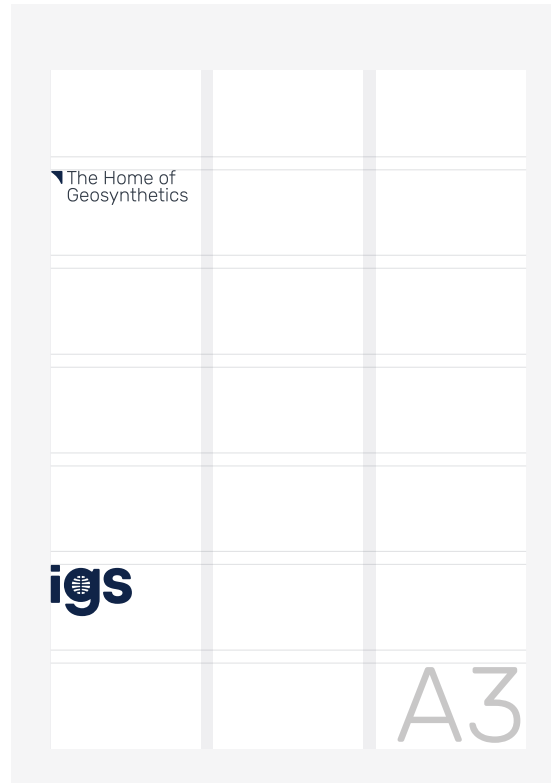
20.5mm/34.5mm (1 side) margins

A4 and similar

15mm/25mm (1 side) margins

A5 and similar

9.5mm/15mm (1 side) margins



Sizing

Here are the recommended sizes in relation to standard document sizes to ensure consistency is maintained.

Use this as a guide to inform sizing for documents of different sizes to those mentioned here. Take the strapline and logo size according to the nearest standard size to your document and then scale up or down proportionally to find a visual best fit.

The strapline and logo should feel balanced on the document. The strapline physically takes up more space but the weight of the logo makes it top of the hierarchy on the page.

A3 and similar: Strapline: 95mm wide Logo: 65.5mm wide

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A4 and similar: Strapline: 67mm wide Logo: 46.5mm wide

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A5 and similar: Strapline: 47.5mm wide Logo: 33mm wide

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Absolute minimum: Strapline: 30mm wide Logo: 21.5mm wide

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Exclusion zone

To ensure legibility and maintain the hierarchy, it is important to maintain the following clear space around the strapline and logo.

This is determined by using the arrow element of the strapline and creating a square from the height of the arrow to create as a guide. The exclusion zone surrounds the whole logo and strapline.

For circumstances where the strapline isn't used, use the following as a guide. Split the logo width into seven columns and create a square to fit the width of one column. Use the square as the clear space around the logo.

This only determines the minimum amount of clear space and more can be left.



Logo and strapline lock-up

When space is limited the logo and strapline lock-up can be used.

This should be positioned either near the top of the document where the strapline usually goes or near the bottom of the document where the logo would usually go if applicable.

The preferred colourway is IGS Blue and Rich Grey for light backgrounds. The reversed out version below should be used on all dark backgrounds.

When working with a restricted colour palette, the full lock-up should appear in either black or white to contrast the background.



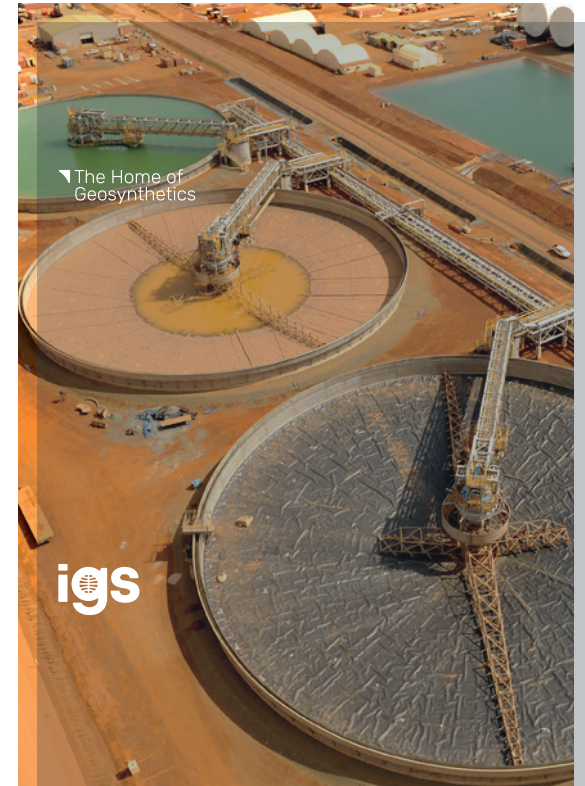
Use over images

The imagery should be positioned so that only the plain parts of the image are behind the strapline or logo. The imagery should not distract from the strapline or logo or make either illegible.

Retaining the contrast is important so the white logo should only be used on darker backgrounds and then the logos can be used in their preferred colours on lighter backgrounds.

To help increase the distinction of strapline and logo from the imagery, a colour overlay can be used over the image. This should be the Rich Grey and no more than 30% opacity, as demonstrated here.

If the chosen imagery doesn't fulfil the above requirements it should be retouched if possible or alternative imagery should be used.



