isd
CORPORATION
THE JUSTICE EXPERTS

THE ISD CORPORATE IDENTITY STANDARDS

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1. WELCOME TO THE ISD CORPORATE IDENTITY GUIDEBOOK

Since first impressions count, it is critical that our identity is presented in a clear, correct and consistent way with our audiences, leaving no room for confusion about who we are, what we do and how we do it, even from a casual first glance.

Our new corporate identity guidebook represents our traditional strengths – experience, intelligence, integrity and reliability – while focusing on the need to keep driving forward and aggressively pursuing operational excellence, innovative products and creating a distinctive value for our clients; to continue build a positive relationship that further drives our growth and success.

The purpose of these guidelines is to provide the practical tools and information to working with our new identity. This identity guide provides an overview of our basic identity elements – our company positioning, mission statement as well as the corporate logo, colors and typography to carry out our new identity. This process will take time to evolve to build strong equity into our brand.

These basic standards in these guidelines are for all employees, outside agencies and business partners who are involved with any form communications for ISD Corporation. It is of the utmost importance that these rules and standards are adhered to and applied consistently. By following these guidelines, you will have a significant impact on how the company is perceived by people both within and outside the corporation and in return increasing the value and success of the ISD Corporation brand in the marketplace.

2. ISD IDENTITY STRATEGY

2.1. Our Identity Strategy

ISD's Strategic Intent, introduced in 1981, brought major changes throughout the organization. Now, we are engaged in strategic action. Recognizing that our vision statement and corporate identity cannot remain static in the face of transformational changes, we developed a brand identity strategy to reflect them.

The goals of our new identity strategy are to:

- Build equity in the ISD brand;
- Bring discipline and consistency to the use of our corporate identity;
- Develop a signature system that clearly defines relationships among ISD businesses and brands;
- Update our corporate identity to combine the strengths of our heritage with the values and traits of strategic action.

2.2. Our Vision Statement

The vision we embrace is that ISD will produce innovative, intelligent software that offers a distinctive value to the justice community that clearly differentiates ISD from other competitors by aggressively pursuing operational excellence, innovative products and by creating distinctive value for our clients; to ultimately continue build a positive relationship that further drives our growth and success.

2.3 Our Mission Statement

ISD Corporation is a leading provider of innovative solutions for the justice community and has been solely focused on the justice community for over two decades. This experience, plus our unique blend of justice operations and technical knowledge, enables us to be agile and responsive in the development and support of solutions that enable our clients to meet increased expectations and caseloads with limited resources.

2.4 Our Brand Attributes

Every point of contact with the ISD brand should reflect our approach:

Trustworthy:
ISD is known as the company that can be trusted. By consistently delivering high quality products and services to our clients throughout or past and into the future, we will continue to be successful.

Reliable:
For over 25 years, ISD has and will continue to be known for our commitment to unparallel quality and reliability for the products that we create. Our clients can count on all aspects of ISD – products, services and our employees.

2. ISD IDENTITY STRATEGY (CON'T)

Customer Centric:
The main focus in everything we do at ISD will be focused around exceeding our client's expectations.

Innovative:
ISD is a company that is forward-thinking and action-oriented when it comes to our products, services and business processes. We continue to research, invent and adapt to new technologies to be on the leading-edge in everything we do to ultimate provide the very best to our current and future clients.

3.1. ISD LOGO - WHAT DOES IT STAND FOR?

Components
The ISD signature is one of the company's most visible, recognizable and valuable assets and represents the ISD brand — from product packaging and ads to brochures, presentations, banners to another forms of communications. Be mindful when using it: It's an integral part of our corporate identity, and consists of three components that work together as a whole: the symbol, logotype and the brandline.

The ISD Symbol
Our symbol is a graphic illustration of a ____. The elements together depict strength and innovation in the justice community

The ISD Logotype
Our logotype uses a strong, yet friendly, lowercase typeface. It shows us as a straightforward and honest company.

The ISD Brandline
Our brandline is a bold statement that communicates that we are experts in the justice community.

