Brand & Visual Style Guide 2023

ILDS
International League of Dermatological Societies

IFD
International Foundation for Dermatology

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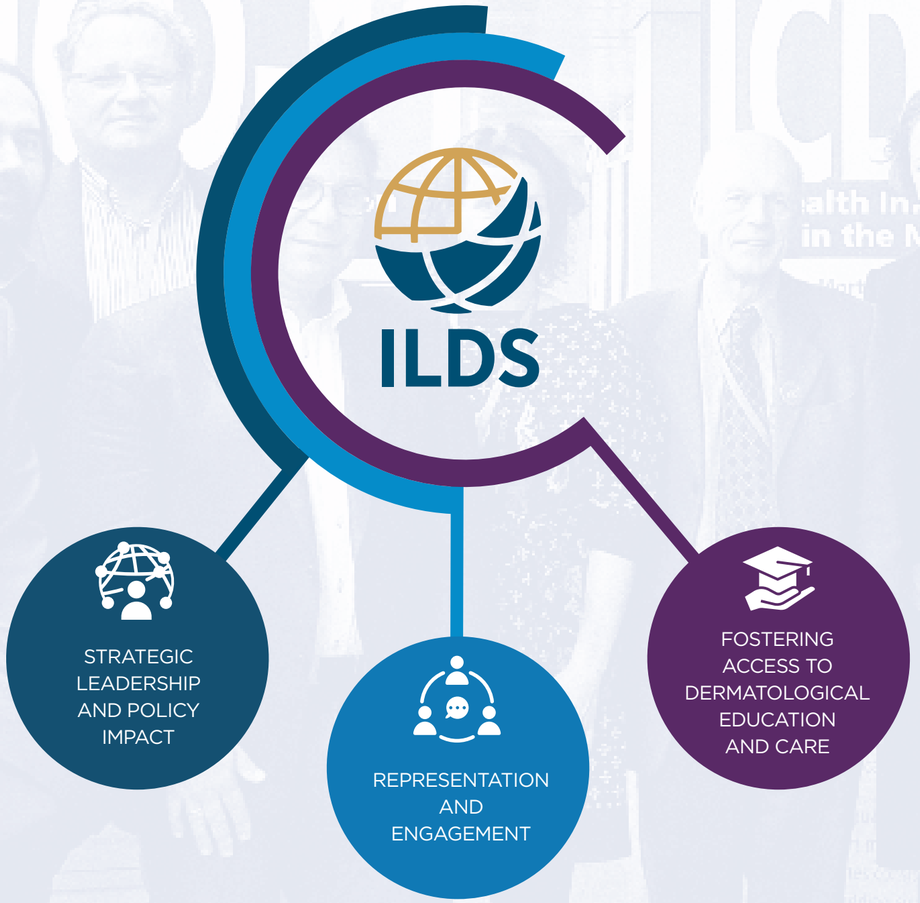


The Logo

The logo uses a modern globe symbol utilising a modern frame and connected block blue section. Accentuating the connectedness and global presence of ILDS, the International League of Dermatological Societies.



The Logo

Primary Logo

The stacked, full-colour logo is the primary ILDS logo to be used in the majority of communication materials.

Secondary Logo

A secondary logo has been developed for instances when the Primary Logo does not work as well, and the space requires it.

Primary Logo



Secondary Logo



The Logo

Logo with Full Corporate Name and Tagline

The logo with full corporate name and tagline should be used in formal and official ILDS documents and reports, as well as important public facing marketing and communications, to build brand recognition and the connection between the acronym and the full organisation name

Logo with Full Corporate Name

The logo with the full corporate name is also available to be used when needed.

Logo with Full Corporate Name and Tagline



Logo with Full Corporate Name



The Logo

Logo Colour Variations

There are also other colour variations of the logo. The use of these is discussed on page 5 of these branding guidelines. If the logo is used on a very dark background, the top grid element of the ILDS globe can be rendered in gold as an alternative to gold. This is to maintain contrast and visibility.

White



White with Gold Ochre



Black



The Logo

Logo Formats

The blue and gold version of the logo should be used as the default logo. However where the logo needs to appear on a colour background, where there may be visual clash with the ILDS logo's colours, a white version of the logo may be used.

A white and gold version of the logo may also be used in situations where the full colour version cannot. With this version containing one of the ILDS colours, the visual link to the ILDS brand is further strengthened.

A black version can also be used on a coloured background, or when colour printing is not available. It may also be used in its black and white format when using non-print applications such as embroidery.



The Logo

Incorrect Usage

The logo should not be altered in any way and should only be used in the colours, sizes and formats specified in these guidelines.

The adjacent examples would be considered incorrect usage and a breach of the guidelines.



The Logo

Logo Legibility

To ensure that the ILDS logo is legible on all applications, we have devised an exclusion zone, as well as a minimum logo size for use.

Primary Logo Exclusion Zone

A minimum exclusion zone has been created to allow the logo to breathe, maximising its visual impact.

This minimum exclusion zone is equal to 1/7 of the total width and 1/8 of the total height of the logo.

Minimum Primary Logo Size

The logo should not be used at a size less than 15mm wide.

