



BRAND GUIDELINES

COPYRIGHT ©2023. ALL RIGHTS RESERVED.

ICF

INTERNATIONAL
COACHING
WEEK

003

Color Variations

The International Coaching Week (ICW) 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.

Full Color



ICF Blue with Gold gradient

White on Gradient



Reverse White with Gold Gradient

ICW Color Palette



ICF Blue

Pantone 072
CMYK: 100, 90, 0, 7
RGB: 51, 52, 129
HEX: #30398D



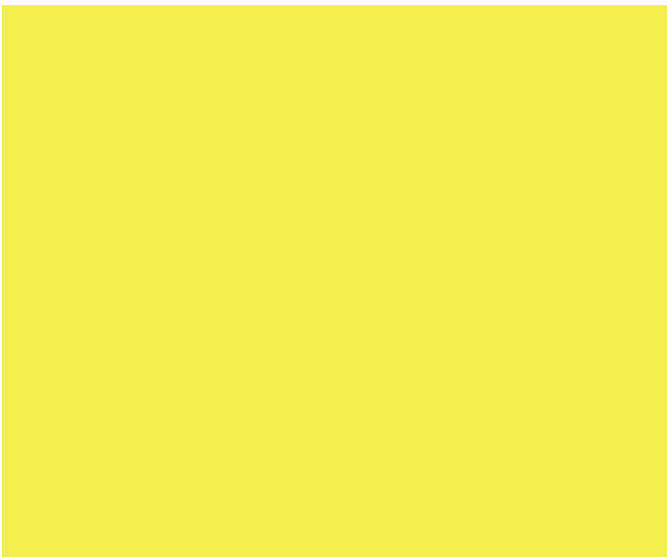
Deep Blue

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



ICF Gold

Pantone 136
CMYK: 0, 22, 83, 0
RGB: 255, 191, 63
HEX: #FFB545



ICF Bright Yellow

Pantone 603
CMYK: 4, 0, 78, 0
RGB: 237, 224, 75
HEX: #f6ED4E

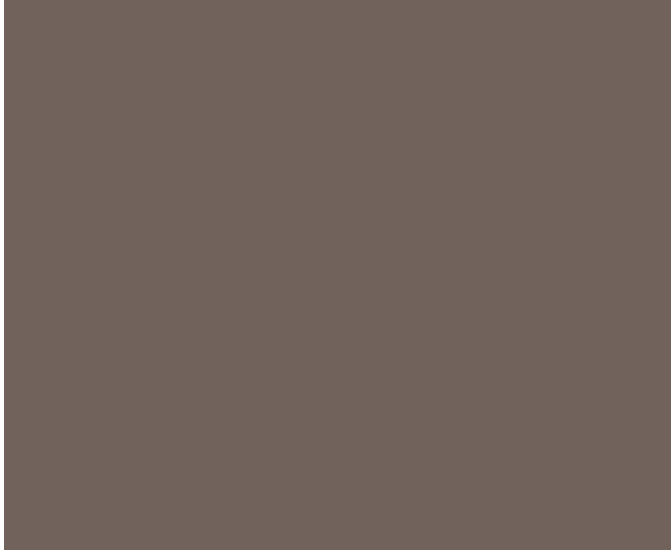
005

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



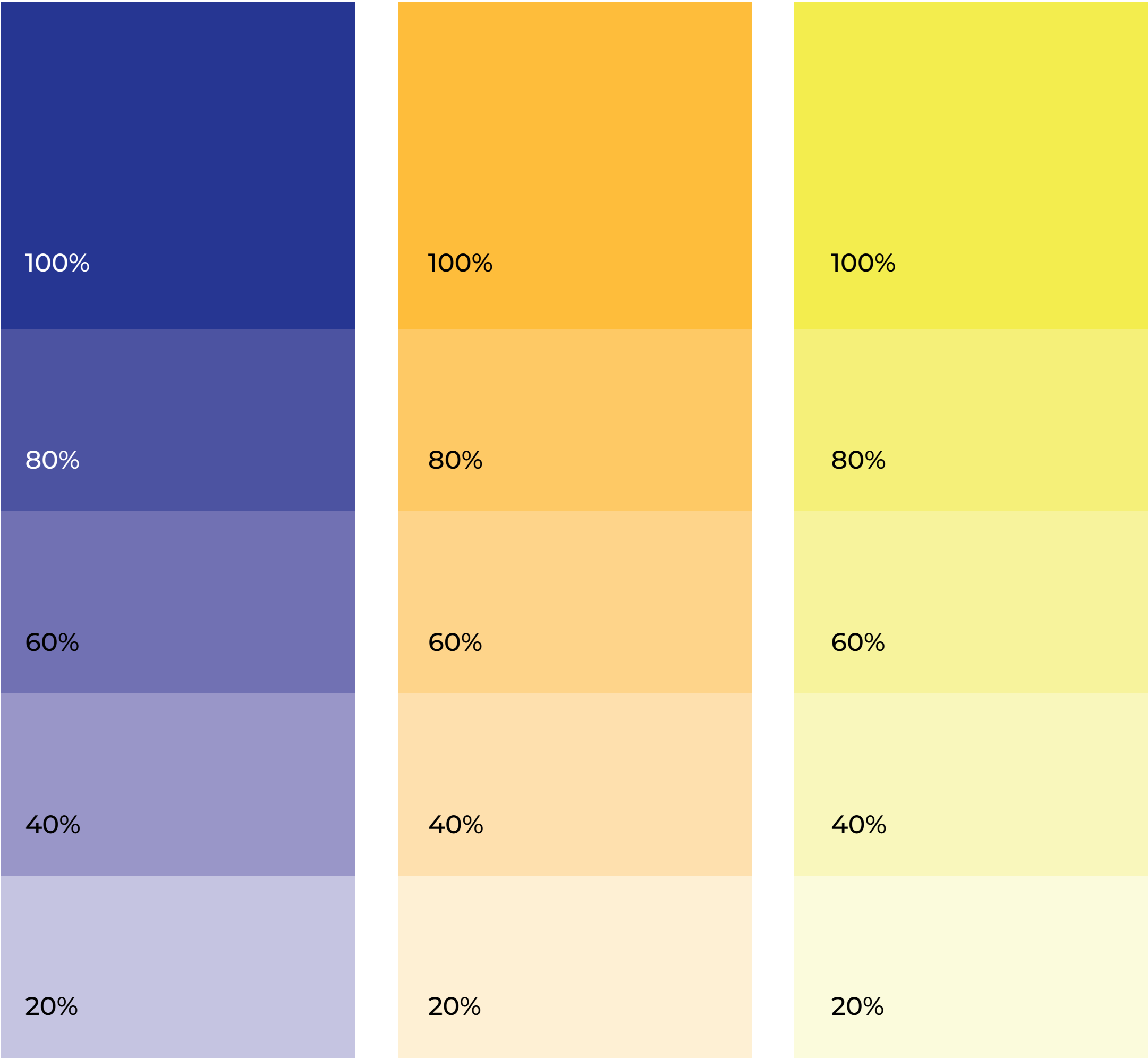
Pantone 2727
CMYK: 49, 44, 0, 0
