

ICMA

LOGO + BRAND
GUIDELINES

Updated November 2019



OVERVIEW

These guidelines cover how to use the ICMA Brand. The purpose: to present a cohesive, coherent image of ICMA that build brand equity.

The ICMA brand is about **momentum**.

When one of our stakeholders sees a piece of literature, an ICMA exhibit or an ICMA web page, they should know immediately it is coming from ICMA. Our logo cannot do the job by itself. These design guidelines provide information on using color, typography, photography, and images to create communication pieces that will combine to form a lasting and powerful impression of ICMA. That image should be of creating momentum for our members, our partners, and others connected with local government.

BRAND STORY

In 1914 a group of appointed progressive local government leaders with the title of city manager, joined together to form ICMA. Energized by the reform movement, the founders committed to a code of ethics and a dedication to the stewardship of the communities they served—sound fiscal and operations management and improving the quality of life for citizens through the development and sharing of best practices. Over the next 100 years, as the importance of cities, counties, and towns continued to grow, the role of the manager has become more complex and sophisticated. But at its core, ICMA is known for its Code of Ethics and for the resources, networks, and expertise that help municipal leaders around the world grow professionally and make communities better, where we live, work, and play.

OUR BRAND VALUES

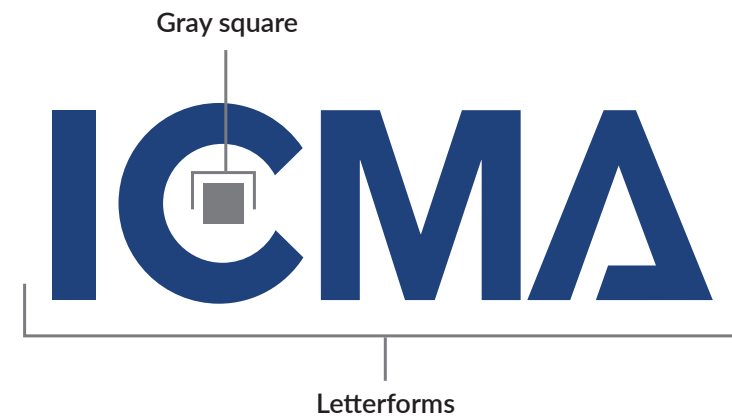
- Leadership
- Innovation
- Expertise
- Connection
- Ethics
- Dedication

LOGO: Standard

The logo is the primary graphic mark used to identify the organization and its association with its product offerings. It is a clear and recognizable representation of our company, our people, and our brand. This valuable asset that must be used consistently in the proper, approved formats. The master brand logo consists of the four letterforms, ICMA, and a gray square, which are combined in a specific configuration to form the complete logo. The reversed logo should be used on dark backgrounds. The size and space relationships between the letters, words and shapes must be maintained at all times.

The standard logo should be used for four main purposes:

1. to close a piece (e.g., back of factsheet, postcard, or brochure, or the last slide in a presentation);
2. where there isn't a top or bottom edge from which to hang the tag (e.g., a promo item, the middle of a document or web page);
3. documents that cannot bleed off a page (e.g., a Word document or flyer likely to be reproduced on an office printer);
4. by third parties, under license only (partner communications, co-marketing, sponsorships, etc); or
5. Co-branded pieces.



NON-INTERFERENCE ZONE

When the ICMA logo is accompanied by additional text or other graphic elements, an image-free zone should be maintained around the logo to avoid visual interference from other elements on the page. As a rule, a minimum distance—equal to the cap height of the letter I of ICMA—should be maintained around the logo. Copy, images or graphic elements must not encroach upon this minimum distance. The ICMA logo should never be shown in a confined area less than the non-interference zone and must never be connected to any copy, logomark, or slogan other than those approved by the ICMA Outreach team.



Height of the letter “I” in “ICMA” should be maintained around the logo.

LOGO: Blue Tag

The blue tag logo should be used to introduce the ICMA brand on a communication. The top or bottom of the logo must bleed off the edge of the layout like a tag, layered on top of photography, illustration, or color elements in the layout. The blue tag logo is a reversed Master Brand logo, set on a blue box, which becomes visually more prominent and associates the color with the corporate mark.

