

# Guidance on use of the IBSC logo ©



This guidance provides some general rules for applying the IBSC logo © across a variety of media types. **Note:** use of the IBSC logo without permission is not permitted.

**1. If you wish to use the logo, your programme or scheme MUST be recognized and follow these rules. If in the future, the recognition of your programme or scheme expires and is not renewed. All occurrences of the logo, in printed or electronic media must be removed.**

The logo artwork is available upon request from the IBSC Secretariat.

*Contact information: [info@iho.int](mailto:info@iho.int)*

If you have any questions or comments regarding this guidance, please feel free to contact the IBSC.

## 2. Logo usage

The logo should only be used for the following purposes:

- Website or brochures of the programmes or schemes **recognized** by the IBSC,
- Certificates of Programme Completion, awarded by the recognized Programmes or Schemes to students or individuals, respectively.

Other than above, the logo may be used with the permission of IBSC.

## 3. Design and color

When the IBSC logo is used, it must be reproduced in exactly the same colours and proportions as per Figure 1.

The logo must be used without any modification or alteration (see “5. Logo Improper Usage”).



Figure 1. IBSC logo.

- The background colour must be white or a light color.
- There must be a clear space surrounding the logo to ensure legibility. Minimum clear space is 10mm in print formats and 70 pixels in digital formats, respectively, as shown in Figure 2. Do not allow photos, typography, or other graphic elements

to enter the minimum clear space area.

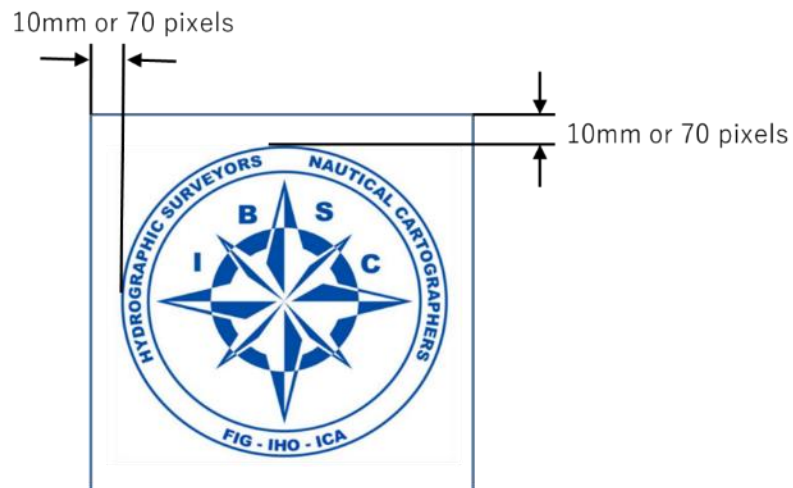


Figure 2. Minimum clear space.

#### 4. Minimum size

To ensure legibility of the IBSC logo it must be displayed at the minimum size.

- Minimum size in print formats: 20mm in width,
- Minimum size in digital formats: 140 pixels in width.

#### 5. Logo Improper Usage

The IBSC logo must not be tampered with in any way. Below are some examples of improper usage. Always use the logo artwork provided.

- Do not change the logo colour,
- Do not redraw the logo,
- Do not stretch, rotate, distort or decorate the logo,
- Do not cut out or remove any part of the logo,
- Do not hide, delete or overlap any section of the logo.