ICF International Coaching Federation

BRAND GUIDELINES
& Style Guide

coachingfederation.org

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Welcome

Since you are holding this guide and reading these words, we're trusting you with our very identity: our brand.

We aren't interested in all of the buzzwords and catchphrases and marketing jargon surrounding the word brand. But we do care about what people think about us. We care about our reputation. We care about building great relationships.

We also care about growing our organization. But, for us, it's not all about numbers. We are passionate about the impact we can make — about empowering the world through coaching.

The following pages are full of guidelines, rules, and handy tips that we hope will help you communicate our values, realize our vision, and reinforce our brand.

It is impossible to predict every situation, brand execution, or implementation, but this guide will help refine your approach.

Whether you are a new staff member, an ICF Chapter Leader, a strategic partner, or one of our amazing vendors, thank you for helping us achieve our goals and pursue our mission.

Welcome to the ICF family.

Questions? Contact us at icfpr@coachingfederation.org.

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What's Inside

Questions? Contact us at icfpr@coachingfederation.org.

004

Intent of This Guide

This style guide is a reference for our staff, Chapter Leaders, vendors, and others who are authorized to work with the ICF brand.

Our intent with this guide is not to restrict creativity and innovation: far from it. We believe in innovation and creative spirit.

What we strive for is a coordinated, consistent and effective brand presence in everything we create. If we make something, we want to make sure that people know where it came from.

While some of our brand executions and graphics have been standardized— like business cards, letterhead, and envelopes—these are not intended as the focus of this guide.

Instead, the focus of this guide is to empower you with the elements you

need to create. By utilizing these tools, resources, and adhering to the guidelines within, you'll make things that look like the ICF brand, every time.

Please refer back to this guide often. We believe that our style guide is a living document. It should evolve over time, just as our brand inevitably will.

If you have any questions concerning the content of this guide, please don't hesitate to reach out to our Marketing and Communications team at icfpr@coachingfederation.org.

Questions? Contact us at icfpr@coachingfederation.org.

Using Our Brand Materials

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For legal, copyright, or usage questions relating to our brand visuals, please reach out to the ICF Marketing and Communications team at icfpr@coachingfederation.org.

We are reasonable people—and open to most things—but when it comes to our brand, our reputation, we maintain strict control. We hold ourselves to incredibly high standards, and we expect the same wherever our brand is represented.

You must have specific permission and authorization to use any of our brand materials, including any resources, graphics, or visual elements found within this guide and its accompanying files. Simply being in possession of these materials does not imply or imbue permission in any way.

The approval process for materials and implementations of our brand will vary. Please contact an authorized ICF representative (usually your point of contact) with questions.

We reserve the right to disapprove or deny any use or uses of our logo, our brand visuals, or other brand elements at any time, for any reason.

Questions? Contact us at icfpr@coachingfederation.org.

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Approvals

This guide is not a comprehensive list of rules. We recognize the creative journey is full of twists and turns. New approaches, new trends, and changes in technology will inevitably have an effect on our brand and the way we execute it visually.

That said, we insist that any brand execution follow the guidelines listed within. Anything outside of these guidelines must be approved by an authorized representative from the ICF Marketing Team.

Outside approvals may be submitted electronically by emailing the concept to icfpr@coachingfederation.org.

If you are a vendor working on one of our brand executions, we require an electronic or physical proof before any item is printed, published, or otherwise executed. These proofs can be submitted to your point of contact within ICF.

Questions prevent mishaps: If you have a question about the use of our brand materials, please do not hesitate to ask!

Questions? Contact us at icfpr@coachingfederation.org.

007

About ICF

Where the love of coaching begins and never ends.

The International Coaching Federation (ICF) is more than a membership organization for coaches. We are a hub for all things related to coaching: coach community, coach training, coach credentialing and standards, thought leadership, coaching in organizations, pro bono coaching, and so much more.

Within this section, you will learn who we are, what we stand for, and where we came from.

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Who We Are

With 35,000+ ICF Members, 29,000+ Credential-holders and more than 140 Chapters around the world, maintaining the ICF brand can be a difficult task. Consistent use of ICF logos, colors, fonts and styles enables ICF to maintain a clear, recognizable and unified brand identity, both within the ICF community and with all of our stakeholder groups. Help us advocate for coaching in one strong, unified voice.

Questions? Contact us at icfpr@coachingfederation.org.

VISION STATEMENT

Coaching is an integral part of a thriving society and every ICF Member represents the highest quality of professional coaching.

MISSION STATEMENT

The International Coaching Federation (ICF) exists to lead the global advancement of the coaching profession.

009

Empowering coaches since 1995.

ICF was founded in 1995 by Thomas Leonard, for the purpose of having a space for all coaches to support one another and help grow the profession. The following year, the first issue of ICF Coaching News was sent to approximately 400 subscribers.

Fast-forward a few decades, and ICF is the world's largest organization of professionally trained coaches, with more than 35,000 members in 146 countries and territories. Together, we are pursuing a powerful vision: ensuring that coaching

is an integral part of a thriving society and that every ICF Member represents the highest quality of professional coaching.

In 2020, ICF celebrated 25 years of serving the coaching profession. That same year, we changed our name from the International Coach Federation to the International Coaching Federation, and transitioned from a single organization to a federation of six family organizations:

• ICF Professional Coaches
• ICF Credentials and Standards
• ICF Coach Training
• ICF Foundation
• ICF Coaching in Organizations
• ICF Thought Leadership Institute

As coaching continues to grow worldwide, ICF will continue to evolve to meet the needs of coaches, coaching clients, our communities and the world.

Questions? Contact us at icfpr@coachingfederation.org.

010

Integrity. Excellence. Collaboration. Respect.

Our Values

01. **Integrity:** We uphold the highest standards both for the coaching profession and our organization.

02. **Excellence:** We set and demonstrate standards of excellence for professional coaching quality, qualification and competence.

03. **Collaboration:** We value the social connection and community building that occurs through collaborative partnership and co-created achievement.

04. **Respect:** We are inclusive and value the diversity and richness of our global stakeholders. We put people first, without compromising standards, policies and quality.

Questions? Contact us at icfpr@coachingfederation.org.

011

Our Brand Personality

ICF and its family organizations empower our stakeholders to succeed through tools, resources, standards, and the global community they provide. Each family organization has its own unique products, services, attributes, and stakeholders, but ICF's common thread is empowerment.

Together, we are empowering the world through coaching.

Questions? Contact us at icfpr@coachingfederation.org.

We are relevant, trustworthy, visionary and inspirational.

012

Voice & Style

We speak with passion and credibility. We are professional and inclusive.

Coaching is why we're here. It's our purpose.

The way we speak to our stakeholders is important. We strive to ensure that every brand execution communicates our brand voice.

Speaking as one unified ICF voice will create a stronger impact and demonstrate the professionalism that ICF embodies.

Communicating in a consistent style will help enhance the professionalism and credibility of ICF in the marketplace. Guidelines have been established to elevate ICF's communications.

In this section, you will find guidance on how to communicate in our brand voice and style.

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Our Writing Tone & Voice

We speak to our members, volunteers and other stakeholders with professionalism, passion, inclusivity and credibility. We're relevant, trustworthy, visionary and inspirational.

Questions? Contact us at icfpr@coachingfederation.org.

014

Empowering the world through coaching.

Our tagline represents our brand value and overall mission.

The purpose of our brand tagline is to capture and summarize our brand promise, brand values, and product experience.

The tagline may be used in any marketing materials, advertising, or brand execution where we seek to communicate our personality, mission, or brand values.

The tagline may be used in combination with the brand logo and brand images as a standalone brand marketing campaign. The brand tagline should not be combined with campaign-specific taglines or phrases.

Avoid rewriting, rewording, or editing the tagline in any way.

Questions? Contact us at icfpr@coachingfederation.org.

015

Master Style List

The following are general formatting guidelines established for use in email, website, collateral, social media and any other ICF communications. This list is not comprehensive. When in doubt, refer to an up-to-date version of the Associated Press Style Guide.

- Body text should be 9 or 10 pt. Montserrat Medium or Helvetica.
- The official language of ICF marketing and communication materials is American English.
- Use only one space after a period.
- Do not indent paragraphs.
- Use one line space between paragraphs.

Names, Titles, Degrees

- Use first and last name of individuals on first reference. Use first name on second and following references.
- Include a person's ICF Credential on first reference in an article or bio. Set ICF Credentials (ACC, PCC, MCC) in commas after the last name on the first reference only.

  EXAMPLE: John Smith, PCC, was nominated as a candidate for the Circle of Distinction.

- Avoid using courtesy titles such as Mr., Mrs., Ms., or Dr.
- Use degree titles after the name, but before an ICF Credential.

  EXAMPLE: David Johnson, Ph.D., MCC

- If you are using more than one coaching credential, the ICF Credential should

be listed first. Only the ICF Credential should be used when representing ICF or in official ICF materials.

Times and Dates

- **Months/Days:** For global communications, ICF Headquarters will spell out months and days of the week.

  EXAMPLE: Saturday, January 1, 2010.

- ICF recognizes the needs of chapters to use locally recognized formats.

- **Time:** Use a.m. and p.m., lowercase with periods.
  Correct: 7 p.m. Incorrect: 7:00 P.M. The exception to this guideline is the 12 o'clock hour. Please write these times as 12 Noon and 12 Midnight.

- **Time zones:** ICF Headquarters will list all times in New York time denoted in parentheses.

  EXAMPLE: All calls will take place at 2 p.m. (New York) with the addition of UTC/GMT, Paris, and Hong Kong times for Virtual Education programs. ICF recognizes the needs of Chapters to provide local time zones when appropriate.

Numerals

- **Money:** The official currency of ICF Headquarters is US dollars noted by a dollar sign ($) preceding the amount and USD after the amount.

  EXAMPLE: The registration fee is $50 USD. ICF recognizes the needs of chapters to use locally recognized currency formats.

Past Presidents/Chairs

- Prior year's ICF Global Board Chair is Immediate Past Chair, ICF Global. All prior past Chairs are ICF Global Past Chair. All past Presidents from 2012 and prior are ICF Global Past President. Chapters may use locally appropriate terminology.

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ICF-Specific Style Elements

Assessor – Capitalize only after ICF, as in "ICF Assessor."

Board – Capitalize Board when it refers to the ICF Global Board of Directors. Do not use the abbreviation BOD. Only use in conjunction with the ICF Global Board or appropriate Chapter.
EXAMPLES: The ICF Global Board met last month in Chicago. The Board voted to table the matter. / The ICF New England Board will meet next month.

Chapter and Chapter Leader – Capitalize these terms when referring to an ICF Chapter or when used in a proper name.
EXAMPLES: The ICF New York City Chapter is holding a meeting this week. / All ICF Chapters are invited to attend the Chapter Leader Presentations held monthly. / All ICF Chapters were represented at the ICF Global Leaders Forum.

Coaching World – Always capitalize and italicize.

coachingfederation.org – Do not include www. before it.

Code of Ethics – Capitalize after ICF or when referring to the ICF Code of Ethics. Capitalize the word Code when it stands alone, but refers to the ICF Code.
EXAMPLE: To be Credentialed, you must follow the ICF Code of Ethics. / It is stated in the Code.

Communities of Practice (CPs) – Spell out on first reference followed by its acronym in parentheses. Use acronym on second and following references.
EXAMPLE: See the list of ICF Communities of Practice (CPs) online.

Core Competencies – Capitalize following ICF. Lowercase in general use.
EXAMPLE: The ICF Core Competencies are taught in accredited coach-training programs. / She told him about the core competencies of coaching.

Continuing Coach Education (CCE) units – Spell out first reference followed by its acronym in parenthesis. Do not capitalize units.
EXAMPLE: Earn 3 Continuing Coach Education (CCE) units at our upcoming event. 1 CCE unit will be Resource Development.

Credential – Capitalize Credential when it refers to the ICF Credentials (ACC, PCC, MCC) or ICF Credentialing Program. Lowercase in general use.
EXAMPLE: She earned an ICF Credential in 2010. / He passed his ACC Credential exam. / Clients agree that credentials are important.