The blue tag logo is reserved for ICMA use only. Logo lockups, sponsorships, co-branded pieces, or use of the logo by an outside organization requires the standard logo.

The tag logo should occur only once per piece. For instance, on a multipage piece the tag would go on the cover, but the standard logo would be used for the back cover.

Space above logo equal to length of the "I" in the ICMA logo

Space below logo equal to half the length of the "I" in the ICMA logo

Space to each side logo equal to half the length of the "I" in the ICMA logo



NON-INTERFERENCE ZONE

A non interference zone equal to the height of the "I" in the ICMA logo must be observed.



LOGO: Incorrect Usage

Here are a few examples of practices to avoid.

DO NOT ALTER PROPORTIONS



DO NOT CHANGE LOGO COLORS



DO NOT ADD GRAPHIC EMBELLISHMENTS



DO NOT ADD TEXT OR LOGO ELEMENTS



DO NOT OUTLINE THE LOGO



DO NOT ROTATE THE LOGO



DO NOT PLACE ON BACKGROUNDS THAT ARE TOO LIGHT OR TOO DARK



DO NOT PLACE OVER BUSY IMAGES



DO NOT USE LOGO IN PLACE OF TEXT



LOGO: With Name

At times, it will be necessary to include the full organization name. Instances include correspondences where the logo stands alone, such as email signatures, or when the acronym may not be known, as on an outside partner's materials.



LOGO: Primary Programs

In an identity system, consistency is key to overall brand recognition. All of these logo lockups exist as a uniform system, consistently maintaining hierarchy between the logo and the program name. Only approved program areas should be locked up with the ICMA master logo, and will be created individually by Creative Services. A full list of approved programs is available through the Outreach Team.

PRIMARY PROGRAMS

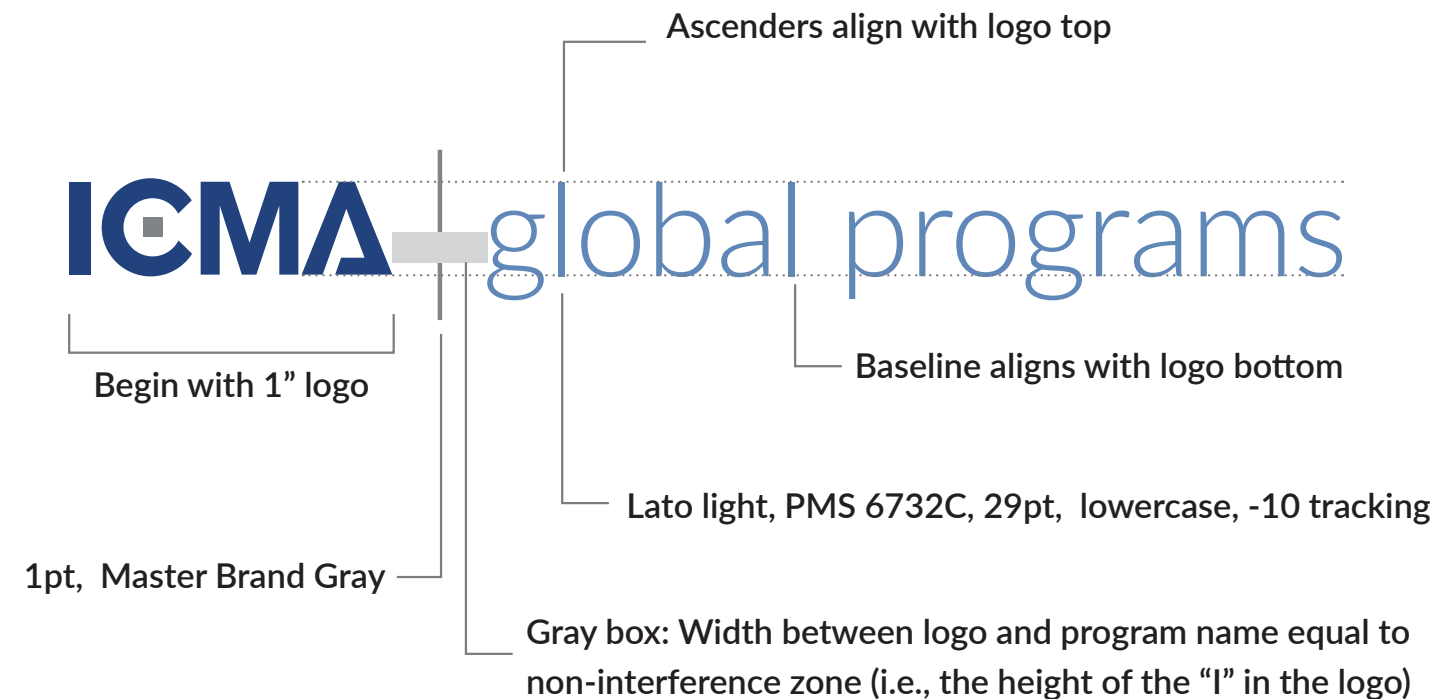
Primary programs are ICMA's flagship initiatives. Primary programs are long-term, have high brand recognition, serve a large audience, and generally encompass a range of smaller programs or initiatives.

