



XXV ISPRS CONGRESS

TORONTO, CANADA | 4-11 JULY 2026

FROM IMAGERY TO UNDERSTANDING

BRAND GUIDELINES



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ISPRS 2026 Congress Brand

As we prepare to host the XXV Congress of the International Society for Photogrammetry and Remote Sensing, we are thrilled to introduce our vibrant and dynamic visual identity that encapsulates the spirit of Toronto and the excellence of Canada.

Our logo is a colorful depiction of the iconic Toronto skyline, capturing the energy and diversity of our host city. The skyline serves as the main focus, symbolizing the modernity and innovation at the heart of ISPRS. A distinctive feature of our logo is the red maple leaf of Canada, elegantly integrated as the 'dot' on the 'l' of ISPRS, representing our nation's pride and its pivotal role in this prestigious event.

The ISPRS 2026 Congress aims to bridge global insights with Canadian expertise in remote sensing and photogrammetry. Our brand identity is designed to reflect this mission, blending international collaboration with the unique character and achievements of our local scientific community.

This guide outlines the essential elements of our visual identity, providing clear instructions on how to maintain consistency across all communications and materials. By adhering to these guidelines, we ensure a unified and professional representation of ISPRS 2026, fostering a strong, recognizable presence both locally and internationally.

Typography

The primary typeface for the ISPRS 2026 Congress is Barlow. Any weight of the Barlow font family may be used for content creation.

On this page are guidelines for font usage for headings, sub-headings and body copy.

MAIN FONT

Barlow Bold

A B C D E F G H I J K L M N O P Q R S
T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v
w x y z 1 2 3 4 5 6 7 8 9 0

HEADINGS

Barlow Bold – Blue

SUBHEADINGS

Barlow SemiBold – Orange

BODY COPY

Barlow Regular

WEBSITE COPY

WIX Madefor Display

WEB / ONLINE SUBSTITUTE*

Roboto Bold - Headings

Roboto Medium - Subheadings

Roboto Light - Body Copy

* Should only be used when Barlow and WIX Madefor Display not available

Color Palette

The color palette for ISPRS 2026 consists of one main primary colour; blue, and three supporting colors; orange, red and green. A dark navy-blue can be used as an alternative to the primary blue for backgrounds requiring a higher contrast. Secondary colors can be used as outlined on this page.

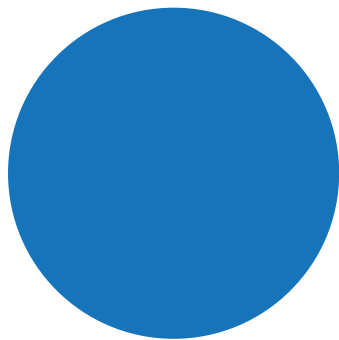
Maintaining consistency with these colors ensures a cohesive and recognizable brand identity.

PRIMARY COLOR USAGE

Headings (Print and Digital)
Button Normal State

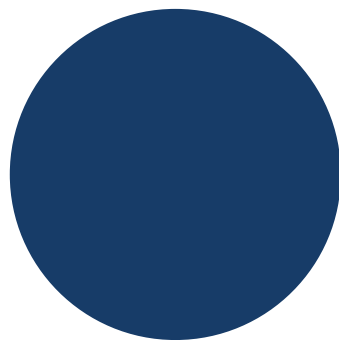
SECONDARY COLOR USAGE

Subheadings
Button Active + Hover States



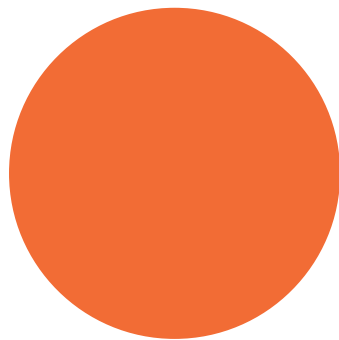
PRIMARY COLOR

CMYK: **86, 51, 1, 0**
RGB: **22, 116, 186**
HEX: **#1674BA**
PANTONE: **3005 C**



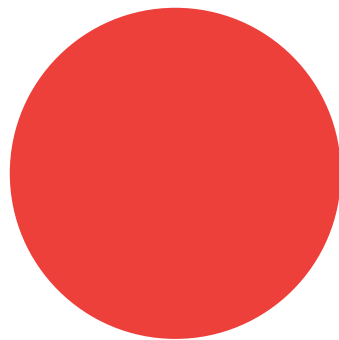
BACKGROUND COLOR

CMYK: **100, 82, 33, 21**
RGB: **23, 60, 104**
HEX: **#173C68**
PANTONE: **2767 C**



SECONDARY COLOR 1

CMYK: **0, 72, 87, 0**
RGB: **242, 108, 53**
HEX: **#F26C35**
PANTONE: **1645 C**



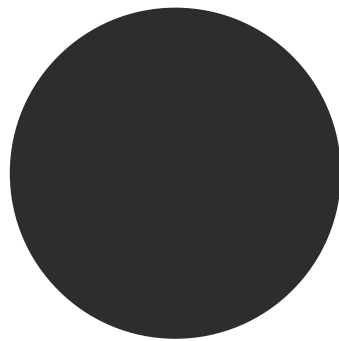
SECONDARY COLOR 2

CMYK: **0, 90, 82, 0**
RGB: **238, 64, 59**
HEX: **#EE403B**
PANTONE: **179 C**



SECONDARY COLOR 2

CMYK: **50, 1, 98, 0**
RGB: **141, 197, 65**
HEX: **#8DC541**
PANTONE: **7488 C**



BODY TEXT COLOR

CMYK: **70, 64, 63, 64**
RGB: **45, 45, 45**
HEX: **#2D2D2D**
PANTONE: **426 C**

Supporting Design Elements

In addition to the color palette, ISPRS 2026 incorporates supporting design elements that further enhance the branding.

