



ICC Colombia Identity Guidelines

June 2022



Contents

Logo03

Logo clear space.....04

Logo colour-ways05

ICC brand extensions: top-level logos.....06

ICC brand extensions: ICC national committees 07

Logo don’ts08

Official font.....09

Default font.....10

Typography11

Colour palette12

Infographic colour palette.....13

Infographics14

Motifs 15

Photography 16

Icons 17

Events 18

Business card..... 19

Report cover example.....20

Social media banner and profile icon.....21

Legal22

Contact23

Logo

The logo comprises two elements: a logotype and a globe symbol built from three longitudinal lines.

Do not alter the logo in any way.

Logotype

The logotype is set in Gellix Extra Bold and Gellix Semi-bold.

Symbol

The symbol is a depiction of a globe, alluding to world commerce, the movement of goods, and the exchange ideas. The drawing of the symbol also forms a subtle I.C.C. monogram.



Icc
Colombia

Logotype

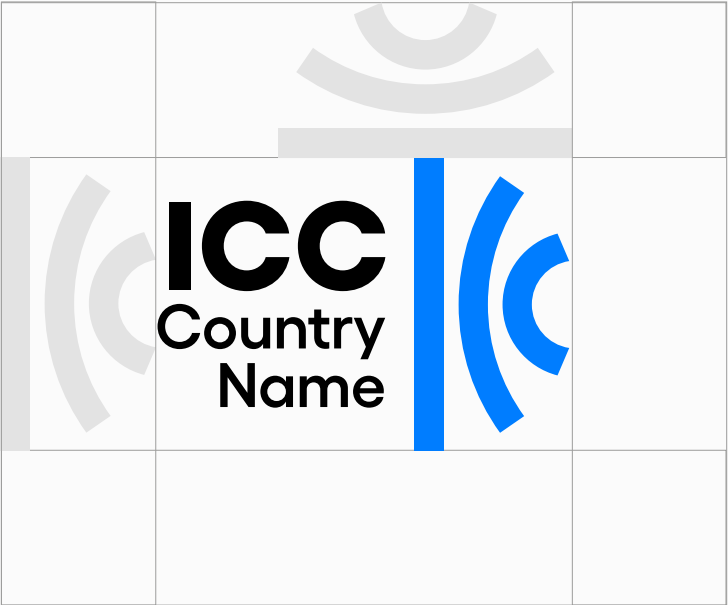


Symbol



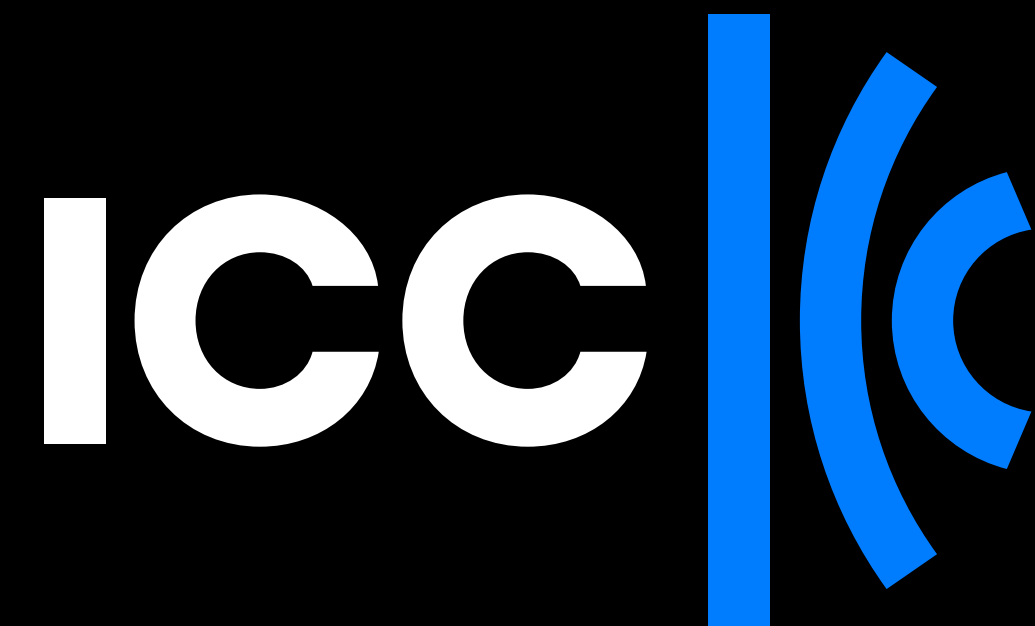
Logo clear space

All logo configurations should be given clear space on all sides equal to the width of the symbol.