NOTE: A program logo lockup should only be used when all the content in the respective piece correlates to that program. Whenever you are communicating to more than one program or audience, use the master logo.

ICMA | ethics ICMA | conference ICMA | members

ICMA | job center ICMA | global programs

inside | ICMA ICMA | coaching program



LOGO: Secondary Programs

In an identity system, consistency is key to overall brand recognition. All of these logo lockups exist as a uniform system, consistently maintaining hierarchy between the logo and the program name. Only approved program areas should be locked up with the ICMA master logo, and will be created individually by Creative Services. A full list of approved programs is available through the Outreach Team.

Secondary programs are shorter-term and/or apply to a narrow audience. These initiatives typically come under the umbrella of a primary program, but may stand alone in some circumstances.

NOTE: A secondary program logo lockup should only be used when all the content in the respective piece correlates to that program. Whenever you are communicating to more than one program or audience, use the master logo.

ICMA | ethics
Issues and Advice

ICMA | members
Regional Summits

ICMA | job center
Career Development

ICMA | Civic Engagement

ICMA | Student Chapters

WITH PRIMARY PROGRAM

Begin with 1" primary program logo

ICMA

global programs

Extend divider line

Civic Engagement

Lato italic, PMS Cool Gray 9C, 19pt, sentence case, -20 tracking

WITHOUT PRIMARY PROGRAM

Begin with 1" primary program logo

ICMA

Civic Engagement

Lato italic, PMS Cool Gray 9C, 19pt, sentence case, -20 tracking

TYPOGRAPHY

As with the logo and color palette, consistent typography reinforces ICMA's brand identity. We use three approved brand fonts: Lato, Din Condensed, and Garamond.

If a font becomes part of a graphical illustration in a multimedia or campaign communication, it may become necessary to use a different font, the most common circumstance being conveying a sense of location in annual conference communications. Use discretion when choosing other fonts and only with approval of creative services.

Lato

Lato should be used for headlines and may be used for copy. Short headlines or labels can be all caps, otherwise headlines and subheads are sentence case. This is the main font on icma.org. **If Lato is unavailable, Arial or Helvetica may be used.**

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
01234567890 =~!@#\$%^&*()+[]\{}|;:'<>?.,/

Lato Light
Lato Light Italic
Lato Regular
Lato Italic

Lato Semibold
Lato Semibold Italic
Lato Bold
Lato Bold Italic

Lato Black
Lato Black Italic

Din Condensed

Din Condensed is a display font that is used as a complement to Lato, primarily for heads, subheads, and sidebar copy.