3.2. ISD LOGO - HOW DO WE USE IT?

Elements, Usage, and Formats
Logo applications can be challenging; that's why we give you options. Please refer to the table at right in order to select the appropriate usage.

A. White Background
The symbol appears in ISD red, white and black. The logotype and brandline appears in black. This is the preferred version of the logo and should be used whenever possible.

B. Black Background
The symbol appears in ISD red and white. The logotype and brandline appears in 100% white.

C. One-Color/White Background
The symbol appears in 100% Black. The logotype and brandline appears in 100% Black.

D. One-Color/Black Background
The symbol appears in 100% White. The logotype and brandline appears in 100% white.

Unfortunately, there may be times when neither the two-color version nor the one-color version with the screen tint mix may be available. If that's the case, please contact the Director of Marketing.

3.3. ISD LOGO - WHERE DO WE USE IT?

Size & Staging
The preferred placement of the ISD logo is the top center of any printed page, a header, if you will. Refer to the letterhead on page 13.

An area no less than 80% of the height of the symbol should be maintained around the logo at all times.

The size of the logo must never be smaller than 1.25" wide.

3.4. ISD LOGO - HOW NOT TO USE IT?

Incorrect Logo Usage
Please use the ISD logo exactly as you see it on page 3 of this booklet. Don't stretch it. Don't alter its colors. Don't rotate it. Don't try to recreate it. Don't get crazy with your 3-D drawing program... You get the idea. Simply put, tweaking the logo reduces its value as a mark and we don't want that.

A. The elements of the logo should never be reproportioned.

B. The logo should never be positioned at an angle.

C. The logotype should not be set in a different typeface and the logotype should never appear without the symbol.

D. Do not add to the logo, place it within any defined shape, or violate the clear space in any way.

E. Do not place the logo on a photograph or a patterned background.

We could list a thousand things not to do to the logo, but it's easier to say this: Use it exactly as it was provided to you and everyone will be happy.

A.

B.

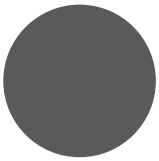
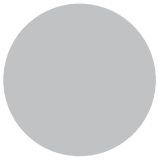
C.

D.

E.

4. ISD COLOR PALETTE

Simple Color Palette
Color leads to easy recognition of brands when used consistently. ISD has carefully chosen its color palette to create a cohesive identity for all ISD communications materials across all media.

Color	Print (Ads/Brochures/Flyers/Etc.)		Electronic Media (Web/PowerPoint/Video/Etc.)	
	Pantone	4-Color	RGB	HEX
ISD Black	PMS: Black	C: 50 M: 70 Y: 50 K: 100	R: 0 G: 0 B: 0	#: 000000
ISD Red*	PMS: 485C PMS: 485U	C: 0 M: 100% Y: 91% K: 0	R: 78.4% G: 24.7% B: 19.2%	#: FF0000
 ISD Dark Gray	PMS: Cool Gray 6C	C: 0 M: 0 Y: 0 K: 79	R: 90 G: 91 B: 93	#: 5A5B5D
 ISD Light Gray	PMS: Cool Gray 11C	C: 0 M: 0 Y: 0 K: 28	R: 192 G: 194 B: 196	#: C0C2C4

* Never use a tint of Pantone 485

5. ISD TYPOGRAPHY

Using the Right Font
Typography can create a proprietary and professional look for ISD's print and electronic communications.

To complement the unique characteristics of the logo, Univers has been chosen as the primary typeface for its strength and simplicity. Univers should be used for titles or headlines, subtitles, captions and small bodies of text within print applications. In addition, should be used for electronic applications such as Web or PowerPoint®. If Univers is not available please use Arial as an alternative.

As the secondary typeface, Adobe Caslon Pro has been chosen because of its angular and contemporary qualities. Use Adobe Caslon Pro for large bodies of text, or for special communication pieces, such as invitations. If Adobe Caslon Pro is not available please use Times New Roman as an alternative.

