



intercoiffure

M O N D I A L

THE WORLD'S LEADING HAIRDRESSERS

A M E R I C A C A N A D A

Intercoiffure America Canada  
logo usage guidelines – v2, 05/22

2022

**The Intercoiffure America Canada (ICA) brand is a beautiful thing.** *Be a part of it all.*

Powerful but fragile, and in the wrong hands, easily misused. Building our brand takes all of us working together to ensure that our message to the public is consistent. We have created these guidelines so that our vision doesn't waiver from our goals.

It's not possible to overemphasize the importance of brand consistency. The more single-minded we are, the more powerful the ICA brand will be.

*It's that simple.*

### **Mission:**

To ensure the premium positioning of ICA it is essential to maintain strict consistency in our brand. These guidelines will provide you with the proper logo usage to communicate the ICA brand in a strong and consistent way. We ask that you follow these guidelines in support of a unified message for the ICA brand.

### **Guidelines:**

These guidelines –

1. are NOT optional. No exceptions will be allowed without prior approval from the ICA board
2. have been developed to be easy to understand, to use, and to implement
3. clarify the correct logo usage for the ICA logo

*For additional information or questions about any information within these guidelines, please contact:*

Design Representatives for Intercoiffure America Canada  
design@intercoiffure.com

## Primary Logo

ICA's primary logo includes the wordmark and icon.

This is the main logo that should be used across primary brand applications. This mark helps audiences to easily identify the ICA's website, social media presence, ads (print and digital), and other materials. It's essential to the success of the brand that the logo is used with care and respect in all applications in accordance with these guidelines.

As with any rules, there are exceptions. Please contact [design@intercoiffure.com](mailto:design@intercoiffure.com) to obtain Board approval prior to using the logo outside of the guidelines.



## Minimum Size

The smallest the logo should be represented is 1" tall or 216px tall.



## Logo Variations

ICA's logo variations consist of one primary logo lock-up (wordmark & icon) and the star icon. The star icon can be used in place of the primary logo but should never be used directly next to the primary logo in the same design.

The icon (B) should be used in select cases where the name is already displayed in plain text. For example, the icon could be used in a photo on social media where 'ICA' or 'Intercoiffure America Canada' is displayed in the caption. Option B. should never be used as the profile picture if option A is used for the header. This is repetitive and poor usage of brand elements.

## Logo Lock-up

Combination of wordmark and icon

A) primary logo lock-up



A.

## Icon

Symbol or badge

B) star icon



B.

## Color Usage

There are a few different ways to use the logo in color. The primary one color logo can be used on either a light or dark background (A or B).

There is also a grey version of the logo that may be used on either a light or dark background (C or D).

(Examples of unacceptable usage in the following pages.)



A.



B.



C.



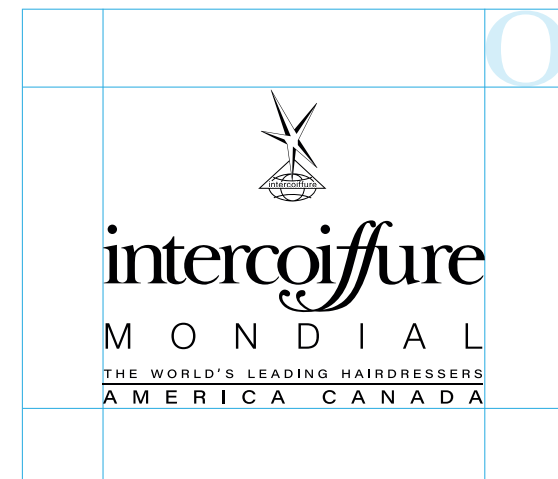
D.

## Clear Space

To ensure legibility, always keep minimum clear space around the logo. This space allows the logo to be isolated from surrounding, competing elements, such as other logos, body copy, or graphic elements that may conflict or overcrowd the impact of the logo.

Our clearspace is also our margin space and is an easy way to consistently use the ICA logo in multiple formats.

The clearspace is equal to twice the height of the 'o'. No other elements should fall in this clearance area.



O = 2x the height of the 'o' in the logo

## Photo Backgrounds

There are a couple of ways that the ICA logo may be used on a photographic background. Each option should be exercised with care to ensure that the logo lock-up is not obstructed by the image.

In most cases you can use either the solid white or solid black logo on top of the photographic image.

### Tips:

1. Avoid complex images with too much detail
2. Applying a dark (or light) transparent overlay on top of the image helps to make the logo lock-up more readable.



## Unacceptable Usage

A few rules are necessary in order to maintain the integrity of the brand.

1. Do not redraw or reproduce the logo from copies.

### Use on original files

2. Do not alter the logo in any way
3. Do not place the logo on an angle, flip, or distort in any way
4. Do not place the logo in a confined space that doesn't give the appropriate clearspace
5. Do not use the logo in any colors except those specified in the color section
6. Do not use the logo in body copy
7. Do not present the logo in an outline only fashion
8. Do not place the logo on similarly-colored backgrounds
9. Do not reconfigure or change the size or placement of any of the logo elements
10. Don't add text styles – bevel, emboss, gradient, etc
11. Don't contain the logo in a box when used on a background



## Brand Guidelines



## Colors

Black and white are the primary colors used for the ICA logo. Bold, modern, crisp, and clean, these colors are reflective of our organization. The use of gold positions us as industry leaders.

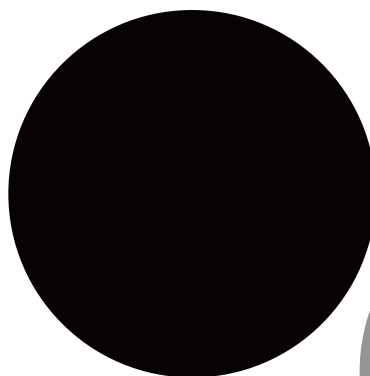
### Rich Black

CMYK: 30, 30, 30, 100

RGB: 0, 64, 64

Hex: #004040

PMS: Black 6



### White

CMYK: 0, 0, 0, 0

RGB: 255, 255, 255

Hex: #ffffff



### Grey

CMYK: 0, 0, 0, 50

RGB: 140, 134, 130

Hex: #8c8682



## Final Comments

If you're ever in doubt, please refer to this guide or contact us at [design@intercoiffure.com](mailto:design@intercoiffure.com)

These guidelines should allow you the flexibility you need in design while maintaining brand consistency across all applications.

**Thank you.**