Logo colour-ways

The logo suite includes multiple colour-ways. Refer to the examples on the right to ensure that the logo is given appropriate contrast against any backgrounds.





ICC brand extensions:
top-level logos

Top-level logos use a one or two-line configuration.

These logos use Gellix Bold for the supporting type.





ICC brand extensions: national committee logos

The national committee logos use a one or two-line configuration.

These logos use Gellix Semi-bold for the supporting type.

The national committee logo may be used either in English or the local language, although English is recommended.

If you have any questions regarding the use of the national committee logos, or if you would like the logo in a local language, please contact the ICC Brand and Design Lead. See page 23 of these guidelines for contact information.





Logo don'ts

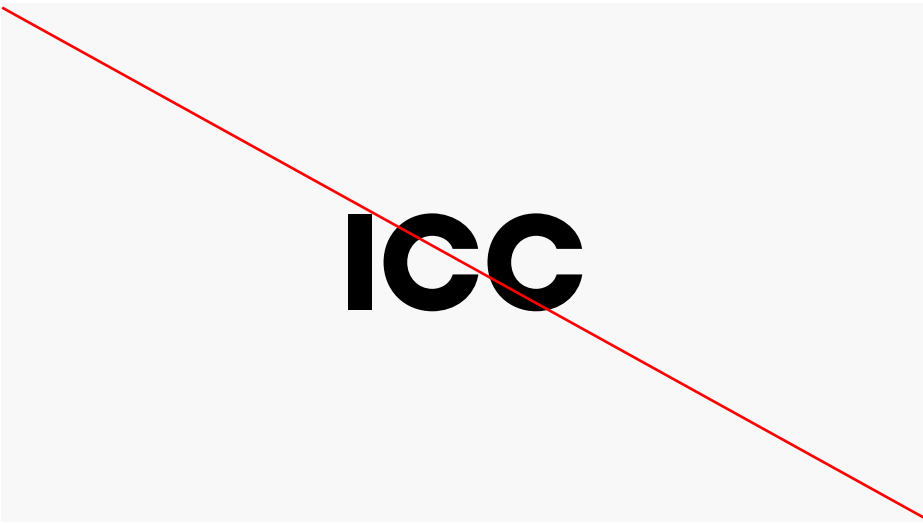
This page details misuse of the logo. Avoid making these mistakes.