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
01234567890 =~!@#\$%^&*()+[]\{}|;:'<>?.,/

Garamond

Garamond should be used primarily for extended running body copy in longer, multiple-page documents, such as brochures and datasheets. **If Garamond is unavailable, Georgia may be used.**

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
01234567890 =~!@#\$%^&*()+[]\{}|;:'<>?.,/

Garamond Regular
Garamond Italic

Garamond Bold
Garamond Bold Italic

Color Palette

Consistent use of this color palette will ensure a cohesive expression of the ICMA brand and increase brand recognition across media.

PRIMARY PALETTE. The Master Blue and Gray featured in the logo are accompanied by a gray-blue, teal, and neutral, for a streamlined look. Master Blue should always be present in ICMA communications.

SECONDARY PALETTE. The four secondary colors below are meant to be used alongside the primary palette to provide accent and visual interest. No more than two secondary colors should be used in a single piece. Secondary colors are not tied to any specific program or area.

WEB BUTTON. Orange is the primary color for buttons on icma.org. This color is chosen for its high contrast to the primary blues and teals, but should be used in very limited quantities, if at all, in other pieces.

		PRIMARY BLUES		PRIMARY NEUTRALS		
MASTER BLUE		GRAY-BLUE	TEAL	COOL GRAY	WARM GRAY	
						
PMS 654 C FOR WEB USE R: 40 G: 66 B: 124 HEX #28427c FOR PRINTING USE C: 98 M: 85 Y: 24 K: 7		PMS 7682C FOR WEB USE R: 98 G: 125 B: 171 HEX #627caa FOR PRINTING USE C: 63 M: 43 Y: 8 K: 8	PMS 7468C FOR WEB USE R: 28 G: 130 B: 184 HEX #1c82b8 FOR PRINTING USE C: 82 M: 40 Y: 9 K: 0	PMS COOL GRAY 9C FOR WEB USE R: 119 G: 118 B: 121 HEX #767679 FOR PRINTING USE C: 55 M: 47 Y: 44 K: 11	PMS WARM GRAY 3C FOR WEB USE R: 193 G: 183 B: 175 HEX #c0b7af FOR PRINTING USE C: 25 M: 24 Y: 28 K: 0	
						
		SECONDARY PALETTE				WEB BUTTON
	LIGHT BLUE	GREEN	MAROON	YELLOW	ORANGE	
						
	PMS 658C FOR WEB USE R: 179 G: 201 B: 233 HEX #b2c8e8 FOR PRINTING USE C: 28 M: 14 Y: 0 K: 0	PMS 339C FOR WEB USE R: 0 G: 179 B: 138 HEX #00b289 FOR PRINTING USE C: 83 M: 0 Y: 63 K: 0	PMS 221C FOR WEB USE R: 150 G: 0 B: 72 HEX #960048 FOR PRINTING USE C: 31 M: 100 Y: 53 K: 21	PMS 1235C FOR WEB USE R: 255 G: 188 B: 0 HEX #ffbc00 FOR PRINTING USE C: 0 M: 33 Y: 100 K: 0	PMS 173C FOR WEB USE R: 213 G: 70 B: 30 HEX #d4461d FOR PRINTING USE C: 11 M: 87 Y: 100 K: 2	
						

Graphic Patterns

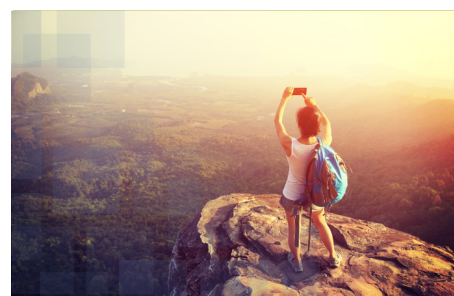
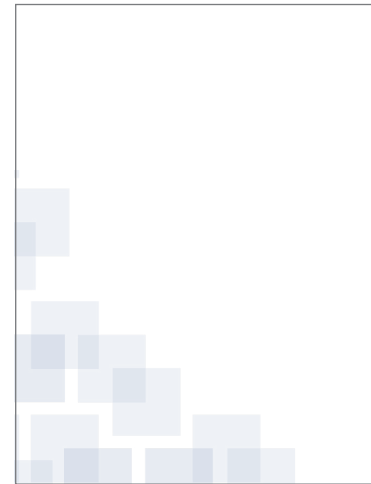
ICMA's branding features two distinctive graphic patterns, both based on the square pattern in the logomark. This shape reflects our brand legacy, and also represents the ICMA member: the leader who is at the "core" of better communities.