Univers

abcdefghijklmnopqrstuvwxyz - 1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ(.,!,@,#)

Universe Medium	Universe Extended Medium	Universe Condensed Medium
Universe Medium Italic	*Universe Extended Medium Italic*	Universe Condensed Medium Italic
Universe Bold	**Universe Extended Bold**	**Universe Condensed Bold**
Universe Bold Italic	***Universe Extended Bold Italic***	***Universe Condensed Bold Italic***

*If Univers is not available use the Arial font

Adobe Caslon Pro

abcdefghijklmnopqrstuvwxyz - 1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ(.,!,@,#)

Adobe Caslon Pro	**Adobe Caslon Pro Semibold**	**Adobe Caslon Pro Bold**
Adobe Caslon Pro Italic	***Adobe Caslon Pro Semibold Italic***	***Adobe Caslon Pro Bold Italic***

*If Adobe Caslon Pro is not available use the Times New Roman font

6.1. OUR ISD VOICE

Overview
Using an appropriate style and tone is an integral part of the ISD Identity strategy. When writing any type of communication piece or speaking for ISD, you become the voice of ISD. The words you choose should reflect who we are as a company and reinforce our brand.

The style and tone of voice in our written and spoken communications should be approachable, direct, confident, clear, personable, informative and benefit-focused.

Writing Guidelines
In order to create an effective message, it is critical that we pay attention to what we say and how we say it. This is essential to help reinforce our brand as well as our credibility.

What We Say
Customers want real facts and real business benefits. Find the customer's need and tell how the ISD product, service or solution meets that need to create value for the customer. Avoid unsupported claims and any lengthy body copy.

How We Say It
Be honest and direct. Use written and spoken words that are clear, personable and benefit-focused. Present your thoughts in a logical order and that the reader/listen can easily seek out the main points. Avoid any acronyms, jargon and do not use any language that undermines our integrity by being too pushy and a hard sell. In addition, avoid using any language that would create any barriers.

How We Use Our Name in Text
ISD Corporation should be used in formal settings and ISD Corp. in informal settings.

Guidelines
Due the fact that the majority of the readers don't have a lot of time on their hands they usually quickly skim over than read every single word. Therefore, try to use bullets, keywords, subheads and imagery.

- Include concrete, measured results.
- Address the reader as "you."
- Write short, clear sentences, and use active verbs.
- Keep paragraphs short, which helps readers scan your copy.
- Following the AP Stylebook, do not use a comma before the last conjunction in a series (e.g., Our brand attributes are trustworthy, reliable, customer centric and innovative).
- "ISD Corporation" is the legal name.
- Tailor your message to the audience

6.2. COPORATE COMMUNICATIONS

Overview
Every written or spoken communication is an expression of our brand identity. What we say and how we say it always matters. The style and tone of every communication should be approachable, direct, clear, personable and conversational. All communications should represent who we are as a company, reflect our values and our personality and deliver on our brand promise of inspiration through communication.

Elevator Speeches
Condensing who we are and what we do into a 15-second conversation is critical to clearly spreading the word about our unique corporate vision. Elevator speeches are short and sweet by nature. These speeches should get to the essence of what we stand for and what we can do for customers.

Use the sample elevator speeches below as a starting point for brief discussions about ISD with customers, prospects and partners.

