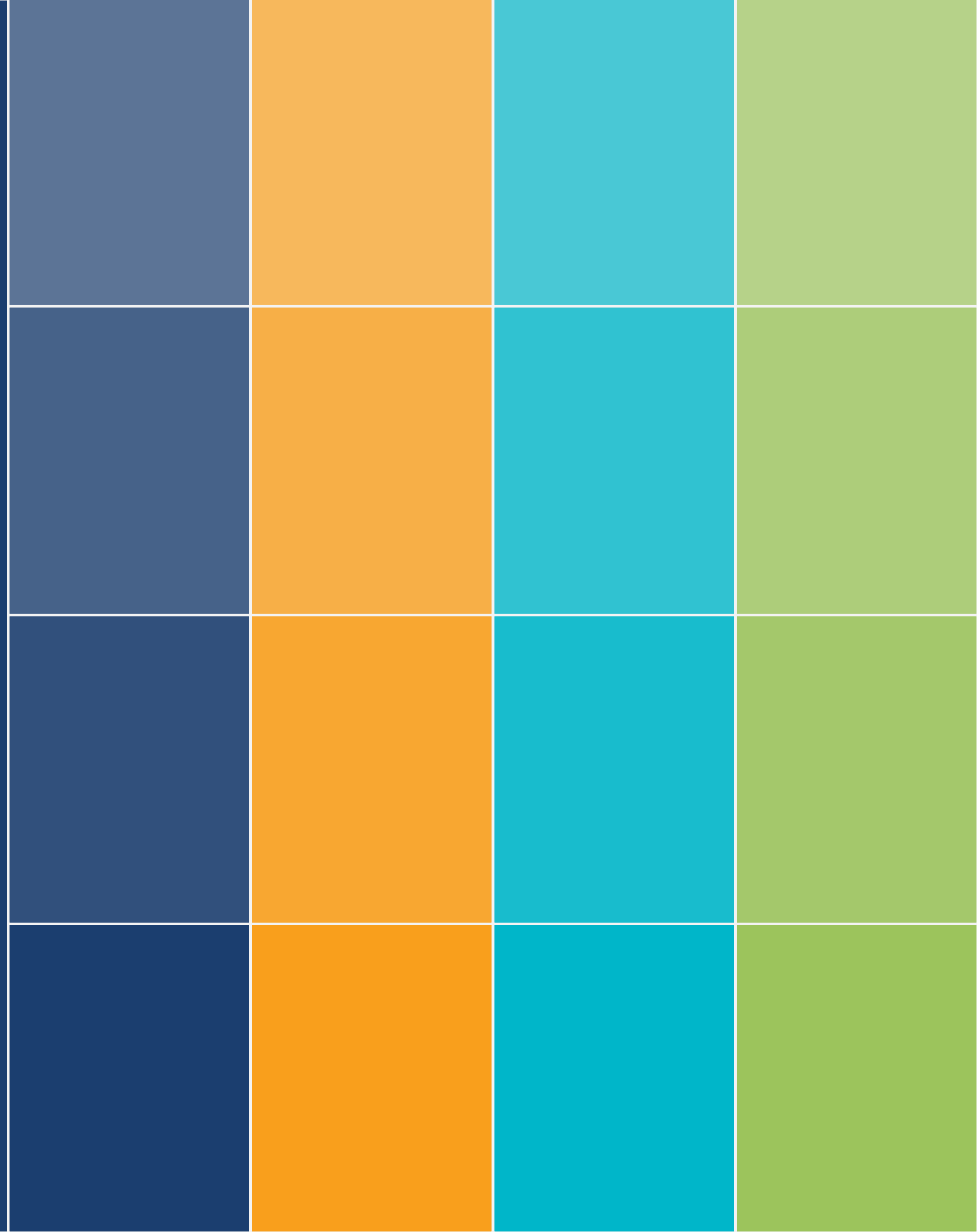# ICN | Victoria

Brand Guidelines

Our logo

The ICN Victoria logo is a contemporary evolution of the original diamond and directional arrows that convey the relationship between buyers and sellers, and the role ICN plays in bringing the two together.

The ICN Victoria logo is based upon a set of graphic elements: the brandmark, the logo-type and the descriptor. The combined elements are referred to as the ICN Victoria logo.

All elements of the ICN Victoria primary logo have been specifically drawn and must not be modified in any form by either manual or electronic methods.

Always use the electronic master artwork provided. Do not re-create.

The Brandmark

The Descriptor

ICN | Victoria

The Logo-type

Our brandmark

Externally, the logo brandmark may be used as a separate design element but should be accompanied by the full ICN logo or the ICN name elsewhere in the application whenever possible.