Secondary Logo Exclusion Zone

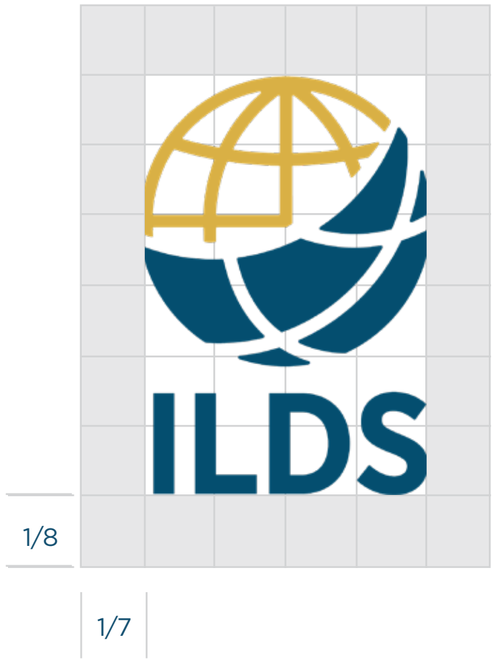
The minimum exclusion zone for the secondary logo is equal to 1/9 of the total width and 1/5 of the total height of the logo.

Minimum Secondary Logo Size

The logo should not be used at a size less than 30mm wide.

The exclusion zone applies to all logo applications.

Primary Logo





Minimum printed size 15mm

Secondary Logo





Minimum printed size 30mm

The Logo

Logo Legibility

Tagline Logo with Full Corporate Name Exclusion Zone
A minimum exclusion zone has been created to allow the logo to breathe, maximising its visual impact.

This minimum exclusion zone is equal to 1/5 of the total width and 1/11 of the total height of the logo.

Minimum Size for Tagline Logo with Full Corporate Name
The logo should not be used at a size less than 60mm wide.

Tagline Logo





Minimum printed
size 60mm

The Logo

Logo Legibility

Full Corporate Name Logo Exclusion Zone

A minimum exclusion zone has been created to allow the logo to breathe, maximising its visual impact.

This minimum exclusion zone is equal to 1/5 of the total width and 1/11 of the total height of the logo.

Minimum Size for Full Corporate Name Logo

The logo should not be used at a size less than 60mm wide.

Full Corporate Name Logo





Minimum printed
size 60mm

Colours

ILDS has a primary and secondary colour palette.
The primary blue and gold are utilised as block colours and take up around 80% of the collateral.

Whereas, the secondary colours can be used to complement the main colours.



Colours

Primary Colour Palette

Primary Colours

The primary colours used are a dark blue and gold. These are the main colours that should be employed throughout ILDS marketing and stationery.





Dark Blue

CMYK
C93 M64 Y31 K21
PANTONE
302 C
RGB
R20 G80 B113
Hex
#145071

Gold

CMYK
C16 M29 Y80 K4
PANTONE
142 C
RGB
R217 G176 B69
Hex
#D9B045

Colours

Secondary Colour Palette

Secondary Colours

The secondary colours used are powder blue and pale blue. These are the secondary colours that can be used to complement the primary colours in ILDS marketing and stationary.

Accent Colours

Accent colours are employed occasionally to support the primary palette in presentation and report materials.

These colours are mainly employed for charts, diagrams and highlighted information.

Powder Blue

CMYK
C16 M7 Y3 K0
PANTONE
656 C
RGB
R221 G230 B242
Hex
#DDE6f2



Mid Blue

CMYK
C80 M32 Y2 K0
PANTONE
307 C
RGB
R5 G140 B201
Hex
#058CC9



Purple

CMYK
C74 M96 Y24 K15
PANTONE
252 C
RGB
R93 G41 B103
Hex
#5D2967

Typography

ILDS employs two typefaces, Tisa and Gotham. Our typography and fonts make a distinctive visual impact. They increase readability, build personality and create a visible message hierarchy in our communications.



Typography

The corporate fonts for the company are Tisa, as used in the ILDS logo for the strapline and Gotham, used for the ILDS acronym in the logo.

Tisa Medium is employed for larger headings for emphasis and is important to maintain our brand identity, whilst the Gotham family is more of a modern addition, used to support below.

Tisa Medium is employed at larger sizes for covers and page headings alike

Gotham Book is for Subheadings

Gotham Medium is the preferred weight for important text, such as boxed information or for extra emphasis within body copy

Gotham Light is used for body copy. Gotham Light is used for body copy. Gotham Light is used for body copy. Gotham Light is used for body copy

Typography

Web Fonts

Fonts used are Tisa Medium and Montserrat. They have a tendency to look slightly different when rendered on a PC, Mac, or Linux computer. Different operating systems and browsers render the buttons on forms and text boxes completely differently

Both fonts are available for both PC & Macintosh platforms. To ensure maximum consistency and ease of use, it is best to use a TrueType version of the font, which may be installed across both platforms

Web Fonts

Tisa Medium is used for headings

Montserrat is used for the body font

Graphical Elements

Line Border

The three line border can be used on a light colour background using the three colours from the colour palette, or darker backgrounds using the blue or gold colour. It is a fluid line with curved borders which can run to the edge of the page, combined with a stop mid to align with another element or copy on the page, or to create a border. It can also invert using the same angle.

The purpose of the line is to create continuity and identity of the brand across collateral.

Circle Border

The circle border artwork is to communicate connectedness and can use used with semi circles and different thickness's of lines, and multiple lines. It can be used around photos a semi circles or full circles or a combination. Keep to the brand colours and utilise artwork that has already been created to maintain continuity.