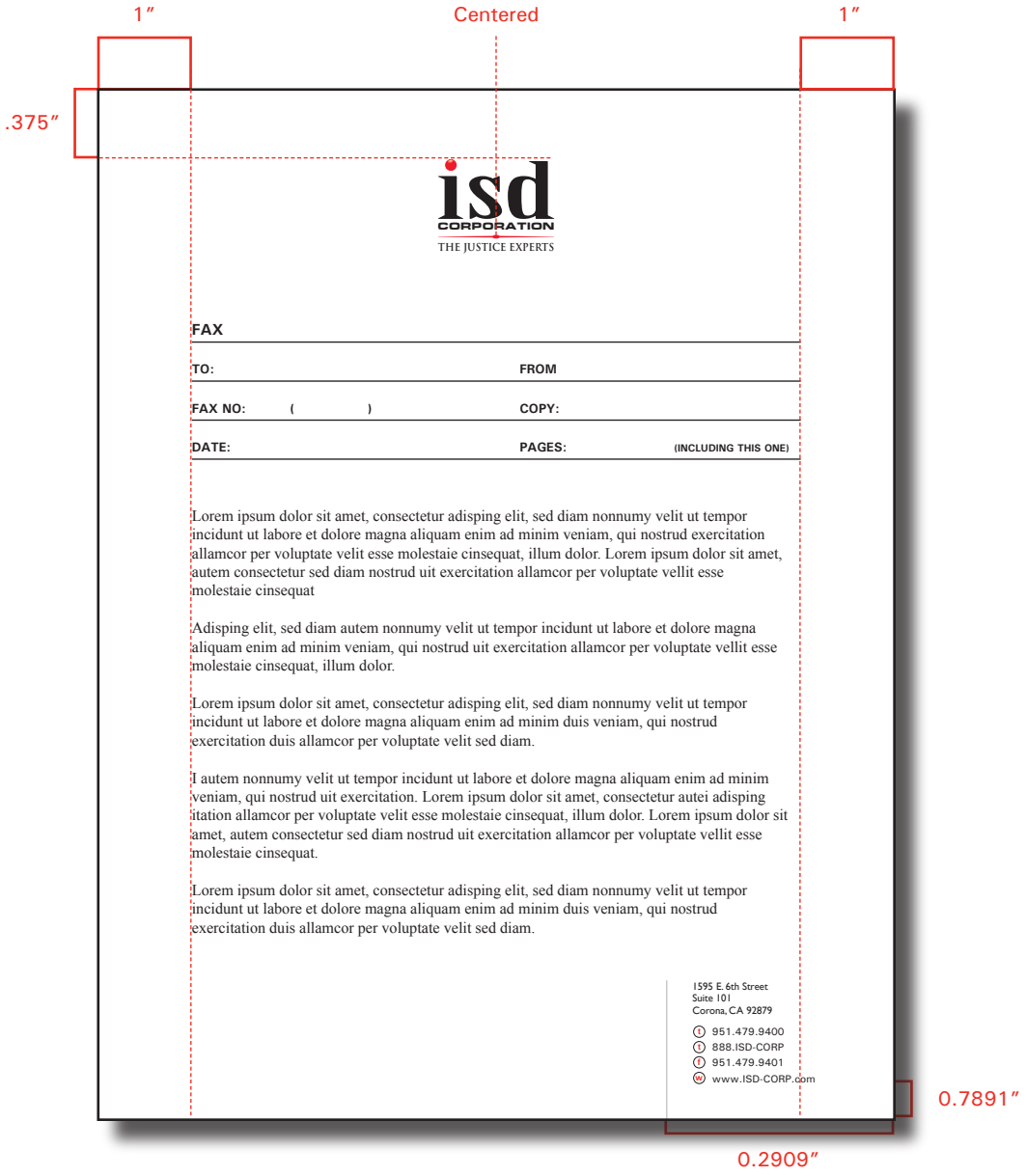
Elevator speech 1
ISD is a recognized leader in developing innovative judicial software that simplifies, automates and streamlines the entire legal process to enable justice communities to reduce cost, accelerate time-to-value, minimize business risk and improve interactions with their customers.

Elevator speech 2
For over 25 years, ISD's next generation software has enabled their clients to leverage greater returns by automating and streamlining the entire legal process.

Corporate Summary
ISD is a recognized leader in developing innovative judicial software that simplifies, automates and streamlines the entire legal process that enables justice communities to reduce cost, accelerate time-to-value, minimize business risk and improve interactions with their customers. For over 25 years, ISD's expertise in the justice community and next-generation software has made it possible for their clients to leverage a greater degree of returns and create new opportunities by providing a full spectrum of solutions, enabling fast implementations, acceptance and knowledge transfer.