What not to do

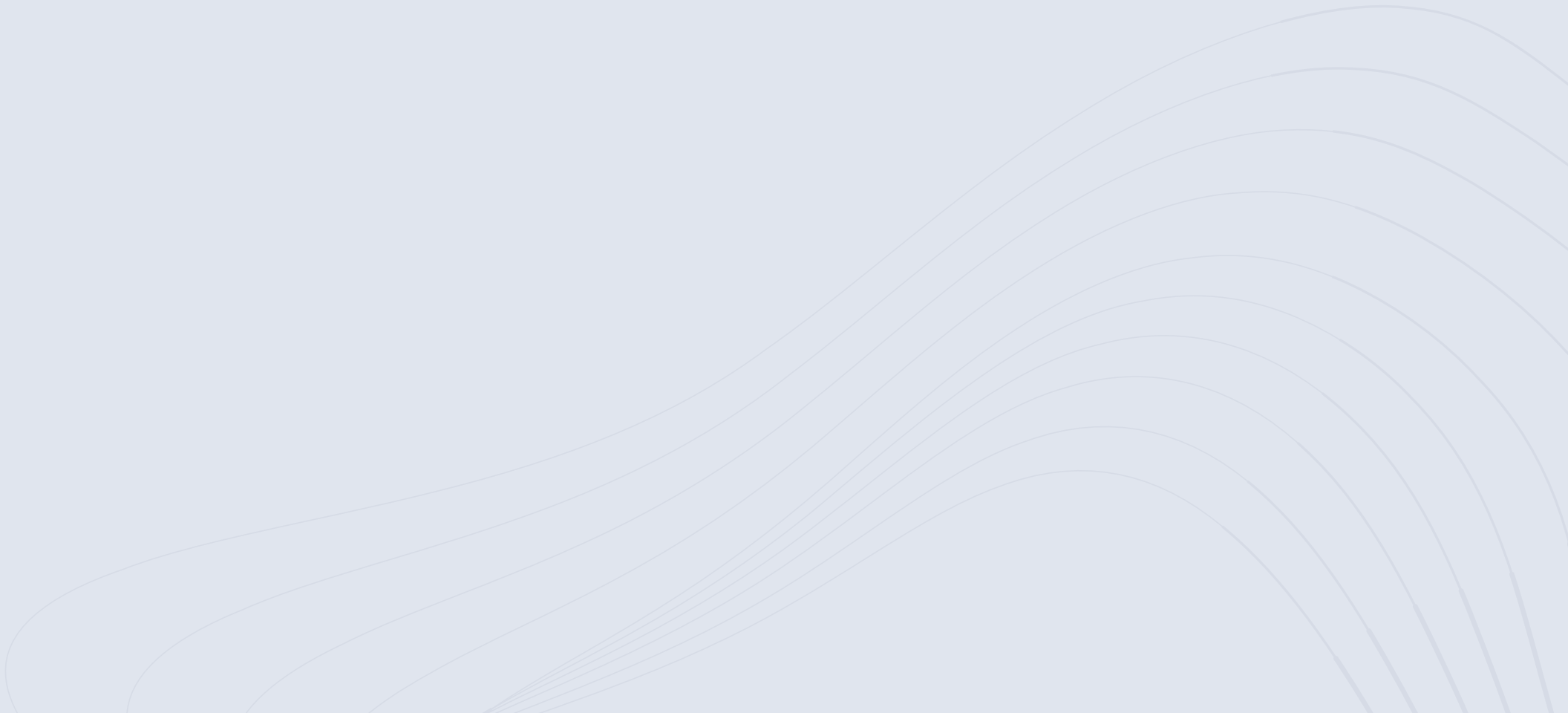
To ensure consistency and accessibility across all forms of communication there are a few rules to follow with regards to the placing of the logos.

- › Do not use on busy backgrounds
- › Do not use backgrounds that do not provide sufficient contrast for the chosen logo
- › Do not change the weight of the logo or try to recreate the logo in any way, use the files provided
- › Do not distort or rotate the logo or strapline
- › Do not use the logo in any other colour than those provided
- › Do not attach additional words, elements or images to the logo



3.0

Colour



Brand colour palette

The IGS palette has been carefully selected to reflect our professional and passionate spirit. IGS Blue is the cornerstone of the IGS brand, creating a strong foundation for the other colours to sit alongside.

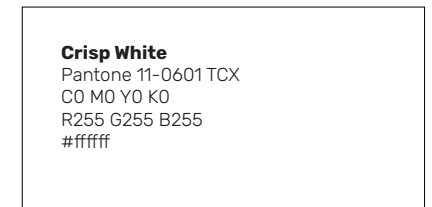
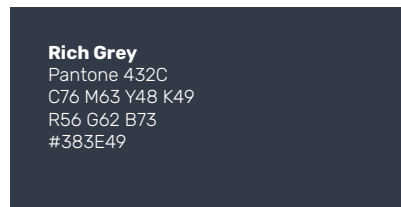
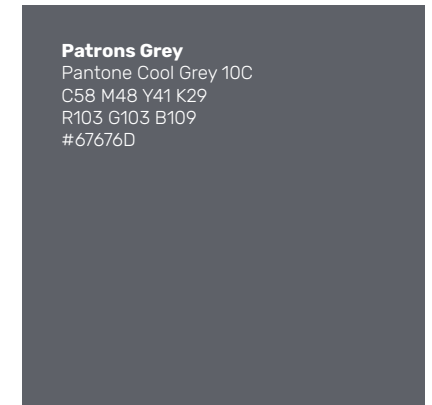
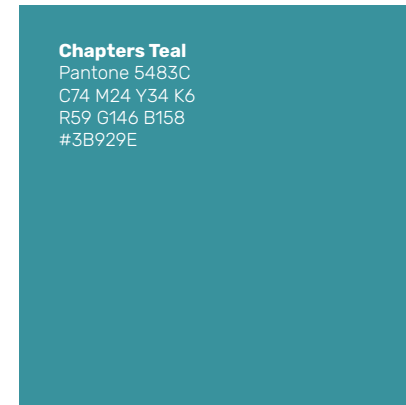
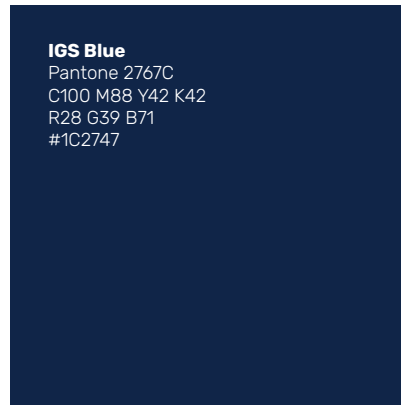
Chapters Teal and Patrons Grey give the corresponding divisions a clear identity separate from the primary IGS branding. They can also be used alongside IGS Blue across collateral to enhance the design where required.

