



## INTRODUCING THE NEW ISIC CARD DESIGN

As part of a brand refresh campaign, ISIC is introducing a fresh, modern and stylish new logo and card design. The logo features a refreshed colour palette that stays true to its origins, while also embracing a new look and feel. By eliminating the complexity and dated iconography, the new ISIC identity gives cardholders a clear, simple and professional sign of membership of belonging to a global community.

### NEW ISIC CARD DESIGN



The new ISIC card design is divided into two distinct areas:

#### 1. ISIC top bar

The ISIC top bar is consistent on every card and features the following elements:

**ISIC logo / UNESCO logo /  
unique ISIC card number**

#### 2. Flexible background area

The area under the ISIC top bar is flexible and may feature a partner's branding, for example your university's colours or graphics.

### NEW IYTC AND ITIC CARD DESIGNS



**!** 2019 will be a transitional year for all local ISIC issuers as they make the necessary steps to transition to the new branding. As a result, there will be a period where both old and new cards will be available on the market.