This graphic pattern is used across a variety of brand touchpoints, as illustrated on this page and throughout this document. The graphic pattern may be applied to a variety of compositions including portrait and landscape.

The graphic patterns shown here may be adjusted slightly to accommodate layouts that are proportionally different. When making adjustments, always maintain the intent of the original crop as closely as possible.

Always use master artwork for reproduction. Contact Creative Services to obtain the correct files.

While its use is not mandatory, it is required on all master brand graphics, including standard ICMA communications (letterhead, business cards, e-blasts, etc.)



IMAGERY: Member Photos

Imagery in web print and video should reflect ICMA's core values. Progressive, innovative, a culture of leadership, and a community. Most importantly, imagery should be member-focused and convey a sense of momentum. Photography should reflect the diverse people and events that make the ICMA experience exciting and rewarding.

Photos of ICMA members, events, and communities are the most impactful way to communicate the organization's value. Imagery should focus on the people and activities that encompass ICMA membership. Photos of members in action and exciting ICMA events convey momentum and excitement.

SAMPLE CATEGORIES



Mentoring/Coaching



Professional Development



Networking/Social Life



Signature Events



Member Communities



Members on the Job



Global Projects



Member and Staff Interaction



Speakers/Keynoters in Action

IMAGERY: Stock Photos

When lack of a suitable member image requires the use of stock photography, images should be abstract or of inanimate objects. Avoid posed stock photos of people and instead focus on the concepts surrounding the design piece. Images should convey a sense of momentum and action.

CORRECT STOCK PHOTO USAGE: Choose artistically-shot photos of objects, places, and conceptual themes that depict action or motion. When it is necessary to use people (e.g., meetings, offices), make sure faces are blurred or in the distance to avoid the look of a posed photo. Insert ICMA products into stills of computers or ipads to personalize an image.



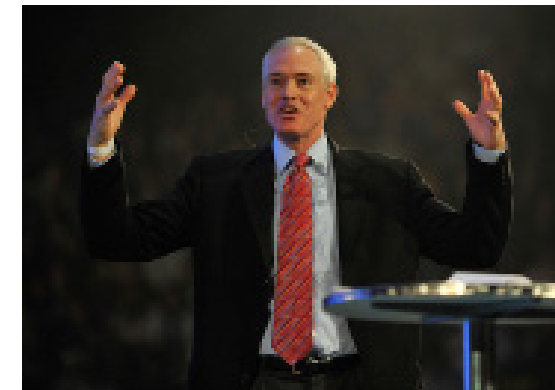
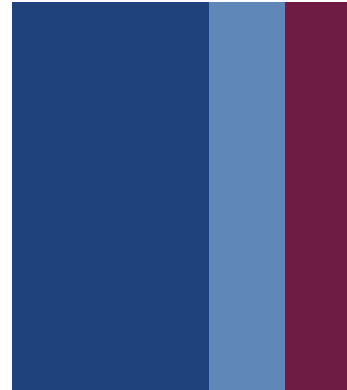
INCORRECT STOCK PHOTO USAGE: ICMA strives to depict an authentic experience in our branding. Avoid stock imagery that is posed, unrealistic, generic, dated, or that show faces.



IMAGERY: Color Matching

The master blue and gray can be paired with any of the secondary colors for accent. When possible, coordinate the photo with the accent color to tie the piece together. Do not use more than two accent colors together.

ICMA Master Blue must always be the dominant color and can be the only color other than black or gray, in minimalist designs.



IMAGERY: Vectors/Illustrations

Vector images can provide a sense of momentum to an existing design or be the basis for a campaign. It's also an ideal choice to illustrate financial or technical concepts without using literal imagery.