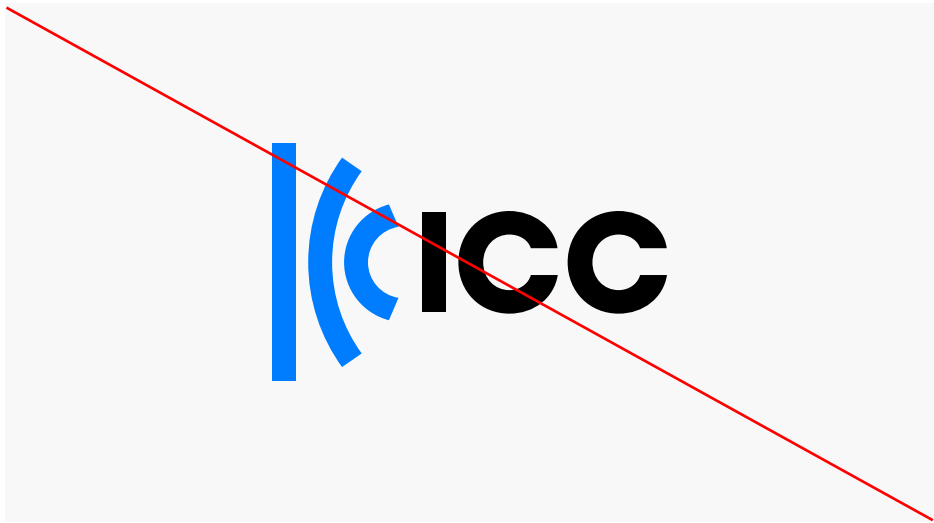
Correct use



Don't rotate the logo



Don't use the logotype without the symbol



Don't rearrange the logo's elements



Don't individually colour any single shape



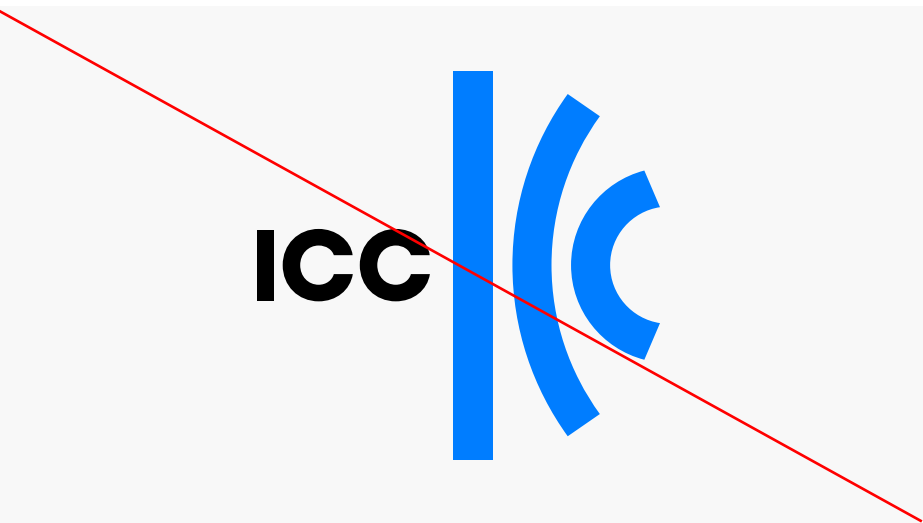
Don't recreate the logo with a different font



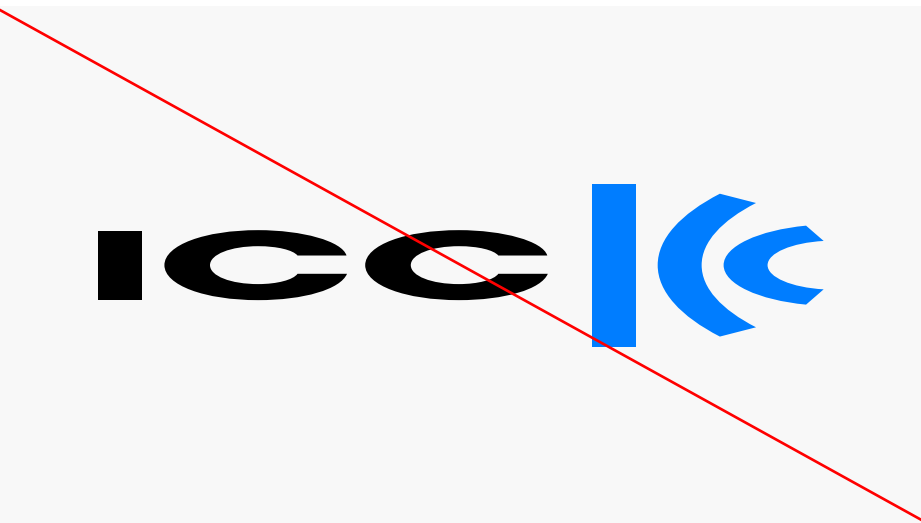
Don't use any non-approved logo colour-way



Don't fill with a gradient



Don't alter the size of any logo component



Don't stretch or otherwise distort the logo



Don't add drop-shadows or other effects



Don't use a two-colour logo on top of photography or complex backgrounds



Official typeface

The ICC brand official typeface is Gellix, a confident but approachable geometric sans serif font/typeface. There are many available weights, but use only Bold and Regular weights.

Headlines

Gellix Regular should be used for header.

Subheaders

Gellix Bold should be used for subheaders, links and headlines at smaller scales.

Body copy

Gellix Regular should be used for body copy. In some instances, the Bold weight may used to emphasise text within body copy.

Headlines

Gellix Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Subheaders

Gellix Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Body copy

Gellix Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789



Default typeface

In the case where Gellix is not available, the ICC default typeface is Helvetica. There are many available weights, but use only Bold and Regular.

Headlines

Helvetica Regular should be used for headers.

Subheaders

Helvetica Bold should be used for subheaders, links and headlines at smaller scales.

Body copy

Helvetica Regular should be used for body copy. In some instances, the Bold weight may be used to emphasise text within body copy.

Headlines

Helvetica Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Subheaders

Helvetica Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Body copy

Helvetica Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789



Typography

This example demonstrates how the typographic system can be used to create hierarchy in your designs.

Headline

Weight	Regular
Size	140 pt
Tracking	-20
Leading	1116

Better
business

Subheader

Weight	Bold
Size	34 pt
Tracking	-8
Leading	34

We make business work for everyone,
every day, everywhere.

Body subheader

Weight	Bold
Size	14 pt
Tracking	10
Leading	18.6

Who we are

We are the institutional representative of more than 45 million companies in over 100 countries with a mission to make business work for everyone, every day, everywhere. Through a unique mix of advocacy, solutions and standard setting, we promote international trade, responsible business conduct and a global approach to regulation, in addition to providing market-leading dispute resolution services. Our members include many of the world's leading companies, SMEs, business associations and local chambers of commerce.

