

Brand Guidelines

Welcome

This guidelines summarizes in a practical way the fundamental characteristics of the new ICF brand, showing the key elements that define it.

Our brand positioning strategy is crafted to reflect our distinctive essence and our differentiated approach toward what we do, how, and why we do it.

Our refreshed brand identity embodies ICF's human approach to coaching—a methodology grounded in collaboration and trust that inspires, unlocks potential, and supports people in thriving both personally and professionally.

It should serve as a day-to-day tool designed to guide us on how we think, act, and work. We are all responsible for supporting the activation of this new positioning strategy.

Let's make the brand a relevant asset for everyone, ultimately **driving change.**

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01

Brand Strategy

Manifesto

We believe in the uncharted potential residing within every individual, waiting to be unlocked.

Beyond the individual, we believe in the power of personal and professional growth to catalyze societal change.

And we believe in coaching to be the guiding star to unlock that potential towards becoming your best self.

But we are not content with the status quo; we aspire to redefine coaching, not just as a process but as a profound mindset.

We strive to integrate this mindset into the day-to-day of people, touching the lives of current and future generations.

Together, we power transformative journeys, sparking change makers to inspire, transform, and thrive. ✨

Embracing our new role

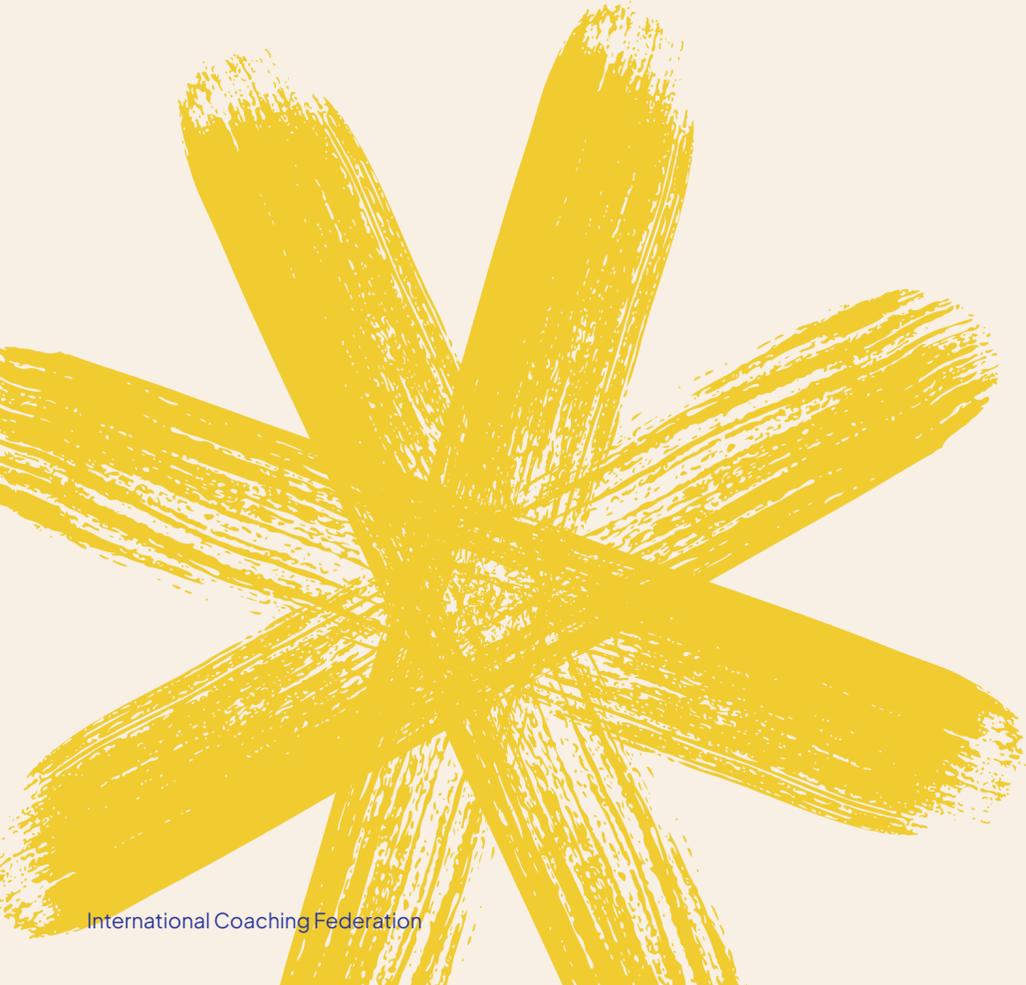
Leadership
Knowledge
Transformation

Life-changing visionaries

Connection
Closeness
Empowerment

Our why.

