

CHOOSE BY CONTEXT

Use the right signature.

	WHEN THE NAME IS ENOUGH Primary	The default for mastheads, presentation covers and partner line-ups.
	WHEN CONTEXT HELPS Content code	For introductions, explainer pages and a first encounter with ISCC.
	WHEN THE ORGANISATION SPEAKS Foundation	For reports, correspondence and institutional partnerships led by the Foundation.
	WHEN THE STANDARD MATTERS Standard reference	For technical papers and standards presentations. It names the standard; it does not certify a product.
	WHEN SPACE IS LIMITED Symbol	For app tiles, avatars and compact navigation when the name is already established nearby.

CLEAR SPACE & ALIGNMENT

Give the mark room.

Minimum exclusion zone: 0.25x on every side, where x is the square edge.



The supplied SVGs already include this space. Keep their viewBox intact. In a quiet editorial layout, allow more room when possible.

Align using the visible artwork, then check the exclusion zone. Use optical centring in avatars; keep partner marks balanced by perceived size.

PROTECT THE SILHOUETTE

Keep the mark intact.



LIGHT FIELD / CORAL



DARK FIELD / REVERSE CORAL



NAVY FIELD / REVERSE MONO



CORAL FIELD / MONO

01

Keep the proportions.

Do not stretch, skew, rotate or rebuild a lockup. Use the supplied outlines.

02

Keep the colours.

Do not recolour the circle blue, lime or yellow. Those colours belong to the wider system.

03

Keep the separation.

Do not close the radial gap, add outlines or apply shadows, gradients or effects.

04

Keep the field quiet.

Do not place the mark on busy imagery. Use a solid panel when contrast is uncertain.

The three descriptor lockups and the primary signature are supplied artwork. Never retype the lettering or add an unapproved descriptor.

MAKE THE RELATIONSHIP EXPLICIT

Share space with care.

ILLUSTRATIVE CO-BRANDING ARRANGEMENT



Partner name

REPLACE WITH AN AUTHORISED MARK

01 / BALANCE

Equal standing, optical size.

Balance marks by their visible weight rather than identical file widths. Keep each mark's exclusion zone clear.

02 / RELATIONSHIP

Say who is doing what.

Use a factual relationship label. Avoid implying Foundation endorsement or ISO certification through placement alone.

03 / ALTERNATIVE TEXT

Name the destination.

For a home link, use a clear name such as 'ISCC home'. If adjacent text repeats the brand, avoid duplicate announcements.

USE ORIGINAL PARTNER FILES AND CONFIRM THE RELATIONSHIP BEFORE PUBLICATION.