7.1. ISD FAX COVER SHEET

Size: 8.5″ x 11″
Paper: Neenah Environment
Smooth
PC 100 White
80# Text
Logo: 1.25″ Wide
Letter: Univers
10pt type
14pt leading



7.2. ISD BUSINESS CARD

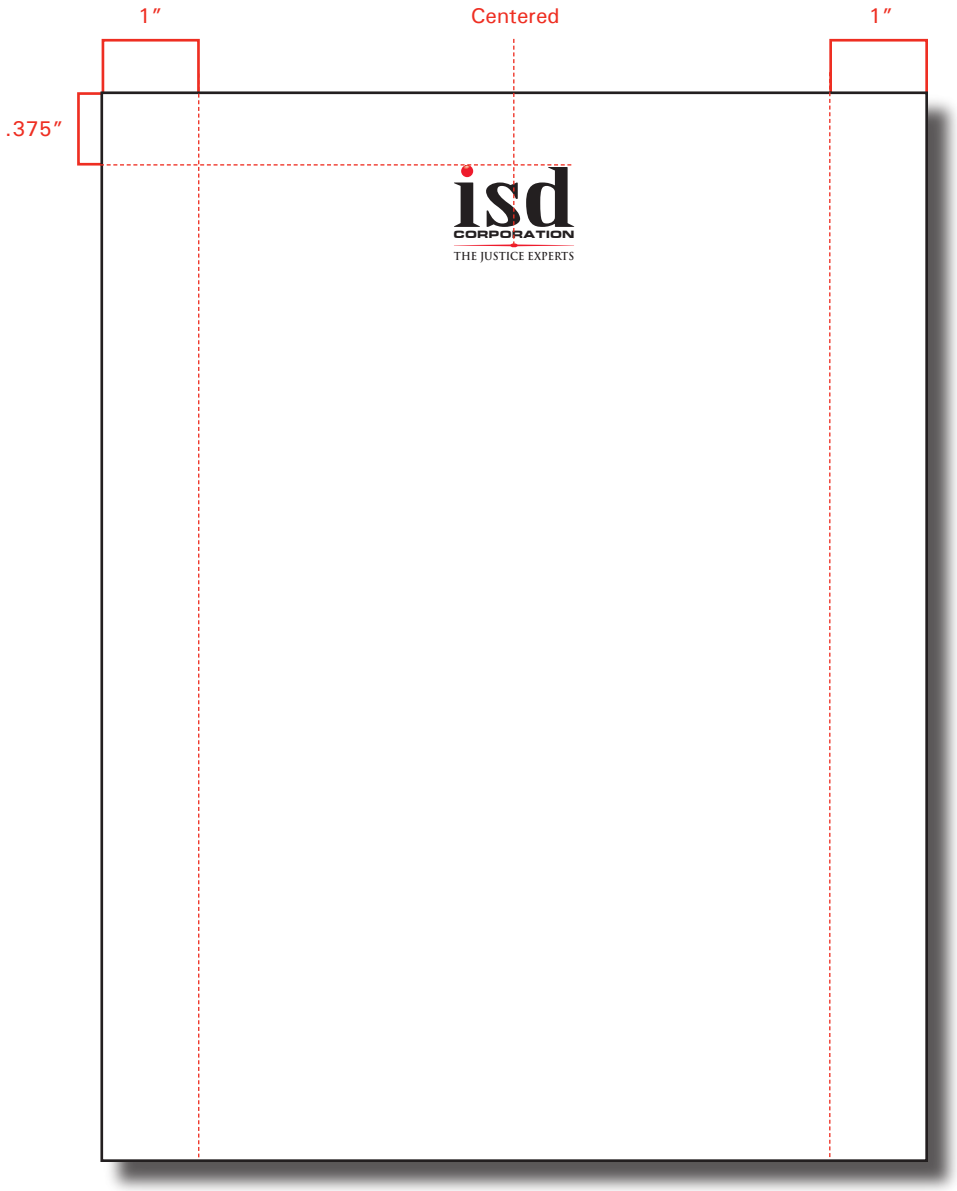
Size: 3.5″ x 2″
Paper: Neenah Environment
Smooth Ultrawhite
120# Cover
Logo: 1.25″ Wide
Name: Univers Bold
6.75pt type
8.75pt leading
Title: Univers Regular
6.75pt type
8.75pt leading
Address: Univers Regular
6.75pt type
8.75pt leading
T, T, F, E, W: Univers Bold
6.5pt type
8.75pt leading