It can be used on a photographic background with a transparency of 25%.



Graphical Elements Examples

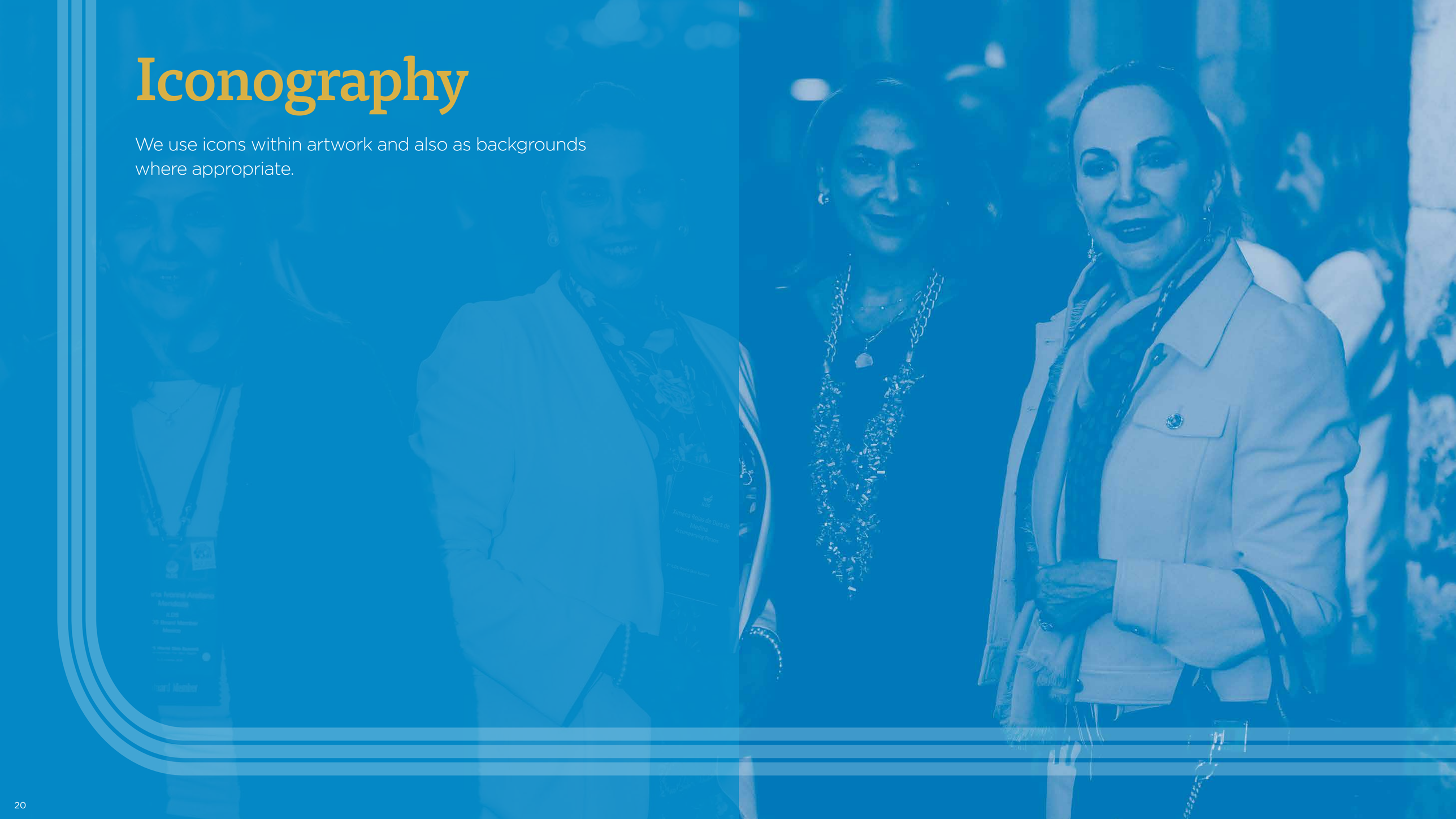






Iconography

We use icons within artwork and also as backgrounds where appropriate.



Iconography Style Examples



Photography

The following are the types of photos we aim to showcase throughout the ILDS brand, marketing and promotions.

Close-ups

At ILDS we use images in both the usual rectangle and square formats, but also frequently crop images into circles, so it's important that close-ups of patients and staff members that are intended to show both details and bring a human element, still keep space either side to allow crops, while still keeping important parts of the photo in frame.

Medium Shots

High-quality medium shots are a great way to show patients, treatments and dermatologists in action. Use photos that keep the focus on the subject, ideally with space around the focus point, so the photo can be cropped when needed.