Body

Weight	Regular
Size	10.5 pt
Tracking	10
Leading	15

Arbitration

Unrivaled in experience and expertise, we are a leading international arbitration institution. We administer ICC Arbitrations, overcome obstacles in proceedings and strive to ensure ICC awards are enforceable. Like all ICC dispute resolution services, we base our arbitration solutions on rules that follow international best practice. We update these rules regularly and translate them into many languages to stay current with today's business needs. We have made these rules short, adaptable and simple for use in virtually any type of procedure.



Colour

Primary palette

The primary colour palette employs the blue found in the logo, black and white. These three colours should be the dominant colours across all applications.

PMS	285
CMYK	90-47-0-0
RGB	0-125-225
HEX	007dff

PMS	Black
CMYK	0-0-0-100
RGB	0-0-0
HEX	000000

PMS	White
CMYK	0-0-0-0
RGB	255-255-255
HEX	ffffff



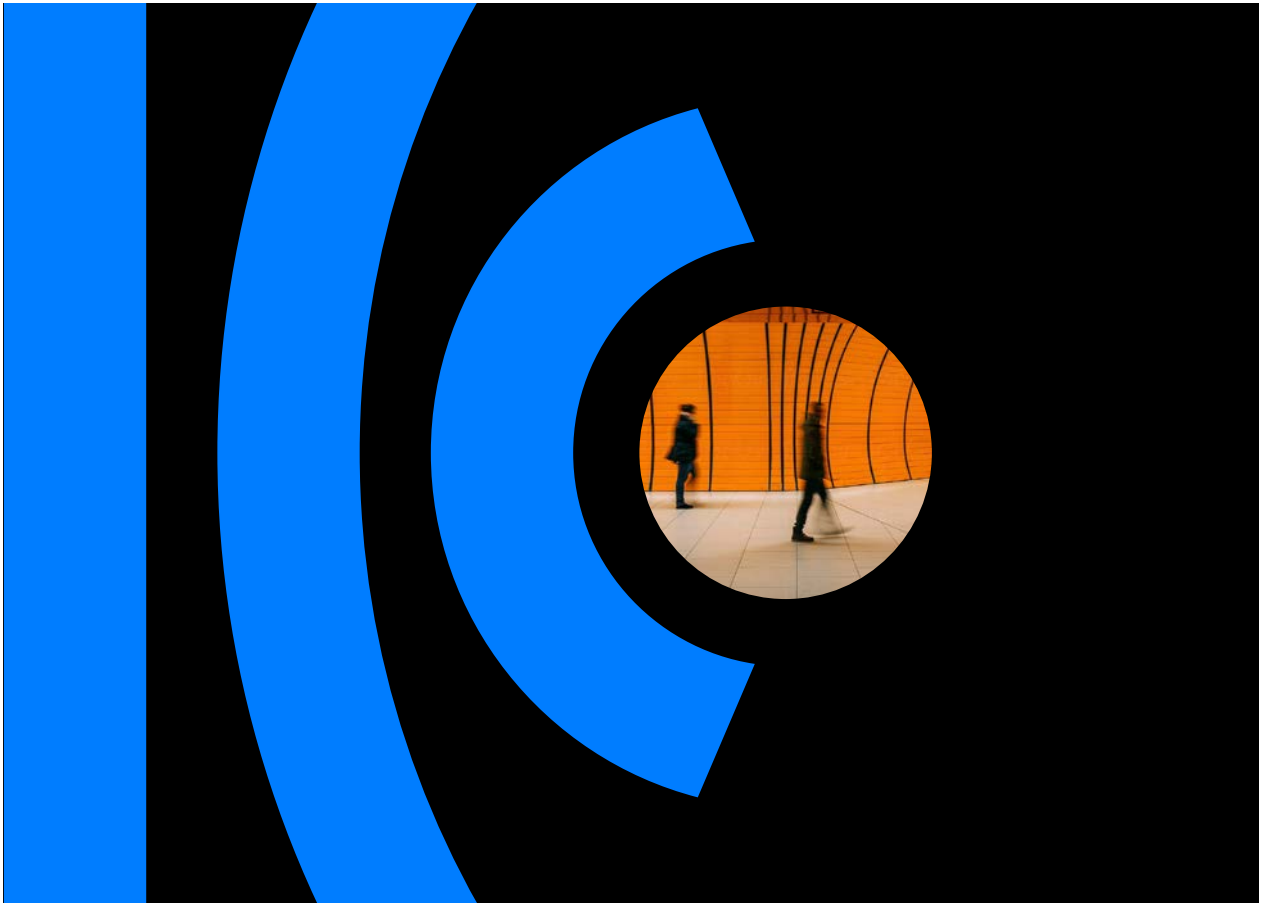
Colour infographic palette

The supporting colours should be used for infographics. This expansive palette includes the primary blue, three additional accent colours and grey. Each colour in the supporting palette comes in three shades of lightness to accommodate complex infographic design.