Credentialed Coach Finder (CCF) – In general, spell out on the first reference followed by its acronym in parenthesis. Use acronym on second and following references.
EXAMPLE: You can search for ICF credentialed Members on the

Questions? Contact us at icfpr@coachingfederation.org.

017

ICF-Specific Style Elements

Credentialed Coach Finder. / Please be sure to update your profile on CCF.

ICF Credential-holder – Use when referring to individuals that hold an ICF Credential.

ICF-credentialed coach member – Use when referring to individuals that hold an ICF Credential and are ICF Members.

ICF Global – Use when it is necessary to distinguish the international organization from ICF Chapters. Do not use "Global ICF."
EXAMPLE: ICF Global staff met with ICF Australasia leaders during the conference

ICF Headquarters – Use when referring to the physical office/ address of the ICF based in Lexington, Ky. Use ICF Global to distinguish the international organization from ICF Chapters.
EXAMPLE: Send your renewal applications to ICF Headquarters by December 31.

ICF Member – Always capitalize 'member' when it follows ICF.
EXAMPLES: ICF Members are entitled to

many benefits. Each member receives many benefits.

International Coaching Federation (ICF) – In general, spell out on first reference with ICF in parentheses.

Nonprofit – one word without a hyphen.

Task force(s) – two words.

Strategic Plan – Capitalize when referring to the ICF Strategic Plan.
EXAMPLE: The Board approved the ICF Strategic Plan for 2010. / The priorities set forth in the Strategic Plan have been communicated to all staff. / They met for a strategic planning session.

Sub-committee – always use a hyphen.

ICF Family Organization names– Always use the full name of the family organization in public communications.

ICF Professional Coaches

ICF Credentials and Standards

ICF Coach Training

ICF Foundation

ICF Coaching in Organizations

ICF Thought Leadership Institute

Questions? Contact us at icfpr@coachingfederation.org.

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ICF Brand Logos

The heart, soul, and center of our brand identity.

Our logo is how our customers tell us apart from a crowded industry. It's a promise of quality, consistency, and reliability.

As such, it is vital that our logo is presented correctly in every execution. This section covers these guidelines in detail.

Any use of our brand logo outside of or conflicting with the contents of this section will be considered unauthorized.

Terms of Use

As a general rule, third parties may not use the International Coaching Federation (ICF) logo, which in this context includes (but is not limited to) the ICF primary logo, ICF family organization logos, and ICF Chapter logos. There are limited circumstances under which third parties may use the ICF logo. The logo must always be used pursuant to the specifications on these pages to identify ICF or ICF services. Any use that falls outside of these specifications is strictly prohibited.

Third parties may only use the logo under the following limited circumstances: In advertising, marketing collateral, or a website that references your connection with ICF (e.g., the material states that you are an ICF-approved coach training program or ICF Member) provided that the area in which the ICF logo is used includes the corporate logo of at least one other company with which you have a similar relationship.

DO NOT use the ICF logo in products, product packaging or other business services for which a formal license is required. The logo may link only to coachingfederation.org. You may not use it to link to other pages on your website or any other websites. The logo may not be used to indicate any kind of endorsement by ICF of a company's product or service; or that any official status for any product or service has been conferred by or is otherwise associated with ICF; or to show any kind of relationship with ICF aside from those permitted above.

DO NOT display the ICF logo as a primary or prominent feature on any non-ICF materials. Companies using the logo pursuant to these guidelines must also display in the primary and more prominent position, their own logo(s), business name, product names, or other branding. The logo may not be imitated or used as a design feature in any manner. The logo may not be used in a manner that would disparage ICF or its products or services. Neither the logo nor the ICF name may be used in any other company name, product name, service name, domain name, website title, publication title, or the like. Non-ICF materials should not mimic any ICF advertising, product packaging, or website design.

ICF reserves the right in its sole discretion to terminate or modify permission to display the logo, and may request that third parties modify or delete any use of the logo that, in ICF's sole judgment, does not comply with these guidelines or might otherwise impair ICF's rights in the logo. ICF further reserves the right to object to unfair uses or misuses of its trademarks or other violations of applicable law.

ICF's name ("International Coach Federation" or "International Coaching Federation"), acronym ("ICF") and/or logos may not be used by an individual or organization that isn't directly affiliated with ICF.

EXAMPLES OF ACCEPTABLE USE INCLUDE:

- ICF Members referring to themselves as such on their coaching business' website
- An ICF Chapter launching a Facebook group according to the guidelines provided by ICF
- ICF Credential-holders referring to themselves as such in press releases regarding career milestones

EXAMPLES OF UNACCEPTABLE USE INCLUDE:

- Graduates of ICF-approved or -accredited coach-training programs calling themselves an "ICF coach"
- Marketing a webinar with a title such as "How to Become an ICF Coach"
- Creating a LinkedIn group with a title such as "ICF Coaches' Group"

Questions? Contact us at icfpr@coachingfederation.org.

ICF

International
Coaching
Federation

021

ICF
INTERNATIONAL
COACH
FEDERATION

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International
Coach Federation

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ICF

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ICF International Coaching Federation

What Our Mark Stands For

RELEVANT.

TRUSTWORTHY.

VISIONARY.

INSPIRATIONAL.

Our new mark was inspired by the coach journey. It's moving. It holds energy and inspires action. It also emphasizes the organization moving from "Coach" to "Coaching." The wordmark is strong and stable, but the rounded edges make it approachable and friendly.

Questions? Contact us at icfpr@coachingfederation.org.

ICF International Coaching Federation

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ICF Professional Coaches

ICF Credentials and Standards

ICF Coach Training

ICF Foundation

ICF Coaching in Organizations

ICF Thought Leadership Institute

ICF Brand System

More than a new name, it's a new ecosystem to better empower the world through coaching. We are more than just coaches. We are leaders, educators, investors, thought leaders.... united to ensure that coaching is an integral part of a thriving society.

ICF remains committed to advancing the coaching profession by setting high standards and building a worldwide network of trained coaching professionals.

Questions? Contact us at icfpr@coachingfederation.org.

023

Which logo do I use?

When marketing or promoting the International Coaching Federation as a whole, please use the master ICF Logo with the gold gradient and "International Coaching Federation" spelled out.

When marketing or promoting ICF Professional Coaches products and services, please use the ICF Professional Coaches logo with the light blue gradient and "Professional Coaches" spelled out.

Generally, ICF Member communications, Chapter communications and membership campaigns would fall under the ICF Professional Coaches family organization brand. ICF Chapters also fall under the ICF Professional Coaches brand color palette.

When marketing and promoting ICF Credentials and Standards products and services, please use the ICF Credentials and Standards logo with the orange gradient and "ICF Credentials and Standards" spelled out.

ICF Credential promotions would fall under the ICF Credentials and Standards family organization brand.

When marketing and promoting ICF Coach Training products and services, please use the ICF Coach Training logo with the green gradient and "ICF Coach Training" spelled out.

Communications going out to Coach Training providers about accreditation with ICF would typically fall under the ICF Coach Training family organization.

When marketing and promoting the ICF Foundation, please use the ICF Foundation logo with the magenta gradient and "ICF Foundation" spelled out.

Communications promoting Ignite and other pro bono initiatives would fall under the ICF Foundation family organization brand.

When marketing and promoting ICF Coaching in Organizations products

and services, please use the ICF Coaching in Organizations logo with the purple gradient and "ICF Coaching in Organizations" spelled out.

When marketing and promoting ICF Thought Leadership Institute products and services, please use the ICF Thought Leadership Institute logo with the red gradient and "ICF Thought Leadership Institute" spelled out.

If you are unsure of which logo set to use, please contact the ICF Communications and Marketing team for guidance.

Questions? Contact us at icfpr@coachingfederation.org.

024

STACKED LOCKUP

HORIZONTAL LOCKUP

ICON-ONLY

WORDMARK ONLY

A Scalable Identity

Trying to fit the same mark simultaneously on a billboard and on the side of an ink pen is a challenge. Our identity system is designed for flexibility, consistency, and brand recognition.

Instead of trying to fit a logo into a space that is too small, use a different version for maximum visual impact and clarity.

When using the icon-only mark, ensure that our brand name is visible near or in relationship with the icon. This will help reinforce our brand recognition across multiple touch points.

The Wordmark is only to be used in small, narrow spaces when the ICF brand mark does not fit.

Questions? Contact us at icfpr@coachingfederation.org.

025

Horizontal Lockup

The brand logo identifies the ICF brand as a whole. Use this logo to represent the overarching ICF organization. The horizontal lockup should be used whenever possible.

This logo is a carefully created piece of locked artwork that should not be altered in any way.

Questions? Contact us at icfpr@coachingfederation.org.

026

Lockup Assembly

When our icon and wordmark are assembled together, the height of our wordmark can be used to determine the ratio and relationship between the two elements.

SEPARATION

The space between the icon and wordmark is equal to the height of the "C" in the wordmark.

ALIGNMENT

The baselines of the ICF "Icon" and the full wordmark should align.

CLEAR SPACE

At a minimum, there should be clear space equal to the height of a capital letter "C" from the wordmark on all four sides of the logo.

.75" or 50px

MINIMUM SIZE

This version is not intended for extremely small sizes. The minimum height is .75" for print applications and 50px for digital applications.

Questions? Contact us at icfpr@coachingfederation.org.

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Color Variations

Each brand logo lockup has several color variations for use on different background types, tones, and colors.

When in doubt, use the most legible version of the logo for the available background.

For printed executions, special care should be given to ensure logo legibility on the final media or material used.

Questions? Contact us at icfpr@coachingfederation.org.

Full Color

ICF Blue with the Global Gold gradient in the "C"

White with Gradient

Solid reverse White

Single Color, Dark

Solid ICF Blue

Single Color, Light

Solid reverse White

028

Stacked Lockup

Designed specifically to be vertically efficient, the stacked lockup is a perfect fit for taller areas.

While we generally prefer the full horizontal logo, there are no specific restrictions that would prevent this version from use.

ICF
International Coaching Federation

LOCKUP ASSEMBLY

The icon and wordmark is left-aligned and separated by the height of a letter C.

CLEAR SPACE

At a minimum, there should be clear space equal to the height of a capital letter "C" from the wordmark on all four sides of the logo.

1.5" or 100px

MINIMUM SIZE

This version is not intended for extremely small sizes. The minimum height is 1.5" for print applications and 100px for digital applications.

Questions? Contact us at icfpr@coachingfederation.org.
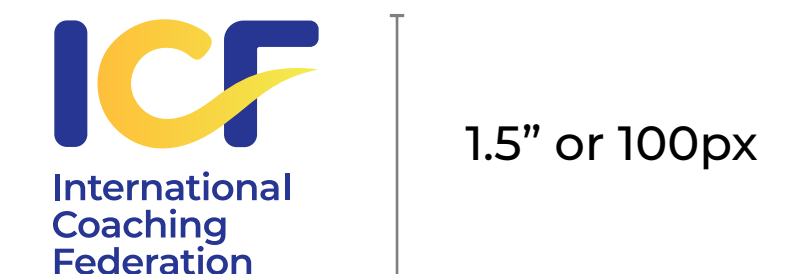
029

Icon-Only Lockup

When subtlety is desired, the ICF icon can be used in place of a full brand logo lockup.

When this mark is used, ensure that our brand name is visible near or in relationship with the icon. This will help reinforce brand recognition.

Questions? Contact us at icfpr@coachingfederation.org.

SPECIAL COLOR USAGE

When the icon is used as a standalone element, it will accommodate any acceptable combination of our colors.
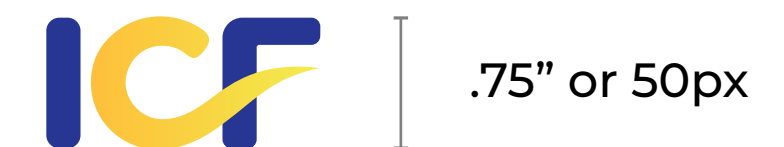
.75" or 50px

MINIMUM SIZE

At small sizes, ensure the line weight is legible and that the negative spaces do not close. The minimum height is .75" for print and 50px for digital applications.