Rich Grey should be used for any of the logo extension wording.

If well considered and used sparingly, tints of the colours can be used.

Rich Grey, Soft Grey and Crisp White should be used to support the primary and secondary colours to add interest and enhance the design or create contrast.

Accessibility should always be considered when using colours to ensure there is sufficient contrast for easy readability.



Gradients for online/on-screen use

With the nature of digital platforms, it might be necessary to use gradients of the brand colour palette to create dimension and add depth.

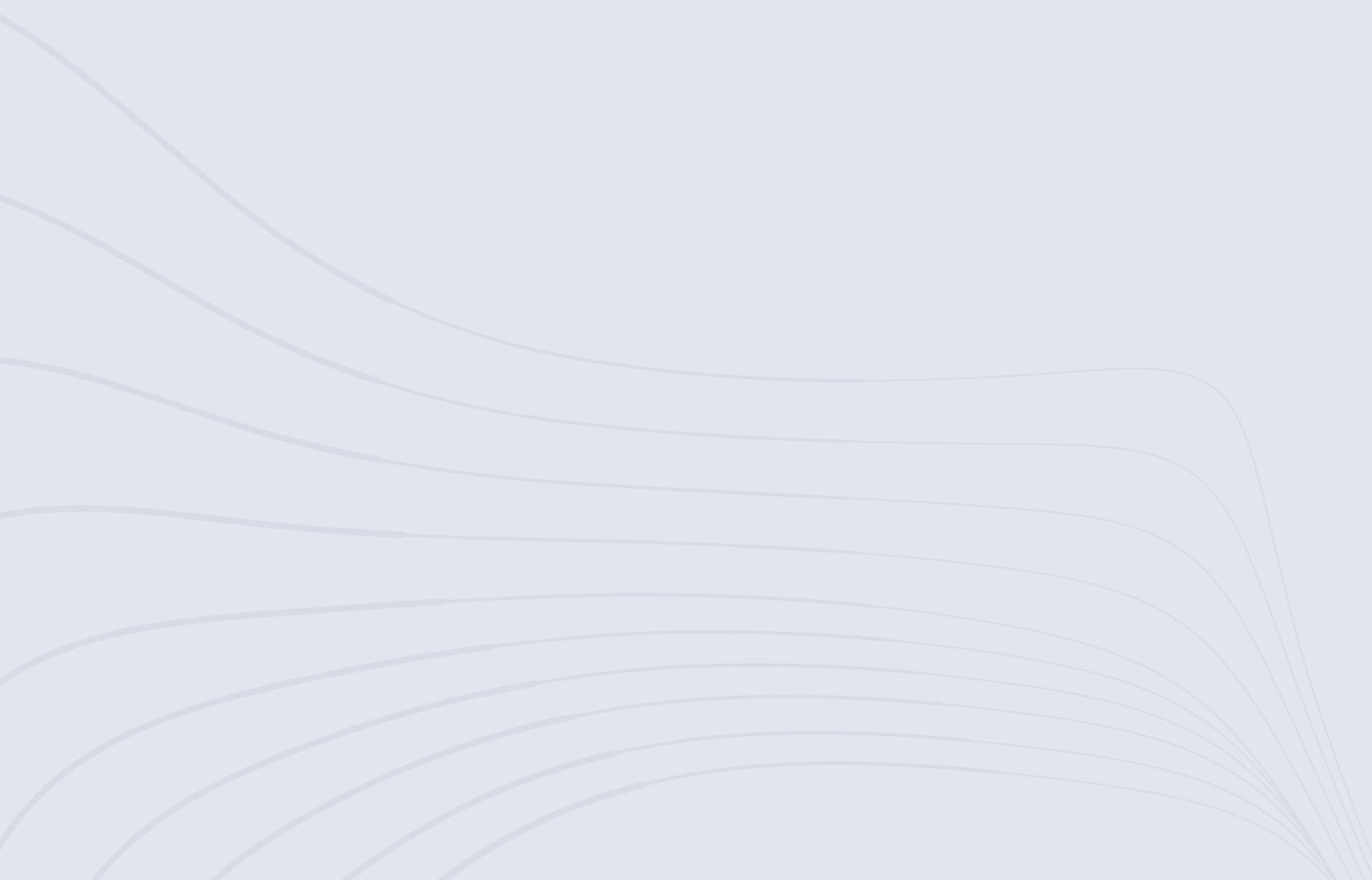
These should be used for digital applications only.

Using IGS Blue for the gradient and fading the colour from 100% to 0% opacity is preferred. Only use in a linear gradient format.