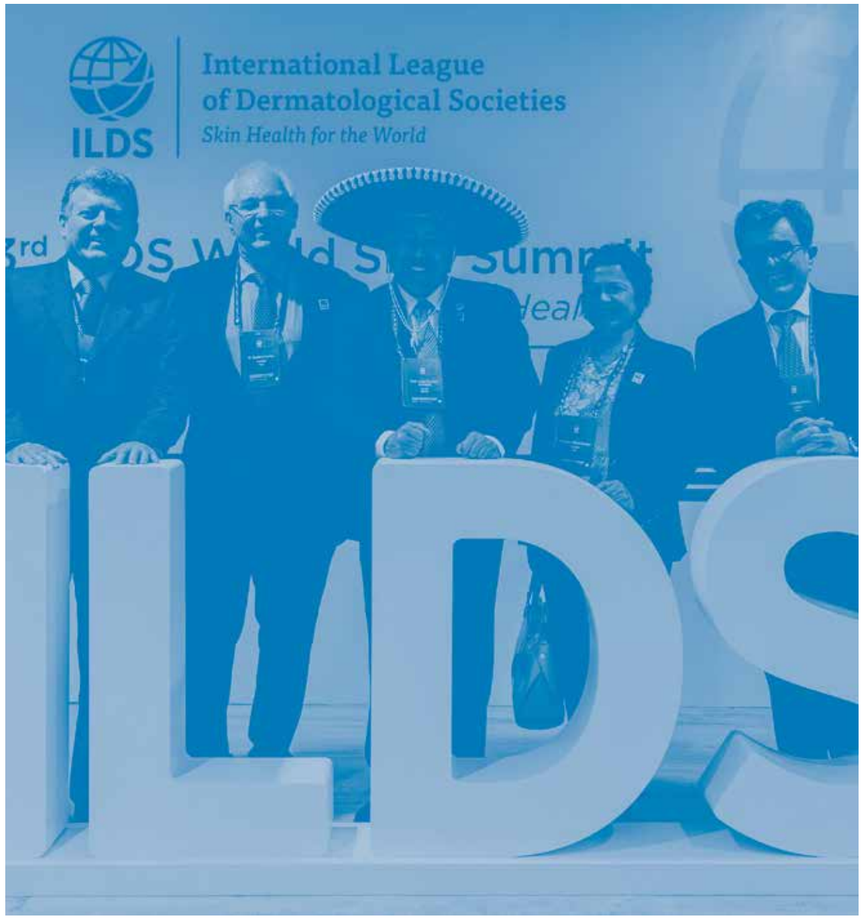
Group Shots

We love group shots of ILDS Members in front of clinics or promoting their work out in the community. Again, use photos that allow for crops, with the group standing close together and smaller people at the front for better visibility.



Photography Style Examples





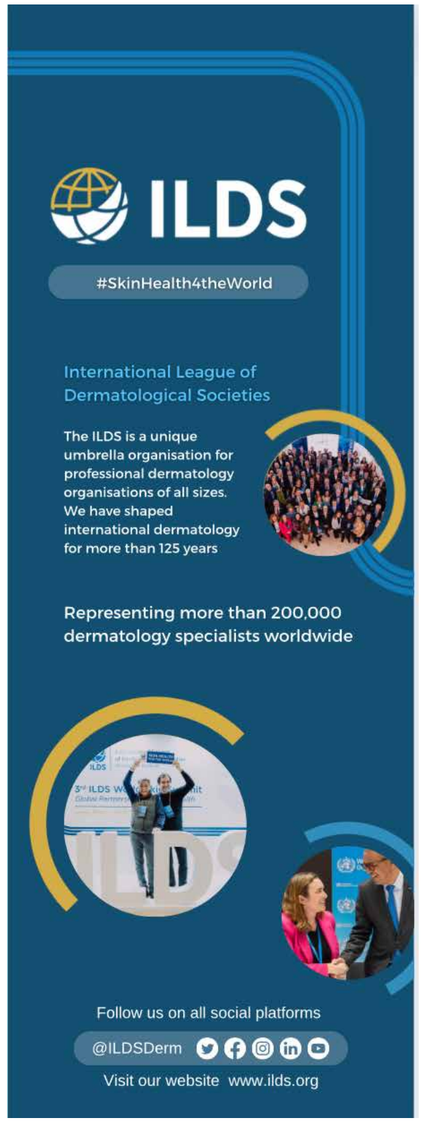


Posters & Banners

Here are some examples of how the logo and artwork can be used on posters and banners. Utilising the blue as a primary background is common, with mostly white copy with the gold and lighter blue copy as accent colours to highlight headings and summary copy.



Poster & Banner Style Examples





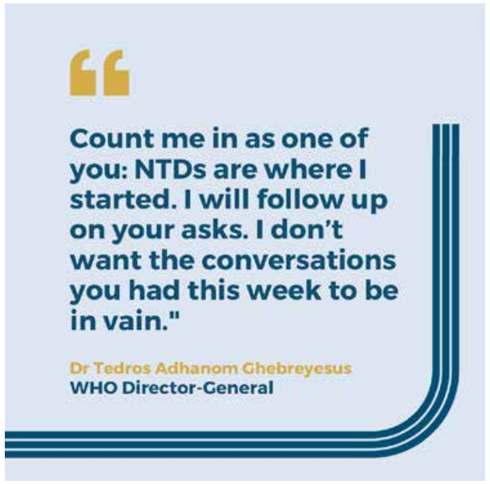
Social Media

Social media posts employ a mixture of full photos and branded vectors. Here are examples of some of the more banded vectors and vectors bordering photography.



