



Design Standards



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1: The Toolkit

These design standards set out the basic principles behind the ICES visual brand and provide information on its implementation. They are intended to help you understand its aims and assist in producing materials that are appropriate to our communication needs.

Logo references

Digital master copies of our logo including EPS and JPEG formats can be obtained from the Marketing Department.

Help and Advice

If you have any queries about our visual brand or the design production of specific materials please contact the marketing manager.

2: The Logo



—┐
Eagle symbol

—┐
The Logotype

The logo is the most important element of our visual brand and must be used on all materials.

There are two distinct visual elements to this logo. The logo type 'ICES' and the Eagle symbol which sits above the words 'chartered ICES'.

Logo misuse

The logo must not be redrawn or altered in any way. No other words should be attached to our logo.

- Do not distort the logo
- Do not use incorrect colours
- Do not reposition the wording
- Do not place any kind of box around the logo.

The logo must always be reproduced from a digital master reference. Eps files should be used for printed materials and JPEG files for word processed documents.



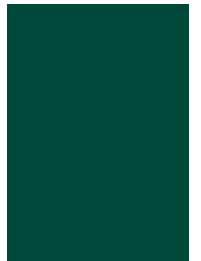
3: Colours

These design standard colour values:

Pantone Reference:

3308 CVU

C:100 / M:0 / Y:60 / K:72



4: The exclusion zone

The logo will be more visible and have greater impact where it is surrounded by a sufficient amount of space. So an exclusion zone has been created within which no type, images or other graphics may appear.

The zone is defined by a 10mm² box as shown opposite. Additional space should be given wherever possible.

Minimum size

In print the logo must not appear smaller than 20mm in height.



Print Based Version



5: Partner Logo

The term **Approved ICES Development Partner** and logo can be used by companies that have an ICES Company Approved Development Scheme.

This logo has been designed for use by all Approved ICES Development Partners, on all print materials and online based environments.

All rules apply as per the main identity.

Minimum size

In print the logo must not appear smaller than 30mm in width wherever possible.

Help and Advice

If you have any queries about our visual brand or the design production of specific materials please contact the marketing manager.

Web Based Version

5: Partner Logo

This is the dynamic online version of the Approved ICES Development Partner - 'Logo Button'.

Please ensure your webmaster attaches a hyper link to this logo when used
<http://www.cices.org>

All rules apply as per the main identity.





6: More Information

Help and Advice

If you have any queries about our visual brand or the design production of specific materials please contact the marketing manager:

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