4.0

Typography



Typography

Our brand typeface is Rubik, and should be used across all forms of communication. Rubik has been chosen for its legibility and variety of weights.

The two following weights work well to contrast yet compliment each other, creating a clear hierarchy on collateral. No other weights should be used.

Rubik Light

Good for use on body copy, it's clear and easy to read. This weight also works well for oversized titles or pull quotes to create impact without dominating the page.

Rubik Bold

This weight works well for smaller titles or subtitles to create emphasis.

Aa

Rubik Light

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNPOQRSTUVWXYZ
0123456789

Aa

Rubik Bold

**abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNPOQRSTUVWXYZ
0123456789**

Typography overview

Clear hierarchy

Use the following example as a guide for creating a clear and legible typography hierarchy. The copy should be easy to digest and look professional to further represent the brand.

Typography setting

It's important to be adaptable to the specific needs of each design and consider this when implementing typographic setting advice. The following points give you a loose guide to follow.

- > Left align text
- > Approximately +1 leading
- > Arrow bullet point style
- > 1mm space after paragraphs
- > Sentence case only for body copy
- > Line elements can be used to define sections of body copy (see example)

Accent header

ACCENT HEADING STYLE - RUBIK LIGHT, SENTENCE CASE

Heading style

HEADING STYLE - RUBIK LIGHT, SENTENCE CASE

SUB HEADING

SUB HEADING STYLE - RUBIK BOLD, CAPITAL CASE

Opening copy

- > Bullet point style
- > Bullet point style

Body copy style. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Vel eros donec ac odio tempor orci dapibus ultrices.

OPENING COPY STYLE/BULLET POINT STYLE/BODY COPY STYLE - RUBIK LIGHT, SENTENCE CASE

Typography in use

Line elements

These can be used for both visual and functional purposes. They can create interest and break up text heavy pages making them easier to read. They can also be used to define key sections of copy that may be particularly useful to the reader and should be used thoughtfully.

Pull quotes

Use the following example as a guide for how pull quotes can be displayed. Other styles can be used if they compliment the brand.

Opening copy

- > Bullet point style
- > Bullet point style

Body copy style. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Vel eros donec ac odio tempor orci dapibus ultrices.

OPENING COPY STYLE/BULLET POINT STYLE/BODY COPY STYLE - RUBIK LIGHT, SENTENCE CASE

“ Pull quote style. Lorem ipsum dolor sit amet, consectetur adipiscing.

PULL QUOTE STYLE - RUBIK LIGHT, SENTENCE CASE

5.0

Partnership logo
usage

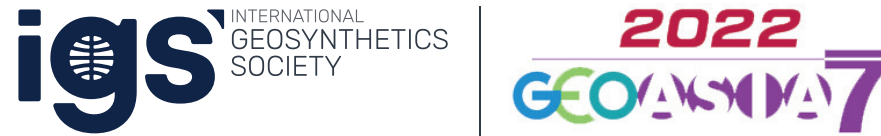
A decorative graphic consisting of several thin, light blue, wavy lines that curve upwards and to the right, located in the bottom right corner of the slide.

Partnership logo

We want to showcase exhibitions or other organisations we proudly partner with. Our partnership adaptation of the logo allows us to do this.

A simple linear format separates the two logos clearly while still showcasing a relationship.

There are four ways to use the partnership logo format across the primary and secondary logo options. Select the most appropriate format according to the partner logo to help create balance.