Instagram Style Examples



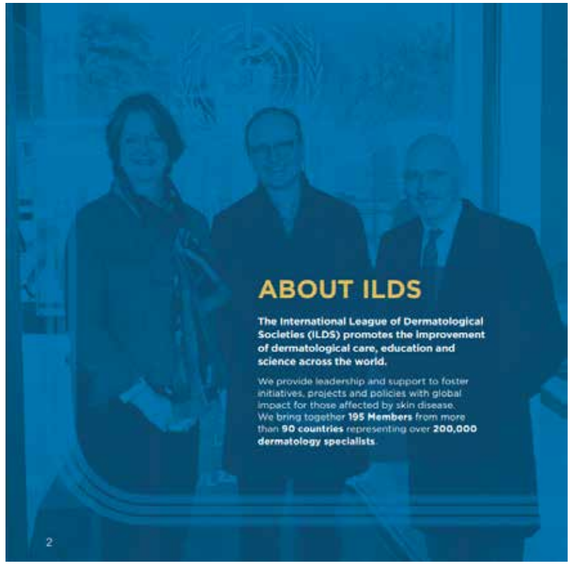




Facebook Style Example



Linkedin Style Example



Stationery

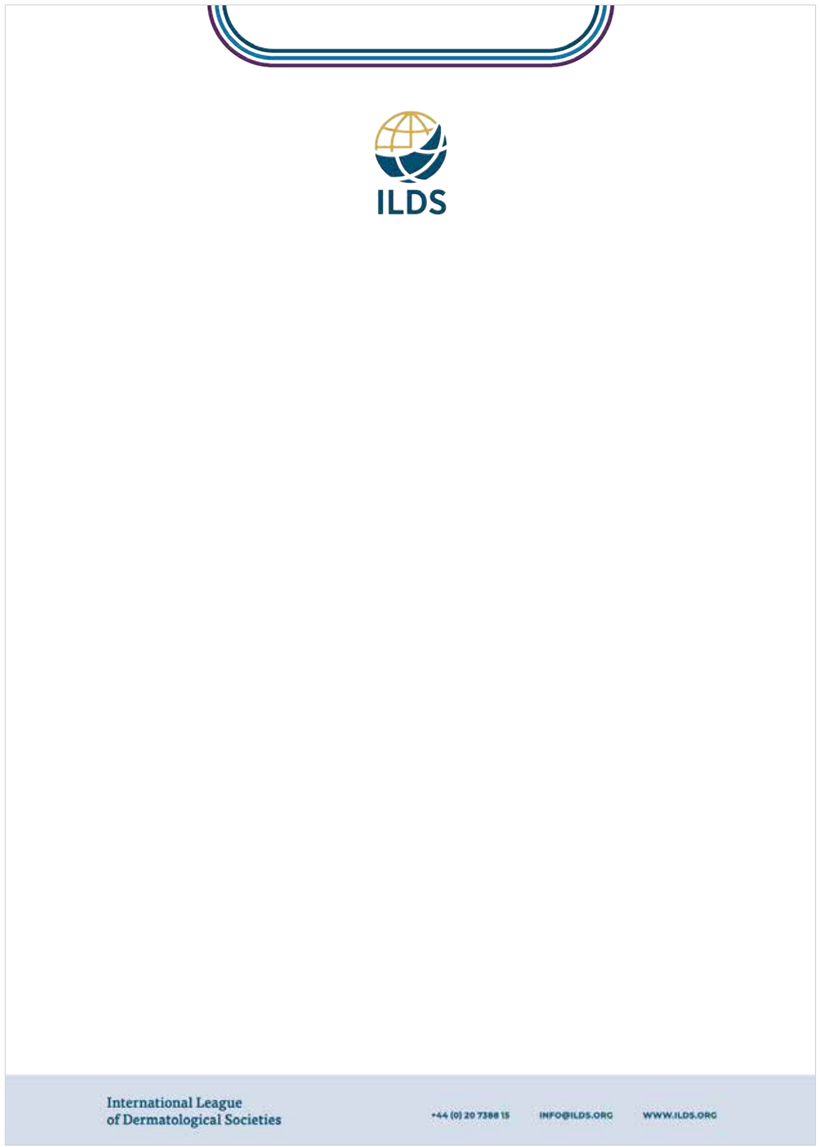
ILDS stationery employs a simple clean theme, and utilises the three line graphical element of the brand. Using the primary colours of the brand, with some accents where appropriate.

