

Logo

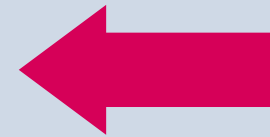
Guidance for grantees



Logo

We encourage our grantees to use the Internet Society Foundation logo when producing a final product or hosting an event, following this brand guidance.

You can access our **logo [here](#)**.



Our 'seed head' is made up of individual seeds. These represent the 'seeds of change' and the people whose lives are transformed by the work of the Internet Society Foundation. The graduated tone communicates change as an ongoing process.

Logo Clearspace

Our logo is surrounded by uninterrupted 'clear space' to ensure it reads clearly and is more readily recognisable. Use the following minimum clear space:

0.5x		0.5x
1x	 Internet Society Foundation	1x
0.5x		0.5x

Logo

Minimum sizes

Primary logo minimum size 40px at 72dpi 'seed head' height
Or 8mm 'seed head' height



Logo Size

Please avoid size alterations that would distort the logo



Logo Positioning

Place the logo with confidence.
It works best when leading content, and either left
or right aligned.



Centred
When there's no content,
our logo is hero and in the centre



Left
If we have content, it can be placed left-aligned and
at any point down the page



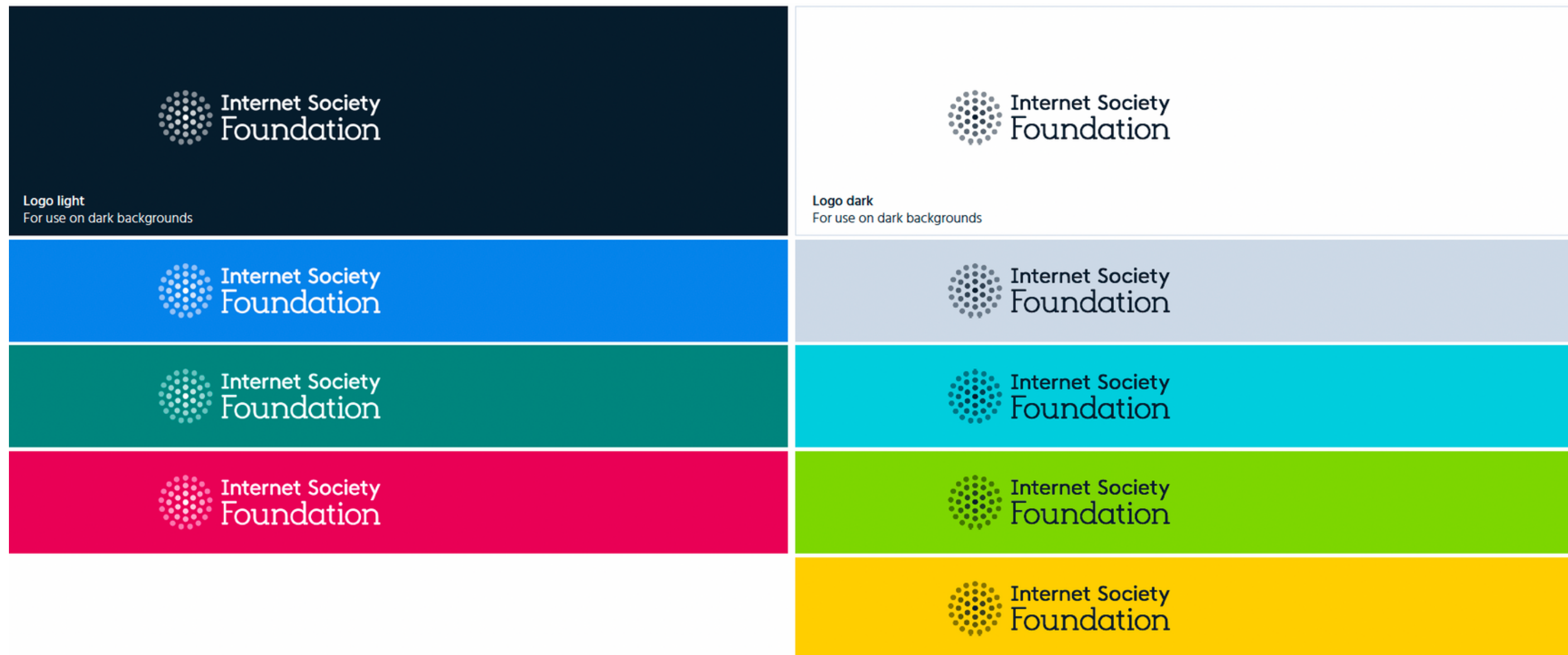
Right
If we have content, it can also be placed
right-aligned and at any point down the page

Logo

Light and dark versions

For simplicity and ease of use, our logos are available in two versions — light and dark.

Use of the logo on navy and white should predominate but the colour combinations shown below can also be used.



Logo

Light and dark versions

Please avoid distorting or altering the logo's original colors.



Logo Banner



Here are some general guidelines to consider:

1. Proportional sizing: The logo should be proportionally sized in relation to the overall dimensions of the banner.
2. Readability: The logo should be large enough to maintain legibility, even from a distance. Consider the viewing distance of the banner and the expected audience size.

Logo

Branded T-Shirts



We encourage our grantees to use the logo in different clothes, such as shirts and T-shirts.

The logo should be proportionally sized in relation to the overall dimensions of the T-shirt.

Respect the whitespace around the logo mentioned before.

In summary:

Do



- Use the Internet Society Foundation logo when producing a final product or hosting an event.
- Utilize the minimum clear space surrounding the logo.
- Use light or black versions depending on the background color.
- Include the logo in event banners.
- Utilize the logo in clothes, such as shirts and T-shirts.

In summary:

Don't

- Distort the logo's original colors.
- Distort the logo's size.

