

The Official

ISKCON IDENTITY SYSTEM

*A Manual Concerning Graphic Standards
and Proper Implementation*



As developed and established by the
COMMUNICATIONS DEPARTMENT
of the

INTERNATIONAL SOCIETY FOR KRISHNA CONSCIOUSNESS

Protecting the appearance and application of ISKCON's graphic identity is essential to promoting global recognition of the organization. Implementing and maintaining a consistent visual standard also leads to clearer and more effective communication. Therefore it is of paramount importance that the ISKCON identity system be applied properly and that Srila Prabhupada's institution be represented in a conscientious manner.

This style guide provides information on how to correctly use the ISKCON logo. It is hoped that it not only offers information, but also inspiration, in furthering Srila Prabhupada's glorious mission and the society he established to take us back home, back to Godhead.

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*page 6***COMMUNICATIONS DEPT.**

If you have questions or concerns implementing standards specified in this booklet, or if you have further inquiries concerning use of the ISKCON logo not covered in this style guide, please contact the ISKCON Communications Department.

INTRODUCTION

The ISKCON logo is a variation of the mark developed for Srila Prabhupada’s centennial celebration in 1996. It effectively replaces any and all other logos that may presently be in use. All projects and related materials using any previous logo designs must be updated to feature the new ISKCON logo. The institution-wide implementation of the new ISKCON logo will help increase awareness and recognition of the organization. Your assistance in this regard is extremely important and appreciated.

Please note that the ISKCON logos in this brochure should not be used as final artwork. Use logos from an approved logo sheet provided by the ISKCON Communications Dept.

USAGE REQUIREMENTS

The ISKCON identity system’s graphic devices must always be used accurately and consistently. The trademark is the sole property of the International Society for Krishna Consciousness and any unauthorized reproduction of the trademark is strictly prohibited.



TRADEMARK

The lotus logo is the worldwide trademark for the International Society for Krishna Consciousness and the primary graphic representation of the organization.



SIGNATURE

The logo may be used alone to represent the institution or it may also be used along with a typographic descriptor, such as a temple’s name for example, to form a signature.

ELEMENTS & CONSTRUCTION

The ISKCON logo is composed of three primary elements: 1) the “lotus” trademark, 2) the ISKCON lettering, which includes the two horizontal bars, 3) and the ® or “circle R” registration symbol. The signature also includes one additional element, the descriptor. *These elements must never be rearranged or resized under any circumstances.*

The size and location of the descriptor is proportionately relative to the ISKCON logo. The illustrations below demonstrate how a signature is properly constructed.

PRODUCTION NOTES

Always use the logo in eps format. This allows the mark to be scaled without distortion. Be careful that the ISKCON logo does not appear “bit-mapped” or blocky when used in digital applications.



ELEMENTS

These ISKCON logo and signature elements must never be altered.

Trademark

Registration

Logotype

Descriptor



CONSTRUCTION

With the exception of the ®, all parts of the logo are vertically centered. In the examples given in this manual, the value of X is equal to the height of the letters in the word “ISKCON.”

The size and position of the descriptor type is relative to the value of X.

TYPOGRAPHY & CLEAR SPACE

The ISKCON logo's lettering is based on Adobe Garamond. If you would like to use the typeface, contact Adobe Systems Inc. at www.adobe.com. The signature descriptor is set in Helvetica Medium, also available from Adobe Systems Inc. Please remember that you must purchase all fonts before using them; it is illegal and unethical to copy or supply fonts or other software without an authorized license.

The example below illustrates the necessary space surrounding the logo which must be kept clear of other typography, design elements or support imagery.



TYPOGRAPHY

Faithful reproduction of the ISKCON logo and strict adherence to the typographic standards set forth in this section are essential to establishing a consistent visual presence for the organization.

TYPE STYLES

The ISKCON identity system uses Adobe Garamond and Helvetica.

Garamond Helvetica

Based on Adobe Garamond

Helvetica Medium
All capital letters
Horizontal tracking: 200 ems



CLEAR SPACE

It is necessary to keep a minimum space around the logo free from interference by other typography, additional graphics or support imagery. The area surrounding the logo, indicated by the dashed line, is equal to the X value – that is, the height of the letters in the word “ISKCON.”

ISKCON'S official color is Pantone Matching System 187 (process color equivalent at right). The ISKCON logo should be printed in either black or PMS 187 (or its process color equivalent). If the logo appears on a field of PMS 187 or its equivalent, it may knock-out to white or the paper stock.

The logo may appear as another color on a one-color printed piece, when a different color is the only color being used. On a two color piece using black, the logo must appear in black or knock-out of a black field. When printing four color process (including digital use) the logo must appear in black or the equivalent of PMS 187.

Color guidelines apply to all areas of reproduction—including, but not limited to, photocopying, conventional offset lithography, screen printing (for T-shirts, etc.), digital media and cinematography (film).



PROCESS EQUIVALENT

When printing four color process or "CMYK," the logo must appear in black or the process equivalent of PMS 187 given here.

Cyan = 30%
Magenta = 85%
Yellow = 85%
Black = 0%

ALWAYS use PMS 187 (or its process color equivalent) when specifying a spot color or printing four color process. This includes any digital application of the ISKCON logo.



DO NOT put a stroke on the logo. If there are readability issues, examine the size, placement and graphic treatment of the mark. If poor reproduction quality is a factor, explore alternate solutions.



DO NOT replace "ISKCON" with another word or typeface. Never remove the registration symbol from the logo. The ® or "circle R" symbol must appear with the mark at all times.



DO NOT place the ISKCON logo in a retaining shape. The logo may, however, be "knocked out" of a field of color, providing that the field does not serve to contain the logo or add another design element to it. Also, avoid reversing the logo out of a photo or printing over a photo, as this is often a poor design decision.



DO NOT separate the elements of the ISKCON logo; all of its pieces were designed to work as one solitary mark. Also, do not change the sizes of its constituent parts; if the logo is scaled it should be done proportionately.



DO NOT assign different colors to individual parts of the logo. The entire mark must always appear the same color.