The brandmark, however, may be used on its own - perhaps as a social media avatar, or as a secondary design element in a variety of applications.

Logo colours

Colour logos are the preferred format for general use, in all layouts. Make sure there is sufficient contrast to clearly see the logo, ideally against a white background.

The reverse colour option can be used against solid colour backgrounds, preferably in Oxford Blue.

Mono versions of the logo may be used for:
• single-colour printing
• placement against colours or imagery which obscures the colour logos.

Mono versions may also have the opacity reduced atop any brand colour, provided the opacity does not fall below 30 percent.

Full colour

Inverse

Mono (black)

Mono (white)

Black – 30%

White – 30%

Logo usage

The following rules are applicable to all applications of the ICN Victoria logo.

Do not:
1. Scale the logo disproportionately.
2. Alter the placement or size of any logo elements.
3. Use unapproved colours.
4. Rotate the logo.
5. Recreate the logo in a different typeface.
6. Apply shadows or effects.
7. Place the logo atop 'busy' photographs or over the faces/focal points of subjects.
8. Place the logo on incompatible backgrounds.

Logo placement

In order to retain legibility when using the ICN Victoria logo, clear space and minimum sizing rules apply.

The designated clear space guidelines must be maintained when using the ICN Victoria logo.

The minimum clear space is determined by the width of the Brandmark (1x) in any application. The minimum clear space should be equivalent to at least half the width of the brandmark (0.5x).

Our colours

The ICN Victoria colour palette is initially made up of a primary and secondary selection. The primary palette harkens back to the original ICN navy and gold and is predominantly used for ICN Victoria's corporate communications.

The secondary colour palette can be used to accompany the primary palette for broader applications such as sub-branded products, marketing collateral and individual campaigns.

Colour values should be kept as is and should not be altered. The correct values should be used for the corresponding application. For example, RGB should be only used on digital applications and not print.

ICN Navy
CMYK: 100 / 83 / 31 / 0
RGB: 0 / 61 / 112
HEX: #003d70
PMS: 654C

ICN Gold
CMYK: 0 / 44 / 100 / 0
RGB: 250 / 158 / 15
HEX: #fa9e0f
PMS: 1375C

White
CMYK: 0 / 0 / 0 / 0
RGB: 255 / 255 / 255
HEX: #ffffff

Secondary colours

Oxford Blue
CMYK: 91 / 83 / 52 / 70
RGB: 0 / 8 / 41
HEX: #000829
PMS: 5255C

Ochre
CMYK: 9 / 84 / 94 / 1
RGB: 219 / 78 / 45
HEX: #db4e2d
PMS: 7597C

Byzantine
CMYK: 27 / 84 / 0 / 0
RGB: 201 / 636 / 178
HEX: #c93fb2
PMS: 2385C

Pacific Blue
CMYK: 77 / 18 / 13 / 0
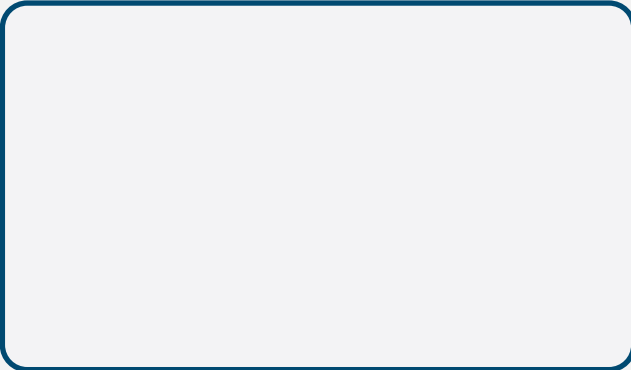RGB: 0 / 162 / 200
HEX: #39a2c3
PMS: 7703C

Cobalt Blue
CMYK: 98 / 79 / 0 / 0
RGB: 0 / 76 / 168
HEX: #004ca8
PMS: 7455C

Apple Green
CMYK: 50 / 7 / 97 / 0
RGB: 142 / 186 / 68
HEX: #8eba44
PMS: 367C

Charcoal
CMYK: 66 / 59 / 58 / 40
RGB: 73 / 73 / 73
HEX: #494949
PMS: 446C

Cultured
CMYK: 6 / 4 / 4 / 0
RGB: 237 / 237 / 237
HEX: #ededed
PMS: 663C

Our font

Poppins is our official typeface.

Poppins is a structured and highly legible sans-serif typeface with modern character. It offers a wider stance for added stability within the typographic system and works well without a secondary font to support it.

Poppins is available via an open source license and as such, is the primary font chosen for all ICN Victoria communications. It can be used in all digital and print application unless specified otherwise.