030

Background Control

Contrast is the name of the game when considering placing the logo on any background.

Our logo should not only be legible; it should also make a clear, strong statement when used. If there is not enough contrast between the logo and the background, the presence of the logo is weakened.

The logo may be placed on photographs, textures, and patterns as long as there is enough contrast for the logo to be visible.

Questions? Contact us at icfpr@coachingfederation.org.

Use the one-color blue logo on top of light photographs. Do not use the two-color version on photographs.

The one-color white version of the logo may used on any dark photographic background. Do not use the two-color version on photographs.

The one-color blue version of the logo may be used on any light colored gradients or backgrounds.

The one-color version of the logo may be used on any dark colored gradients or backgrounds.

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Common Errors

Do not stretch, squash, skew, or distort the logo in any way.

Do not edit the logo color, use an off-brand color, or reduce the logo opacity.

Do not add graphic effects to the logo, including drop shadows.

Note: This is not a comprehensive list of errors. These are simply the most common or egregious errors.

Do not place the logo on a high-contrast pattern or busy photograph.

Do not change the layout or relationship between logo elements.

Do not encroach on the required clear space surrounding the logo.

Questions? Contact us at icfpr@coachingfederation.org.

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File Types

The files provided with this guide generally fall into two types: raster and vector files. While both can be used for most applications, typically one is more suited, depending on the usage intent.

Raster Files

Raster files are comprised of a grid of pixels. These types of files always have a set resolution and size. Once you increase the size past its predetermined size, the quality decreases. You've probably seen this before: images begin to appear pixel-lated if they're pushed too far.

Graphics, like the brand logo, can be exported in raster versions. Photographs are always raster files.

Raster files are typically used for web graphics and digital executions. When used in print applications, you must ensure that the file exceeds the minimum DPI (dots per inch) of 150DPI, or risk a low-quality print.

Typically, raster files end with .jpg, .png, .gif, and .psd. They are easy to open and apply.

Vector files

Vector files create their shapes by mathematical equations between anchor points. Since they are crafted by ratios, and not a grid of colored squares, vector images can be infinitely scaled.

Graphics, like the brand logo, are typically created as vector files. Illustrations, iconography, and graphic elements are created as vector files.

The limitations of vector files lie in their strengths: because each relationship is an equation, complex items, gradients, photographs often make vector file sizes too large. Raster images are more efficient in those situations.

Vector files are typically used for printing or producing the logo or other graphics in most forms. If you're ever asked for a high-resolution logo file, send a vector file.

Typically, vector files end with .ai, .eps and .svg. Without special programs, these files will be difficult to open but are often perfect to submit to vendors.

Questions? Contact us at icfpr@coachingfederation.org.

033

ICF Family Organization Logos

ICF is one family — we are One ICF.

Each family organization utilizes a distinct color gradient in the ICF icon in addition to their wordmark.

It is vital that our logos are presented correctly in every execution. This section covers these guidelines in detail.

Any use of our brand logo outside of or conflicting with the contents of this section will be considered unauthorized.

034

ICF
Professional
Coaches

ICF Professional
Coaches

ICF

ICF Professional Coaches

STACKED LOCKUP   HORIZONTAL LOCKUP   ICON-ONLY   WORDMARK ONLY

A Scalable Identity

Trying to fit the same mark simultaneously on a billboard and on the side of an ink pen is a challenge. Our identity system is designed for flexibility, consistency, and brand recognition.

Instead of trying to fit a logo into a space that is too small, use a different version for maximum visual impact and clarity.

When using the icon-only marks, ensure that our brand name is visible near or in relationship with the icon. This will help reinforce our brand recognition across multiple touch points.

The Wordmark is only to be used in small, narrow spaces when the ICF brand mark does not fit.

Questions? Contact us at icfpr@coachingfederation.org.

035

ICF Professional Coaches

The ICF Professional Coaches logo should only be used to represent the membership arm of the organization. The horizontal lockup with the light blue gradient should be used whenever possible.

This logo is a carefully created piece of locked artwork that should not be altered in any way.

Questions? Contact us at icfpr@coachingfederation.org.

ICF Professional Coaches Light Blue

PMS 3125 C
CMYK: 89, 0, 19, 0
RGB: 0, 174, 199
HEX: #00AEC7

ICF Professional Coaches Gradient

PMS 3125 C and PMS 072 C

036

Horizontal Lockup

When the icon and wordmark are assembled together, the height of our wordmark can be used to determine the ratio and relationship between the two elements.

See the next page for additional layouts, color variations and background control.

SEPARATION

The space between the icon and wordmark is equal to the height of the "C" in the wordmark.

ALIGNMENT

The baselines of the ICF "Icon" and the full wordmark should align.

CLEAR SPACE

At a minimum, there should be clear space equal to the height of a capital letter "C" from the wordmark on all four sides of the logo.

.75" or 50px

MINIMUM SIZE

This version is not intended for extremely small sizes. The minimum height is .75" for print applications and 50px for digital applications.

Questions? Contact us at icfpr@coachingfederation.org.

037

Stacked Lockup

Designed specifically to be vertically efficient, the stacked lockup is a perfect fit for taller areas.

While we generally prefer the full horizontal logo, there are no specific restrictions that would prevent this version from use.

ICF
Professional Coaches

LOCKUP ASSEMBLY

The icon and wordmark is left-aligned and separated by the height of a letter C.

CLEAR SPACE

At a minimum, there should be clear space equal to the height of a capital letter "C" from the wordmark on all four sides of the logo.

1.5" or 100px

MINIMUM SIZE

This version is not intended for extremely small sizes. The minimum height is 1.5" for print applications and 100px for digital applications.

Questions? Contact us at icfpr@coachingfederation.org.

038

Color Variations

Each brand logo lockup has several color variations for use on different background types, tones, and colors.

When in doubt, use the most legible version of the logo for the available background.

For printed executions, special care should be given to ensure logo legibility on the final media or material used.

Questions? Contact us at icfpr@coachingfederation.org.

Full Color

ICF Blue with the ICF Professional Coaches Blue gradient in the "C"

White on Gradient

Solid reverse White

One Color on White

Solid ICF Blue

White on Color

Solid reverse White

039

ICF Credentials and Standards

The ICF Credentials and Standards logo should only be used to represent the credentialing arm of the organization. The horizontal lockup with the orange gradient should be used whenever possible.

This logo is a carefully created piece of locked artwork that should not be altered in any way.

Questions? Contact us at icfpr@coachingfederation.org.

ICF Credentials and Standards Orange

PMS 716 C
CMYK: 0, 59, 100, 0
RGB: 234, 118, 0
HEX: #EA7600

ICF Credentials and Standards Gradient

PMS 716 C and PMS 603 C

040

Horizontal Lockup

When the icon and wordmark are assembled together, the height of our wordmark can be used to determine the ratio and relationship between the two elements.

See the next page for additional layouts, color variations and background control.

SEPARATION

The space between the icon and wordmark is equal to the height of the "C" in the wordmark.

ALIGNMENT

The baselines of the ICF "Icon" and the full wordmark should align.

CLEAR SPACE

At a minimum, there should be clear space equal to the height of a capital letter "C" from the wordmark on all four sides of the logo.

.75" or 50px

MINIMUM SIZE

This version is not intended for extremely small sizes. The minimum height is .75" for print applications and 50px for digital applications.

Questions? Contact us at icfpr@coachingfederation.org.

041

Stacked Lockup

Designed specifically to be vertically efficient, the stacked lockup is a perfect fit for taller areas.

While we generally prefer the full horizontal logo, there are no specific restrictions that would prevent this version from use.

LOCKUP ASSEMBLY

The icon and wordmark is left-aligned and separated by the height of a letter C.

CLEAR SPACE

At a minimum, there should be clear space equal to the height of a capital letter "C" from the wordmark on all four sides of the logo.

1.5" or 100px

MINIMUM SIZE

This version is not intended for extremely small sizes. The minimum height is 1.5" for print applications and 100px for digital applications.

Questions? Contact us at icfpr@coachingfederation.org.

Full Color

White on Gradient

042

Color Variations

ICF Blue with the ICF Credentials and Standards Orange gradient in the "C"

Solid reverse White

Each brand logo lockup has several color variations for use on different background types, tones, and colors.

When in doubt, use the most legible version of the logo for the available background.

For printed executions, special care should be given to ensure logo legibility on the final media or material used.

One Color on White

White on Color

Solid ICF Blue

Solid reverse White

Questions? Contact us at icfpr@coachingfederation.org.

043

ICF Coach Training

The ICF Coach Training logo should only be used to represent the accreditation arm of the organization. The horizontal lockup with the green gradient should be used whenever possible.

This logo is a carefully created piece of locked artwork that should not be altered in any way.

Questions? Contact us at icfpr@coachingfederation.org.

ICF Coach Training Green

PMS 340 C
CMYK: 100, 0, 81, 0
RGB: 0, 150, 94
HEX: #00965E

ICF Coach Training Gradient

PMS 340 C and PMS 072 C

044

Horizontal Lockup

When the icon and wordmark are assembled together, the height of our wordmark can be used to determine the ratio and relationship between the two elements.

See the next page for additional layouts, color variations and background control.

SEPARATION

The space between the icon and wordmark is equal to the height of the "C" in the wordmark.

ALIGNMENT

The baselines of the ICF "Icon" and the full wordmark should align.

CLEAR SPACE

At a minimum, there should be clear space equal to the height of a capital letter "C" from the wordmark on all four sides of the logo.

.75" or 50px

MINIMUM SIZE

This version is not intended for extremely small sizes. The minimum height is .75" for print applications and 50px for digital applications.

Questions? Contact us at icfpr@coachingfederation.org.

045

Stacked Lockup

Designed specifically to be vertically efficient, the stacked lockup is a perfect fit for taller areas.

While we generally prefer the full horizontal logo, there are no specific restrictions that would prevent this version from use.

LOCKUP ASSEMBLY

The icon and wordmark is left-aligned and separated by the height of a letter C.

CLEAR SPACE

At a minimum, there should be clear space equal to the height of a capital letter "C" from the wordmark on all four sides of the logo.

1.5" or 100px

MINIMUM SIZE

This version is not intended for extremely small sizes. The minimum height is 1.5" for print applications and 100px for digital applications.

Questions? Contact us at icfpr@coachingfederation.org.

Color Variations

046

Each brand logo lockup has several color variations for use on different background types, tones, and colors.

When in doubt, use the most legible version of the logo for the available background.

For printed executions, special care should be given to ensure logo legibility on the final media or material used.

Questions? Contact us at icfpr@coachingfederation.org.

Full Color

ICF Blue with the ICF Coach Training Green gradient in the "C"

White on Gradient

Solid reverse White

Color on White

Solid ICF Blue

White on Color

Solid reverse White

047

ICF Foundation

The ICF Foundation logo should only be used to represent the pro bono arm of the organization. The horizontal lockup with the magenta gradient should be used whenever possible.

This logo is a carefully created piece of locked artwork that should not be altered in any way.

Questions? Contact us at icfpr@coachingfederation.org.