Dark	PMS 661 C CMYK 100-86-15-5 RGB 0-53-148 HEX 003594	PMS 2427 C CMYK 89-36-100-34 RGB 0-100-0 HEX 006400	PMS 2607 C CMYK 84-100-17-11 RGB 74-14-128 HEX 4a0e80	PMS 1955 C CMYK 29-100-70-27 RGB 127-18-51 HEX 7f1233	PMS 412 C CMYK 65-65-64-62 RGB 56-47-45 HEX 382f2d
Mid	PMS 285 C CMYK 90-47-0-0 RGB 0-125-225 HEX 007dff	PMS 2271 C CMYK 78-0-100-0 RGB 0-188-0 HEX 00bc00	PMS 266 C CMYK 67-83-0-0 RGB 133-62-230 HEX 853ee6	PMS 2346 C CMYK 0-79-49-0 RGB 255-88-105 HEX ff5869	PMS 4289 C CMYK 44-35-35-1 RGB 153-153-152 HEX 999998
Light	PMS 277 C CMYK 32-12-0-0 RGB 171-202-233 HEX abcae9	PMS 2282 C CMYK 25-0-51-0 RGB 199-233-149 HEX c7e995	PMS 264 C CMYK 24-35-0-0 RGB 217-187-255 HEX d9bbff	PMS 706 C CMYK 2-22-4-0 RGB 255-210-210 HEX ffd2d2	PMS 427 C CMYK 19-11-12-0 RGB 220-220-220 HEX dcdcdc

Motifs

The symbol can be manipulated in a number of ways to create motifs. The examples on the right detail some of the ways that the symbol can support photography and graphic elements to strengthen your compositions.



The circle implied by the symbol's innermost ring can act as a window for photography or infographic data.



The left-hand semicircle implied by the symbol can be filled with photography, completing the globe.



The symbol can be enlarged and cropped within a frame to create dynamic texture.



The longitudinal lines that comprise the symbol can act as a window for photography.