RGB: 149, 149, 210
HEX: #567EBF

Using Tints

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 website, 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.



007

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.

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	aåbcçdðeéffghiîjklmñnoøpqærstuüvwxyz AÅÂBCÇDEFGHIÍJKLMNOØÓÔÒPQRSTUVWXYZ 0123456789°(.,'""-::)!?&©´°π®†≈♦™£¢∞§.ªº
Montserrat Regular	aåbcçdðeéffghiîjklmñnoøpqærstuüvwxyz AÅÂBCÇDEFGHIÍJKLMNOØÓÔÒPQRSTUVWXYZ 0123456789°(.,'""-::)!?&©´°π®†≈♦™£¢∞§.ªº
Montserrat SemiBold	aåbcçdðeéffghiîjklmñnoøpqærstuüvwxyz AÅÂBCÇDEFGHIÍJKLMNOØÓÔÒPQRSTUVWXYZ 0123456789°(.,'""-::)!?&©´°π®†≈♦™£¢∞§.ªº
Montserrat Bold	aåbcçdðeéffghiîjklmñnoøpqærstuüvwxyz AÅÂBCÇDEFGHIÍJKLMNOØÓÔÒPQRSTUVWXYZ 0123456789°(.,'""-::)!?&©´°π®†≈♦™£¢∞§.ªº

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.