ICF Foundation Magenta

PMS 1925 C
CMYK: 0, 100, 52, 0
RGB: 224, 0, 77
HEX: #E0004D

ICF Foundation Gradient
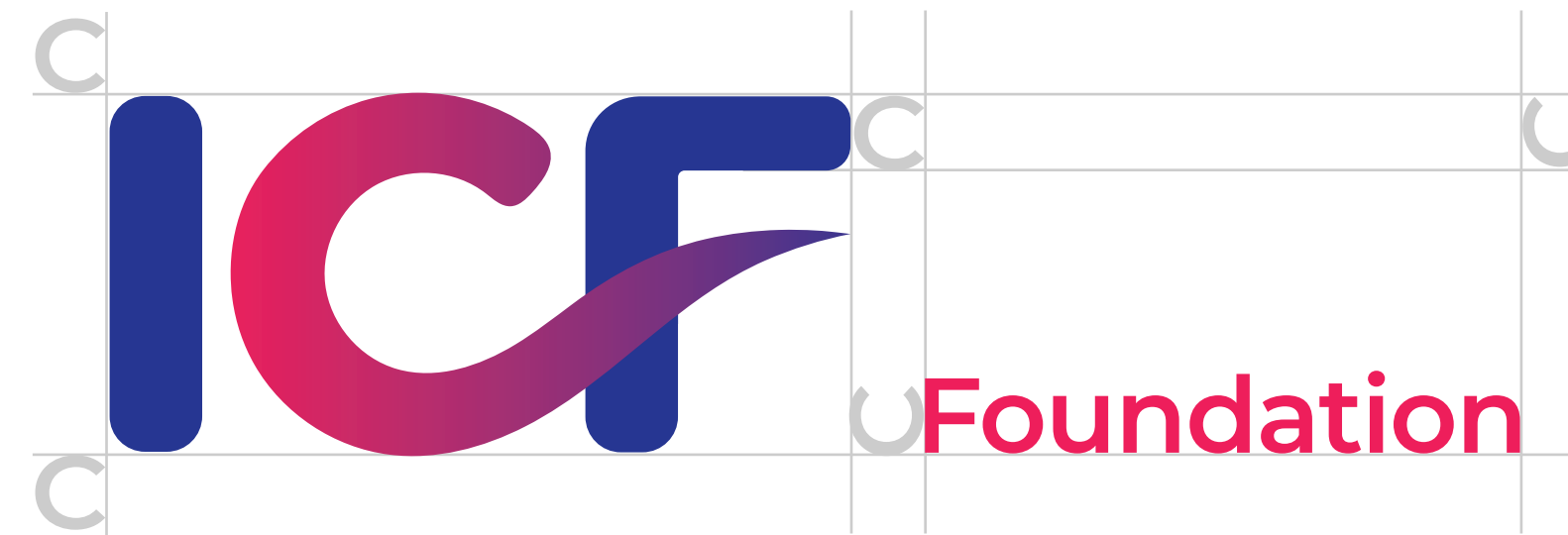
PMS 1925 C and PMS 072 C

048

Horizontal Lockup

When the icon and wordmark are assembled together, the height of our wordmark can be used to determine the ratio and relationship between the two elements.

See the next page for additional layouts, color variations and background control.

SEPARATION

The space between the icon and wordmark is equal to the height of the "C" in the wordmark.

ALIGNMENT

The baselines of the ICF "Icon" and the full wordmark should align.

CLEAR SPACE

At a minimum, there should be clear space equal to the height of a capital letter "C" from the wordmark on all four sides of the logo.

.75" or 50px

MINIMUM SIZE

This version is not intended for extremely small sizes. The minimum height is .75" for print applications and 50px for digital applications.

Questions? Contact us at icfpr@coachingfederation.org.

049

Stacked Lockup

Designed specifically to be vertically efficient, the stacked lockup is a perfect fit for taller areas.

While we generally prefer the full horizontal logo, there are no specific restrictions that would prevent this version from use.

ICF
Foundation

LOCKUP ASSEMBLY

The icon and wordmark is left-aligned and separated by the height of a letter C.

CLEAR SPACE

At a minimum, there should be clear space equal to the height of a capital letter "C" from the wordmark on all four sides of the logo.

ICF
Foundation   1.25" or 80px

MINIMUM SIZE

This version is not intended for extremely small sizes. The minimum height is 1.5" for print applications and 100px for digital applications.

050

Color Variations

Each brand logo lockup has several color variations for use on different background types, tones, and colors.

When in doubt, use the most legible version of the logo for the available background.

For printed executions, special care should be given to ensure logo legibility on the final media or material used.

Questions? Contact us at icfpr@coachingfederation.org.

Full Color

ICF Blue with the ICF Foundation Magenta gradient in the "C"

White on Gradient

Solid reverse White

Color on White

Solid ICF Blue

White on Color

Solid reverse White

051

ICF Coaching in Organizations

The ICF Coaching in Organizations logo should only be used to represent the organizations arm of ICF. The horizontal lockup with the purple gradient should be used whenever possible.

This logo is a carefully created piece of locked artwork that should not be altered in any way.

Questions? Contact us at icfpr@coachingfederation.org.

ICF Coaching in Organizations Purple

PMS 7656 C
CMYK: 45, 91, 0, 3
RGB: 142, 58, 128
HEX: #8E3A80

ICF Coaching in Organizations Gradient

PMS 7656 C and PMS 072 C

052

Horizontal Lockup

When the icon and wordmark are assembled together, the height of our wordmark can be used to determine the ratio and relationship between the two elements.

See the next page for additional layouts, color variations and background control.

SEPARATION

The space between the icon and wordmark is equal to the height of the "C" in the wordmark.

ALIGNMENT

The baselines of the ICF "Icon" and the full wordmark should align.

CLEAR SPACE

At a minimum, there should be clear space equal to the height of a capital letter "C" from the wordmark on all four sides of the logo.

.75" or 50px

MINIMUM SIZE

This version is not intended for extremely small sizes. The minimum height is .75" for print applications and 50px for digital applications.

Questions? Contact us at icfpr@coachingfederation.org.

053

Stacked Lockup

Designed specifically to be vertically efficient, the stacked lockup is a perfect fit for taller areas.

While we generally prefer the full horizontal logo, there are no specific restrictions that would prevent this version from use.

ICF
Coaching in Organizations

ICF
Coaching in Organizations

LOCKUP ASSEMBLY

The icon and wordmark is left-aligned and separated by the height of a letter C.

CLEAR SPACE

At a minimum, there should be clear space equal to the height of a capital letter "C" from the wordmark on all four sides of the logo.

ICF
Coaching in Organizations

1.5" or 100px

MINIMUM SIZE

This version is not intended for extremely small sizes. The minimum height is 1.5" for print applications and 100px for digital applications.

Questions? Contact us at icfpr@coachingfederation.org.

Full Color

White on Gradient

054

Color Variations

ICF Blue with the ICF Coaching in Organizations Purple gradient in the "C"

Solid reverse White

Each brand logo lockup has several color variations for use on different background types, tones, and colors.

When in doubt, use the most legible version of the logo for the available background.

For printed executions, special care should be given to ensure logo legibility on the final media or material used.

Single Color, Dark

Single Color, Light

Solid ICF Blue

Solid reverse White

Questions? Contact us at icfpr@coachingfederation.org.

055

ICF Thought Leadership Institute

The ICF Thought Leadership Institute logo should only be used to represent the ICF Thought Leadership Institute organization. The horizontal lockup with the red gradient should be used whenever possible.

This logo is a carefully created piece of locked artwork that should not be altered in any way.

Questions? Contact us at icfpr@coachingfederation.org.

ICF Thought Leadership Institute Red

PMS Bright Red C
CMYK: 0, 85, 95, 0
RGB: 249, 56, 34
HEX: #F93822

ICF Thought Leadership Institute Gradient

PMS Bright Red C and PMS 072 C

056

Horizontal Lockup

When the icon and wordmark are assembled together, the height of our wordmark can be used to determine the ratio and relationship between the two elements.

See the next page for additional layouts, color variations and background control.

SEPARATION

The space between the icon and wordmark is equal to the height of the "C" in the wordmark.

ALIGNMENT

The baselines of the ICF "Icon" and the full wordmark should align.

CLEAR SPACE

At a minimum, there should be clear space equal to the height of a capital letter "C" from the wordmark on all four sides of the logo.

.75" or 50px

MINIMUM SIZE

This version is not intended for extremely small sizes. The minimum height is .75" for print applications and 50px for digital applications.

Questions? Contact us at icfpr@coachingfederation.org.

057

Stacked Lockup

Designed specifically to be vertically efficient, the stacked lockup is a perfect fit for taller areas.

While we generally prefer the full horizontal logo, there are no specific restrictions that would prevent this version from use.
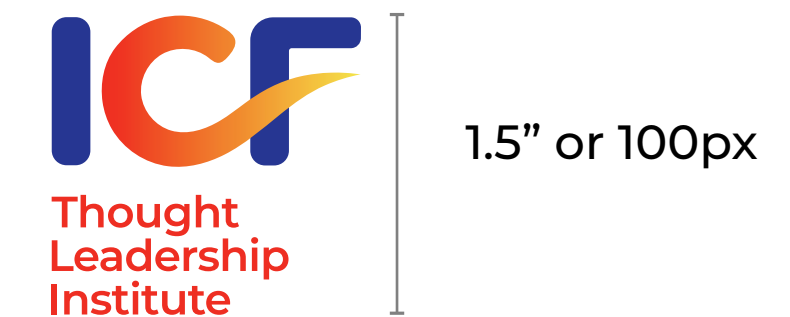

ICF Thought Leadership Institute

LOCKUP ASSEMBLY

The icon and wordmark is left-aligned and separated by the height of a letter C.

CLEAR SPACE

At a minimum, there should be clear space equal to the height of a capital letter "C" from the wordmark on all four sides of the logo.

1.5" or 100px

MINIMUM SIZE

This version is not intended for extremely small sizes. The minimum height is 1.5" for print applications and 100px for digital applications.

058

Color Variations

Each brand logo lockup has several color variations for use on different background types, tones, and colors.

When in doubt, use the most legible version of the logo for the available background.

For printed executions, special care should be given to ensure logo legibility on the final media or material used.

Questions? Contact us at icfpr@coachingfederation.org.

Full Color

ICF Blue with the ICF Thought Leadership Institute Red gradient in the "C"

White on Gradient

Solid reverse White

Color on White

Solid ICF Blue

White on Color

Solid reverse White

059

Chapter Logos

Chapters are the local expression of the ICF Brand.

Chapters are an important local extension of the ICF Professional Coaches brand.

As such, it is vital that ICF Chapter logos are presented correctly in every execution. This section covers these guidelines in detail.

Any use of our brand logo outside of or conflicting with the contents of this section will be considered unauthorized.

Terms of Use

As a general rule, third parties may not use the International Coaching Federation (ICF) logo, which in this context includes (but is not limited to) the ICF primary logo, ICF family organization logos, and ICF Chapter logos. There are limited circumstances under which third parties may use the ICF logo. The logo must always be used pursuant to the specifications on these pages to identify ICF or ICF services. Any use that falls outside of these specifications is strictly prohibited.

Third parties may only use the logo under the following limited circumstances: In advertising, marketing collateral, or a website that references your connection with ICF (e.g., the material states that you are an ICF-approved coach training program or ICF Member) provided that the area in which the ICF logo is used includes the corporate logo of at least one other company with which you have a similar relationship.

DO NOT use the ICF logo in products, product packaging or other business services for which a formal license is required. The logo may link only to coachingfederation.org. You may not use it to link to other pages on your website or any other websites. The logo may not be used to indicate any kind of endorsement by ICF of a company's product or service; or that any official status for any product or service has been conferred by or is otherwise associated with ICF; or to show any kind of relationship with ICF aside from those permitted above.

DO NOT display the ICF logo as a primary or prominent feature on any non-ICF materials. Companies using the logo pursuant to these guidelines must also display in the primary and more prominent position, their own logo(s), business name, product names, or other branding. The logo may not be imitated or used as a design feature in any manner. The logo may not be used in a manner

that would disparage ICF or its products or services. Neither the logo nor the ICF name may be used in any other company name, product name, service name, domain name, website title, publication title, or the like. Non-ICF materials should not mimic any ICF advertising, product packaging, or website design.

ICF reserves the right in its sole discretion to terminate or modify permission to display the logo, and may request that third parties modify or delete any use of the logo that, in ICF's sole judgment, does not comply with these guidelines or might otherwise impair ICF's rights in the logo. ICF further reserves the right to object to unfair uses or misuses of its trademarks or other violations of applicable law.

ICF's name ("International Coach Federation" or "International Coaching Federation"), acronym ("ICF") and/or logos may not be used by an individual or organization that isn't directly affiliated with ICF.

