

Logo usage guidelines

ICIMOD


VERSION 3.0 / MARCH 2010

FOR MOUNTAINS AND PEOPLE

The Logo

The ICIMOD logo is a simple, clean and versatile shape that incorporates a subtle discovery of ICIMOD's fundamental areas of concern: mountains and water.

The ICIMOD letters are an acronym for 'International Centre for Integrated Mountain Development.'

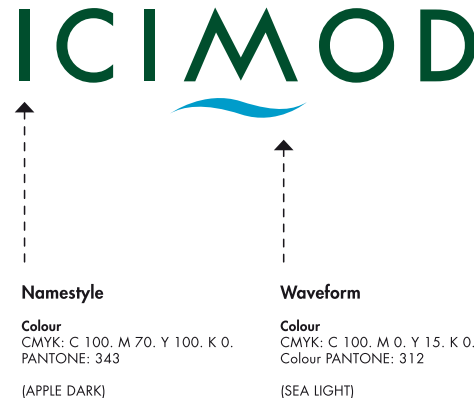
The logo has been specially drawn and should always be reproduced from the master artwork files.



Namestyle, Waveform and Colour

The logo consists of two distinct components:

- The namestyle is the part of the ICIMOD logo comprising the six ICIMOD characters. The characters have been specially drawn and must not be replaced by those of a different typeface. The 'M' letter is shaped to subtly suggest mountain peaks. The characters should only exist within the confines of the ICIMOD logo. When appearing outside the confines of the logo, the ICIMOD name must appear in normal text, and always be referred to in upper case: ICIMOD.
- The waveform part of the logo does two things: it represents water and underlines the mountains. The elegant, flowing shape also adds an expression of movement and energy to the logo. The waveform should always appear as part of the logo and never alone.
- The logo is green and blue and should never be reproduced in a different colour (see adjacent diagram for colour information). The logo can be in solid black on a white background if colour is not available and may also appear in white on a solid-coloured background.



Colour variations

The logo can be used in three different colour variations:

- **Full Colour**

The full colour version of the logo should only be used on a white background.

ICIMOD letters (Namestyle) is APPLE (dark).

Waveform is SEA (light).

(see previous page for colour information).

- **White on any colour background**

- **Black Colour**

The logo consists of the word "ICIMOD" in a dark green, sans-serif font. Below the letters "I", "C", and "M" is a light blue wave-like graphic element.The logo consists of the word "ICIMOD" in white, sans-serif font. Below the letters "I", "C", and "M" is a white wave-like graphic element. The entire logo is centered on a solid green rectangular background.The logo consists of the word "ICIMOD" in a black, sans-serif font. Below the letters "I", "C", and "M" is a black wave-like graphic element.

Principles of use

It is important that the logo is always used consistently and correctly and never in a way which would damage the integrity of the design.

- The logo should never be reproduced in another colour.
- The logo should never be placed on an image.
- The colour and black logo should never be placed on a background colour.
- The logo should never be shown backwards or in mirror image.
- The logo should never be shown rotated at an angle so that the letters 'ICIMOD' are not sitting on the horizontal.
- The logo should never be stretched horizontally or vertically.
- The logo should never be displayed with any effects, such as ruled lines around the logo.

X NEVER PUT THE LOGO ON AN IMAGE



X NEVER FLIP THE LOGO



X NEVER STRETCH THE LOGO



X NEVER PUT THE LOGO ON A COLOUR



X NEVER TWIST THE LOGO



X NEVER CHANGE THE COLOUR



X NEVER ADD ANY EFFECTS



X NEVER REDRAW THE LOGO



Minimum size

To ensure the logo reproduces effectively, the minimum size should be 15mm (this excludes branded items such as pens and lapel badges where the logo needs to be smaller).

Minimum size: 15mm across

(Actual size)

ICIMOD

← 15mm →



Clear zone area

As the key visual identifier, the ICIMOD logo is the most important branding element in the design layout of any communication. For this reason it is important to maintain a 'clear zone' around the logo. To have any other element or design feature located too close to the logo would seriously undermine its identity and may render it unrecognisable. Use the adjacent diagram to assess the clear zone.

The centre of the 'O' indicates the distance required.

The shaded pink area represents the clear zone - avoid placing text or any other graphics in this area.



Clear zone

The clear zone is calculated by simply using the centre of the 'O' from the logo. Regardless of how big you are using the logo, there should always be at least one centre 'O' space around the edge.

Logo and Strapline - for mountains and people

'FOR MOUNTAINS AND PEOPLE' is the ICIMOD strapline.

The 'M' Symbol

The 'M' and waveform parts of the logo can be used as a stand alone symbol.

There are set guidelines for using the ICIMOD strapline with the logo and the 'M' symbol. You should never attempt to use either without guidance and approval from the layout team at ICIMOD. Please contact them for guidelines.

Questions?

If you have any other questions regarding the use of the ICIMOD logo or any other aspect of the ICIMOD branding, please contact a member of the layout team at ICIMOD

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