Contemporary illustrations can also be used along with text to create a unique look and feel for a campaign.

Vector imagery should be abstract, dynamic, and when possible, match the ICMA color palette.

CORRECT VECTOR USAGE:



INCORRECT VECTOR USAGE: ICMA's branding is progressive and flexible, meant to adapt with the times. Ensure that vector usage is not overly literal, dated, or reminiscent of "clip-art."

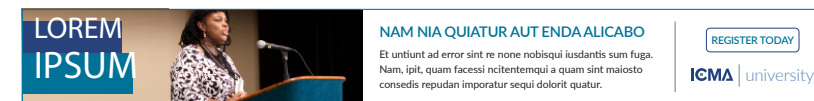


IMAGERY: Additional Graphic Elements

Optional branding elements to give structure to a design while maintaining the ICMA look and feel. The elements may be used on an as-needed basis at the designer's discretion.

Color bars: Color bars anchor a photo to your design and tie the palette together. They can also be used to highlight text overlaid on an image. They can be added in either the master blue or an accent color to bring out elements of the accompanying graphics.

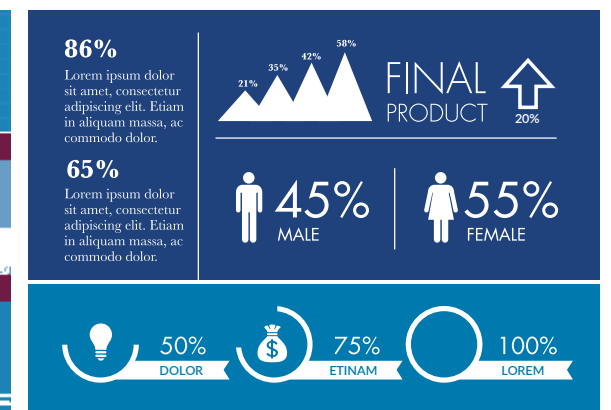
COLOR BARS: Color bars anchor a photo to your design and tie the palette together. They can also be used to highlight text overlaid on an image. They can be added in either the master blue or an accent color to bring out elements of the accompanying graphics, and can be vertical, horizontal, or diagonal.



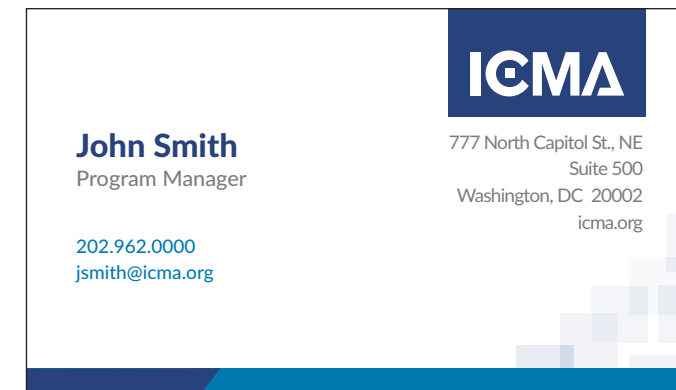
ICONS: Icons are flat, with a white illustration placed inside a branded-color circle. Icon imagery communicate simple topics, and the image should be recognizable at a glance. A library of existing icons is available; please request new icons from Creative Services.



INFOGRAPHICS: ICMA's infographics are flat and easy to read, featuring strong imagery, ICMA brand colors, and simple, but impactful, data sets. Whenever possible, ensure that infographic imagery matches icons created for a similar concept.




USAGE EXAMPLES: Letterhead and Business Card



USAGE EXAMPLES: PowerPoint Presentation

ICMA



PRESENTATION TITLE
Subtitle

Author Name | September 1, 2017

Title Here

ICMA



Divider
Page

ICMA

Agenda/Contents

- Bullet
- Bullet
- Bullet
- Bullet

Title Here

ICMA

Alternate title layout when you need more space for your figures or imagery.

Tables, images, or charts can go to the right, when bullets aren't needed. Don't use too much text!