EXAMPLES OF ACCEPTABLE USE INCLUDE:

- ICF Members referring to themselves as such on their coaching business' website
- An ICF Chapter launching a Facebook group according to the guidelines provided by ICF
- ICF Credential-holders referring to themselves as such in press releases regarding career milestones

EXAMPLES OF UNACCEPTABLE USE INCLUDE:

- Graduates of ICF-approved or -accredited coach-training programs calling themselves an "ICF coach"
- Marketing a webinar with a title such as "How to Become an ICF Coach"
- Creating a LinkedIn group with a title such as "ICF Coaches' Group"

Questions? Contact us at icfpr@coachingfederation.org.

060

Horizontal Chapter Lockup

061

Chapter brand logos are used to identify the Chapters of the ICF Professional Coaches organization. Each individual chapter may use their location-specific mark. Special care must be given to typography and spacing in order to remain consistent across the brand (and world).

The horizontal lockup should be used whenever possible.

Chapter logos are carefully created pieces of locked artwork, provided by ICF Headquarters, that should not be altered in any way.

Questions? Contact us at icfpr@coachingfederation.org.

ICF Location Name
Charter Chapter

062

Lockup Assembly

When our icon and wordmark are assembled together, the height of our wordmark can be used to determine the ratio and relationship between the two elements.

SEPARATION

The space between the icon and wordmark is equal to the height of the "C" in the wordmark.

ALIGNMENT

The baselines of the ICF "Icon" and the full wordmark should align.

CLEAR SPACE

At a minimum, there should be clear space equal to the height of a capital letter "C" from the wordmark on all four sides of the logo.

.75" or 50px

MINIMUM SIZE

This version is not intended for extremely small sizes. The minimum height is .75" for print applications and 50px for digital applications.

Questions? Contact us at icfpr@coachingfederation.org.

063

Color Variations

Each logo lockup has several color variations for use on different background types, tones, and colors.

When in doubt, use the most legible version of the logo for the available background.

For printed executions, special care should be given to ensure logo legibility on the final media or material used.

Questions? Contact us at icfpr@coachingfederation.org.

Full Color

ICF
Location Name
Charter Chapter

ICF Blue with the PC Blue gradient in the "C"

White on Gradient

ICF
Location Name
Charter Chapter

Solid reverse White

Color on White

ICF
Location Name
Charter Chapter

Solid ICF Blue

White on Color

ICF
Location Name
Charter Chapter

Solid reverse White

064

Stacked Lockup

Designed specifically to be vertically efficient, the stacked lockup is a perfect fit for taller areas, and areas where a centered lockup would fit better.

While we generally prefer the full horizontal logo, there are no specific restrictions that would prevent this version from use.
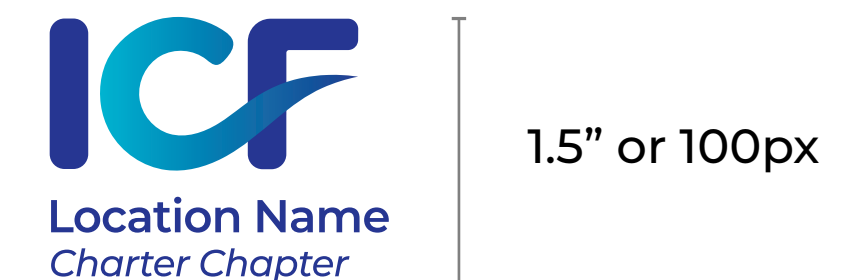
ICF
Location Name
Charter Chapter

ICF
Location Name
Charter Chapter

LOCKUP ASSEMBLY

The icon and wordmark are left-aligned and separated by the height of a letter C.

CLEAR SPACE

At a minimum, there should be clear space equal to the height of a capital letter "C" from the wordmark on all four sides of the logo.

ICF
Location Name
Charter Chapter

1.5" or 100px

MINIMUM SIZE

This version is not intended for extremely small sizes. The minimum height is 1.5" for print applications and 100px for digital applications.

Questions? Contact us at icfpr@coachingfederation.org.

065

Background Control

Contrast is the name of the game when considering placing the logo on any background.

Our logo should not only be legible; it should also make a clear, strong statement when used. If there is not enough contrast between the logo and the background, the presence of the logo is weakened.

The logo may be placed on photographs, textures, and patterns as long as there is enough contrast for the logo to be visible.

Questions? Contact us at icfpr@coachingfederation.org.

The full color version of the logo may be used on approved, light solid-color backgrounds.

The one-color, light version of the logo may used on any dark photographic background. Do not use the two-color version on photographs.

The one-color blue version of the logo may be used on any light photographic background. Do not use the two-color version on photographs.

The one-color white version of the logo may be used on the ICF Professional Coaches blue gradient.

066

Common Errors

Do not stretch, squash, skew, or distort the logo in any way.

Do not edit the logo color, use an off-brand color, or reduce the logo opacity.

Do not add graphic effects to the logo, including drop shadows.

Note: This is not a comprehensive list of errors. These are simply the most common or egregious errors.

Do not place the logo on a high-contrast pattern or busy photograph.

Do not change the layout or relationship between logo elements.

Do not encroach on the required clear space surrounding the logo.

Questions? Contact us at icfpr@coachingfederation.org.

067

ICF Member Logo

Our logo is the heart, soul, and center of our brand identity.

Our logo is how our customers tell us apart from a crowded industry. It's a promise of quality, consistency, and reliability.

As such, it is vital that our logo is presented correctly in every execution. This section covers these guidelines in detail for ICF Members.

Any use of our brand logo outside of or conflicting with the contents of this section will be considered unauthorized.

Terms of Use

As a general rule, third parties may not use the International Coaching Federation (ICF) Member logo. There are limited circumstances under which third parties may use the ICF logo. The logo must always be used pursuant to the specifications on these pages to identify ICF or ICF services. Any use that falls outside of these specifications is strictly prohibited.

Third parties may only use the logo under the following limited circumstances: In advertising, marketing collateral, or a website that references your connection with ICF (e.g., the material states that you are an ICF-approved coach training program or ICF Member) provided that the area in which the ICF logo is used includes the corporate logo of at least one other company with which you have a similar relationship.

DO NOT use the ICF logo in products, product packaging or other business

services for which a formal license is required. The logo may link only to coachingfederation.org. You may not use it to link to other pages on your website or any other websites. The logo may not be used to indicate any kind of endorsement by ICF of a company's product or service; or that any official status for any product or service has been conferred by or is otherwise associated with ICF; or to show any kind of relationship with ICF aside from those permitted above.

DO NOT display the ICF logo as a primary or prominent feature on any non-ICF materials. Companies using the logo pursuant to these guidelines must also display in the primary and more prominent position, their own logo(s), business name, product names, or other branding. The logo may not be imitated or used as a design feature in any manner. The logo may not be used in a manner that would disparage ICF or its products or services. Neither the logo nor the ICF

name may be used in any other company name, product name, service name, domain name, website title, publication title, or the like. Non-ICF materials should not mimic any ICF advertising, product packaging, or website design.

ICF reserves the right in its sole discretion to terminate or modify permission to display the logo, and may request that third parties modify or delete any use of the logo that, in ICF's sole judgment, does not comply with these guidelines or might otherwise impair ICF's rights in the logo. ICF further reserves the right to object to unfair uses or misuses of its trademarks or other violations of applicable law.

ICF's name ("International Coaching Federation"), acronym ("ICF") and/or logos may not be used by an individual or organization that isn't directly affiliated with ICF.

EXAMPLES OF ACCEPTABLE USE INCLUDE:

• ICF Members referring to themselves as such on their coaching business' website
• An ICF Chapter launching a Facebook group according to the guidelines provided by ICF
• ICF Credential-holders referring to themselves as such in press releases regarding career milestones

EXAMPLES OF UNACCEPTABLE USE INCLUDE:

• Graduates of ICF-approved or -accredited coach-training programs calling themselves an "ICF coach"
• Marketing a webinar with a title such as "How to Become an ICF Coach"
• Creating a LinkedIn group with a title such as "ICF Coaches' Group"

068

Questions? Contact us at icfpr@coachingfederation.org.

ICF International Coaching Federation

Member

070

Horizontal Lockup

The ICF Member logo identifies the ICF Professional Coaches Members. Use this loog when identifying yourself as an ICF Member on your website and marketing materials. The horizontal lockup should be used whenever possible.

This logo is a carefully created piece of locked artwork that should not be altered in any way.

Questions? Contact us at icfpr@coachingfederation.org.

1" or 75px

MINIMUM SIZE

The minimum height is 1" for print applications and 75px for digital applications.

071

Color Variations

The ICF Member logo lockup has several color variations for use on different background types, tones, and colors.

When in doubt, use the most legible version of the logo for the available background.

For printed executions, special care should be given to ensure logo legibility on the final media or material used.

Questions? Contact us at icfpr@coachingfederation.org.

Full Color

ICF Blue with the PC Blue gradient in the "C"

Single Color, White

Solid reverse White

Color on White

Solid ICF Blue

White on Color

Solid reverse White

072

Stacked Lockup

Designed specifically to be vertically efficient, the stacked lockup is a perfect fit for taller areas.

While we generally prefer the horizontal version, there are no specific restrictions that would prevent this version from use.
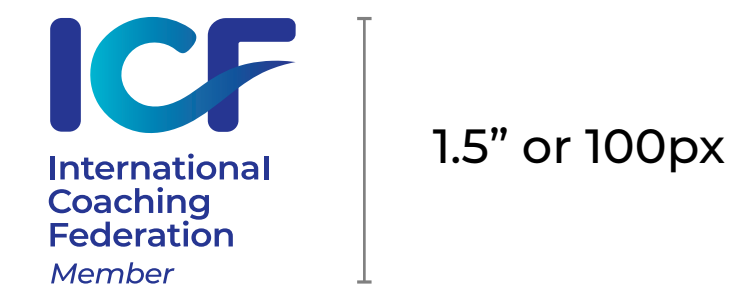
ICF
International
Coaching
Federation
Member

CLEAR SPACE

At a minimum, there should be clear space equal to the height of a capital letter from the wordmark on all four sides of the logo.

1.5" or 100px

MINIMUM SIZE

This version is not intended for extremely small sizes. The minimum height is 1.5" for print applications and 100px for digital applications.

073

Common Errors

Do not stretch, squash, skew, or distort the logo in any way.

Do not edit the logo color, use an off-brand color, or reduce the logo opacity.

Do not add graphic effects to the logo, including drop shadows.

Note: This is not a comprehensive list of errors. These are simply the most common or egregious errors.

Do not place the logo on a high-contrast pattern or busy photograph.

Do not change the layout or relationship between logo elements.

Do not encroach on the required clear space surrounding the logo or place the logo inside a box.

Questions? Contact us at icfpr@coachingfederation.org.

074 # Brand Colors

Color sets us apart and helps to evoke emotion.

The colors we've chosen for our brand is a key factor in differentiation and brand recognition.

As such, it is vital that our colors are reproduced faithfully and combined in the right way. This section covers these guidelines in detail.

Any color outside of those outlined within this section will be considered unauthorized.

075

Primary Colors

Color evokes emotion in a composition.

This palette is best used with restraint in combination with the family organization and neutral palettes.

Our brand should always be represented in one of the colors on this page, aside from specific recommendations within this guide regarding the family organization brands.

When reproducing these colors, please ensure accuracy on every touch point or execution.

Questions? Contact us at icfpr@coachingfederation.org.

ICF Gold

Your attention, please! A bright color to command attention and bring warmth. Use with restraint for maximum impact.

Pantone 136
CMYK: 0, 22, 83, 0
RGB: 255, 191, 63
HEX: #FEBD3B

Deep Blue

A deep, dark blue specifically collected for use in backgrounds.

Pantone 2757
CMYK: 100, 81, 0, 51
RGB: 0, 30, 96
HEX: #001E60

ICF Blue

Our main hue: conveying trustworthiness and confidence. Use in compositions as a background or text color.

