BRAND MANUAL

AND STYLE GUIDE.

ICF
International Coach Federation

10-2018

Introduction

With 30,000+ ICF Members, 25,000+ Credential-holders and more than 130 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.

If a question is not addressed in this manual, please contact the ICF Global Marketing and Communications team at **icfpr@coachfederation.org**.

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Brand Overview

Tagline

Advancing the art, science and practice of professional coaching.

Vision Statement

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

Mission Statement

ICF exists to lead the global advancement of the coaching profession.

Value Proposition

Affiliation with ICF provides credibility, community and opportunities for continuous growth.

Core Values

We are committed to reliability, openness, acceptance and congruence and consider all parts of the ICF community mutually accountable to uphold the following values:

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

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

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

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

BRAND ATTRIBUTES

Emotional

- Personal/Caring
- Challenging
- Connected Community
- Inspiring
- Passionate
- Pioneering
- Welcoming/Friendly

Rational

- Global
- Knowledgeable/Informed
- Solid
- Responsible/Accountable
- Accessible
- Connected Community
- Professional
- Diverse
- Credible
- Ethical

The ICF Global Logo

As a general rule, third parties may not use the International Coach Federation (ICF) logo. There are limited circumstances under which third parties may use the ICF Global 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 Global logo in products, product packaging or other business services for which a formal license is required. The logo may link only to coachfederation.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.

The logo may not be displayed 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"), acronym ("ICF") and/or logo may not be used by an individual or organization that isn't directly affiliated with ICF.

Examples of acceptable use include:

- ICF Global 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 Global
- 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"

The ICF Global Logo

ICF Global logos may not be altered in any way.
See next page for samples of incorrect use.

Background

The logo may be displayed on backgrounds that do not distract from the logo to ensure maximum and proper reproduction of the logo.

Color

The logo is a two-color graphical icon. It may be reproduced in one color (black or white) when necessary.

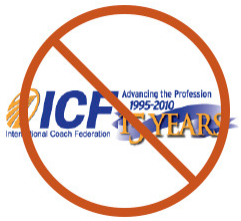
Placement

The logo should have at least .25" of clear space on all sides.

Size

Minimum size should be .75 inches to maintain readability. Optimal size is at least 1.25 inches wide at 300 dpi for print or 90 pixels wide at 72 dpi for web.

Incorrect Logo Use



ICF Brand Colors

ICF Corporate Colors

The ICF logo is a two-color graphical icon and should be applied as such whenever possible. The ICF Blue should not be used in percentages in order to achieve greater brand recognition and consistency.

Pantone® 072

C 100 M 95 Y 0 K 3
R 16 G 6 B 159
HEX #060E9F

Pantone® 136

C 0 M 28 Y 87 K 0
R 255 G 191 B 63
HEX #FFB547

This extended color palette increases the range of colors available to be used on ICF promotional materials. These colors can be used in percentages. Different combinations of colors can dramatically change the tone and appearance of a document, so it is important to consider how they will work together.

NOTE: These are accent colors only and should not overpower the corporate colors.

Pantone® 3115

C 59 M 0 Y 14 K 0
R 0 G 193 B 213
HEX # OBBBCE

Pantone® Warm Red

C 0 M 83 Y 80 K 0
R 249 G 66 B 58
HEX # FF5851

Pantone® 432

C 65 M 43 Y 26 K 78
R 51 G 63 B 72
HEX # 2C4251

Pantone® 537

C 21 M 7 Y 2 K 3
R 187 G 199 B 214
HEX # BBC7D6

Pantone® 559

C 29 M 2 Y 24 K 3
R 173 G 202 B 184
HEX # ADCAB8

Pantone® 271

C 49 M 44 Y 0 K 0
R 149 G 149 B 210
HEX # 9595D2

Pantone® 188

C 16 M 100 Y 65 K 58
R 118 G 35 B 47
HEX # 76232F

Pantone® 310

C 48 M 0 Y 9 K 0
R 106 G 209 B 227
HEX #6AD1E3

Typefaces

Recommended typeface for ICF documents, print and web material is Proxima Nova. Arial may be used when Proxima Nova is unavailable.