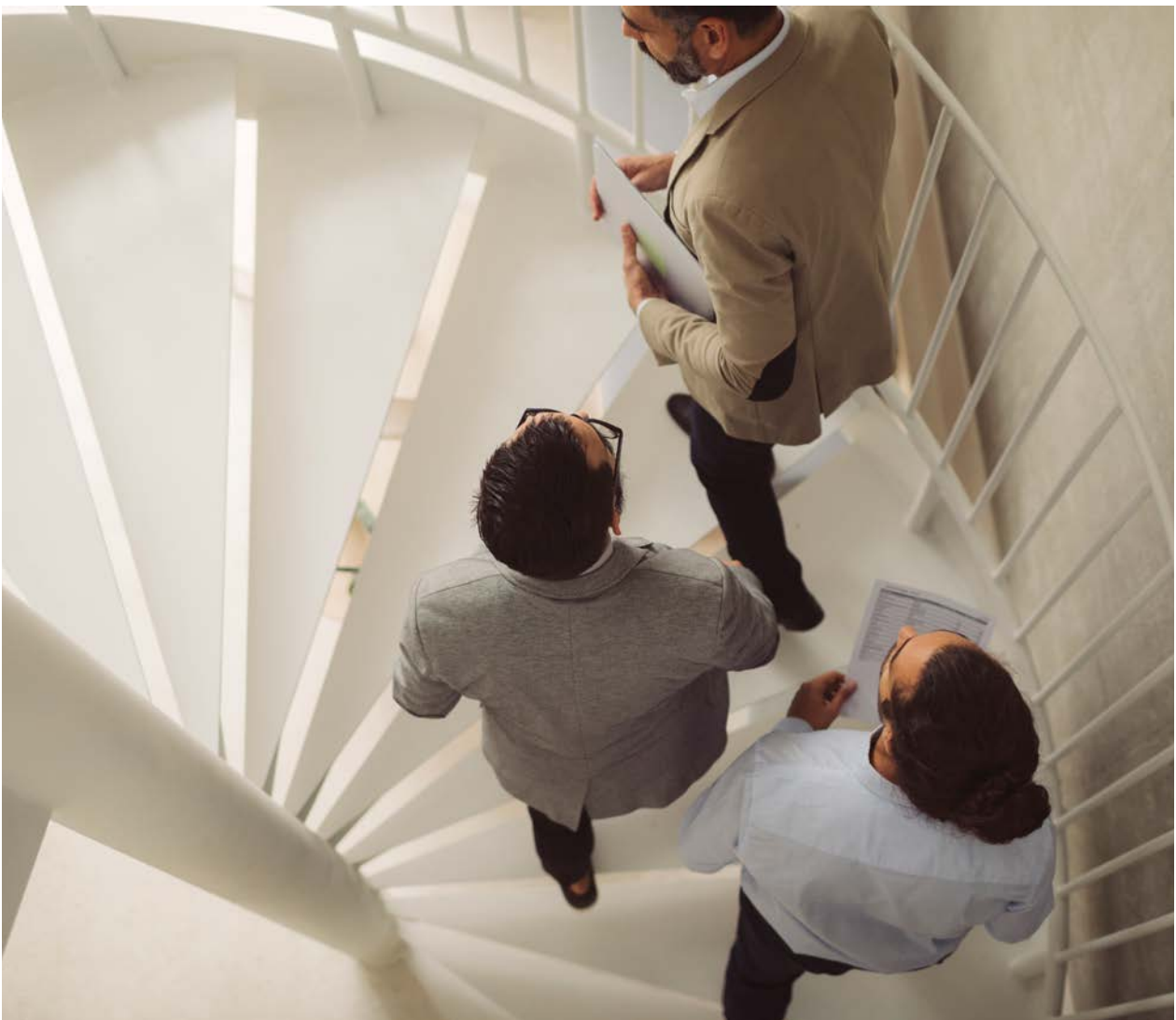
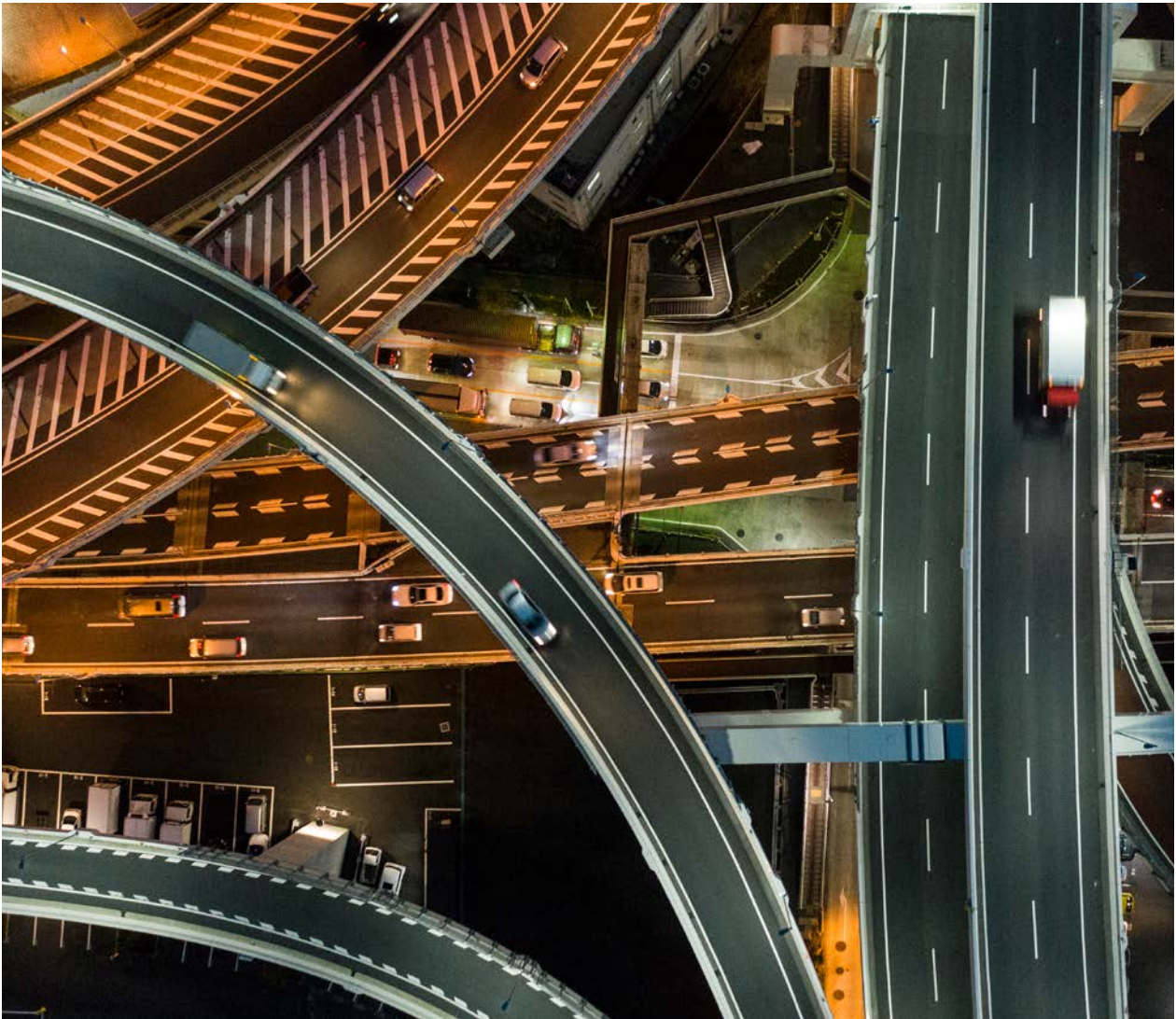
The symbol can be used to knock out of an image.