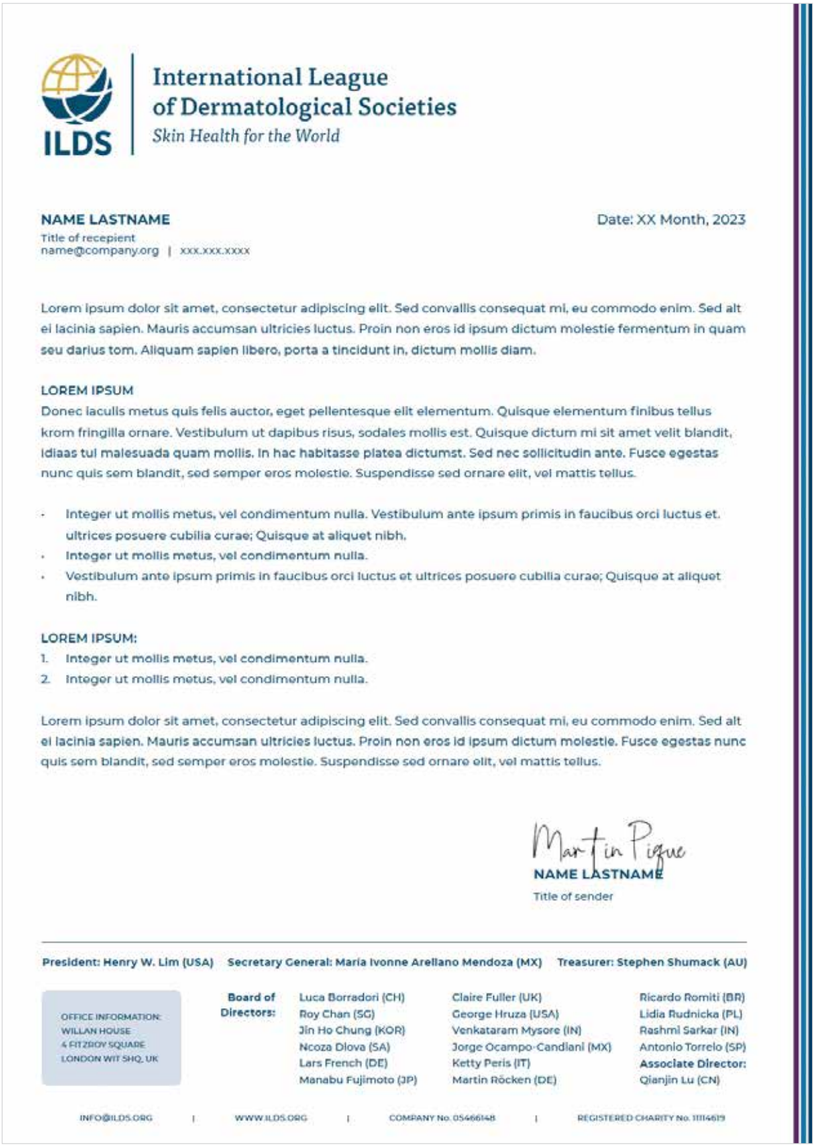


Business Card & Letterhead Style Examples









IFD Brand & Visual Style Guide

IFD

International Foundation for Dermatology



Introduction

The International Foundation for Dermatology (IFD) was created in 1987 by the ILDS to improve skin health in areas of low resource. It supports projects all over the world including Africa, Asia Pacific and South America. The IFD is critical to helping ILDS achieve its goal of ‘Skin Health for the World’.

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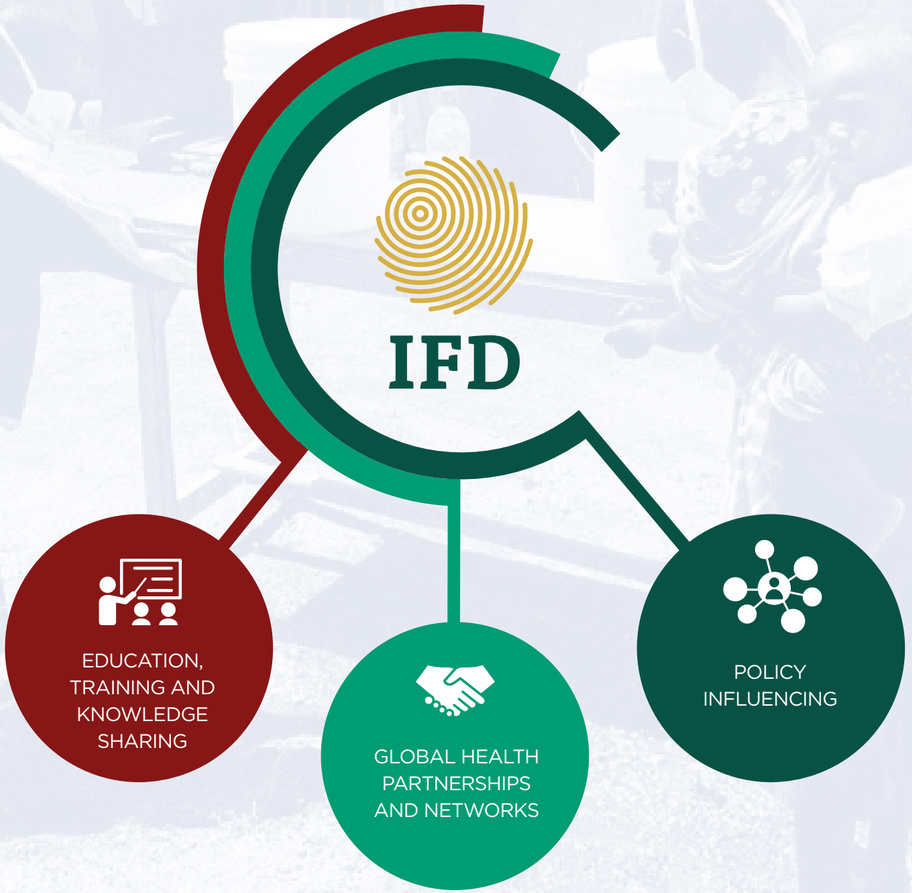


The Logo

The logo uses a modern globe symbol utilising a modern frame and connected block blue section. Accentuating the connectedness and global presence of IFD, the International Foundation for Dermatology.



The Logo

Primary Logo

The stacked, full-colour logo is the primary IFD logo to be used in the majority of communication materials.

Secondary Logo

A secondary logo has been developed for instances when the Primary Logo does not work as well, and the space requires it.

