Logo and Brand Standards
Quick Start Guide

These guidelines were developed to assist you in using the ICMA corporate logo correctly and consistently. If you need additional assistance or would like more comprehensive guidelines, please contact Creative Services at creative@icma.org.

BASIC GROUND RULES

All requests to use the ICMA logo must be approved in advance by the Creative Services team. This team must also approve any applications of the ICMA logo that vary from those shown in this guide. The guidelines shown here should be considered rules, not suggestions.

THE ICMA LOGO

PRIMARY LOGO

The primary ICMA logo is just the logo mark, without any slogans, program names, or the organization name. This logo is to be used on the majority of ICMA communications.

Full Color/Two Color　　**One Color Blue**　　**Grayscale**

One Color Reversed

Clear spacing around the logo

A required minimum amount of space should be maintained around the ICMA logo to avoid visual interference from other elements on the page. The spacing shown at right is proportional and remains constant whatever the size of the logo. Height of the letter "I" in "ICMA" should be maintained around the logo.

Logo Don'ts

DO NOT ALTER PROPORTIONS

DO NOT CHANGE LOGO COLORS

DO NOT ADD GRAPHIC EMBELLISHMENTS

DO NOT ADD TEXT OR LOGO ELEMENTS
icma.org

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
RENEW YOUR ICMA MEMBERSHIP

LOGO WITH NAME

When the logo is being used outside of ICMA materials or website (e.g., a partner site, co-branded report), or more is part of a standalone piece where further clarification about who we are is needed (e.g., a convention display), you may use the logo lockup with organization name. It is available in ICMA blue, black, and reverse, in two configurations.

ICMA INTERNATIONAL CITY/COUNTY MANAGEMENT ASSOCIATION

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PRIMARY PROGRAM LOGOMARK

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.

Below are examples of primary program logomarks; the full catalog of approved logomarks are available on SharePoint. Logomarks for new programs are created by Creative Services with the approval of the Outreach director.

ICMA | ethics   **ICMA** | university   **ICMA** | members

SECONDARY PROGRAM LOGOMARK

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.

Below are examples of secondary program logomarks. These are created as needed and are not on Sharepoint. Please contact Creative Services if you need a secondary logomark.

ICMA | ethics
Issues and Advice

ICMA | members
Regional Summits

ICMA | job center
Career Development

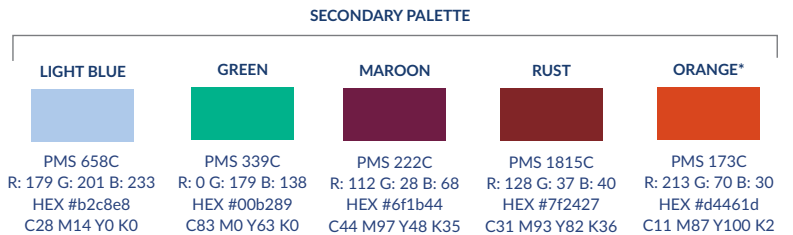**ICMA** | *Civic Engagement*   **ICMA** | *Student Chapters*

FONTS

ICMA's branded fonts are Lato (sans-serif) and Arno Pro (serif), seen throughout this guide. If you do not have these fonts on your computer, please substitute Helvetica or Arial for Lato, and Georgia for Arno Pro.

ICMA COLORS

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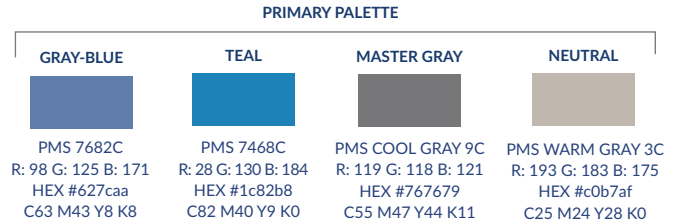
SECONDARY PALETTE. The eight secondary colors below are meant to be used alongside the primary palette to provide accent and visual interest. No more than two secondary colors should be used in a single piece. Secondary colors are not tied to any specific program or area.

PRIMARY PALETTE

MASTER BLUE
PMS 654 C
R: 40 G: 66 B: 124
HEX #28427c
C97 M85 Y24 K7

GRAY-BLUE
PMS 7682C
R: 98 G: 125 B: 171
HEX #627caa
C63 M43 Y8 K8

TEAL
PMS 7468C
R: 28 G: 130 B: 184
HEX #1c82b8
C82 M40 Y9 K0

MASTER GRAY
PMS COOL GRAY 9C
R: 119 G: 118 B: 121
HEX #767679
C55 M47 Y44 K11

NEUTRAL
PMS WARM GRAY 3C
R: 193 G: 183 B: 175
HEX #c0b7af
C25 M24 Y28 K0

SECONDARY PALETTE

LIGHT BLUE
PMS 658C
R: 179 G: 201 B: 233
HEX #b2c8e8
C28 M14 Y0 K0

GREEN
PMS 339C
R: 0 G: 179 B: 138
HEX #00b289
C83 M0 Y63 K0

MAROON
PMS 222C
R: 112 G: 28 B: 68
HEX #6f1b44
C44 M97 Y48 K35

RUST
PMS 1815C
R: 128 G: 37 B: 40
HEX #7f2427
C31 M93 Y82 K36

ORANGE*
PMS 173C
R: 213 G: 70 B: 30
HEX #d4461d
C11 M87 Y100 K2

PHOTOS

MEMBER PHOTOS: 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 activites that encompass ICMA membership, with a sense of action, momentum, and excitement.

A library of member photos is available at icma.smugmug.com. Contact Creative Services if you need additional images or would like to contribute to our photo library.

Mentoring/Coaching

Professional Development

Member and Staff Interaction

Members on the Job

STOCK PHOTOS: When lack of a suitable member images 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. ***Please contact Creative Services if you need stock images.***

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: ICMA strives to depict an authenic experience in our branding. Avoid posed, unrealistic, generic, or dated images, or photos that show faces.