Our organization's north star.
The ultimate reason we exist.
What we aim to achieve in the
world and for people generally.



Purpose

Champion the development
of a thriving society by
empowering people to
become their best possible
self through coaching

— We take a leading and active role
driving innovation, fostering positive
change, setting new standards, and
contributing to society as a whole

— When individuals are empowered to
become their best selves, they can make
meaningful contributions to society

— We give people the tools, knowledge
and support to unlock their full
potential and evolve into the
best version of themselves

Our what.

The business objective we want to achieve within a given timeframe.

Ambition

We are a first mover, a trailblazer, taking a proactive role in influencing and guiding the coaching profession

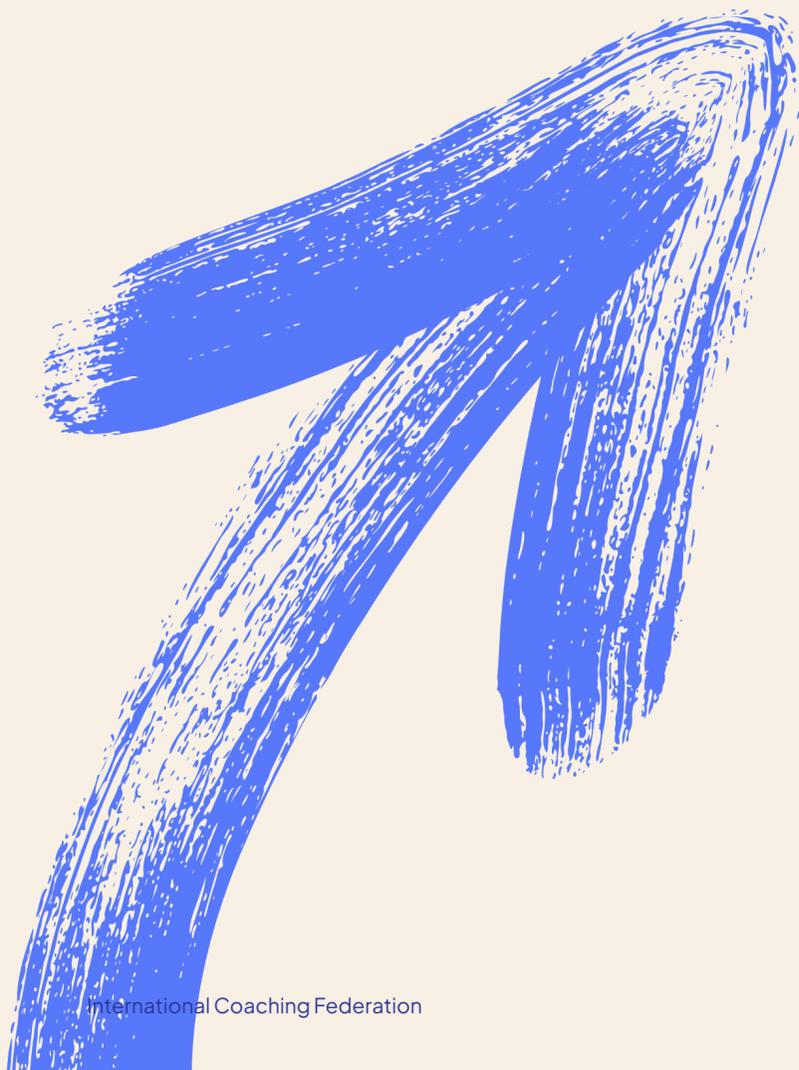
To shape the future of coaching towards a more compelling profession and the core of empowerment for current and future generations

We drive awareness for professional coaching while preventing underqualification in the field

We make coaching a more appealing and sought-after career choice

We focus on being relevant for new generations as well (Millennials, Gen Z...)

We place coaching in a more centered and relevant position for individuals, corporations, and society, bringing it closer to people's day-to-day lives and elevating coaching as a profession that plays a pivotal role in personal and societal development



Our how.

