

Decorative Descriptor with Icons

♥ INSPIRE ✚ CONNECT 🔥 ACTIVATE 🌀 TRANSFORM

Logo ISII & LNT Horizontal Versions



Logo ISII & LNT Horizontal Versions with Descriptor for external environments where is not possible to use a Decorative Descriptor with Icons

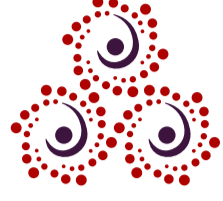


Logo ISII Vertical Version with R



THE INTERNATIONAL SOCIAL
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Logo ISII Vertical Version with R & Descriptor



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Logo LNT Vertical Version



LIZ NGONZI
TRANSFORMS

Logo LNT Vertical Version with Descriptor

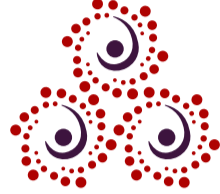


LIZ NGONZI
TRANSFORMS
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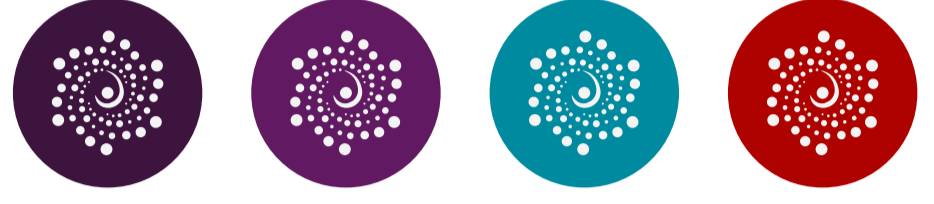
LNT Logo Mark