7.3. ISD LETTERHEAD

Size: 8.5″ x 11″
Paper: Neenah Environment
Smooth
PC 100 White
80# Text
Logo: 1.25″ Wide
Letter: Univers
10pt type
14pt leading

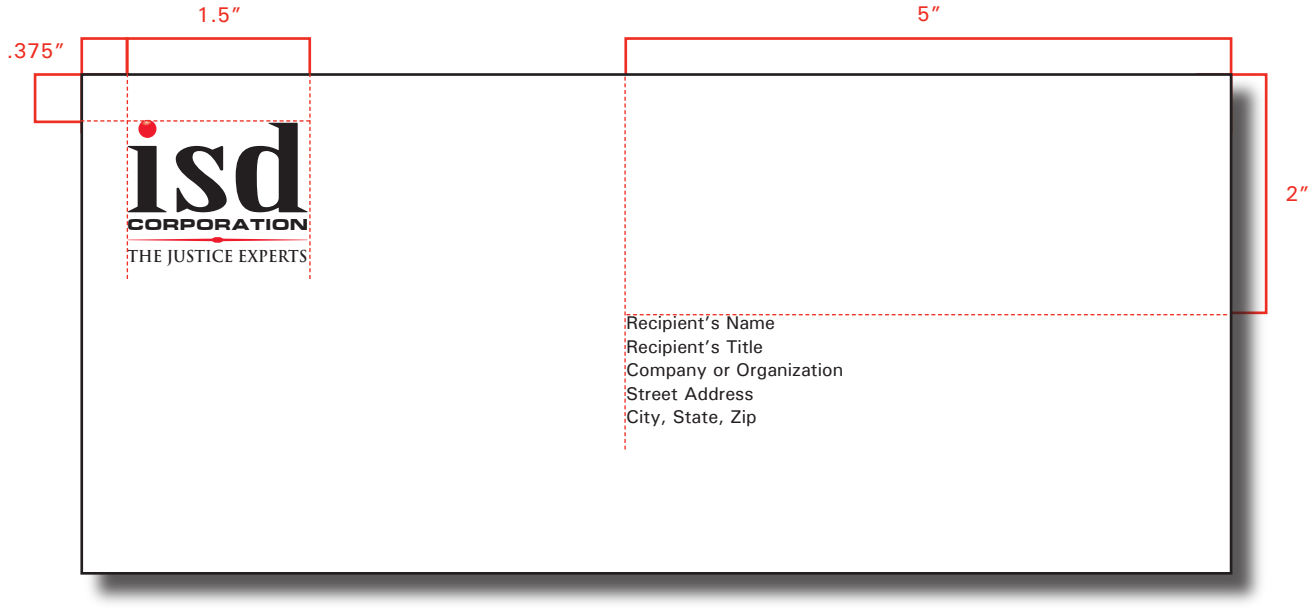
7.4. ISD CONTINUATION SHEET

Size: 8.5″ x 11″
Paper: Neenah Environment
Smooth
PC 100 White
80# Text
Logo: 1.25″ Wide
Letter: Univers
10pt type
14pt leading