Primary Logo



Secondary Logo



The Logo

Logo with Full Corporate Name and Tagline

The logo with full corporate name and tagline should be used in formal and official IFD documents and reports, as well as important public facing marketing and communications, to build brand recognition and the connection between the acronym and the full organisation name

Joint Logo with Full Corporate Name

The joint logo with the full corporate name is also available to be used when needed.

Logo with Full Corporate Name



Joint Logo with Full Corporate Name



The Logo

Logo Colour Variations

There are also other colour variations of the logo for use on various backgrounds.

White



White with Gold



Black



The Logo

Logo Formats

The green and gold version of the logo should be used as the default logo. However where the logo needs to appear on a colour background, where there may be visual clash with the IFD logo's colours, a white version of the logo may be used.

A white and gold version of the logo may also be used in situations where the full colour version cannot. With this version containing one of the IFD colours, the visual link to the IFD brand is further strengthened.

A black version can also be used on a coloured background, or when colour printing is not available. It may also be used in its black and white format when using non-print applications such as embroidery.



The Logo

Incorrect Usage

The logo should not be altered in any way and should only be used in the colours, sizes and formats specified in these guidelines.

The adjacent examples would be considered incorrect usage and a breach of the guidelines.



The Logo

Logo Legibility

To ensure that the IFD logo is legible on all applications, we have devised an exclusion zone, as well as a minimum logo size for use.

Primary Logo Exclusion Zone

A minimum exclusion zone has been created to allow the logo to breathe, maximising its visual impact.

This minimum exclusion zone is equal to 1/7 of the total width and 1/8 of the total height of the logo.

Minimum Primary Logo Size

The logo should not be used at a size less than 15mm wide.

Secondary Logo Exclusion Zone

The minimum exclusion zone for the secondary logo is equal to 1/9 of the total width and 1/5 of the total height of the logo.

Minimum Secondary Logo Size

The logo should not be used at a size less than 30mm wide.

The exclusion zone applies to all logo applications.

Primary Logo





Minimum printed size 15mm

Secondary Logo





Minimum printed size 30mm

The Logo

Logo Legibility

Full Corporate Name Logo Exclusion Zone

A minimum exclusion zone has been created to allow the logo to breathe, maximising its visual impact.

This minimum exclusion zone is equal to 1/5 of the total width and 1/11 of the total height of the logo.

Minimum Size for Full Corporate Name Logo

The logo should not be used at a size less than 60mm wide.

Full Corporate Name Logo





Minimum printed
size 60mm

Colours

IFD has a primary and secondary colour palette. The primary green and gold are utilised as block colours and take up around 80% of the collateral.

Whereas, the secondary colours can be used to complement the main colours.



Colours

Primary Colour Palette

Primary Colours
The primary colours used are a green and gold.
These are the main colours that should be employed throughout IFD marketing and stationery.

Secondary Colour Palette

Secondary Colours
The secondary colours used are mid green and red. These are the secondary colours that can be used to complement the primary colours in IFD marketing and stationary.



Green

CMYK
C90 M40 Y69 K43
PANTONE
343 C
RGB
R20 G81 B67
Hex
#005143



Gold

CMYK
C16 M29 Y80 K4
PANTONE
142 C
RGB
R217 G176 B69
Hex
#D4AD46



Mid Green

CMYK
C86 M26 Y70 K12
PANTONE
555 C
RGB
R53 G123 B97
Hex
#357B61



Red

CMYK
C29 M100 Y94 K35
PANTONE
7622 C
RGB
R125 G34 B29
Hex
#7D221D

Typography

IFD employs a primary typeface, Tisa and a secondary typeface Gotham Bold which can be used for emphasis on headers and diagrams.



Typography

The corporate fonts for the company are Tisa, as used in the IFD logo for the strapline and Gotham, used for the IFD acronym in the logo.

Tisa Medium is employed for larger headings for emphasis and is important to maintain our brand identity, whilst the Gotham family is more of a modern addition, used to support below.

Tisa Medium is employed at larger sizes for covers and page headings alike

Gotham Book is for Subheadings

Gotham Medium is the preferred weight for important text, such as boxed information or for extra emphasis within body copy

Gotham Light is used for body copy. Gotham Light is used for body copy. Gotham Light is used for body copy. Gotham Light is used for body copy

Typography

Web Fonts

Fonts used are Tisa Medium and Montserrat. They have a tendency to look slightly different when rendered on a PC, Mac, or Linux computer. Different operating systems and browsers render the buttons on forms and text boxes completely differently

Both fonts are available for both PC & Macintosh platforms. To ensure maximum consistency and ease of use, it is best to use a TrueType version of the font, which may be installed across both platforms

Web Fonts

Tisa Medium is used for headings

Montserrat is used for the body font

Graphical Elements

Line Border

The three line border can be used on a light colour background using the three colours from the colour palette, or darker backgrounds using the mid green or red colour. It is a fluid line with curved borders which can run to the edge of the page, combined with a stop mid to align with another element or copy on the page, or to create a border. It can also invert using the same angle.

The purpose of the line is to create continuity and identity of the brand across collateral.

Circle Border

The circle border artwork is to communicate connectedness and can use used with semi circles and different thickness's of lines, and multiple lines. It can be used around photos a semi circles or full circles or a combination. Keep to the brand colours and utilise artwork that has already been created to maintain continuity.