The journey we must be on to achieve our ambition.

Trajectory

By creating and sharing coaching standards and systemic solutions, by empowering individuals and organizations to nurture a thriving society

We equip coaches with the highest standards, cutting-edge research and innovative solutions

We deliver high-quality services consistently while also addressing broader organizational needs and challenges

We focus on the impact of coaching, increasing awareness of its benefits and showing implications of how every person can benefit from it

Our behaviors define how we act at our personal best to make our purpose and ambition happen.

They also inform our tone of voice principles and help us to deploy our strategy.

Brand behaviors

Forward Thinking

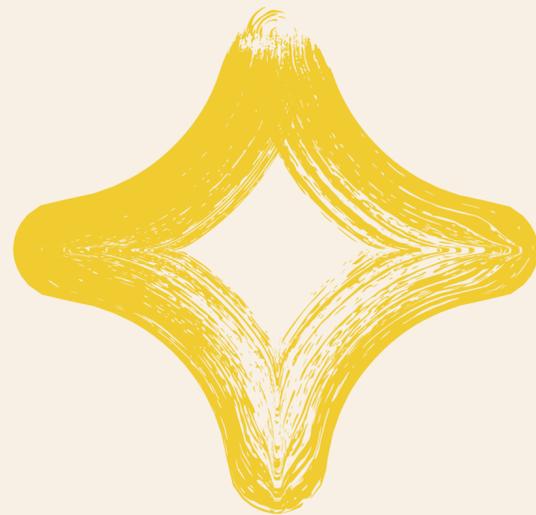
- We work to envision the future of coaching.
- We help every person using coaching skills do the same.
- We embrace change.
- We proactively seek new opportunities.

Excellence

- We aim for the highest standards.
- We continuously exceed expectations of our stakeholders.
- We have a growth mindset.
- We are always eager to listen and to learn.

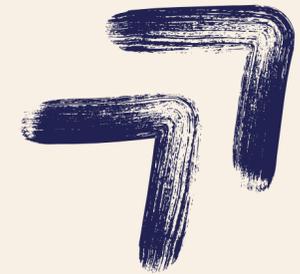
Humanity

- We embrace humanity in all our interactions.
- We are kind, empathetic and supportive.
- We enable connection.
- We care about the well-being of others.



The most inspiring and compelling thing we can convey about the brand to its audience that summarizes the Brand Strategy.

Brand idea



Inspire. Transform. Thrive.

Signifies the brand's commitment to serve as a source of motivation and positive change in people's lives,

Implies that the brand offers solutions, services, and experiences that have the power to transform individual's personal and professional lives.

Represents the ultimate goal and outcome of the brand's efforts, conveying the idea of achieving well-being and a state of thriving in various aspects of life.

Why we exist

Purpose

Champion the development of a thriving society by empowering people to become their best possible self through coaching.

What we want to achieve and how we will achieve it

Ambition

To shape the future of coaching towards a more compelling profession and the core of empowerment for current and future generations

Trajectory

By creating and sharing coaching standards and systemic solutions, empowering individuals and organizations to nurture a thriving society

How we behave

Behaviors

Forward thinking

Excellence

Humanity

How we summarize everything

Brand Idea / Promise

Inspire. Transform. Thrive

You are the main enablers and ambassadors of activating this new strategy.

Brand should not be an isolated asset within the organization, as it has implications across all the areas of organization.

➤ **We should consider our new positioning:**

When communicating, refer to this brochure to see if you are reflecting the essence of ICF.

When creating new products and services, think about whether it will be relevant to current and future generations.

When developing an event, make sure you are complying with the values and moving the needle for our organization.

When partnering and collaborating with other organizations or companies, think about whether it places coaching in a more centered and relevant position for individuals, corporations, and society, bringing it closer to people's day-to-day lives.

➤ **Also, bear in mind:**

Always think about what comes next.

Welcome all audiences and provide them with what they need. Remember that we are diverse, and we are broadening our frame of influence.

This is just the beginning.

Join us in writing the story of ICF for the next 30 years.

02

Verbal Identity

Verbal identity is the personality with which our brand expresses itself every time it communicates. Brands use verbal identity to provide belonging for our people and differentiation from the market.

Our verbal identity is a customized communications strategy that guides and defines how our brand tells our story in a consistently customer-focused and compelling way.

