



brand identity guidelines

the new approach

FOUNDED IN 1987, INTERNATIONAL CAMPING FELLOWSHIP IS AN ORGANISATION WHERE CAMPING PROFESSIONALS AROUND THE WORLD MEET, SHARE THEIR KNOWLEDGE AND CONTRIBUTE FOR AN ELEVATED CAMPING EXPERIENCE THROUGH A BETTER UNDERSTANDING OF THE WORLD.

Nearly a quarter of a century old, ICF stands for the combined power of partnership and energy of its members. With our new brand identity, we intend to create a wider brand recognition, a refreshed look and feel, and a stronger image.

Our new logo puts the “environment” at the heart of ICF. With its green colour palette it manifests our care and love for the nature. The butterfly, sitting on the edge of a grass, with its contemporary and elegant form is a symbol of the fragility as well as free will.

The type treatment of the logo provides the right amount of authority and friendliness, with a contemporary outlook.

The new logo is modern, energetic and young; confidently helping ICF move forward with its brand for another decade or two.

This manual aims to provide the key rules of how to use the logo correctly and effectively for a wide range of applications. For, the proper use of our logo is the first step towards a better communication strategy which, in turn, means a brighter future for ICF.

logo variations

There are two variations of the logo. The first one is the main logo, and the second one is the logo with full form. Each one has different areas of application.

The main logo should be used where the audience is already familiar with ICF and knows what it stands for. For example conferences, event or camps. The logo with full form ideally should be used with general public who needs an explanation for the abbreviation.



1



The main logo.



2



The logo with full form.

other applications of the logo

REVERSED OUT

When using the logo on a photo, always use the reversed out version. Ensure the details below the logo are not too complicated as to make it illegible.



SINGLE COLOUR



BLACK & WHITE



colour palette

The main colour palette for the new logo and brand identity consists of three shades of green that allows us to clearly communicate our focus on environment.

The secondary colours which are based on sea, camp fire and sun, are there to supplement the main palette. They are more warmer than the main palette, so they can be used when designs needs a bit more energy and variety.

PRIMARY COLOURS



1



C: 90 M: 0 Y: 60 K: 70
R: 0 G: 72 B: 57
PANTONE 343 C
HEX: #004839



2



C: 63 M: 0 Y: 100 K: 0
R: 108 G: 181 B: 45
PANTONE 368 C
HEX: #6cb52d



3



C: 27 M: 0 Y: 87 K: 0
R: 206 G: 216 B: 56
PANTONE 380 C
HEX: #ced838

SECONDARY COLOURS



4



C: 60 M: 0 Y: 0 K: 0
R: 91 G: 197 B: 242
PANTONE 2985 C
HEX: #5bc5f2



5



C: 0 M: 40 Y: 100 K: 0
R: 247 G: 166 B: 0
PANTONE 130 C
HEX: #f7a600



6



C: 0 M: 0 Y: 100 K: 0
R: 255 G: 237 B: 0
PANTONE 102 C
HEX: #ffed00

clear space

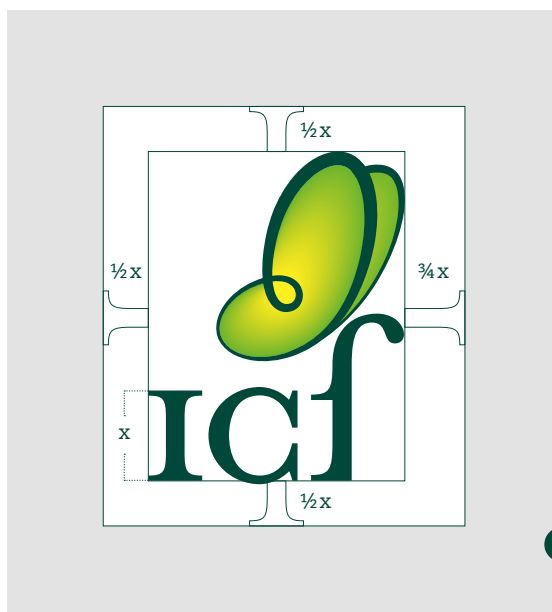
The clear space is defined as the space around a logo that no design element should be positioned. This space is required for the logo to breathe and function properly.

The clear space around ICF logo is almost always half the height of the letter “i” in the logo. The only exception is the right edge of ICF logo without full form, which is three-fourths of the letter “i”.



1
▼

Clear space (white rectangle)
and safe area (grey rectangle)
for the logo with full form



2

► Clear space (white rectangle)
and safe area (grey rectangle)
for the logo

minimum size

o

ICF logo with full form shouldn't be used less than 17 mm in height. This allows the full form to retain the legibility and prevents any potential mismatch of registration when printing in offset.

Main ICF logo can be used smaller if required, the minimum being 13 mm in height. The same rules apply for black & white versions of the logo.



incorrect uses of the logo

Any incorrect uses of the logo are harmful to the ICF brand as well as the values it stands for. Therefore we always need to follow the proper use guidelines.

The examples below highlight the incorrect uses of ICF logo. These examples can be multiplied. To avoid any mistakes always refer to the application guidelines.



1

Don't move the elements of the logo.



2

Don't use the colour logo on a picture.



3

Don't tweak the colour palette of the logo.



4

Don't use the logo on an angle.



5

Don't change the font of the logo. Ever.



6

Don't play with the proportions of the logo.

corporate font

o

The corporate font for ICF is PMN Caecilia. This font, with its elegant letter forms and dynamic italics and small caps ensure ICF reflects both an authority and playfulness where required.

PMN Caecilia family consists of many weights, the most widely used ones shown below. Although there might be exceptions, in general, “bold” should be used for titles and “roman” for body copy.

PMN CAECILIA (full family)

45 Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
!"§\$%&/()=? @©®™,,“•—«»†|

46 Light Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
!"§\$%&/()=? @©®™,,“•—«»†|

55 Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
!"§\$%&/()=? @©®™,,“•—«»†|

56 Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
!"§\$%&/()=? @©®™,,“•—«»†|

75 Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
!"§\$%&/()=? @©®™,,“•—«»†|

76 Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
!"§\$%&/()=? @©®™,,“•—«»†|

85 Heavy

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
!"§\$%&/()=? @©®™,,“•—«»†|

86 Heavy Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
!"§\$%&/()=? @©®™,,“•—«»†|