Pantone 072 CP
CMYK: 100, 90, 0, 7
RGB: 48, 57, 141
HEX: #30398D

Bright Yellow

A burst of bold. Use sparingly.

Pantone 603
CMYK: 4, 0, 78, 0
RGB: 246, 237, 78
HEX: #F6ED4E

076

Family Organization Colors

Each color on this page is approved for use with its designated family organization only.

Family organization colors may be used in combination with the primary and neutral palettes.

Questions? Contact us at icfpr@coachingfederation.org.

ICF Professional Coaches
Light Blue

Pantone 3125
CMYK: 89, 0, 19, 0
RGB: 0, 174, 199
HEX: #00AEC7

ICF Credentials and Standards
Orange

Pantone 716
CMYK: 0, 59, 100, 0
RGB: 234, 118, 0
HEX: #EA7600

ICF Coach Training
Green

Pantone 340
CMYK: 100, 0, 81, 0
RGB: 0, 150, 94
HEX: #00965E

ICF Foundation
Magenta

Pantone 1925
CMYK: 0, 100, 52, 0
RGB: 224, 0, 77
HEX: #E0004D

ICF Coaching in Organizations
Purple

Pantone 7656
CMYK: 45, 91, 0, 3
RGB: 142, 58, 128
HEX: #8E3A80

ICF Thought Leadership
Red

Pantone 485
CMYK: 0, 95, 100, 0
RGB: 218, 41, 28
HEX: #DA291C

077

Neutral Palette

Each color on this page is approved for use, but this list is not comprehensive or restrictive. We recognize executions may require additional colors.

Pantone Warm Gray 3
CMYK: 21, 20, 21, 1
RGB: 191, 184, 175
HEX: #BFB8AF

Pantone Warm Gray 9
CMYK: 40, 40, 42, 19
RGB: 131, 120, 111
HEX: #83786F

Pantone Cool Gray 11
CMYK: 63, 52, 44, 33
RGB: 83, 86, 90
HEX: #53565A

Pantone 271
CMYK: 49, 44, 0, 0
RGB: 149, 149, 210
HEX: #9595D2

Pantone 2727
CMYK: 49, 44, 0, 0
**RGB:** 86, 126, 191
HEX: #567EBF

Questions? Contact us at icfpr@coachingfederation.org.

Using Tints

078

We prefer our brand colors used without editing, but some situations require the use of color tints, especially on the web. For example, when a user hovers over a button on our web site, using a tint change can help confirm their action.

If necessary, use a 20% tint step system, keeping legibility in mind. Any tint below 60% used as a background will require dark text.

We prefer to not use the ICF Blue in tints to maintain integrity of the primary brand color.

100%	100%	100%
80%	80%	80%
60%	60%	60%
40%	40%	40%
20%	20%	20%
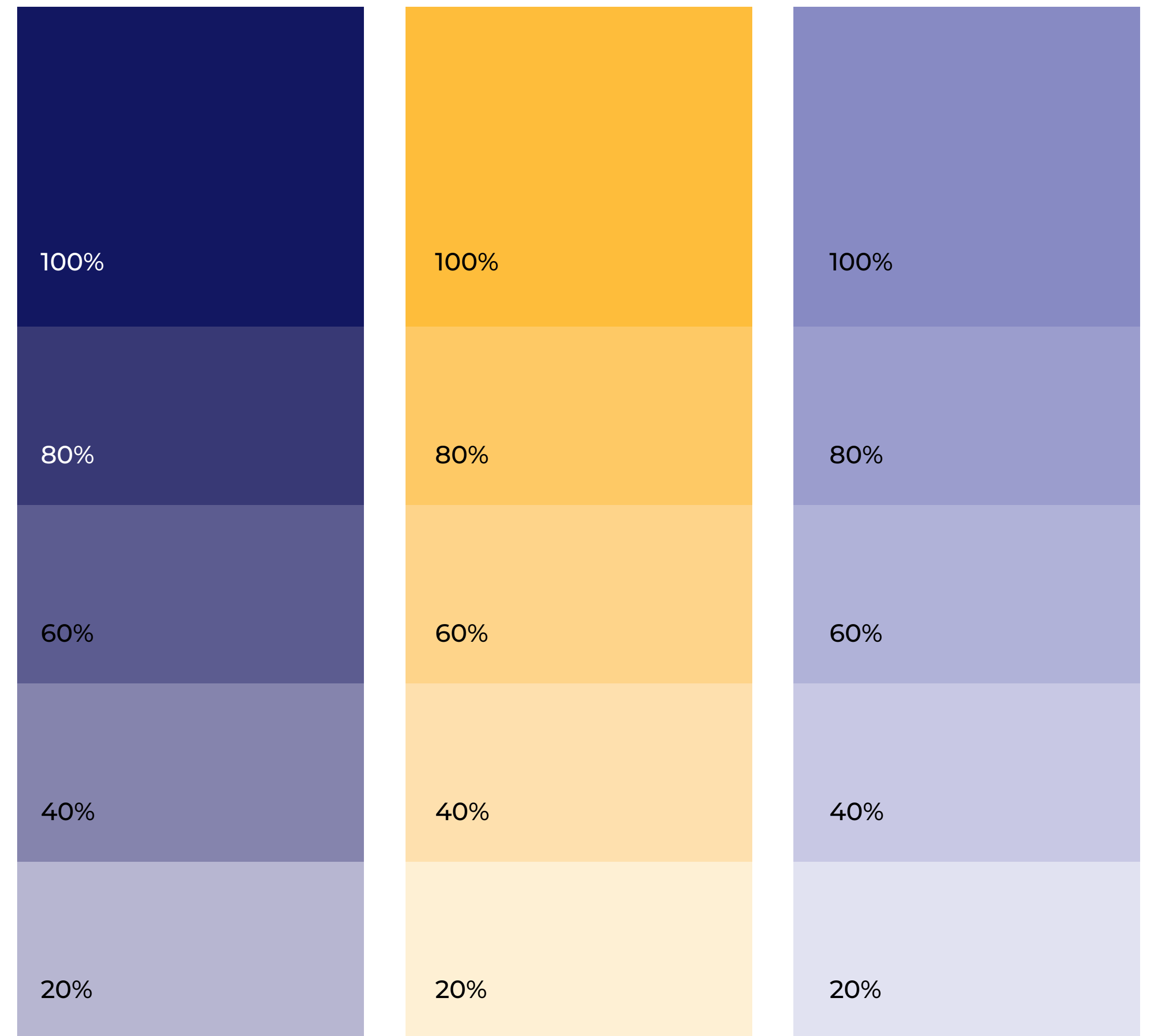
Questions? Contact us at icfpr@coachingfederation.org.

079

Approved Pairings

Nearly all of the colors within our primary palette can be used in combination. Whenever possible, strive for legibility with contrast, especially when setting typography.

White text and icon on a solid ICF Blue background. Perfect for use in print, and web.

White Text and icon on a Dark Blue background. Great contrast and legibility.

White Text and icon on ICF Gold background. Slightly lower contrast.

Blue text and icon on a light gray background.

Blue text and icon on White. Classic combination and great contrast, without use of black.

Blue text and Gold gradient icon on White. The pop of gold draws attention and visual interest.

Blue text and Gold gradient icon on a very light colored background.

White text and icon on a dark gray background.

Questions? Contact us at icfpr@coachingfederation.org.

080

Common Errors

Everyone should be able to read what we write and see what we make. Color contrast is vital to ensure an accessible execution.

Do not place the ICF Blue on the Dark Blue and/or dark grey tones. Not enough contrast.

Do not combine the ICF Gold and Yellow. The values are too close together to be legible.

Do not use black and white unless the final output is black and white.

Do not set important text in the Family Organization colors on top of the ICF Blue. The contrast ratio is too low.

Do not change or adjust our colors in any way. Consistency in color is vital to brand recognition.

Do not use tints as primary colors. They should be reserved for effects and secondary tones in illustration.

Do not use off-brand colors, especially in combination with approved brand colors.

Do not use the gradient "C" with the white wordmark.

Questions? Contact us at icfpr@coachingfederation.org.

081

Typography

We are obsessed with the beauty of typography.

Few things communicate the look and feel of a brand more clearly than the way letters, numbers, and symbols are put together. We believe typography should strike a balance between legibility and interest.

This section will cover approved typefaces, the way we use typography to communicate clearly, and some helpful usage tips.

082

Montserrat

The typeface we chose for all brand executions.

Sans-serif

The old posters and signs in the traditional Montserrat neighborhood of Buenos Aires inspired Julieta Ulanovsky to design this typeface and rescue the beauty of urban typography that emerged in the first half of the twentieth century.

It is available for download at: fonts.google.com/specimen/Montserrat

ACCEPTABLE ALTERNATIVES

Montserrat should be used for every brand execution. However, we recognize in some circumstances it is not realistic to use custom fonts. In which case, system default sans-serif fonts should be used: Alternatives include Proxima Nova, Helvetica and Arial, respectively.

083

Weights

Montserrat is a variable-weight typeface, which means you are able to customize weights and angles to create an infinite number of weights. That being said, we typically stay within these four weights.

Use contrast between heavy and lighter weights to communicate relative importance, otherwise known as hierarchy, of information.

Montserrat Light

aåbcçdðeéƒghiîjklmµnñoøpqœrstuüvwxyz
AÅÂBCÇDEFGHIÍJKLMNOØÓÔÒPQRSTUVWXYZ
0123456789°(.,'"-;:)!?&©˙˚π®†≈◊™£¢∞§•ªº

Montserrat Regular

aåbcçdðeéƒghiîjklmµnñoøpqœrstuüvwxyz
AÅÂBCÇDEFGHIÍJKLMNOØÓÔÒPQRSTUVWXYZ
0123456789°(.,'"-;:)!?&©˙˚π®†≈◊™£¢∞§•ªº

Montserrat SemiBold

aåbcçdðeéƒghiîjklmµnñoøpqœrstuüvwxyz
AÅÂBCÇDEFGHIÍJKLMNOØÓÔÒPQRSTUVWXYZ
0123456789°(.,'"-;:)!?&©˙˚π®†≈◊™£¢∞§•ªº

Montserrat Bold

aåbcçdðeéƒghiîjklmµnñoøpqœrstuüvwxyz
AÅÂBCÇDEFGHIÍJKLMNOØÓÔÒPQRSTUVWXYZ
0123456789°(.,'"-;:)!?&©˙˚π®†≈◊™£¢∞§•ªº

084

Lora

For special occasions and circumstances.

Lora is a well-balanced contemporary serif with roots in calligraphy. It is a text typeface with moderate contrast well suited for body text.

It is available for download at: fonts.google.com/specimen/Lora

Lora can be used as body copy text or as a heading text when looking for a more friendly and lighthearted feel.

Serif

085

Weights

Lora is a variable-weight typeface, which means you are able to customize weights and angles to create an infinite number of weights. That being said, we typically stay within these four weights.

Use contrast between heavy and lighter weights to communicate relative importance, otherwise known as hierarchy, of information.

Lora
Regular

aåbcçdðeéffghiîjklmµnñoøpqœrstuüvwxyz
AÅÂBCÇDEFGHIÍJKLMNOØÓÔÒPQRSTUVWXYZ
0123456789º(.,'"-;:)!?&©˙˚π®†≈◊™£¢∞§•ªº

Lora
Italic

aåbcçdðeéffghiîjklmµnñoøpqœrstuüvwxyz
AÅÂBCÇDEFGHIÍJKLMNOØÓÔÒPQRSTUVWXYZ
0123456789º(.,'"-;:)!?&©˙˚π®†≈◊™£¢∞§•ªº

Lora
Bold

aåbcçdðeéffghiîjklmµnñoøpqœrstuüvwxyz
AÅÂBCÇDEFGHIÍJKLMNOØÓÔÒPQRSTUVWXYZ
0123456789º(.,'"-;:)!?&©˙˚π®†≈◊™£¢∞§•ªº

Lora
Bold Italic

aåbcçdðeéffghiîjklmµnñoøpqœrstuüvwxyz
AÅÂBCÇDEFGHIÍJKLMNOØÓÔÒPQRSTUVWXYZ
0123456789º(.,'"-;:)!?&©˙˚π®†≈◊™£¢∞§•ªº

086

Using Type

The Six Type Commandments

When constructing layouts, these tips will help you build dynamic, interesting, and on-brand compositions with typography.

