Name and Logo Guide

How to write the Society's name and use its logo

For Chapters, Interest Groups and Members

November 2026

About this guide

ICON•S chapters and Interest Groups use the Society's logo in many ways, from event posters and certificates to letters and social media. Members also use it to publicize their panels at ICON•S events. This guide sets out the few rules that apply wherever the logo appears. It also explains how to write the Society's name and where to download the logo files.

If your question is not answered here, write to us at icons@icon-society.org.

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Our name

The Society's name is ICON•S, written in capitals with a dot between ICON and S. The easiest way to get it right is to copy it from this page.

Copy from here

ICON•S

Typing the dot

You can also type the dot yourself.

Mac	Option + 8
Windows	Alt + 0149 on the number pad. In Word, type 2022 and then press Alt + X.
iPhone and iPad	123, then #+=, then •
Android	?123, then =\<, then •

If you write the name often, save ICON•S as a text shortcut on your phone or computer.

What to avoid

Please do not write ICON-S, ICONS, ICON.S or Icon-S.

Where a dot cannot go

Hashtags, account names, and web and email addresses cannot contain the dot. There, write ICONS, as in #ICONS2027.

Related names

Write your chapter's or group's name as it appears on the ICON•S website, for example "ICON•S Australia and New Zealand Chapter". The Society's journal is I•CON and its blog is I•CONnect.

The logo

The logo is a red square with ICON•S running up its left side and "International Society of Public Law" beside it. It is artwork, not typed text, so always use the files we provide. It comes in three versions.







Full color

Red square, white lettering. Use this version wherever you can. The square is its own background, so it works on white, on dark colors and on photographs.

Black

Black square, white lettering. For anything printed in black and white.

Reversed

White square with a red outline and red lettering. For red backgrounds, where the red square would disappear.

ICON•S red

HEX	#FD0000
RGB	253, 0, 0
CMYK	0, 100, 100, 0

Give printers these values, or send them the PDF logo file.

Other colors

The logo does not come in any other color. Please do not recolor it to match an event, a university or a flag.

Space and size

Clear space

Leave an empty margin on every side of the logo, at least a fifth of the logo's width. On a logo 5 cm (2 in) wide, that is 1 cm (0.4 in). Keep text, other logos and the edge of the page outside this margin.



The dashed line marks the clear space.

Minimum size

Use the logo at least 2 cm (¾ in) wide in print and 100 pixels wide on screen. Any smaller and the words "International Society of Public Law" cannot be read.



The smallest size in print. On A4 paper this is its actual size.

Using the logo

Chapters and Interest Groups may use the logo anywhere, in print or online, for their own activities. Members may use it to publicize their part in an ICON•S event, such as a panel at the Annual Conference. Please do not use it for anything else, or in a way that suggests ICON•S organizes or endorses something it does not.

Wherever it appears

Three things hold for every use.

(a) Use the files we provide, at or above the minimum size, with clear space around the logo.
(b) Place the logo on a plain area of the page, screen or photograph.
(c) Next to other logos, such as a host university's, set all the logos in one row at the same height, with clear space between them.

Profile pictures

The Society's logo on its own is the profile picture of the Society's accounts. For a chapter or group account, use your chapter or group logo. If you do not have one yet, write to us.

Certificates and letters

The wording should make clear that your chapter or group is issuing them.

Partners

If a university or another partner needs the logo for a joint event, send them the files and this guide.

Alt text

When a platform asks for alt text, write "ICON•S, International Society of Public Law".

Fonts

There is no required font for your own materials. If you would like a suggestion, EB Garamond (free from Google Fonts) and Cambria (included with Word) suit letters and certificates well. Whichever font you choose, never use it to retype the logo.

Please don't



Stretch or squash the logo.



Rotate it.



Recolor it. It comes in full color, black and reversed only.



Retype or redraw any part of it.



Crop it, including into a circle.



Add shadows, glows or other effects.



Place the red square on a red background. Use the reversed version.



Add words, shapes or other logos inside the square or touching it.



Copy it from a website or a screenshot. Download the files instead.

AI tools

Many posters, slides and social media images are now made with AI tools. Left to themselves, these tools redraw the logo, and the result is almost always wrong: misshapen letters, a different red, a misspelled name. If you use an AI tool, four steps prevent this.

(a) Give the tool this guide and a logo file, and tell it to follow the guide.
(b) Tell it to place the logo file exactly as it is. An AI tool should never draw, redraw or improve the logo.
(c) If the tool cannot place a file, which is common with image generators, have it leave an empty space and add the logo yourself afterwards.
(d) Check the result before you share it. The logo should be the real file, and the name should read ICON•S.

A line for your request

Follow the attached ICON•S Name and Logo Guide. Use the attached logo file exactly as it is, without redrawing or changing it, and write the Society's name as ICON•S.

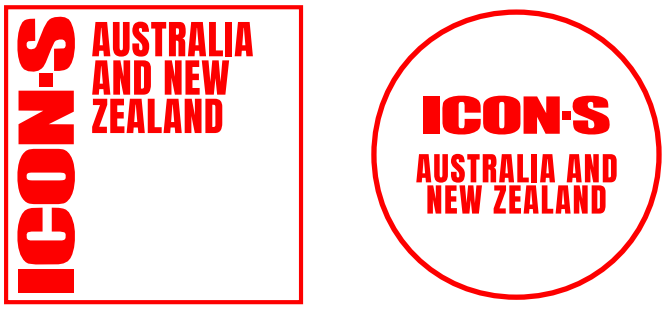
Copy this sentence into your request, and attach this guide and a logo file with it.

Chapter and Interest Group logos

Chapters and Interest Groups do not create their own logos. If you would like one, write to us and we will design it with you.

Chapters

Write to the Co-Directors of Chapter Development at icons.chapterdevelopment@gmail.com. All chapter logos share one design: ICON•S with the chapter's name, in the ICON•S red. Each comes in a square and a circle version.



The logo of the ICON•S Australia and New Zealand Chapter, square and circle.

Interest Groups

Write to the Director of Interest Groups at icons.interestgroups@gmail.com. Each Interest Group logo is designed individually with the group.

The same rules

The rules in this guide apply to chapter and Interest Group logos too.

Until your logo is ready

Use the ICON•S logo and write your chapter's or group's full name as text beside it, outside the logo's clear space. Never put your name inside the square.

Existing logos

If your chapter or group already uses a logo that we did not design, please write to us and we will work with you on a replacement.

Downloads

The logo files are at icon-society.org/logo. Each file comes in full color, black and reversed.

Which file to use

SVG	Sharp at any size, for designers and printers
PDF	For printers
PNG, 512 px	Email signatures
PNG, 1024 px	Websites, slides and social media
PNG, 2000 px	Letters, certificates and Word documents
PNG, 4000 px	Posters and banners, when the SVG or PDF cannot be used

Older copies

Please replace any older copies of the logo with these files.

Questions

Write to us at icons@icon-society.org.