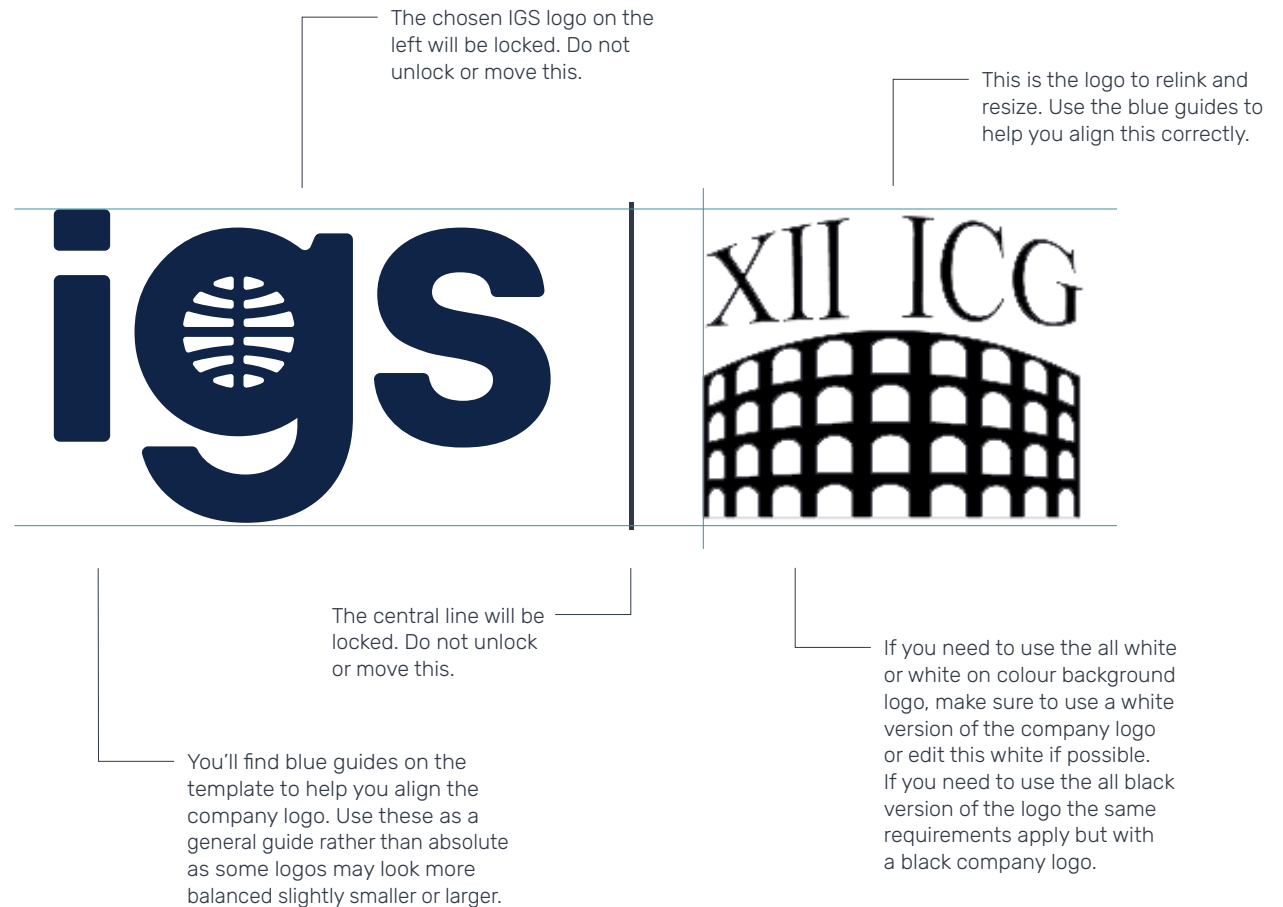


Partnership logo in use

The partnership editable logo files let you create logos that connect IGS with other companies and events. It is important that this is done in a careful and precise manner to ensure brand consistency.

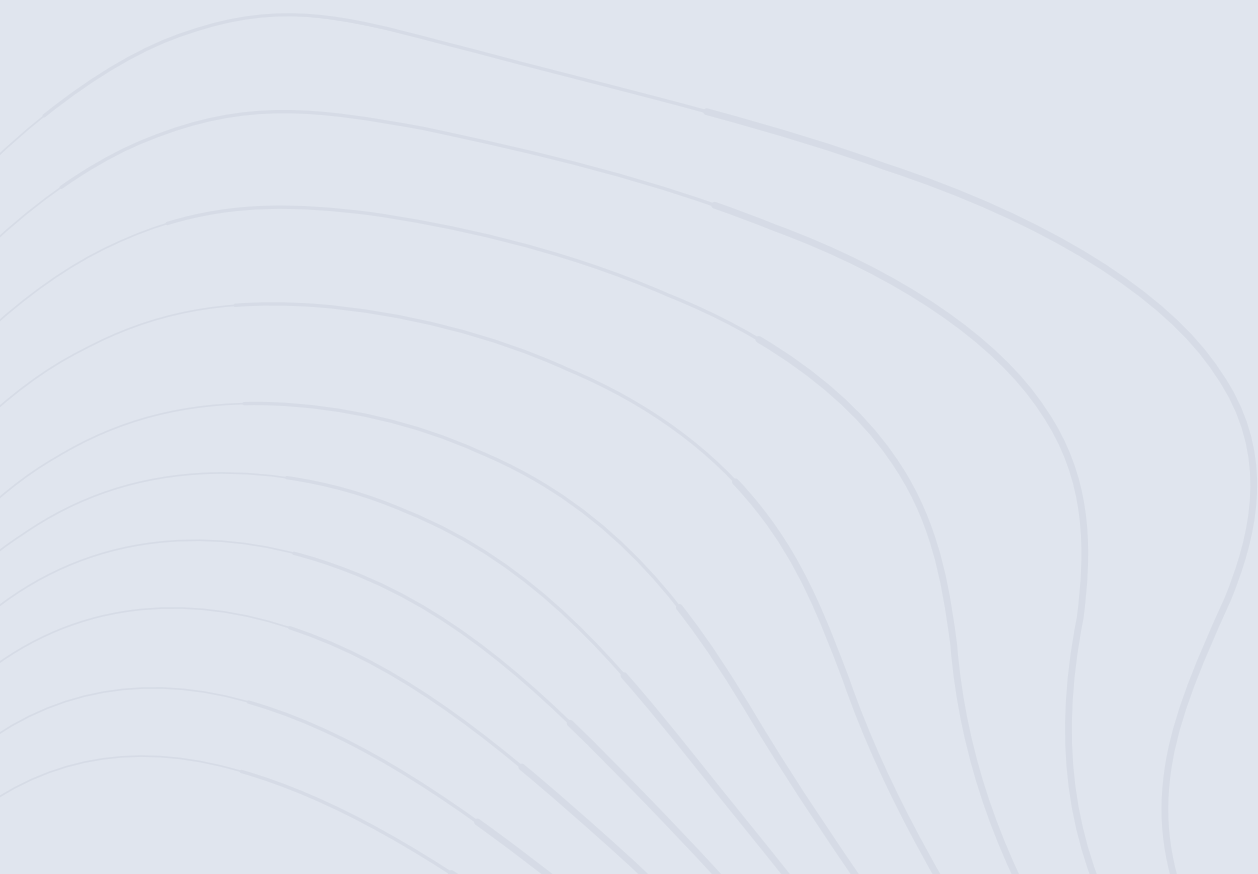
Before opening the editable file please read the following:

- > Make sure to download the original document from the google drive and edit this version. Do not directly edit the original file or delete it from the google drive folder once you've downloaded it
- > All elements you do not need to edit have been locked so make sure to not unlock or move these
- > Relink the company logo and resize to align at the top and bottom with the chosen IGS logo on the left. Ensure there is the correct amount of space left on the left between the logo and line. Use the guides to help do this
- > Make sure to extend/reduce the length of the artboard to the right if required or leave 'Use Artboards' unselected when exporting



6.0

Chapter logo
usage



Chapter logo

We are very proud of our IGS chapters which make up the IGS global family. We want to give them an identity which feels personal to them yet connected to the overall IGS brand.