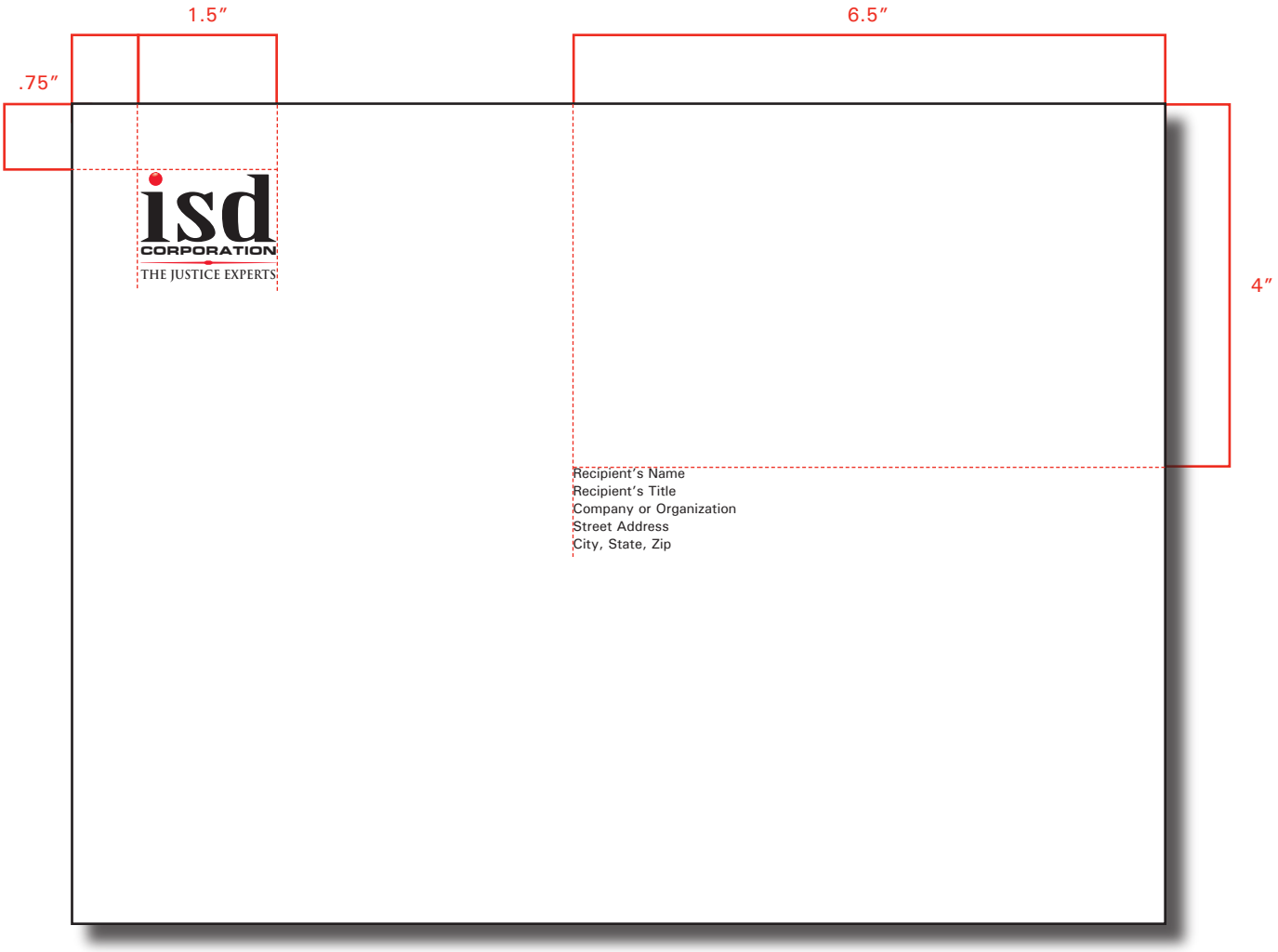
7.5. ISD NO. 10 ENVELOPE

Size: 9.5″ x 4.125″
Flap: 1.75″
Paper: Neenah Environment
Smooth
PC 100 White
80# Text
ISD Logo: 1.5″ Width
ISD Address: Univers
6.25pt type
Recipient: Univers
10pt type 14pt leading
Format: Flush left



7.6. ISD 9″ X 12″ ENVELOPE

Size: 9″ x 12″
Flap: 2″
Paper: Neenah Environment
Smooth
PC 100 White
80# Text
ISD Logo: 1.5″ Width
ISD Address: Univers
6.25pt type
Recipient: Univers
10pt type 14pt leading
Format: Flush left



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