Proxima Nova Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcedfghijklmnopqrstuvwzyz
0123456789

Proxima Nova Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcedfghijklmnopqrstuvwzyz
0123456789

Proxima Nova Semibold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcedfghijklmnopqrstuvwzyz
0123456789

Proxima Nova Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcedfghijklmnopqrstuvwzyz
0123456789

Proxima Nova Extrabold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcedfghijklmnopqrstuvwzyz
0123456789

Arial Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcedfghijklmnopqrstuvwzyz
0123456789

Arial Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcedfghijklmnopqrstuvwzyz
0123456789

FOR HEADLINES ONLY:

Poppins Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcedfghijklmnopqrstuvwzyz
0123456789

Poppins Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcedfghijklmnopqrstuvwzyz
0123456789

Style Guide

Communicating in a consistent style will help enhance the professionalism and credibility of the International Coach Federation (ICF) in the marketplace. Guidelines have been established to elevate ICF's Member and Chapter communications. Speaking as one unified ICF voice will create a stronger impact and demonstrate the professionalism that ICF embodies.

For questions and concerns please contact **icfpr@coachfederation.org**.

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"...create a stronger impact..."

Formatting Guidelines

The following general formatting guidelines have been established for use on email, website, collateral, social media and any other ICF communications. ICF follows the Associated Press Stylebook unless noted otherwise.

- Body text should be 9 or 10 pt Arial or Open Sans.
- The official language of ICF is American English. American English will be used for all ICF Global communications.
- 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 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.
- Capitalize formal titles before the name of the individual, but not after, EXCEPT for ICF Global Board Chair (AP Style).

  EXAMPLE: ICF Executive Director Magda Mook accepted the call. Magda Mook, ICF executive director, accepted the call.

Headlines, Headings, Bylines

- **Headlines:** Headlines typically include a noun (or implied noun) and verb. Capitalize only the first word and any proper nouns or acronyms in a headline.

  EXAMPLES: ICF calls for action from EMCC / Applications due August 2 / Coaches congregate in Russia for ICW
- **Headings:** When headings do not include a verb, all words in a heading should be capitalized.

  EXAMPLE: ICF News and Reminders / Coachfederation.org Hot Links / ICF Resource Partners
- **Bylines:** Include the author's first/last name, followed by ICF Credential, title (if applicable) and then country of residence in parentheses. Do not capitalize the word 'by.'

  EXAMPLE: by Susan Brown, MCC (USA) / by Mark Adams, PCC, 2015 ICF Global Board Chair (USA)

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

- **Ordinal numbers:** Ordinal numbers should be superscripted (contrary to AP Style).

  EXAMPLE: ICF celebrated its 20th anniversary in 2015. (Not 20th anniversary.)
- **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

  EXAMPLE: Hilary Oliver, PCC, Immediate Past Chair, ICF Global / Dave Wondra, PCC, ICF Global Past Chair / Janet Harvey, MCC, ICF Global Past President

ICF-Specific Style Elements

Association – Capitalize only in reference to ICF as in "The Association has more than 25,000 members."

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

Bridge line – Two words. Preface with "telephone" if needed.

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 – Capitalize Chapter when it refers to an ICF Chapter or is 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 – Capitalize coaching when it appears with a specialty.

EXAMPLE: Executive Coaching; Life Coaching; Career Coaching, etc.

Coaching World – Always capitalize and italicize.

coachfederation.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.

Committees – Capitalize the word Committee when it refers to a specific ICF Committee or is used in a proper name.

EXAMPLES: The ICF Education Committee is working on a new project. The Committee will finalize the project next month. There were 10 ICF Committees set up for the year. There were 10 committees set up for the year.

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. Second reference may be refrred to as CCF.

EXAMPLE: You can search for ICF-credentialed Members on the 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 Global 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 Coach Federation (ICF) – In general, spell out on first reference with ICF in parentheses.

Internet – Always capitalize Internet.

Online – one word, not capitalized unless at the beginning of a sentence or used as part of a proper noun.

Nonprofit – one word without a hyphen.

Taskforce(s) – one word.

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.

website – Do not capitalize or separate into two words. Also webcam, webcast and webmaster. But as a short form and in terms with separate words, the web, web page and web feed.

ICF Chapter Guidelines

With more than 130 ICF Chapters, it is important for each chapter to be properly brand aligned. The consistent use of ICF Chapter logos, names, colors and fonts create clarity and consistency resulting in greater impact and wider recognition of the ICF brand.

When all of our Chapters are properly aligned with the ICF brand, together we have a much stronger voice in the marketplace.

For questions and concerns please contact **icfpr@coachfederation.org**.

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"...speaking with one consistent and relevant voice..."

Chapter Logos and Names

ICF Chapter Leaders may request ICF Chapter logos from ICF Headquarters. All Chapter logos must be created and approved by the ICF Global Marketing and Communications team.

Chapter logos may be used by the Chapter's Board of Directors to communicate their leadership and on any Chapter materials.

The logos below are examples of the official logos approved for use by ICF Chapters to indicate their individual affiliation with ICF. ICF Chapter logos should not be altered in any way. There is to be no substitution of wording, fonts, color or placement of graphic elements.