Photography

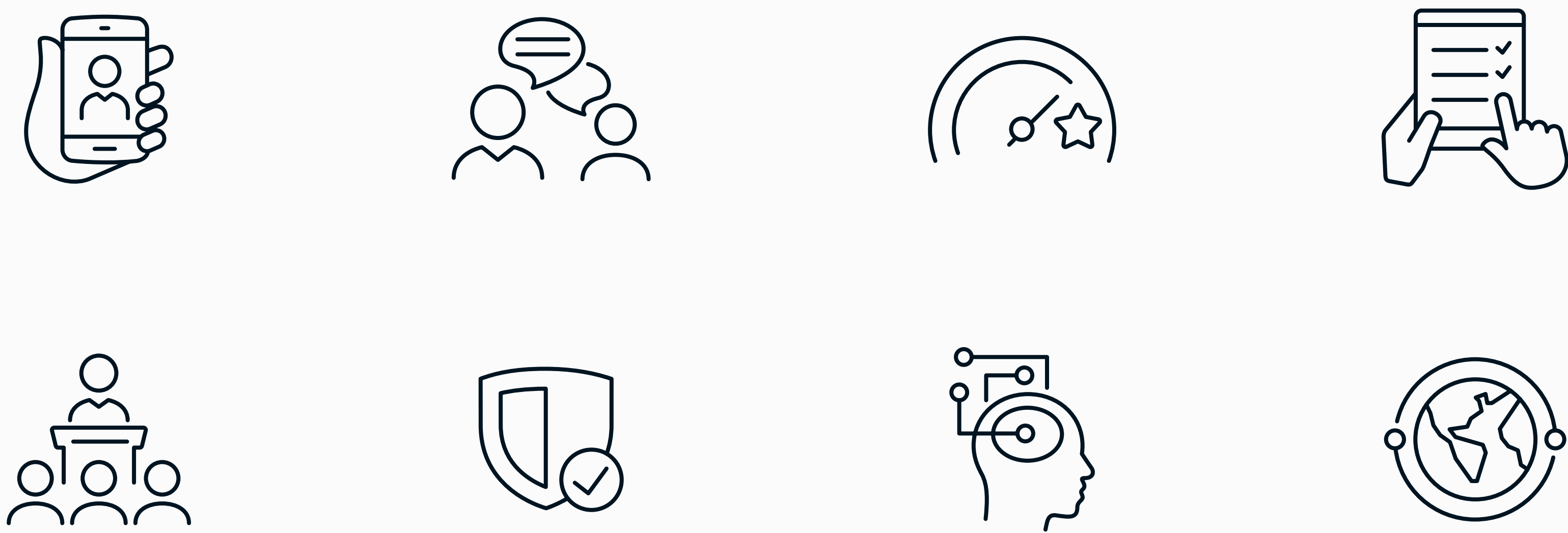
Photography should convey motion, energy and progress.

When using photos of people, avoid portraits or overly expressive poses. Images should illustrate diversity (race, gender, age).



Icons

Icons should have a simple line style and look coherent when grouped together. Icons should be relevant to the subject.