While these rules are proven and sound, sometimes breaking them is the right call.

01

Stay Left-Aligned, Rag Right

Legibility and clarity are vitally important to great typographical layouts. Since most people read from left to right, we should align our type accordingly.

02

Skip Weights & Double Size

Contrast is the name of the game when it comes to great design. When in doubt, skip a weight when pairing two weights, and double the size between two text elements.

03

Align X-Heights or Baselines

Whenever you place text next to each other, either align the baselines (the line that the bottom of a lowercase x sits on) or align the x-heights (the top of a lowercase x). This helps align each line visually.

04

Watch The Rag

When setting paragraphs, keep an eye on the right (ragged) edge. If the rag unintentionally creates a recognizable shape, consider tweaking the language or resizing the container. Also, try to prevent single-word lines (orphans).

05

Give Things Space, If Needed

Negative space, or the space around elements is vitally important. That being said, if informational elements belong together, move them closer together. Use grouping wisely: just try not to cram too many things in one space!

06

Keep Line Length Reasonable

It is easy for the user to get lost in long lines of text, and short ones are easily ignored. It's best to keep lines between 45 and 70 characters long, depending on the size of the font. This will ensure legibility as the font sizes increase or decrease.

087

Common Errors

Oh, Goodness, No...

Omnimus cuscilit que ea volesto et, sitatur minum rae. Et expel inctae rerum ea que omnima consedit maio

Do not use unauthorized fonts or typefaces. The only exception is stylized graphics for events or illustrations on a case-by-case basis.

No t good, nope.

Omnimus cuscilit que ea volesto et, sitatur minum rae. Et expel inctae maio con et, venimaxin s co epel iquunt volorpos quam. S dios intiusciate sitas millabo reicita tiissimus

Keep tracking, kerning, and leading reasonable and legible. Do not stray far from the examples in this guide.

Not   For   Us

Omnimus cuscilit que ea volesto et, sitatur minum rae. Et expel inctae rerum ea que omnima consedit

Do not use completely justified alignment for multi-line text.

Note: This is not a comprehensive list of errors. It is simply the most common or egregious.

Help me

Do not stretch, squish, or otherwise mangle typography. Use the appropriate weight instead.

Too Much Stroke

Omnimus cuscilit que ea volesto et, sitatur minum rae. Et expel inctae

Do not use a stroke or outline on typography. Also avoid using a drop shadow on typography at all costs.

I'm Falling!

Omnimus cuscilit que ea volesto et, sitatur minum rae. Et expel inctae

Do not use typography on any angle other than 0° or 90°. Our typography should always read up if 90°.

Questions? Contact us at icfpr@coachingfederation.org.

Photography

Photographs: worth more than 1,000 words.

Photography is vital to the success of our brand and should be treated as an essential part of our brand executions.

In this section, you will find guidelines on photographic composition, content, tone, and usage. Standardizing these facets of photography will ensure a consistent look and feel across our entire image library.

089

Tone

Inspiring

Brand photographs should feel clean, fresh, and dynamic. We strive to use an inspirational tone.

The content of each photograph should convey our brand values, reflect our stakeholders in the best light, express each family organization's unique qualities, and above all, empower and inspire.

Always seek excellent lighting that provides contrast between highlights and shadows, even if the light source is simply an open window.

We also strive to incorporate diversity and inclusivity within our photography as much as possible. We also prefer real people over stock photography whenever possible to create a feeling of authenticity. However, stock may be used when high quality photography is not available.

Questions? Contact us at icfpr@coachingfederation.org.

090

Composition

Dynamic & Intriguing

When composing a shot, use the foreground and background to ignite visual interest and curiosity.

Consider partially obscuring the subject with an object in the foreground. Or obscuring an otherwise dull background with a very shallow depth of field.

Using lighting effects like interesting concealing shadows and bright highlights can also create an interesting effect that draws the eye.

Questions? Contact us at icfpr@coachingfederation.org.
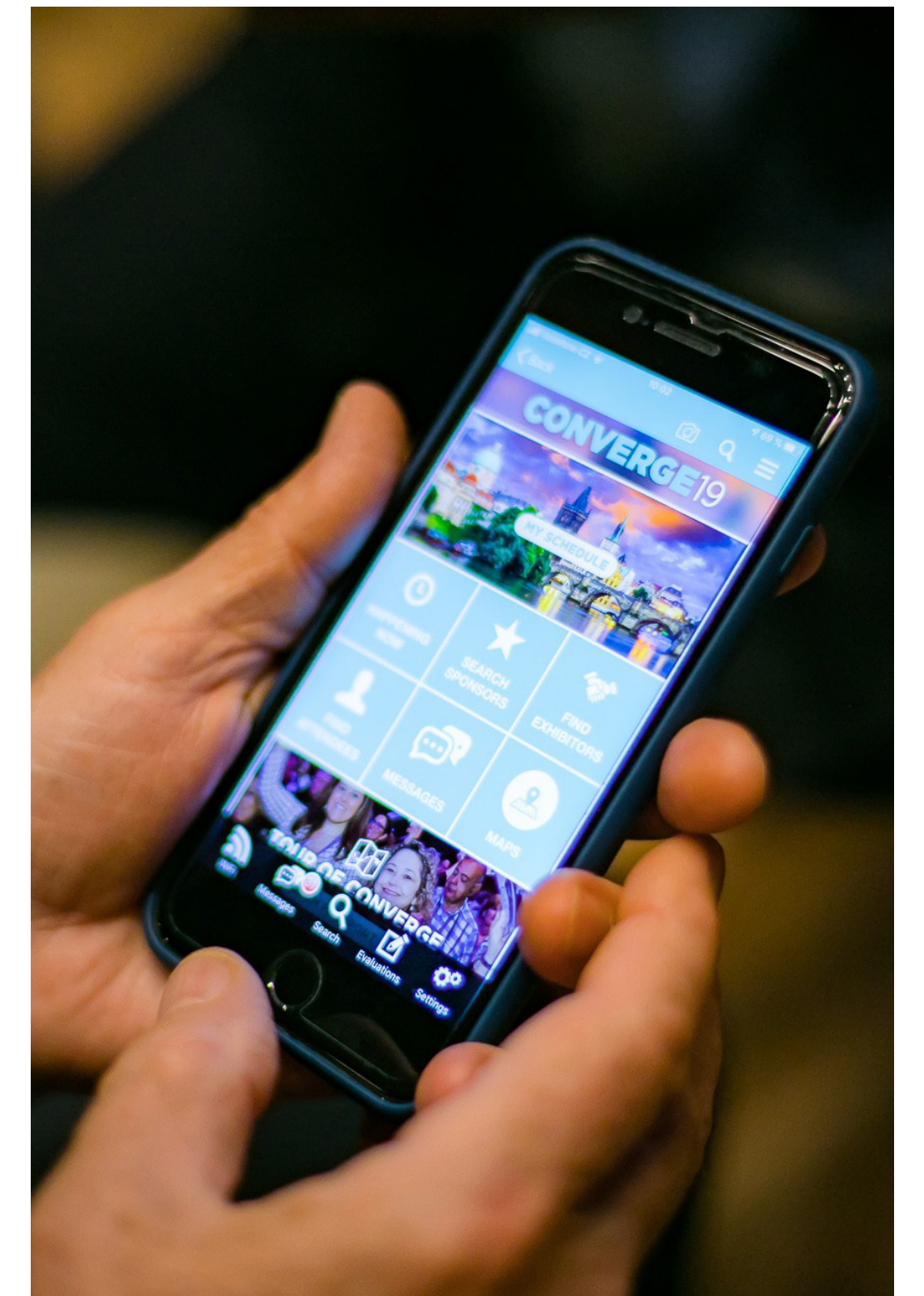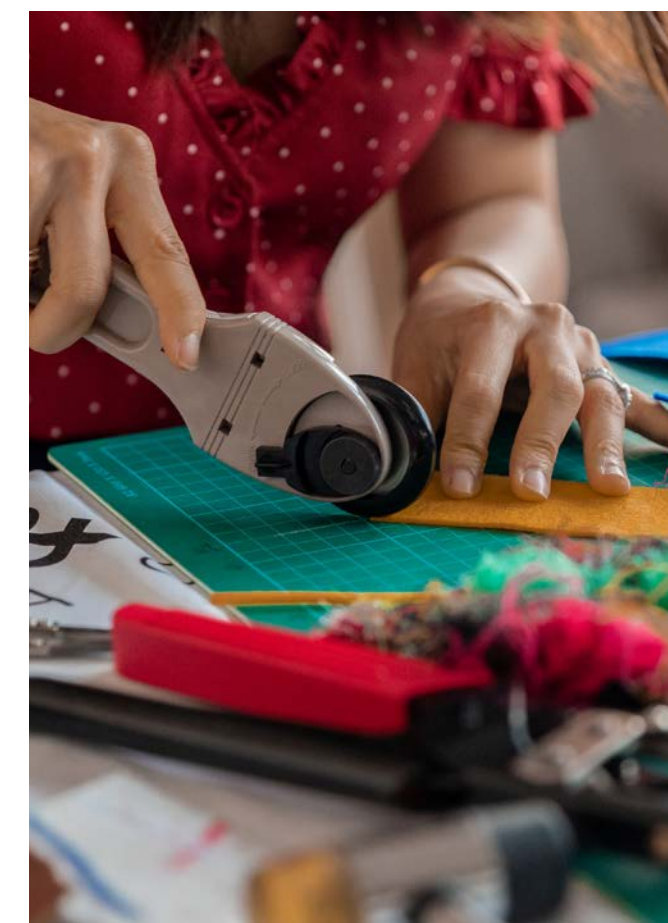
091

People

Photographing People

People are the heart of our brand and should be treated with the highest respect during all shoots.

In general, you should avoid capturing identifying features of customers, unless they have signed a release prior to the shoot.

Whenever a person is the subject of a photograph, they should look relaxed, happy, and engaged. In order for the subject to appear natural, try to capture them "in the moment" instead of posing them. As a general rule, do not have them look directly into the camera lens.

Questions? Contact us at icfpr@coachingfederation.org.

092 # Brand Collateral

Pre-designed layouts, crafted with care.

From business cards to packaging, we've created several template files for print and production.

In this section, you will find guidelines on using the accompanying template files for standardized brand collateral.

Most of the specific guidelines, instructions, and details are contained within the template files themselves.

093

Stationery

Business Cards

Business cards are reserved for ICF staff and board members, and are printed on an as-needed basis. In order to reduce our carbon footprint, do not produce business cards if they are not needed for day-to-day use.

Content on all business cards should follow the included template: nothing should be added or removed.

Designs have been created for each individual family organization.

Questions? Contact us at icfpr@coachingfederation.org.

FRONT

Four-color process print on matte stock.
Name typeset in Montserrat SemiBold, 13 pt., ICF Blue
Title typeset in Lora Italic, 10 pt., Brand Color
Details typeset in Montserrat Medium, 9 pt., Black

Firstname Lastname
Title Goes Here

1.234.567.8910
first.lastname@coachingfederation.org

INTERNATIONAL COACHING FEDERATION
2365 Harrodsburg Road, Suite A325
Lexington, Kentucky 40504 USA
1.859.219.3580 or 1.888.423.3131
coachingfederation.org

BACK

Four-color process print on matte stock.
Centered logo in reverse on brand gradient.