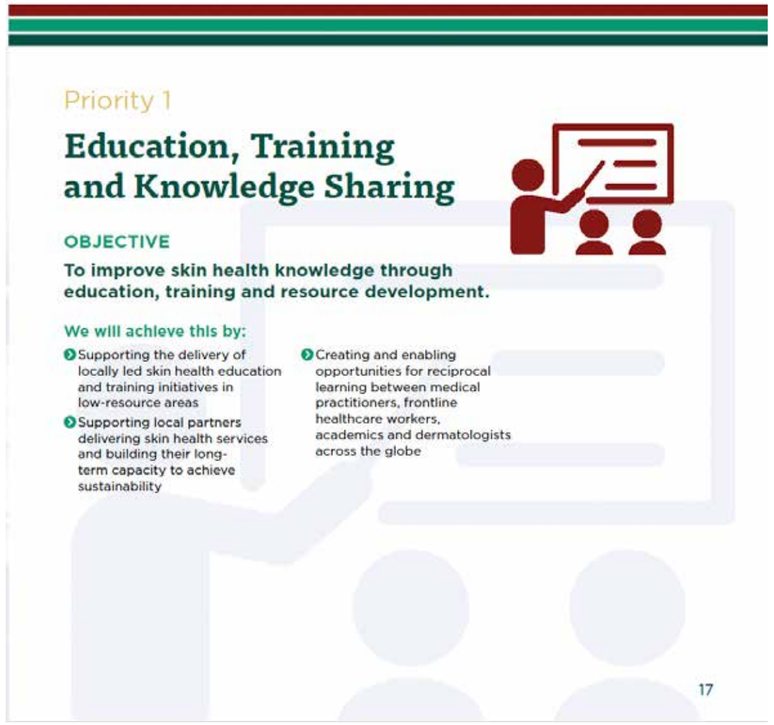
It can be used on a photographic background with a transparency of 25%.



Graphical Elements Examples







Iconography

We use icons within artwork and also as backgrounds where appropriate.



Iconography Style Examples



Photography

The following are the types of photos we aim to showcase throughout the IFD brand, marketing and promotions.

Close-ups

At IFD we use images in both the usual rectangle and square formats, but also frequently crop images into circles, so it's important that close-ups of patients and staff members that are intended to show both details and bring a human element, still keep space either side to allow crops, while still keeping important parts of the photo in frame.

Medium Shots

High-quality medium shots are a great way to show patients, treatments and dermatologists in action. Use photos that keep the focus on the subject, ideally with space around the focus point, so the photo can be cropped when needed.

Group Shots

We love group shots of IFD Members in front of clinics or promoting their work out in the community. Again, use photos that allow for crops, with the group standing close together and smaller people at the front for better visibility.'



Photography Style Examples







Posters & Banners

Here are some examples of how the logo and artwork can be used on posters and banners. Utilising the green as a primary background is common, with mostly white copy with the gold and lighter blue copy as accent colours to highlight headings and summary copy.



Poster & Banner Style Examples





Social Media

Social media posts employ a mixture of full photos and branded vectors. Here are examples of some of the more banded vectors and vectors bordering photography.



Instagram Style Examples







Facebook Style Example



Linkedin Style Example



Stationery

IFD stationery employs a simple clean theme, and utilises the three line graphical element of the brand. Using the primary colours of the brand, with some accents where appropriate.



Letterhead & Bookmark

IFD International Foundation for Dermatology

President: Henry W. Lim (USA) Secretary General: María Ivonne Arellano Mendoza (MX) Treasurer: Stephen Shumack (AU)

OFFICE INFORMATION:
WILLAN HOUSE
4 FITZROY SQUARE
LONDON W1T 5HQ, UK

Board of Directors: Luca Borradori (CH), Roy Chan (SG), Jin Ho Chung (KOR), Ncoza Dlova (SA), Lars French (DE), Manabu Fujimoto (JP), Claire Fuller (UK), George Hruza (USA), Venkataram Mysore (IN), Jorge Ocampo-Candiani (MX), Ketty Peris (IT), Martin Röcken (DE), Ricardo Romiti (BR), Lidia Rudnicka (PL), Rashmi Sarkar (IN), Antonio Torrelo (SP)
Associate Director: Qianjin Lu (CN)

INFO@ILDS.ORG | WWW.ILDS.ORG | COMPANY No. 05466148 | REGISTERED CHARITY No. 11114619

IFD

The International Foundation for Dermatology (IFD)



was created in 1987 and supports projects in Africa, Asia Pacific and South America and is critical to helping ILDS achieve its goal of skin health for the world.

IFD Projects & Partnerships

Visit the website to find out more about the IFD's projects and partnerships such as;

- Community Skin Health Journal
- Regional Dermatology Training Center in Tanzania
- DermLink Grants
- Migrant Health Working Group



Turn me around to find out more >

Scan the QR code below to visit the website to find out more about the work of the IFD

IFD

In 2022, the IFD distributed $ 500,000 in funding and worked with a global network of partners to support skin health initiatives in low-resource areas worldwide.



Connect with the IFD

Scan the QR code to follow the IFD on Social Media to get the latest news and updates on all its activities and opportunities



IFD

ILDS IFD International Foundation for Dermatology



ILDS

International League of Dermatological Societies
info@ILDS.org • www.ILDS.org
Company No. 05466148 • Registered Charity No. 1111469