Divider
Page

ICMA

Header Goes Here

- Adjust blue box to fit the header
- Short, impactful bullets
- You can include a photo to the right of the bullets
- No more than four bullets per page

Title Here

ICMA

- Bullet
- Bullet
- Bullet
- Bullet


Divider
Page

ICMA

Title Goes Here

Tenesserum fuga. Nam volor maximet volorum fugitissita si dolorest.

Tables, images, or charts can go to the right, when bullets aren't needed. Don't use too much text!



Title Here

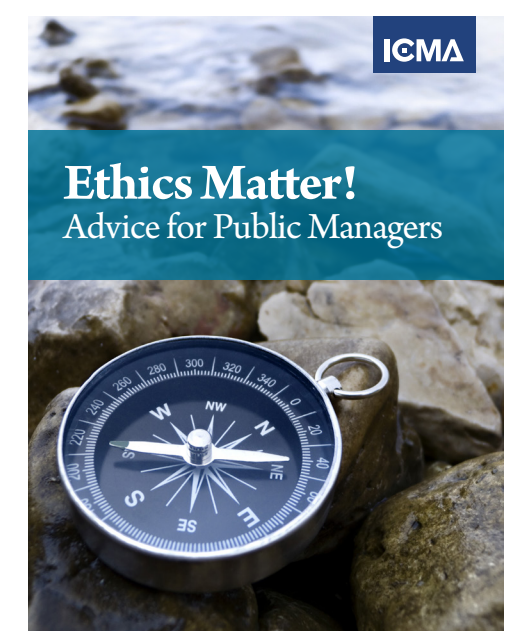
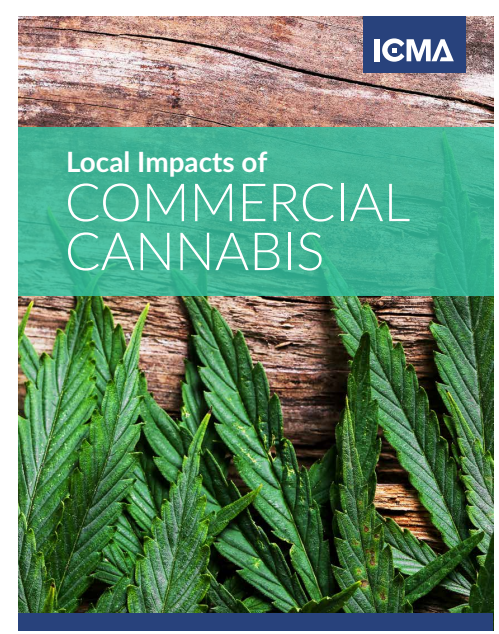
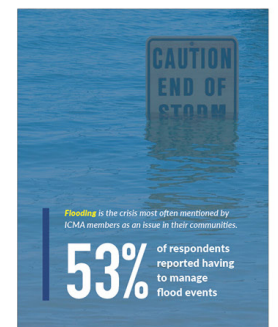
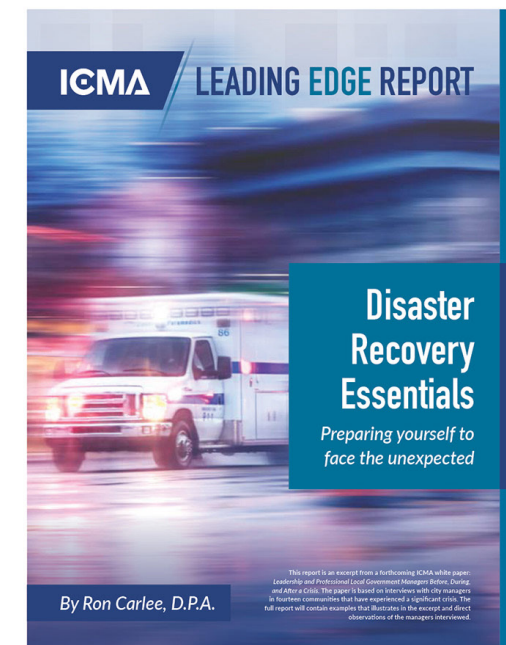
ICMA