It specifies language usage norms and writing tactics that guide everyone in our organization on how to be "authors" in writing the destiny of the brand we are crafting. Most importantly, verbal identity creates emotional connections with audiences.

It's made up of the content of a brand's messages, or what we say; and tone of voice, or the style in which we say it. Just like a visual identity, it's a key part of a brand.

At the end of the day, a brand is the **words** it chooses and the **tone of voice** it uses to articulate them.

02.1

Tone of voice

The tone of voice is not what you say, but how you say it. How your audiences perceive you helps you show your personality and what is important to you. It has a big impact on how our brand is perceived.

Why is it so important?

- 01.** Shows the human side of our brand
- 02.** Differentiates our brand
- 03.** It is a tool of influence and persuasion
- 04.** Generates trust

We will use our behaviors to define the principles for our tone of voice:

From our brand behaviors

Forward Thinking

Excellence

Humanity



To tone of voice principles

Clever & Insightful

Clear & Goal-Oriented

Inclusive & Uplifting



The tone of voice principles work together, and generally everything we communicate will reflect more than one principle at the same time.

However, depending on the goal we seek in each context, one principle may prevail over the others

+ General Public & Gen Z



Awareness

Clever & Insightful

To stand out in an increasingly competitive marketplace and become a more attractive organization.

Brand Advertising
Social Media
Elevator Pitch

Consideration

Clear & Goal-Oriented

To encourage consideration and decision-making by providing clear and solid arguments, focusing on the impact of coaching.

Promotional campaigns
Website
Recruitment landings

Loyalty

Inclusive & Uplifting

To enhance the value of the membership and better serve coaches, clients, organizations, communities on their journey to empower the world through coaching.

Email MK
Push Notifications
Internal Comms & Newsletter

+ Members & Employees

Because we are forward-thinking in how we think, our voice should be

Clever & Insightful

So what?

Coaching is the very best human development to awaken consciousness. We, as life-changing visionaries, go a step further and help people and society have insight on themselves.

We show realization, perception, and knowledge; choosing to notice what others don't.

We make our voice intellectually stimulating to foster insight and a continuous learning mindset, guiding people to not only understand themselves but also actively reconstruct their approach to life and anticipate to what lies ahead.

Tone of voice principles

Use short sentences that give your content a clever twist

i.e: "Imagine the best version of yourself. Now, work on being it."

Start the conversation in an interesting way, with remarks or insights that prompt reflection

i.e: "Ever tried to find yourself on Google Maps? Coaching is the GPS for your soul"

Show leadership and give your opinion on the industry

i.e: "The shift towards digital platforms underscores the need for coaches to harness technology in enhancing client experience."

Use metaphors or analogies to convey complex ideas in a relatable and engaging manner

i.e: "Life is a chessboard. Every move matters."

Share stories or examples that carry depth and meaning, write with a sense of poetry

i.e: "Meet Jane. She faced the storm, doubted her abilities, but emerged stronger."

Provide constructive criticism to help individuals improve

i.e: "Here's a sprinkle of tough love wrapped in growth: your comfort zone might be cozy, but magic happens just outside it."abilities, but emerged stronger."

We wouldn't say

Steer clear of overly familiar phrases that may not capture attention

i.e: "Coaching empowers you to reach your highest potential and become your best self."

Steer clear of overly familiar phrases that may not capture attention

i.e: "Experience the power of coaching and unlock your potential."

Lack a clear opinion or leadership stance, presenting the information in a more generalized manner

i.e: "In the coaching landscape, technology is becoming more relevant, and coaches are expected to use it to improve the client experience."

Don't use overly complex or convoluted metaphors that may confuse rather than clarify

i.e: "Navigating through life is akin to solving a quantum physics equation. Each variable influences the trajectory of your existential journey"

Not showcasing real-life experiences, feedback, or narratives

i.e: "Our stories as individuals, and specifically coaches, really do give us power."

Use negative language or a lack of a supportive and constructive tone

i.e: "Do you feel as if you are stuck in your comfort zone? Perhaps is time to consider coaching to break free."

Because we are excellence in how we act, our voice should be

Clear & Goal-Oriented

So what?

The transformational impact of coaching is unmatched by other disciplines. But communicating this clearly is crucial.