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.

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!

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.

04

Watch The Rag

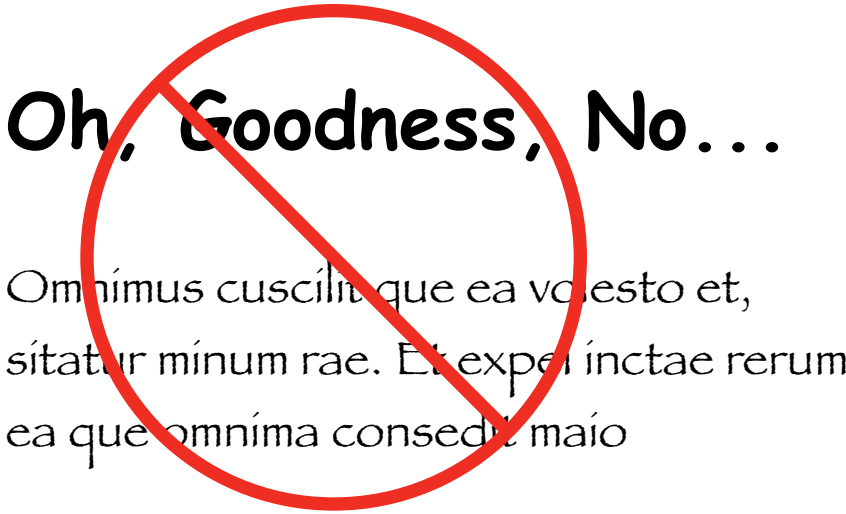
When setting paragraphs, keep an eye on the right (ragged) edge. If the rag unintentionally creates a recognizable shape, consider tweaking the language or resizing the container. Also, try to prevent single-word lines (orphans).

06

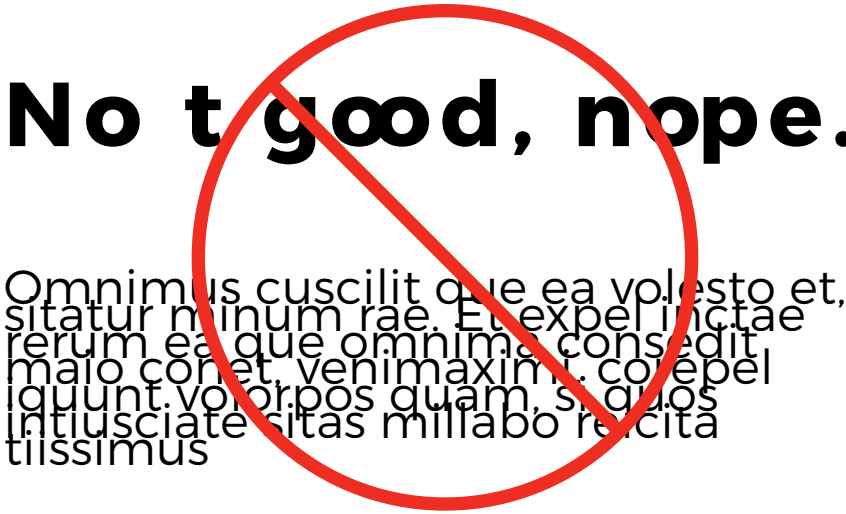
Keep Line Length Reasonable

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.