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THANK YOU

ICMA
INTERNATIONAL CITY/COUNTY
MANAGEMENT ASSOCIATION

USAGE EXAMPLES: Reports



USAGE EXAMPLES



E-blast

A large blue banner for an ICMA event. The ICMA logo is in the top right corner. The main text reads "KEYNOTE SPEAKER" in red and "BOOK SIGNING" in large blue letters. Below this is a photo of Simon Bailey, a smiling man with glasses. To his right, the event details are listed: "WEDNESDAY, OCTOBER 25", "SIMON BAILEY", "Shift Your Brilliance and Brilliant Living", and the time/location "10:30-11:30 a.m. Stars at Night Ballroom Lobby, Ballroom Level". Below the photo are two book covers: "Shift Your Brilliance" and "Brilliant Living". A note states: "Shift Your Brilliance and Brilliant Living will be available for purchase at the Registration area. Sunday through Tuesday." At the bottom, the website "icma.org" is displayed in white on a dark blue background.

Signage

A banner for "Leadership Reimagined". It features a stylized graphic of a head profile with a lightbulb inside, symbolizing ideas. The text "LEADERSHIP Reimagined" is in a mix of blue and white fonts. A "SUBSCRIBE NOW" button is in the bottom right corner.

A dark blue banner for a webinar. It says "New Webinar: PERFORMANCE MEASUREMENT IN LOCAL GOVERNMENT". It features a small circular photo of John Smith and the text "Hosted by John Smith". A "REGISTER TODAY" button is at the bottom.

A banner for a webinar with a blurred city street background. It says "INFRASTRUCTURE AND LOCAL GOVERNMENT". A "LEARN MORE" button is at the bottom.


A bright yellow banner for a "FRIDAY ROUNDUP". It says "This week's BIG IDEAS in local government" with "BIG IDEAS" in large blue letters. A glowing lightbulb with the ICMA logo inside is on the right. The bottom features a line-art city skyline.

A banner for a webinar featuring a photo of a man speaking. The text includes "LOREM IPSUM" on the left, "NAM NIA QUIATUR AUT ENDA ALICABO" in the middle, and "Et untiant ad error sint re none nobisqui iusdantis sum fuga. Nam, ipit, quam facessi ncientemqui a quam sint maiosto consedis repudan imporatur sequi dolorit quatur." on the right. An "ICMA" logo is in the top right, and a "LEARN MORE" button is in the bottom right.

Web Graphics

USAGE EXAMPLES

Introducing the
2016 ICMA Coaching Program
Thrive in local government!



Key Program Services to help you grow and enjoy your career.

Six live webinars per year spotlighting best practices on key topics from local government professionals throughout the U.S. — invite your whole team to participate.

Register now. Advance registration is required for each webinar. Simply click on the links below. If your schedule changes and you can't make a session, you'll receive an automatic notice afterwards with details on how to access the materials and digital recordings.

ICMA | coaching

UPCOMING EVENTS

ALIC TO
Ipsum rest evenditatus

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FERNATUS
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SE NESTI
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ALIC TO
Ipsum rest evenditatus

Magazine Ad

ICMA Sustainability Programs



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For more information, contact John Smith at 202.962.3829 or info@icma.org

icma.org/sustainability

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FERNATUS
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ICMA | sustainability

Info sheet/Events Flyer


LOREM IPSUM

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REGISTER TODAY

ICMA | university



Skyscraper ad


Find out what's **new** and **noteworthy** in local government at the

ICMA | blog

[READ THE LATEST POST](#)

Spotlight

LOREM IPSUM



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REGISTER TODAY

ICMA | university

Leaderboard ad

ICMA

INTERNATIONAL CITY/COUNTY MANAGEMENT ASSOCIATION

777 N. Capitol St NE, Ste. 500, Washington, DC 20002

202.962.0000 | 202.962.0000(f) | info@icma.org
