The ICIMOD logo is a simple, clean and versatile shape that subtly incorporates two 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.

In order to maintain the visual integrity of our logo, always be sure to include space around it. An encircled space equal to the size of the counter (enclosed space) of the ‘O’ should be observed around the logo, and ensure that the logo is always scaled proportionally.

**GRAPHIC STANDARDS | THE LOGO**

**Using the logo**

To ensure brand consistency, it is important that the logo be used appropriately. Below are the three acceptable treatments for the ICIMOD mark: a black logo against a white background or a white logo against an ICIMOD primary color background; third, the logo may only be used on a photo when the image is uncluttered and the logo is still legible.

**GRAPHIC STANDARDS | USING THE LOGO**

**Minimum logo print size**

**Minimum logo screen size**

**ICIMOD**

Text representation of our mark. When using the ICIMOD name in corporate communications, ICIMOD should always be set in all capital letters.
Maintaining our integrity

Below are some examples of treatments to avoid when working with the logo.

**DON'T**

- Do not change the colors of the logo.
- Do not add to or delete elements in the logo.
- Do not add a drop shadow or filter effect.
- Do not place the logo on an angle.
- Do not stretch the logo.
- Do not place the logo within another shape.

**GRAPHIC STANDARDS | USING THE LOGO**

The M symbol can be pulled directly from the logo and used as a supporting visual mark. This treatment for the ICIMOD brand should be used strategically. The symbol can be presented in one of the primary brand colors. In addition, the symbol can be presented in white against a branded color box. Symbols can be used at the bottom corner of interior spreads of a publication with the folio.

**GRAPHIC STANDARDS | M SYMBOL**

The spacing rules for the logo remain the same when using the "M" symbol. The spacing around the "M", at a minimum, should be the height of the interior of the ICIMOD "O".