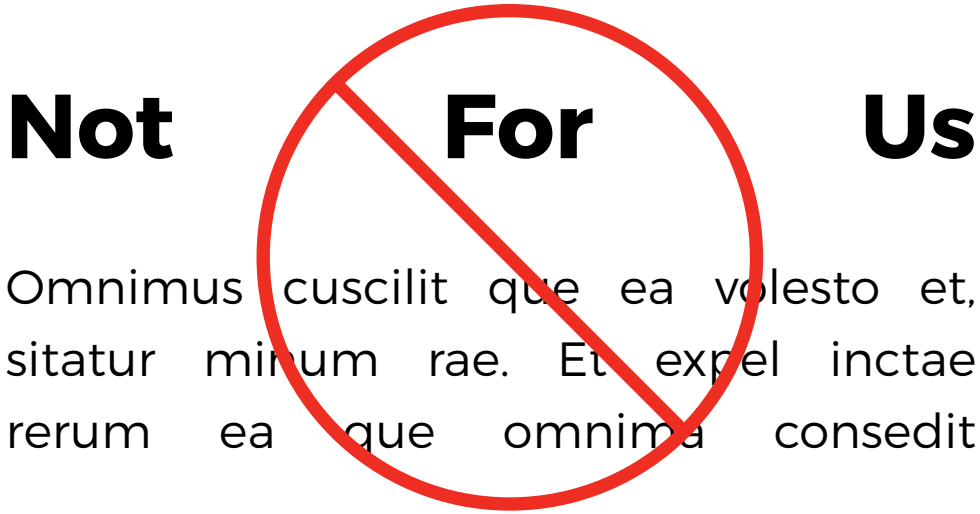
Common Errors



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



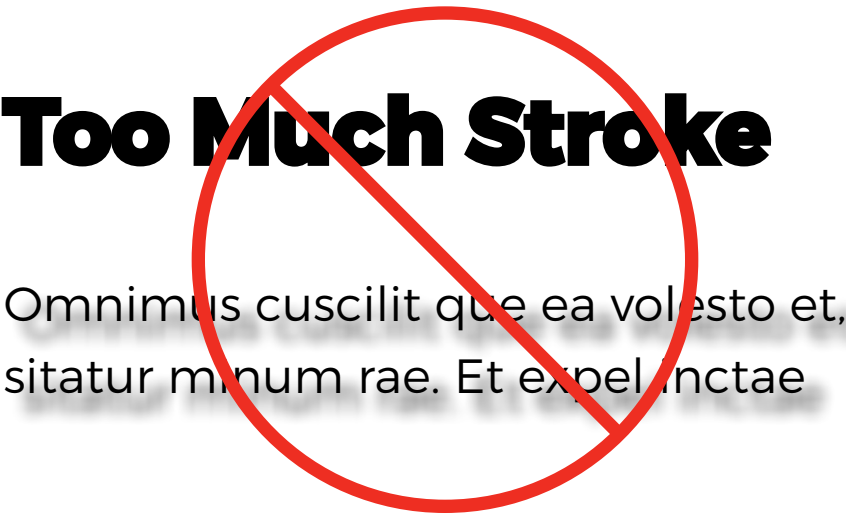
Keep tracking, kerning, and leading reasonable and legible. Do not stray far from the examples in this guide.



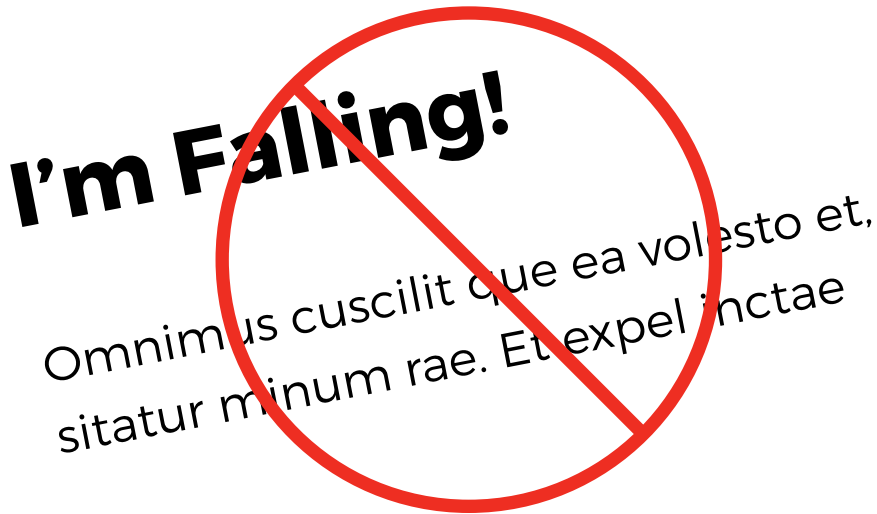
Do not use completely justified alignment for multi-line text.



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



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



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

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

ICF