ICROA

Label Usage + Brand Guidelines

Version 1

Contents

Logo

1.1 Primary Logo

The ICROA primary logo should be used in the first instance.

Use the most appropriate version of the logo dependent on the background colour.

Full-colour

Black

Colour & White

White-out

ICROA Approved organisations are authorised to use the
ICROA Approved Label in compliance with these Brand Guidelines
and the legal provisions outlined in the ICROA Approval Terms &
Conditions on the ICROA website: www.icroa.org

Full-colour

Black

Colour & White

White-out

ICROA Conditionally Approved organisations are authorised to use the ICROA Conditionally Approved Label in compliance with these Brand Guidelines and the legal provisions outlined in the ICROA Approval Terms & Conditions on the ICROA website: www.icroa.org

Full-colour

ICROA
Conditionally Approved

Black

ICROA
Conditionally Approved

Colour & White

ICROA
Conditionally Approved

White-out

ICROA
Conditionally Approved

ICROA Endorsed organisations are authorised to use the ICROA Endorsed Label in compliance with these Brand Guidelines and the legal provisions outlined in the ICROA Terms & Conditions on the ICROA website: www.icroa.org

Full-colour

Black

Colour & White

White-out

ICROA Conditionally Endorsed organisations are authorised to use the ICROA Conditionally Endorsed Label in compliance with these Brand Guidelines and the legal provisions outlined in the ICROA Terms & Conditions on the ICROA website: www.icroa.org

Full-colour

Black

Colour & White

White-out

1.6 Size & Spacing

The logo should always have breathing space to ensure maximum visibility. This can be determined using the guide on the right – the width of the brand triangles as a clear space.

The minimum recommended size is a guide that designers should use at their discretion.

Print: 16mm
Digital: 45px @ 72ppi
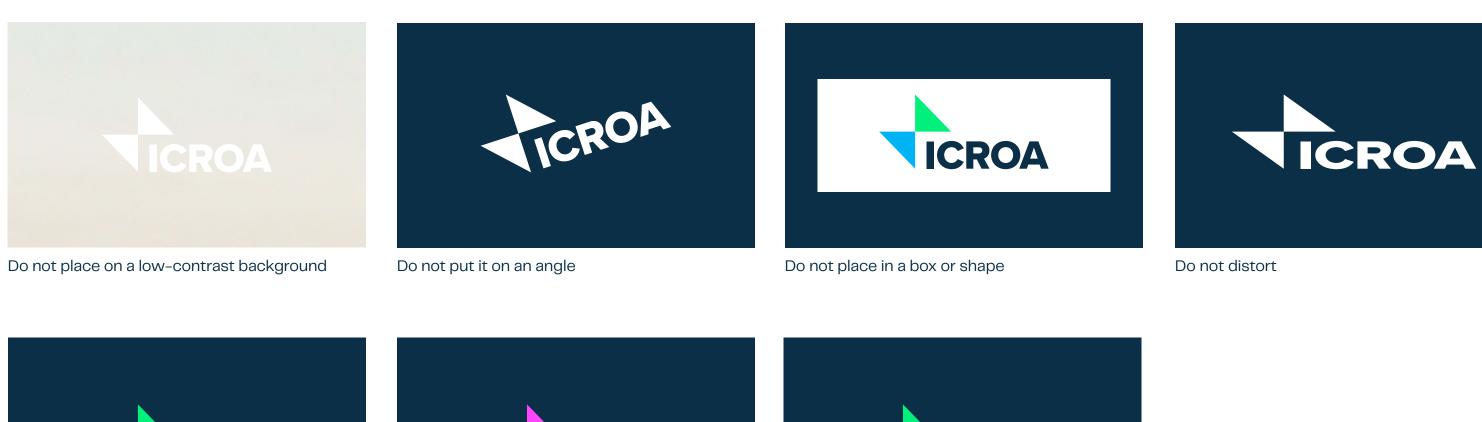
Print: 22mm
Digital: 50px @ 72ppi

Print: 22mm
Digital: 50px @ 72ppi

1.7 Logo Rules

In order to retain the equity and recognition of the brand, it is imperative that the logo be used in a consistent and legible manner. Altering the logo degrades its value and legibility. Here are examples of unacceptable practice with the logo.

Do not place on a low-contrast background
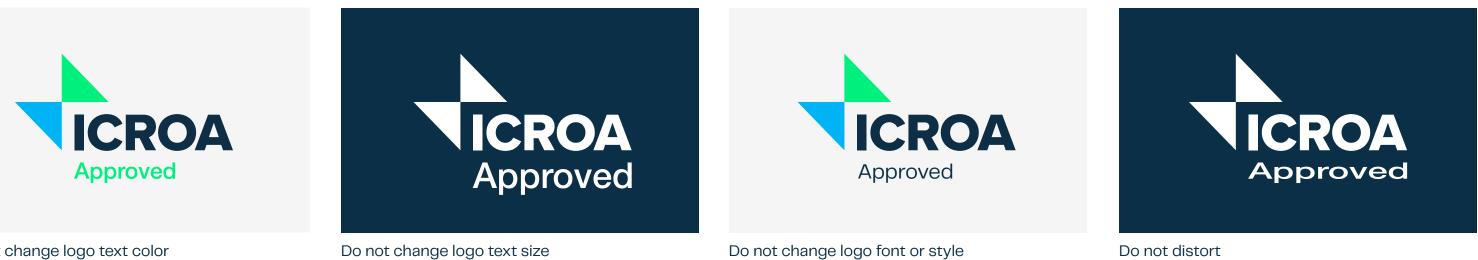
Do not put it on an angle

Do not place in a box or shape

Do not distort

Do not outline the graphic elements

Do not change to a non-branded colour

Do not change the typeface

When using alternate logo versions

Do not change logo text color

Do not change logo text size

Do not change logo font or style

Do not distort

Colour

2.1 Colour Palette

The ICROA palette is composed
of the following colours.

#162e45
RGB 22 / 46 / 69
CMYK 94 / 77 / 47 / 47
548 Pantone

#00b0f0
RGB 0 / 176 / 240
CMYK 73 / 16 / 0 / 0
801 Pantone

#10ec88
RGB 17 / 237 / 138
CMYK 48 / 0 / 60 / 0
3395 or 7479 Pantone

#f5f5f5
RGB 245 / 245 / 245
CMYK 0 / 0 / 0 / 4
427 Pantone

#ffffff
RGB 255 / 255 / 255
CMYK 0 / 0 / 0 / 0
White

Please note: Print test to be completed for
final recommendations on CMYK values