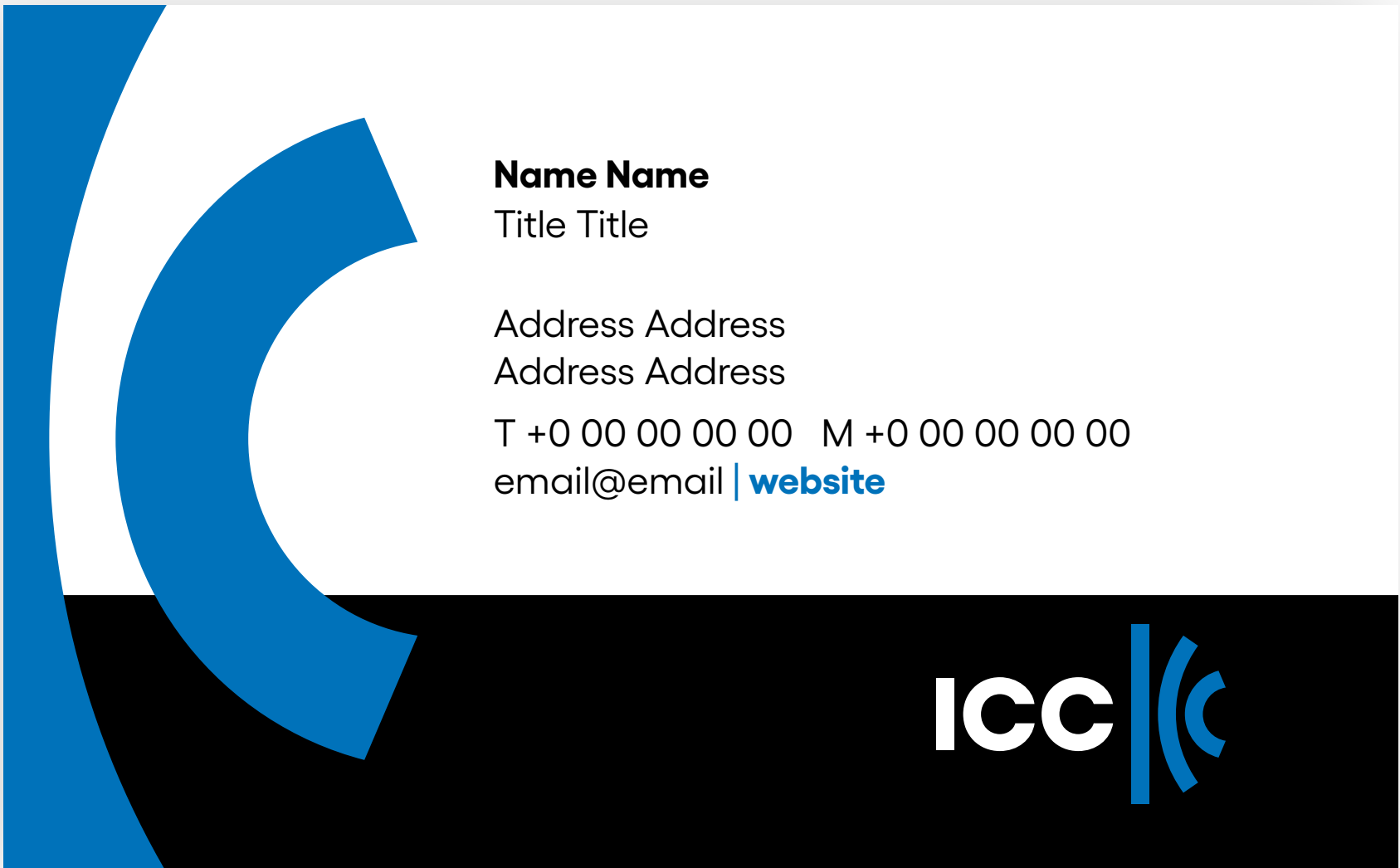
Events

Events should not be given unique logos. Instead, the event name should be set in Gellix Regular and the primary ICC logo should be used as a sign-off elsewhere within the design.





Business cards



Report cover example





Social media banner and profile icon





Legal

Ownership of name and logo and trademark registration

The different elements of the new ICC logo are trademarks of ICC and are (being) registered by the ICC International Secretariat as trademarks in several countries.

As with other marks belonging to ICC, the new logo should not be registered as a trademark (either as an independent element or as part of any other name or logo) by any national committee or other ICC grouping, division, member, or third party.

Proof of use

In many countries, if a trademark has not been used for 3-5 years, rights to the trademark registration can be lost. To allow us to prove such use, all divisions and national committees should maintain copies of their publications, conference brochures, records of sales transactions, web pages etc. to show that we have used the graphic symbol, “International Chamber of Commerce” and “The World Business Organisation” during specific periods and in specific countries.

Use of logo and name by third parties and members

No member organisations or any other third parties should be authorised to use the ICC name or logo or any other ICC trademarks on their stationery, websites or other material without the prior written authorisation of the ICC International Secretariat.

Please note that membership of ICC does not give members the right to use the ICC logo or names on their own material.

For further legal and trademark information please contact:

Clémence Chassaigne
Legal Advisor
E clemence.chassaigne@iccwbo.org



For any brand, design or logo related question, please contact:

Jeff Dombrowski
Brand and Design Lead
E jeff.dombrowski@iccwbo.org



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