

## Colours

### **Is there a specification on the colours to be used while designing collaterals?**

The primary two colours associated with ISB are Pantone 2945C Blue and White. All two colour applications such as certificates, business forms etc. must use these colours. In addition to these the Brand guidelines include a palette of colours that provide a harmonious palette that both complements the ISB Globe and is in keeping with the ISB Brand personality. These colours have been carefully chosen and should be used wherever possible in ISB related collateral.

### **Can we use a colour outside the given ISB colour palette?**

No. Only colours mentioned in the ISB colour palette may be used. Exceptions are possible in some cases within broad parameters. Please contact the communications department to know more about this.

### **In co-branding events, do we have to follow the ISB colour palette?**

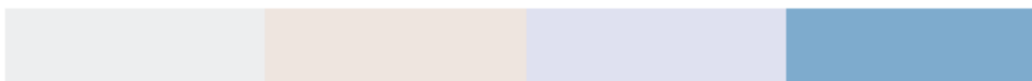
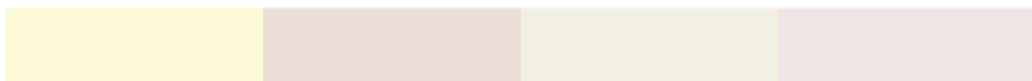
As far as possible, we should stick to the colours mentioned in the palette. In case we are trying to give a distinct identity to the event, we can use colours, which are not expressly against the brand guidelines. The logo unit should always be placed within the Brand colours.

### **Are there any specific colours to be avoided?**

Dark, bright, flashy, or fluorescent colours are not in keeping with the ISB brand personality, they should not be used..

## Indicative Colour Schemes

Use pastel shades







An example using ISB Colors

## Colours not permitted



These are not ISB colours