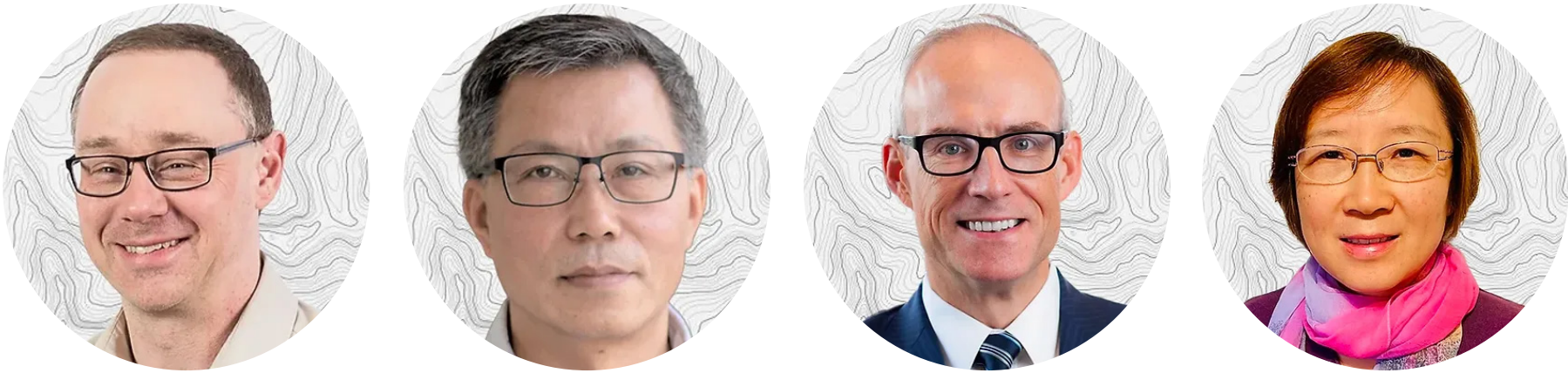
Thoughtful integration of these design elements throughout the Congress materials will contribute to a visually cohesive and engaging brand presence.



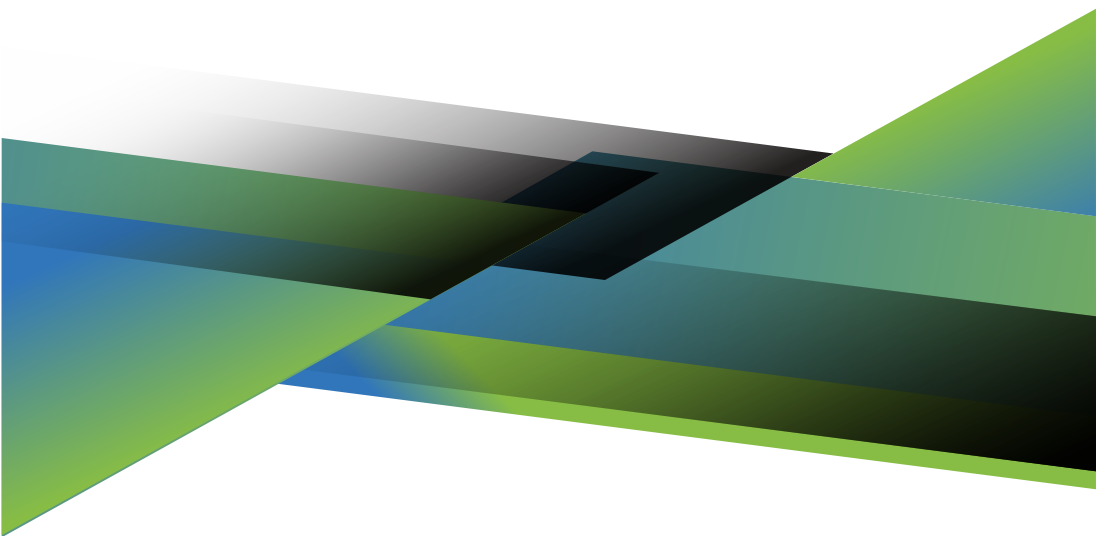
Remote sensing and/or photogrammetry imagery should be used as background imagery when possible. Imagery should match brand colors or used at 10% opacity with a white background.



ISPRS and CRSS logos should be used on all promotional materials (as above).



Committee and speaker headshots should be placed over line background.



Abstract shapes used as a border or to separate images and solid colors



Congress Favicon



All icons should have medium thickness lines and appear in red or orange when possible.

Logo Variations



Primary Logo - Horizontal Full Colour



Primary Logo - Stacked Full Colour



Secondary Logo - Full Colour



Primary Logo - Horizontal Greyscale



Primary Logo - Stacked Greyscale



Secondary Logo - Greyscale

Logo Variations



Primary Logo - Horizontal Inverse



Primary Logo - Stacked Inverse



Secondary Logo - Inverse



Primary Logo - Horizontal Inverse



Primary Logo - Stacked Inverse



Secondary Logo - Inverse