Poppins
semibold, regular, *italic* and **bold**

abcdfeghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#$%^&()

Our imagery

Imagery holds a significant position in articulating our visual identity.

Similar to other visual design components, photography should resonate with and uphold ICN Victoria's brand. Our imagery should represent our deep connection to both government and industry.

Innovation, authenticity and connection are paramount in our visual storytelling. We want our audience to feel a genuine connection to the scenes depicted in our photographs, whether it's portraying an industry, highlighting our products, services, or showcasing the people behind our organisation.

For further guidance contact Rhys Miller. rmiller@icnivc.org.au.
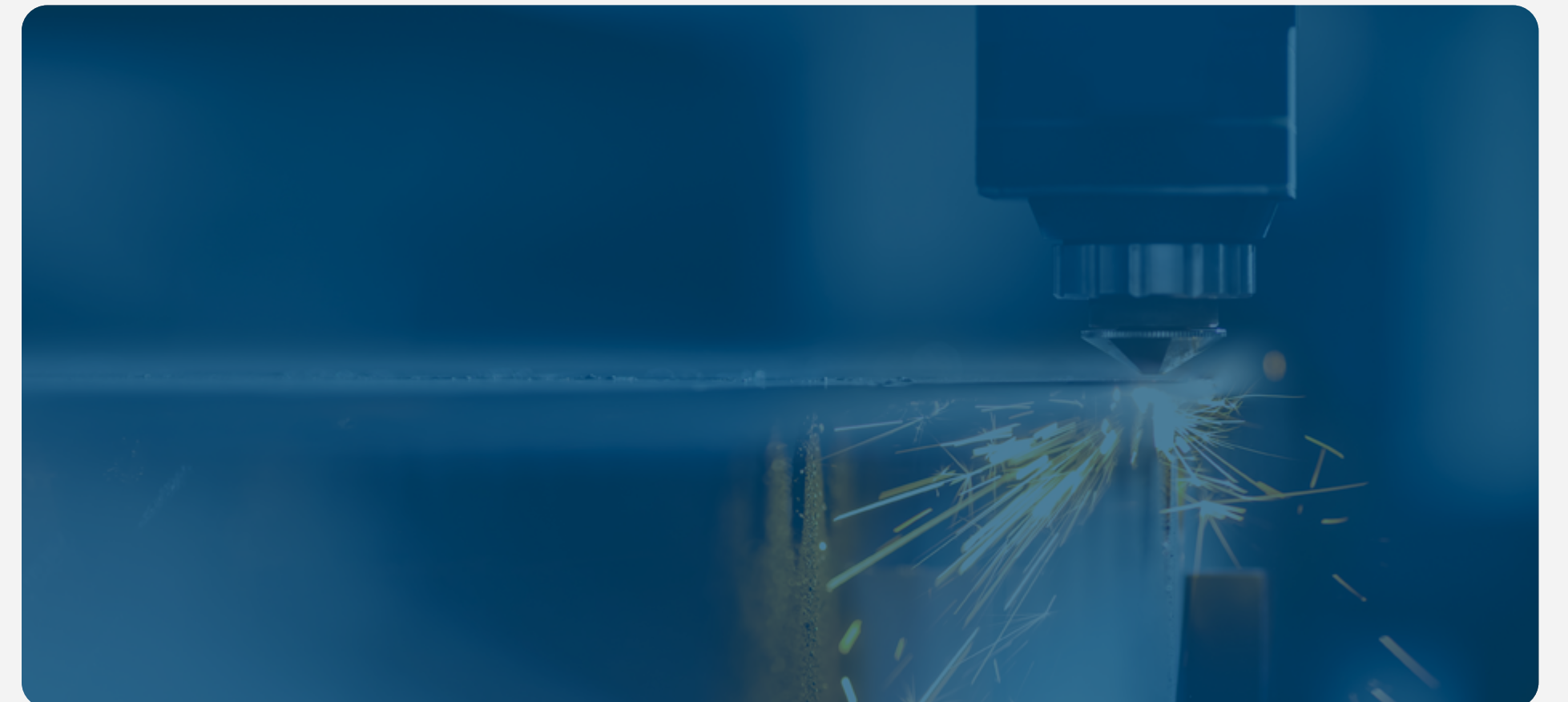
External parties seeking to use the ICN Victoria logo or brand are to seek prior permission from ICN Victoria. Any unauthorised use of ICN Victoria brand assets is prohibited.

Contact

All enquiries about the ICN brand should be directed to the ICN Victoria Marketing and Communications Manager:

Marianna Costa | mcosta@icnvic.org.au

ICN | **Victoria**