We use straightforward language to convey instructions, feedback, and expectations, ensuring that the message is easily understood.

We communicate with precision, focus, and a purposeful direction.

We also emphasize the tangible outcomes that coaching can bring, ensuring that our messages direct attention towards the transformative benefits of coaching.

Tone of voice principles

Draw all the attention and awareness to one big idea

i.e: "Gen Z wants to be coached. Not managed."

Incorporate powerful and impactful words that resonate with goal achievement and transformation

i.e: "To learn, grow and change. That is the ultimate outcome of becoming part of our global community."

Synthesize complex information into comprehensive and familiar everyday language

i.e: "ICF-certified coaches are experts with rigorous training and experience."

Show, don't just tell; prove with claims with numbers or real testimonials

i.e: "Companies that invest in employee development, including coaching, outperform the S&P 500 by 17-35%."

Overcome hesitations and anticipate doubts and questions by addressing them head-on

i.e: "Understanding the nuances between ACC, PCC, and MCC can be complex. Rest assured, we're here to help. Below you will find tables that compare the various paths."

Frame messages in a way that prompts action

i.e: "Stay ahead of the curve. Immerse yourself in expert insights on the future of coaching, education, and beyond at the ICF Thought Leadership Institute Global Digital Library."

We wouldn't say

Clutter copies with multiple ideas

i.e: "Gen Z, a generation known for seeking meaningful connections, prefers coaching to traditional management styles, due to their desire for personalized growth."

Use language that fails to evoke a sense of achievement or transformation

i.e: "Become a part of our globally connected community."

Use language that fails to evoke a sense of achievement or transformation

i.e: "ICF-credentialed coaches are professionals who have met stringent education and experience requirements, demonstrating a thorough understanding of the coaching competencies."

Talk without basing the statement on evidence from the present

i.e: "Investing in coaching has proven effectiveness and creates positive change in the workplace."

We do not overlook big painpoints in the experience

i.e: "Compare the various paths to apply for each Credential - ACC, PCC and MCC. Each has the same basic requirements, but the specifics of each will vary."

Express messages in a manner that lacks motivation or encouragement to take specific action

i.e: "Visit the ICF Thought Leadership Institute Global Digital Library to find expert insights about the future of coaching, the future of education, and much more."

Because we are humanity in how we interact, our voice should be

Inclusive & Uplifting

So what?

The premise of coaching is rooted in the belief that you have everything you need to be the most magnificent human being you can imagine.

We strive to create an environment where people are encouraged to become their best selves and take risk in their lives in a way that feels enlivening.

Our communications constantly reinforce the fact that every human being is extraordinary in their ordinariness.

Through an inclusive and uplifting tone, we aim to foster a journey that inspires everyone to transform and thrive.

Tone of voice principles

We wouldn't say

Be genuine and heartfelt, use warm and personal pronouns to convey a sense of togetherness

i.e: "In this vibrant community, we are all the architects of change."

Use more formal and generic terms, that create distance or detachment

i.e: "Within this vibrant community, members play a role in shaping the collective environment."

We call people by their name, and talk from person to person

i.e: "Lisa, your insights are truly valued in our community. As we gather insights through this internal survey, your perspective is truly important for us."

Maintain an impersonal and standardized approach in our communication

i.e: "In the process of collecting insights through this internal survey, the varied perspectives contribute richness to the ongoing dialogue."

Use local expressions from different regions to represent diversity

i.e: "Thank you. Gracias. Merci. Danke. Shukran. Arigatou."

Maintain a standardized linguistic approach

i.e: "Thank you."

Use upbeat, vibrant and uplifting language and words

i.e: "Together, we will move the world forward."

Avoid negative or discouraging language

i.e: "We understand that life can be challenging, filled with obstacles that seem insurmountable. Coaching can help."

Incorporate affirmations that reinforce the belief in oneself and others

i.e: "Every voice has the potential to inspire and guide others. Ready to renew and embrace the next chapter of your coaching credentials?"

Show arrogance and/or authoritarianism

i.e: "Your credential renewal is approaching. It's time for you to start considering it."

Celebrate achievements, both big and small, to create a positive and motivating atmosphere

i.e: "In 2022, we proudly reached a milestone: 50,000+ ICF Members and 40,000+ Credential-holders. It's more than just numbers; it's a reflection of the growing impact of coaching worldwide."

