





Primary Logotype



Secondary Logotypes

Brand Guidelines

Clear Space

To preserve the integrity of the ISME logo, we need to ensure that we maintain a minimum clear space around the logo. This clear space isolates the logo from competing elements, such as other logos, copy, imagery or backgrounds that may distract attention.



Minimum sizes print

The ISME logo is a symbol of who we are and therefore needs to be used at an appropriate size. We have defined the size for use on standard A size formats.

Minimum sizes digital

The ISME logo should never be displayed under 70px and never appear pixelated.

A5 30mm
A4 40mm
A3 70mm
A2 90mm
A1 120mm

Minimum size print

The ISME logo is a symbol of who we are and therefore needs to be used at an appropriate size. For minimum size use a width of 30mm.



Minimum size digital

The ISME logo should never be displayed under 70px and never appear pixelated. When using the logotype within small spaces on digital or web use we use the logotype without the descriptor line.



Brand Guidelines

Correct use of logotype

These logos are the only versions that should be used.



Incorrect use of logotype

Never change or alter our logo in any way. Here are a few obvious don'ts.



Primary typeface for print

The primary typeface that we use is Gotham. We use in two weights.

Gotham Bold for headlines. Gotham Medium for subheads and callouts and Gotham Book for subheads and bodycopy.

**ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789!?!@£%&{ }**

Primary Font **Gotham Bold**

**ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789!?!@£%&{ }**

Primary Font for subheads is **Gotham Medium**

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789!?!@£%&{ }

Primary Font for bodycopy is **Gotham Book**

Brand Guidelines

Use of the logotype with partnership brands

When working with partnership brands we need to ensure that the ISME landmark maintains its lead role within the lockup.



Brand Guidelines

Primary typeface for digital, Powerpoint and Word

The primary typeface that we use is Arial. We use in two weights.

Arial Bold for headlines and call-outs and Arial Regular for subheads and bodycopy.

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789!@£%&{ }

Primary Font Arial Bold

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789!@£%&{ }

Primary Font for bodycopy is Arial Regular

Headlines

Headlines are in Gotham Bold. By their nature, they need to stand out. Headlines are kerned at 40.

Subheads

Display subheads appear under a headline. or as call-outs. Gotham Medium is used. Kerning is 40.

Body text

Bodytext is set in Gotham Book. It's clear and easy to read. Kerning is 10.

	A6		A5		A4	
Headline	Weight Size Leading Kerning	Bold 22pt 28pt 40	Weight Size Leading Kerning	Bold 26pt 24pt 40	Weight Size Leading Kerning	Bold 30pt 32pt 40
Subheads	Weight Size Leading Kerning	Medium 12pt 14pt 10	Weight Size Leading Kerning	Medium 14pt 16pt 10	Weight Size Leading Kerning	Medium 15pt 17pt 10
Body	Weight Size Leading Kerning	Book 9pt 11pt 10	Weight Size Leading Kerning	Book 11pt 13pt 10	Weight Size Leading Kerning	Book 12pt 14pt 10

Brand Guidelines

Primary Colours

We use two Primary Colours. ISME Red and ISME Blue.



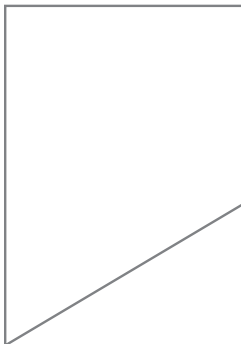
ISME Red
c19 m99 y99 k9
r186 g36 b39
#:ba2326



ISME Blue
c59 m17 y11 k0
r101 g173 b205
#:64adcd

Secondary Colours

We use six Secondary Colours to add contrast and emphasis when necessary.



ISME White
c0 m0 y0 k0
r255 g255 b255
#:ffff



ISME Grey
c42.44 m35.18 y34.6 k0.96
r153 g153 b154
#:999899



ISME Yellow
c0 m41 y98 k0
r245 g166 b35
#:F5A623



ISME Mid Blue
c84 m30 y8 k0
r74 g141 b191
#:4A8DBF



ISME Violet
c100 m92 y25 k15
r36 g37 b108
#:24256C




ISME Green
c58.41 m1.61 y100 k0
r119 g188 b31
#:77bc1f

Brand Guidelines

Display examples

Some examples of how the logotype behaves on print and online are as below.




Our ambition is to help you achieve yours.

Suzanne Bannon, Director, John Bannon Ltd
Diarmuid Crowley, Managing Director, Wild Orchard
Tom Keogh, Founder & Managing Director, Keogh's
Kate Dillon, Owner, The Wooden Spoon
Ciaran Murtagh, Managing Director, Shay Murtagh Precast

To see how we helped these company's achieve their ambition and how we can help you achieve yours

[CLICK HERE](#)



My ambition?

To operate in a growing number of medical and surgical areas

Suzanne Bannon, Director, John Bannon Ltd

“Diversifying into new areas means more business opportunities. That’s why the entire company – from management to warehouse – eagerly embraced ISME Skillnet Training. The excellent courses combined great choice with down-to-earth “cost effective” pricing. All our employees have benefitted greatly from the training on offer.”

Suzanne Bannon

ISME is the only independent representative body for SMEs in Ireland, offering a wide range of services to businesses including:

- Dedicated HR Service
- General business advice & resources
- Lobbying • Training • Marketing Support
- ADVANTAGE - ISME Affinity Programme
- Events & Networking

To see how our ambition can help you achieve yours

visit isme.ie/ambition
call 01 662 2755
email info@isme.ie

 #ismeambition



Diarmuid Crowley, Managing Director, Wild Orchard



Kate Dillon, Owner, The Wooden Spoon



Suzanne Bannon, Director, John Bannon Ltd

ISME MONTHLY MEMBERS' NEWSLETTER

OCTOBER 2017



Ciaran Murtagh, Managing Director, Shay Murtagh Precast



Tom Keogh, Founder & Managing Director, Keogh's



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