ICF International Coach Federation | Name Chapter

ICF International Coach Federation
Name Chapter

When writing out the name of the Chapter, in the first instance, please use the full Chapter name. Any following reference may use the abbreviated Chapter name. They may not use abbreviations of the Chapter location attached to ICF (ICFSF, ICFA, ICFS, etc.)

EXAMPLE: We are the International Coach Federation Kentucky Chapter. ICF Kentucky is located in Lexington, Kentucky, USA.

Sample of Full Chapter Name	Abbreviated Chapter Name	Incorrect Samples
International Coach Federation [LOCATION] Chapter	ICF [LOCATION] Chapter	[LOCATION] Coaches Association
	ICF [LOCATION]	[LOCATION] Coach Federation
		ICF-[LOCATION] Chapter

For questions and concerns, or to obtain proper logos, please contact **icfpr@coachfederation.org**.

Incorrect Chapter Logo Use

Chapter Websites

ICF Chapter websites should abide by ICF Brand Guidelines. This means they should use the ICF color palette, the correct ICF Chapter logo and name, and follow the ICF-Specific Styles in writing web content. Below are a few best practices.

Design

Keep it simple. Avoid cluttering up the homepage with too much text or too many calls to action. Make it easy for visitors to get to where they need to go. Try to keep page content short to reduce scrolling. You will also want to make sure your website is accessible on mobile and tablets.

The design of the website should support its purpose. The purpose of your chapter's website is to communicate with members, reach prospective members and encourage the chapter community to engage through the sharing of knowledge, resources and ideas

Website URLs

Keep it simple, relevant and easy to remember. Examples: icfphiladelphia.org, icfla.org

Web Maintenance

Create a web maintenance plan and appoint a team to update information and keep content fresh. Once a month, have a web team member review the entire site for dead links and outdated information and graphics.

Minimize the time your web team spends on updates by linking to ICF Global's website when possible. For example, instead of publishing Credentialing details—which are subject to change—simply publish a link to the appropriate page on Coachfederation.org.

Logos and Branding

Use the ICF-approved Chapter logo prominently on your website. Refer to page 11 for approved ICF colors. These can be complemented with a neutral color palette for an eye-pleasing site. Use local photos and graphics to appeal to your membership and give your site regional flair.

Links to Global Website

Chapter websites must link to the ICF Global website (**Coachfederation.org**) and include a link to join ICF Global (**Coachfederation.org/join**). We also encourage chapters to include links to the following sections of the ICF Global website.

- **Credentialing**: coachfederation.org/icf-credential
- **Renew ICF Global Membership**: coachfederation.org/why-icf/renew-membership
- **ICF Global Events**: coachfederation.org/events

Leadership

We encourage each chapter to create a page to list the names, titles and contact information of its Board of Directors. This allows members to direct questions to the appropriate Board member and helps build a team environment. Put a face on your leadership by adding headshots to this page.

Social Media

Link to any chapter social media outlets. If you update Facebook or Twitter regularly, consider including a feed on the homepage or in a news/media section of your website.

Analytics Tracking

When setting up or updating a website, be sure to install a website analytics tool. There are many options to choose from. Some, such as Google Analytics, are free of cost in many cases. Using the information a website analytics tool captures can assist with evaluating effectiveness of marketing efforts, understanding where site traffic is coming from (emails, other websites, etc.), learning what users do or don't like about your website, and getting to know site visitors via details such as operating system and browser, geographic location and behavior on your site.

Videos and Media

Include relevant videos. ICF Global has produced many videos that can be embedded on chapter websites. Here are a few you might consider using:

- **Why Join ICF:** https://vimeo.com/125145836
- **Should I become a coach?** https://vimeo.com/125145838
- **Why hire an ICF Credential-holder?** https://vimeo.com/125145839
- **What is Coaching?** https://vimeo.com/136645385
- **Coaching Works: Erica's Story:** https://vimeo.com/212084098
- **Julia's Credential Legacy (USA):** https://www.youtube.com/watch?v=zIH0KuF_OdA
- **Elena's Credential Legacy (Mexico):** https://www.youtube.com/watch?v=hg5kISFf6aM&list=UUJCRfzDR4hhB0cEWvODP-rw
- **Janez's Credential Legacy (Slovenia):** https://www.youtube.com/watch?v=XsuBBOjczXg
- **Inta's Credential Legacy (Australia):** https://www.youtube.com/watch?v=jTXn88bBEgo
- **Kentaro's Credential Legacy (Japan):** https://www.youtube.com/watch?v=y9G0BQzvGrs