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USE GUIDELINES *for CCE Marks*

coachingfederation.org

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CCE Marks

Accreditation marks may only be used by ICF-approved programs in good standing.

Our accreditation marks set you apart in a crowded industry. They're a promise of quality, consistency, and reliability.

As such, it is vital that our accreditation marks are presented correctly in every execution.

Any use of our accreditation marks outside of or conflicting with the contents of this guide will be considered unauthorized.

PAGE 003

Terms of Use

PAGE 005

CCE Mark

PAGE 006

Color Variations

PAGE 007

Common Errors

PAGE 008

File Types

PAGE 009

Thank You

Terms of Use

Only current and valid ICF Continuing Coach Education (CCE) programs may use the CCE mark on materials for or promoting the approved program.

003

By using or displaying the CCE mark, you agree to adhere to the following conditions:

The CCE name, designation, acronym, or mark may only be used by CCE-approved programs that are and remain in good standing with the International Coaching Federation (ICF) and which at all times strictly adhere to and maintain ICF Coach Training standards and requirements. No training program may use, sell, license, transfer or otherwise authorize any third party to use the CCE designation, logo or mark without prior written authorization of the Vice President of ICF Coach Training.

The CCE designation and mark shall be used only in connection with the approved program, and shall not be used in conjunction with any other programs within the organization. The designation and marks must be used in such a way that they indicate approval of only the

approved program, and not the organization as a whole. For example, on a website, the designation and mark may be used only where the approved program is described, not where the organization as a whole is described.

The ICF logo, ICF Member logo, or other ICF logos shall not be used in connection with the approved program. Only the CCE designation and mark shall be used.

The CCE marks may not be revised, altered or amended in any manner by the training program or any third party. This prohibition against alteration or misuse includes, but is not limited to, cropping of the name or mark; bleeding off a page; screening behind text; and tilting or skewing of the marks in any way. In every case the names, acronyms, designations, and marks must be printed in full strength, with no screens or "watermark" effects. Marks shall at all times be used intact, with no alteration, substitution, isolation or highlighting of any particular feature.

The CCE designation shall at all times be displayed on a neutral background only so that it does not conflict or interfere with readability

or recognition of the designation or mark. Nor shall the mark be displayed on patterned or distracting backgrounds.

The CCE name, acronym, designation and mark incorporate specific colors within the Pantone Matching System. The ICF selected and designated color scheme is mandatory and shall not be altered or substituted in any way. No other colors may be used, substituted or incorporated into the mark.

Use of the CCE name, designation, acronym, and mark is exclusively limited to professional use on materials for or promoting the approved program (not the organization) including:

- Certificates of completion (for graduates of the approved program only)
- Promotional and marketing literature, brochures, pamphlets or folders
- Advertisements of any type or nature
- Program websites
- Videos or DVDs
- Software
- Any other form of print, digital or photographic media

Use in connection with any other form of publication or documentation shall be permitted only upon written authorization and approval of the Vice President of ICF Coach Training.

Any unauthorized or unapproved use or alteration of the CCE name, acronym, designation, or mark shall result in an immediate termination and loss of the training program's ICF designation and/or certification.

Any ICF-approved training program which loses or has its ICF status suspended and/or revoked for any reason, including, but not limited to, failure to adhere to these standards or the applicable ICF training program requirements, sale, transfer, bankruptcy, or liquidation, etc. shall immediately discontinue any and all use of the International Coaching Federation name, ICF acronym, logo/mark, training program designation, acronym, logo and mark and shall not renew use of the same until its status has been restored in full. Any questions you may have regarding use of the mark can be directed to ICF at icfpr@coachingfederation.org.

CCE

ICF CONTINUING
COACH EDUCATION

ICF

005

ICF CCE Accreditation Mark

The ICF CCE mark identifies programs approved for ICF Continuing Coach Education. Use this mark when identifying your ICF CCE program on your website and marketing materials.

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



1" or 75px

MINIMUM SIZE

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

006

Color Variations

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

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

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

Full Color



Full Color Gradient mark

Single Color, White



Solid reverse White mark on neutral or dark colored backgrounds

Single Color, Blue



Solid ICF Blue mark

Single Color, Grey

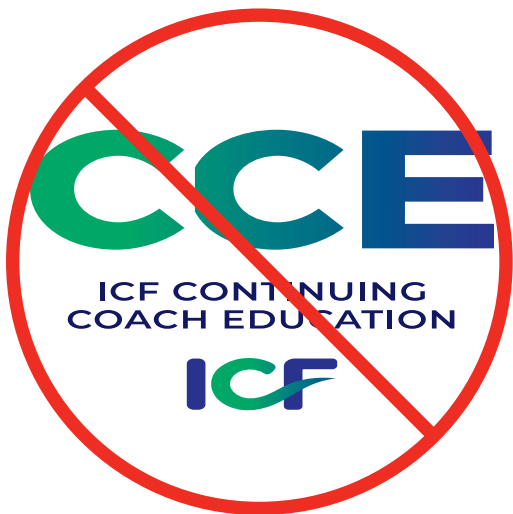


Solid Grey

Questions? Contact us at icfpr@coachingfederation.org.

007

Common Errors



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



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



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



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



Do not change the layout or relationship between elements.



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

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

Questions? Contact us at icfpr@coachingfederation.org.

008

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.

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.

We have supplied .png files with transparent backgrounds for website applications. For print applications, we have supplied transparent .tiff files for use on brochures and flyers.

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.

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 print and web vendors.

009

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. We are grateful for your partnership with us.

If you need any help with our brand at all, please do not hesitate to reach out to our team at icfpr@coachingfederation.org.

Questions? Contact us at icfpr@coachingfederation.org.





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CCE Mark Guide
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