The logo can be easily adapted to accommodate the current countries but also any potential future countries.

The chapters division also has its own primary colour to differentiate it instantly from the other logos. The Chapters Teal gives it its own personality without straying too far from the primary brand palette.



Chapter logo in use

The chapter editable logo files let you create bespoke logos for each of the IGS chapters. It is important that this is done in a careful and precise manner to ensure brand consistency.

Before opening the editable file please read the following:

- > Make sure to download the original document from the google drive and edit this version. Do not directly edit the original file or delete it from the google drive folder once you've downloaded it
- > All elements you do not need to edit have been locked so make sure to not unlock or move these
- > Only edit the wording within the country text box. Do not move the position of this text box
- > Do not change the wording in the text box to anything other than a chapter (country)
- > Make sure to extend/reduce the length of the artboard to the right if required or leave 'Use Artboards' unselected when exporting



7.0

Patron logo
usage

Patron logo

The IGS family includes the support of our patron groups, a crucial part of the company. Similarly to our chapters, we want to give them an identity which feels personal to them yet connected to the overall IGS brand.

The logo can be easily adapted to accommodate the range of current patrons but also any future group names.

The patrons division also has its own primary colour to differentiate it instantly from the other logos. The Patrons Grey gives it its own personality without straying too far from the primary brand palette.

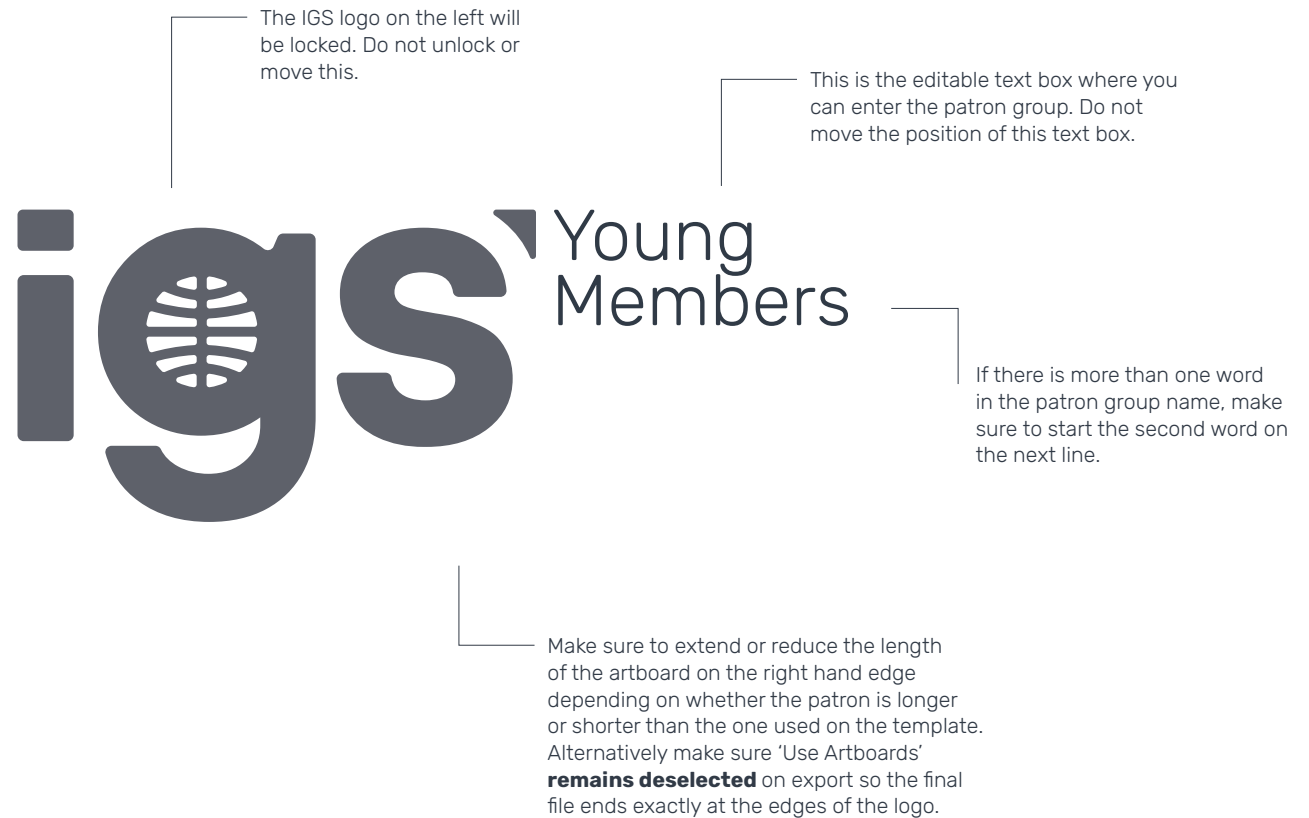


Patrons logo in use

The patron editable logo files let you create bespoke logos for each of the IGS patrons. It is important that this is done in a careful and precise manner to ensure brand consistency.

