ISH2022 LOGO GUIDELINES

ISOLATION AREA

1X   1X
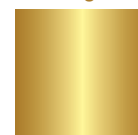1X

ISH2022
KYOTO JAPAN
October 12-16, 2022

X
1X

1X   1X
1X

ISH2022
KYOTO JAPAN
October 12-16, 2022

X
1X

COLOR

RED

CMYK	
C	0%
M	100%
Y	100%
K	0%

BLUE

CMYK	
C	100%
M	30%
Y	0%
K	0%

GOLD gradation

CMYK	A	B
C	30%	0%
M	50%	0%
Y	100%	50%
K	10%	00%

A   B

Restrictions
Logo data cannot be altered in any way. Avoid the following.

Alterations
(narrow, widen, slant, rotate)

Change spacing

Change typeface

Add embellishments
(shadows, borders, 3D image)

Display other elements in isolation area

Use against a background that reduces visibility

PRIMARY COLOR

In general, use the original logo in the primary color. Use the logo in solid black or outlined in white only if absolutely necessary because it will significantly impair the the visual.

Primary color

B&W

Solid black

Outlined in white