ISII Logo Mark



LNT Logo Mark with Inversion



ISII Logo Mark with Inversion



Example of INVERSION of ISII logo Vertical Version on Brand Color Backgrounds

The same rules are applicable for other logotypes and its variations



TYPOGRAPHY

MAIN FONTS

AA

BEBAS NEU
Regular (ALL CAPS)
Heading

ABCDEFGHIJKLMN OPQRSTUVWXYZ
UVWXYZ 0123456789

AA

BEBAS NEU
Regular (ALL CAPS)
Subheading

ABCDEFGHIJKLMN OPQRSTUVWXYZ
UVWXYZ 0123456789

Body Copy

Aa

Oswald
Light
for large blocks
of text

abcdefghijklmnpqrstuvwxy
ABCDEFGHIJKLMN OPQRST
UVWXYZ 0123456789

Body Copy

Aa

Oswald
Regular
for short phrases,
small sentences

abcdefghijklmnpqrstuvwxy
ABCDEFGHIJKLMN OPQRST
UVWXYZ 0123456789

Secondary Heading

Aa

Oswald, Medium
For highlighting
words in text or
Secondary Heading

abcdefghijklmnpqrstuvwxy
ABCDEFGHIJKLMN OPQRST
UVWXYZ 0123456789

To Highlight something

Aa

Oswald, Semibold
For highlighting
words in text or
Secondary Heading

abcdefghijklmnpqrstuvwxy
ABCDEFGHIJKLMN OPQRST
UVWXYZ 0123456789

BRAND COLORS & ICONS



PROBLEM ICON



SOLUTION ICON



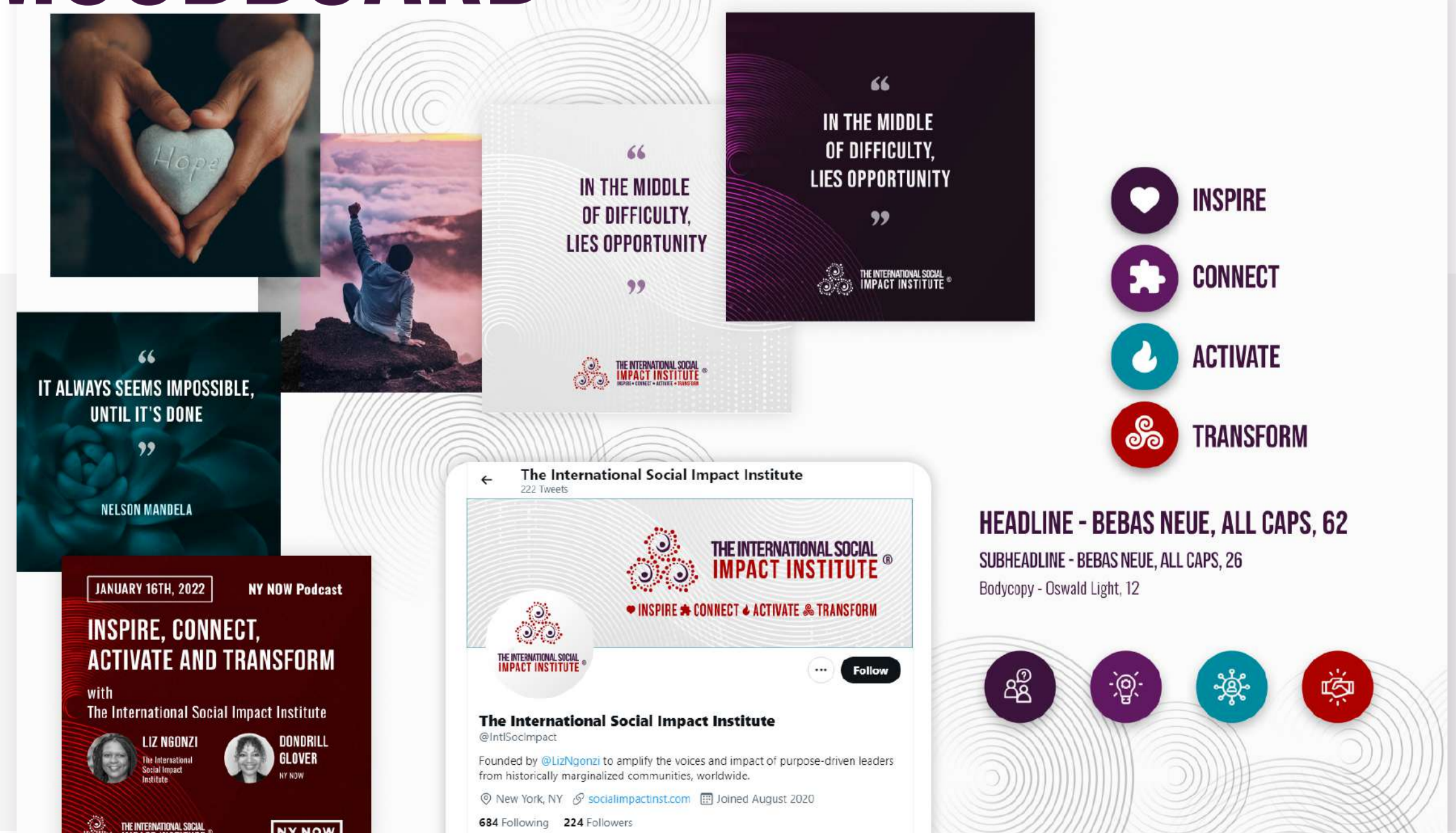
IMPACT ICON



ASK ICON

INSPIRE	CONNECT	ACTIVATE	TRANSFORM
DARK PURPLE #3D143E	MIDDLE PURPLE #611961	TEAL-BLUE #008A9F	RED #AE0201
R: 61 G: 20 B: 62	R: 97 G: 25 B: 97	R: 0 G: 138 B: 159	R: 174 G: 2 B: 1
#624162	#7E457E	#319FB0	#BC3232
#866E87	#9C719C	#62B4C1	#CA6362
#AB9AAB	#B99CB9	#92CAD2	#D89393
#CFC7D0	#D7C8D7	#C3DFE3	#E6C4C3
#F4F4F4			

BRAND MOODBOARD



- ♥ INSPIRE
- ✚ CONNECT
- 🔥 ACTIVATE
- 🌀 TRANSFORM

HEADLINE - BEBAS NEUE, ALL CAPS, 62
SUBHEADLINE - BEBAS NEUE, ALL CAPS, 26
Bodycopy - Oswald Light, 12