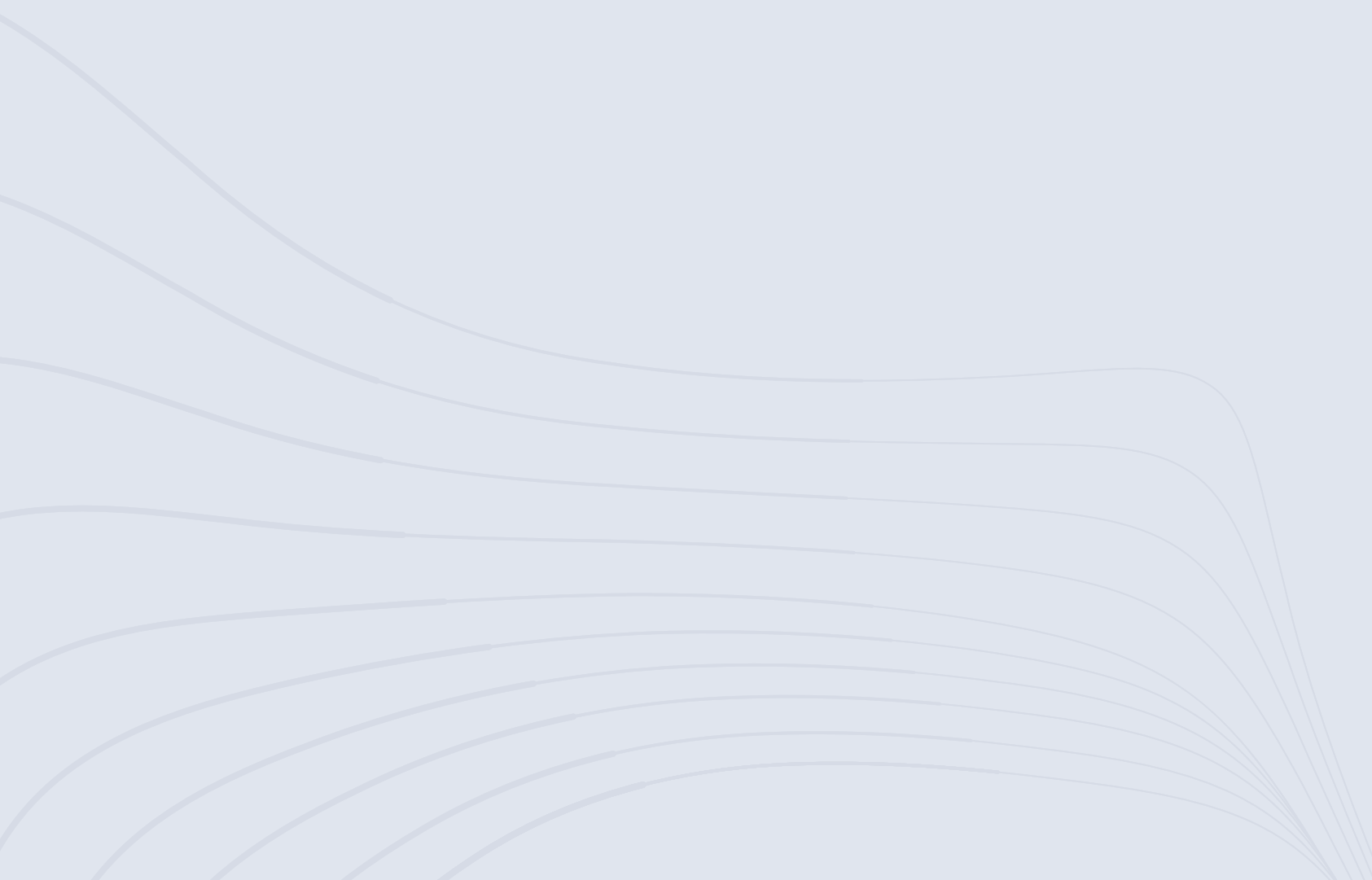
Before opening the editable file please read the following:

- › Make sure to download the original document from the google drive and edit this version. Do not directly edit the original file or delete it from the google drive folder once you've downloaded it
- › All elements you do not need to edit have been locked so make sure to not unlock or move these
- › Only edit the wording within the patron text box. Do not move the position of this text box
- › Do not change the wording in the text box to anything other than a patron group
- › Make sure to extend/reduce the length of the artboard to the right if required or leave 'Use Artboards' unselected when exporting



8.0

Brand usage

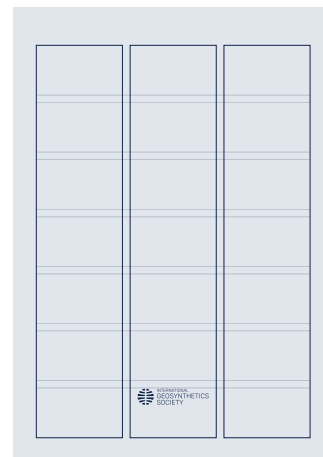
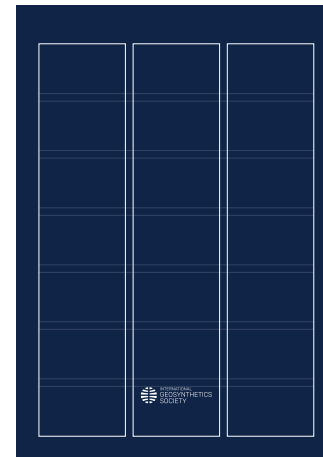


How to use the logo

The priority logos that will be used across the majority of the collateral will be the IGS Blue logo (or relevant key colour alternative) or the Crisp White logo to be used over a contrasting colour or image.