ICF International Coaching Federation

ICF Professional Coaches
ICF Credentials and Standards
ICF Coach Training
ICF Foundation
ICF Coaching in Organizations
ICF Thought Leadership Institute

2365 Harrodsburg Road, Suite A325
Lexington, Kentucky 40504 USA

International
Coaching
Federation

2365 Harrodsburg Road, Suite A325
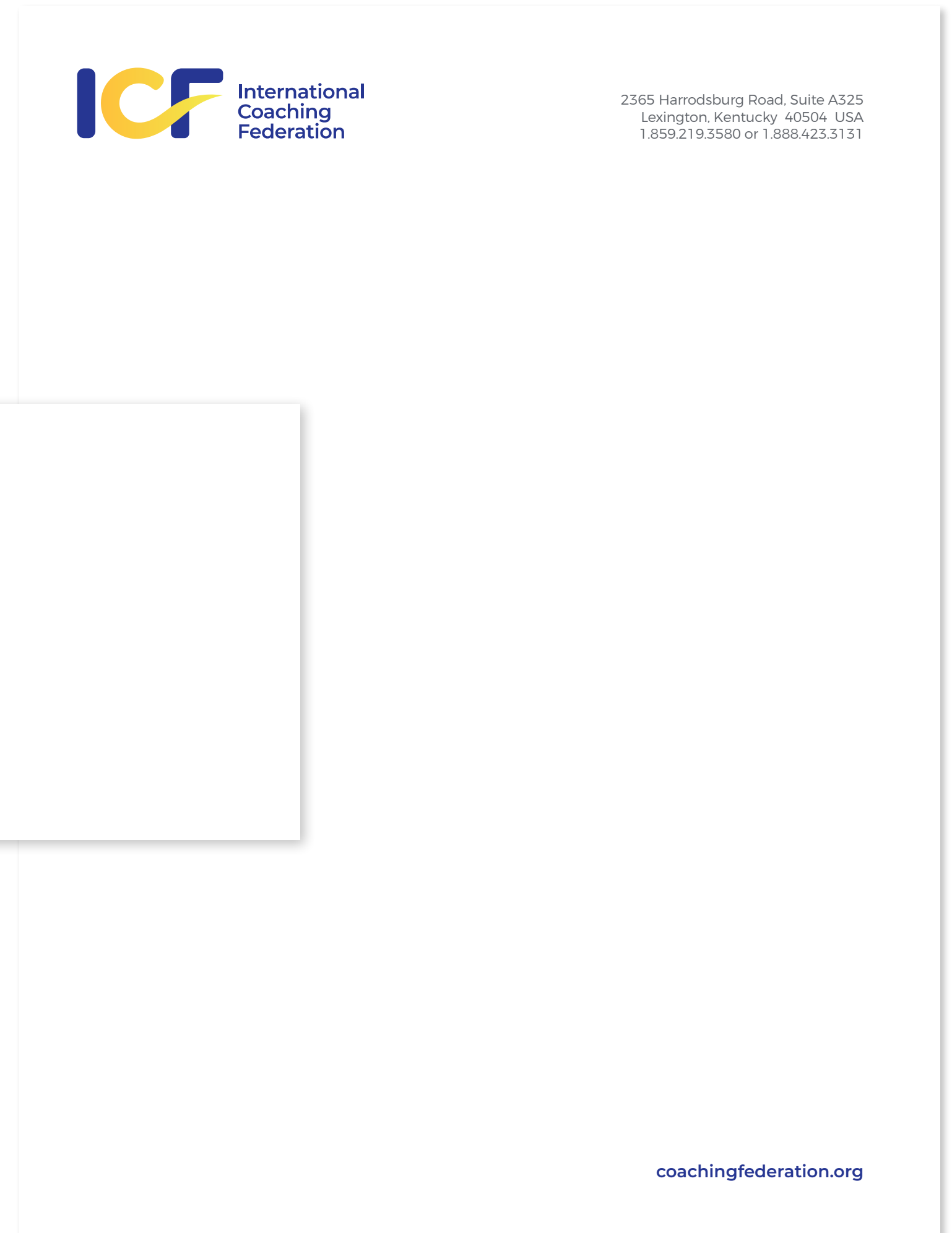Lexington, Kentucky 40504 USA
1.859.219.3580 or 1.888.423.3131

094

Stationery

Letterhead and Envelopes

Digital letterhead is available for ICF and ICF Family Organizations for use by staff and board members. Digital templates are provided by the ICF Marketing and Communications team and include formatting instructions.

Branded envelopes are also available for ICF staff and family organizations by request.

INTERNATIONAL COACHING FEDERATION
2365 Harrodsburg Road, Suite A325
Lexington, Kentucky 40504 USA

coachingfederation.org

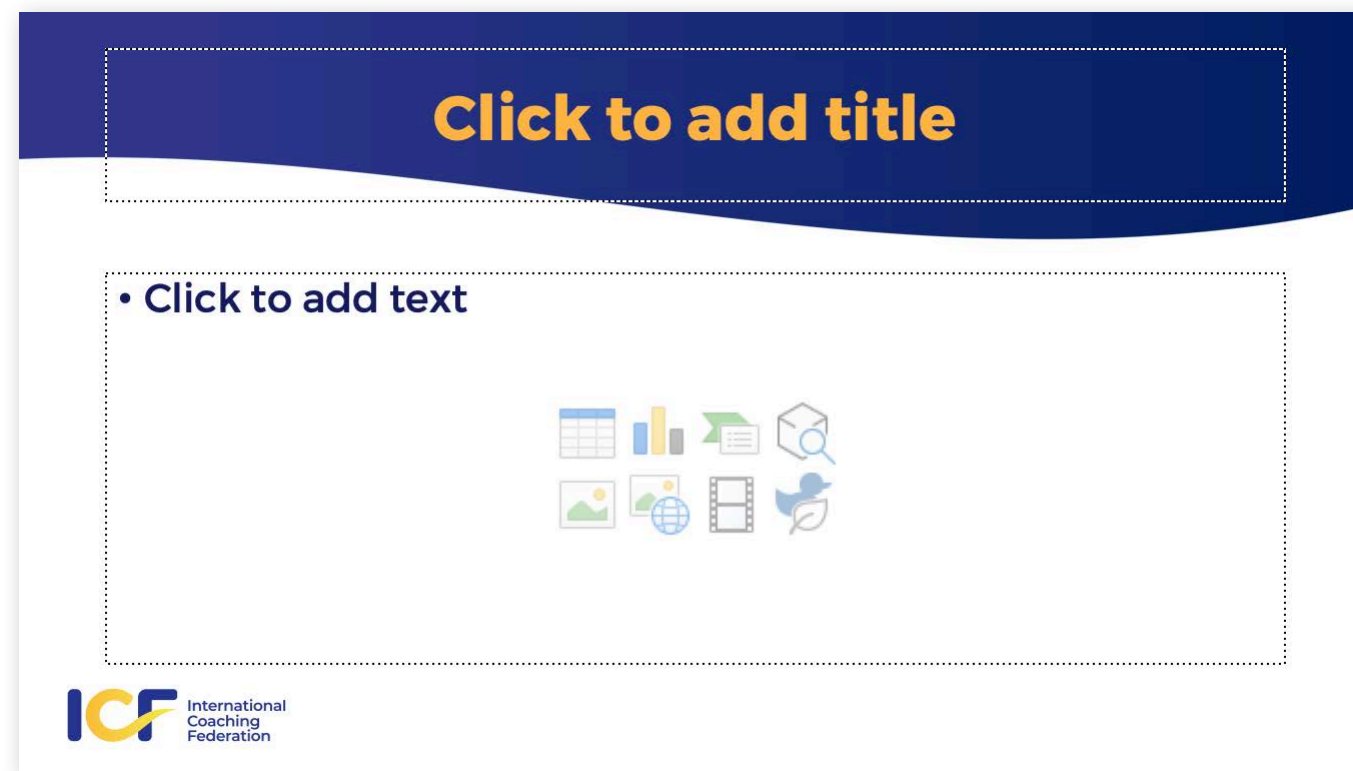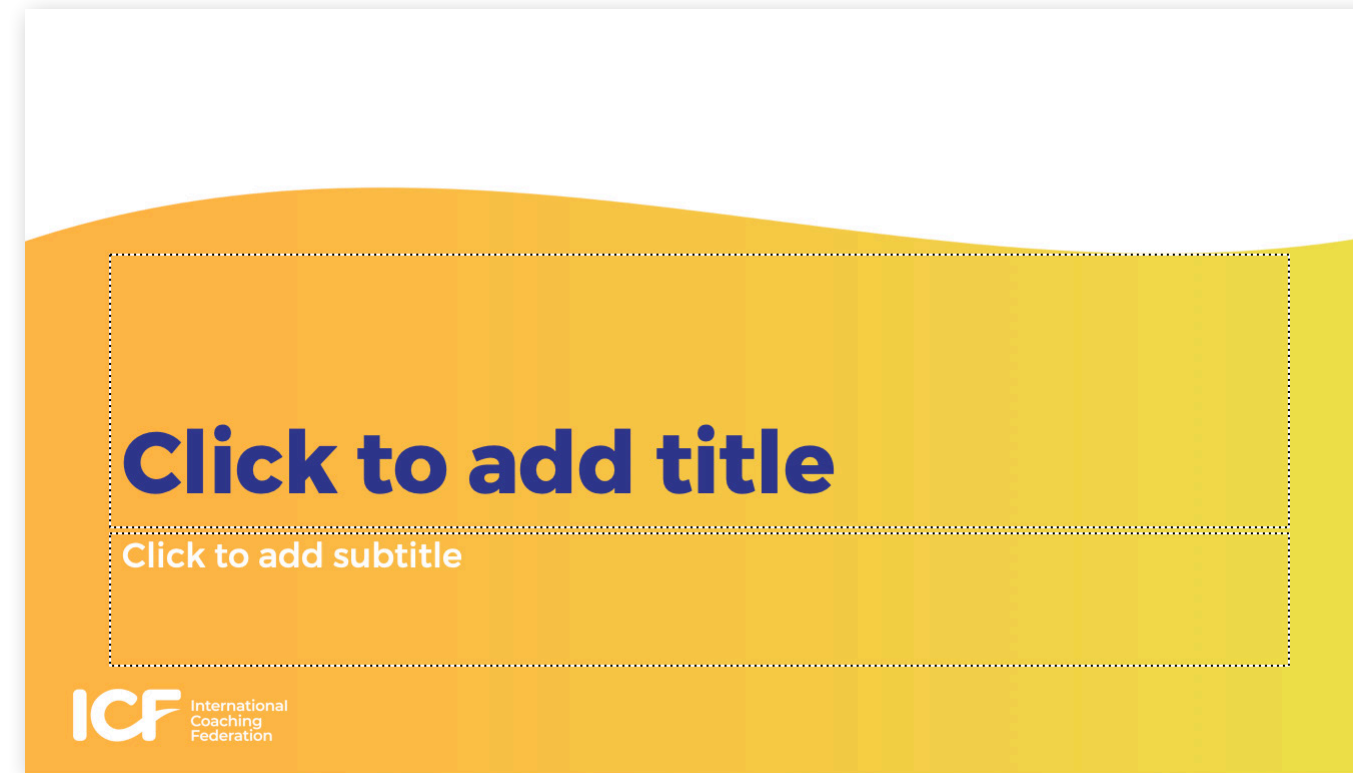**Questions?** Contact us at icfpr@coachingfederation.org.

095

Stationery

Presentation Templates

PowerPoint templates are available for ICF and ICF Family Organizations for use by staff and board members. The templates are provided by the ICF Marketing and Communications team.

Templates have also been created for each ICF Chapter, customized with their Chapter logo and preset with the appropriate brand colors.

Questions? Contact us at icfpr@coachingfederation.org.

096

Thank you.

From everyone at ICF, thank you for your attention to detail, your unwavering support, and your commitment to making our brand vision a reality for so many people.

Building a brand is like raising a child: it takes a village. Without you, we would not exist.

To all of our members, chapters, vendors, creative teams, and partners: we are here for you. If you need any help with our brand at all, especially when working on a brand execution, please do not hesitate to reach out to our team at icfpr@coachingfederation.org.

Questions? Contact us at icfpr@coachingfederation.org.

ICF

This guide is a living document and will be updated when necessary. The most recent copy can be found online at
coachingfederation.org/brand