

ISHNE logo guidelines

Logo
Small

The logo exists in three forms;
the primary logotype
the full logotype
the icon

The primary logo is the default choice.
The logo depicted below is the primary logotype.



Logo
Exclusion zone

The logo must always be placed with an exclusion zone around it. Empty space around the logo is part of its appearance. Edge-to-edge scaling of the logo is an absolute no go.



ISHNE International Society for Holter
& Noninvasive Electrocardiology

Logo
Trademark

The trademark “International Society for Holter and Noninvasive Electrocardiology” is the written expression of our client promise. When placed as a tagline the trademark must stand alone as a sharp and unambiguous message. It must not be altered by either adding, removing, modifying or replacing words.

The logo depicted below is the full logotype.



ISHNE International Society for Holter
& Noninvasive Electrocardiology

Logo
Logotype

In specific use cases where ISHNE deems it more suitable, the type can be used. However, these situations are exceptions. The primary logo is the default choice.










horizontal

ISHNE International Society for Holter
& Noninvasive Electrocardiology

vertical

ISHNE
International Society
for Holter and Noninvasive
Electrocardiology

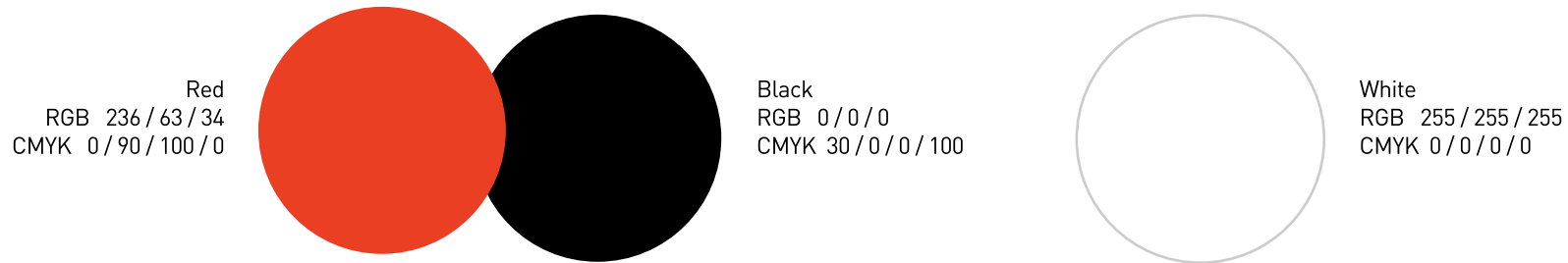
The logo exists in a variety of colour systems, tagline placements and proportions. Always use the variant that is best suited to the specific use case.

		Red/Black	Black/White	Inverted
Raw typography		ISHNE International Society for Holter & Noninvasive Electrocardiology	ISHNE International Society for Holter & Noninvasive Electrocardiology	ISHNE International Society for Holter & Noninvasive Electrocardiology
With icon	full logo	 ISHNE International Society for Holter & Noninvasive Electrocardiology	 ISHNE International Society for Holter & Noninvasive Electrocardiology	 ISHNE International Society for Holter & Noninvasive Electrocardiology
	primary logo	 ISHNE	 ISHNE	 ISHNE
	vertical	 ISHNE International Society for Holter and Noninvasive Electrocardiology	 ISHNE International Society for Holter and Noninvasive Electrocardiology	 ISHNE International Society for Holter and Noninvasive Electrocardiology

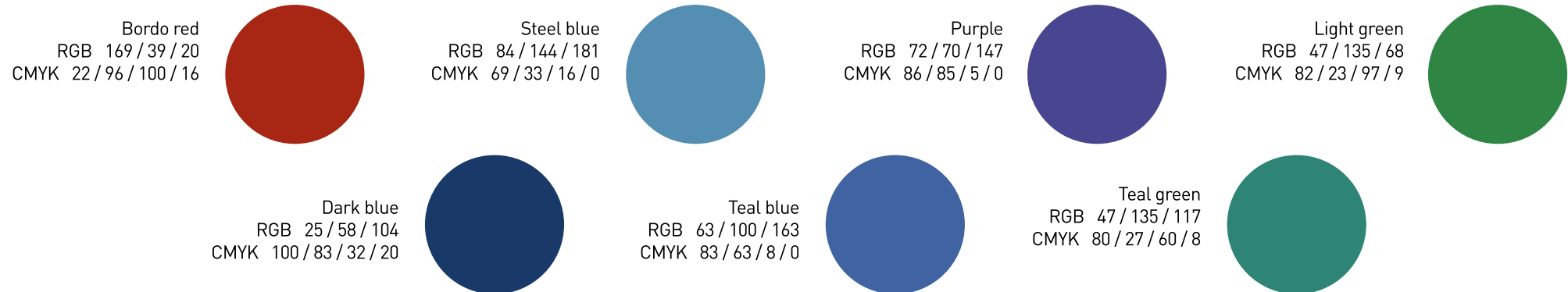
Colours
Palette

The primary colours should cover the bulk of the colour use in any piece of content, while the accent colours should be considered complimentary options.

Primary Colours



Accent Colours



applications

example business card



example application in image



example sign