For more extensive documents, such as brochures, the logo should be used as follows. If there is the opportunity to use a couple of versions of the logo on one document, it is advised to use the primary logo and tagline on the cover and the secondary extended logo on the back cover, as shown here.

With regards to colours, the logo that will create the most contrast and definition from the background should be used. If the background is IGS Blue or a dark colour, then the Crisp White logo or Grey logo can be used. If the background is Soft Grey, white or a light colour then IGS Blue (or relevant primary logo) should be used given there is enough contrast.

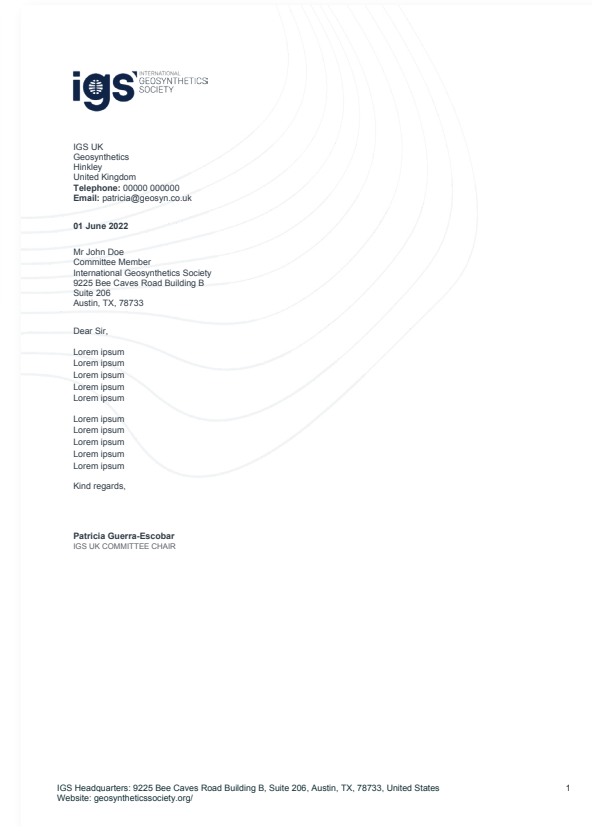


Stationery

The flexibility of the logo allows you to use the most appropriate version to suit your artwork whilst still retaining brand consistency.

As you can see on the business card example the primary IGS logo is used on the front of the business cards and the secondary extended version is used on the reverse. By doing so, the same logo version isn't repeated yet it still showcases the branding and displays both the condensed and full extension of the IGS logo.

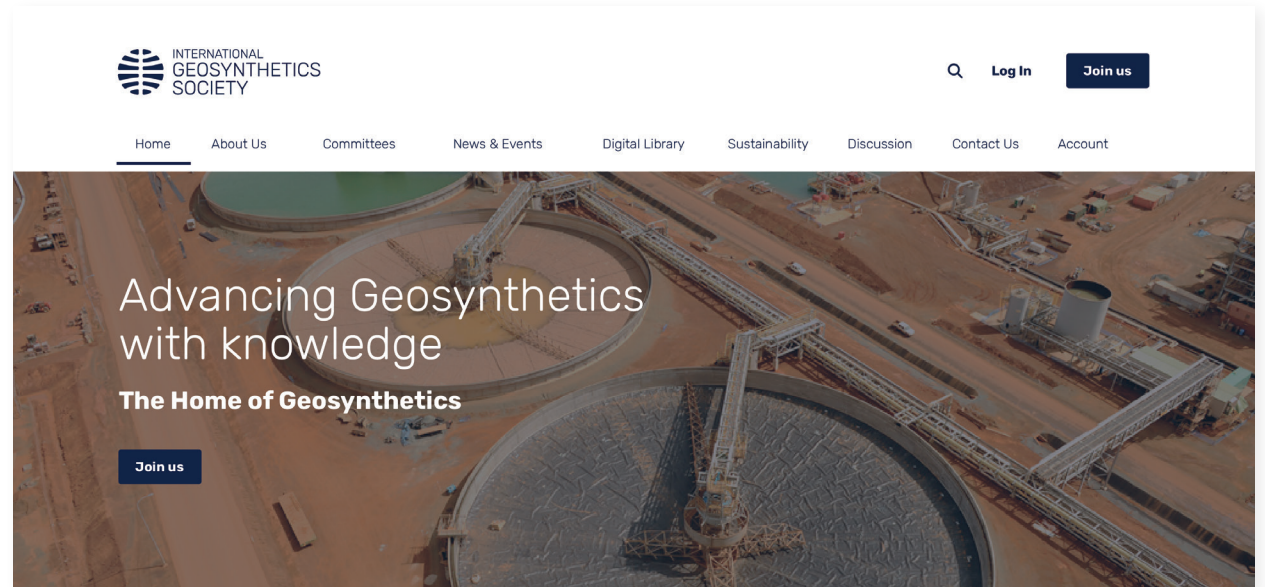
For the letterhead, the primary extended logo has been used as this is the only instance of the logo on the letterhead. By using this logo you are showing the primary logo but also adding the extension to make it clear where the letter is from for people who may not know the abbreviation.



Digital usage

When using the brand system across digital platforms the same advice should be implemented to ensure consistency. Use the appropriate colours to relate to the relevant sectors of the IGS brand.

Here are some examples to refer to for guidance from the IGS website. IGS Blue should be used as the CTA colour in the majority of instances or the equivalent colour for the other sectors (e.g. Chapters Teal).





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