Sharing achievements as facts without emotion or personal connection

i.e: "There are currently 40,000+ who hold one of three ICF Credentials and 40,000+ members in 166 countries and territories."

02.2

Verbal devices

+ Consistency

+ Differentiation



Formal devices

Verbal rules that are used unconditionally no matter the audience, the channel, or the context of use. They are aimed at creating a coherent and cohesive lexicon across the different touch points.

Stylistic devices

Tools the writer can use in order to infuse the speech with figurative language. These tools are conceived to create distinctive verbal assets that can make the brand recognizable when it speaks, mostly used in brand advertising, social media, and big campaigns.

Formal devices

This matrix details the recommended formal devices to use, serving as a practical guide for maintaining consistency and clarity in our brand language across all communications.

 General rule, always by default applies

 We can use by exception

 Try to avoid

Grammatical person

 **1st plural**
Always by default to create a sense of belonging

Verbal tense

 **1st plural**
To share the organizations achievements and history

 **Present**
Always by default

 **Future**
To emphasize leadership and being ahead of the curve

Voice

 **Active**
Always by default to feel natural and create a stronger connection and history

 **Passive**
In research, academia, whitepapers and formal writing conventions

Language

 **English**
Always by default

 **Other**
Use local expressions from different regions and translate key content to represent diversity

Level of precision

 **Adverbs of degree**

 **Approx. numbers**

 **Exact numbers**
Always by default, to make everything count

Typology of words

 **Adverbs/Adjectives**
To qualify sentences and emphasize emotion

 **Verbs**
To inspire initiative by prioritizing action verbs

 **Nouns**
Always by default, to make it personal by referring to people with their name

Type of vocabulary

 **Informal**
Avoid

 **Natural**
Always by default, to connect with people on a personal level

 **Formal**
To be perceived as a global authority on more formal touchpoints

Level of emotion

 **Rational**

 **Human**
Always by default, to get closer to people's realities

 **Emotional**

Stylistic devices

Alignment among brand, tone of voice, and stylistic devices.

From our brand values

Forward Thinking

Excellence

Humanity



To tone of voice principles

Clever & Insightful

Clear & Goal-Oriented

Inclusive & Uplifting



To stylistic devices

Drive-to-action declarations

Perfect formula

Dear me...



Drive-to-action declarations

Combines a sense of urgency with empowering language to prompt the audience to take action. It encourages immediate action by highlighting the potential for positive change and self-empowerment.

How to use it?

- To inspire the audience to seize the moment and take control of their destiny.
- To motivate people to pursue their goals.
- To foster a sense of determination and cultivate a mindset of ownership.

Examples:

"You are one step away from being the best version of yourself."

"Don't wait for what destiny has in mind for you, create your own path."

"The place is here, and the time is now."

"Discover the life you were truly meant to lead."

Perfect formula

Involves creating a balanced and rhythmic structure, making the message more impactful and easier to remember.

How to use it?

- **The Triad:** Presenting ideas in groups of three to create emphasis, clarity, and memorability.

- **The Equation:** Incorporating mathematical symbols, equations, or concepts to convey ideas and create emphasis.

Examples:

"Reflect. Reframe. Renew."

"Learn. Grow. Change."

"Ignite. Inspire. Impact."

"Empowerment x Insight = Unleashing Your True Potential."

"Mindset + Skillset + Action = Your Extraordinary Self."

"Transformative Coaching = Elevate², Empower³, Excel⁴."

Dear me...

Involves addressing oneself or speaking directly to one's own experiences, thoughts, or emotions. It's a way to create a personal and relatable tone in communications.

How to use it?

- To express personal thoughts, realizations, or experiences.
- To convey a sense of surprise or disbelief about a situation or realization.
- To establish an emotional connection with the audience by sharing personal insights.

Examples:

*"Dear me,
Have the courage to challenge your own assumptions."*

*"Dear me,
Break through the things that make you really happy."*

*"Dear me,
Remember the things that uniquely make
you magnificent in the world."*

Tone of voice and verbal devices

Grammatical Person: 1st plural

Verbal tense: Present (by default); Past (to share achievements and history); Future (to emphasize leadership and being ahead of the curve).

Voice: Active (by default); Passive (in research, academia, whitepapers and formal writing conventions).

Language: English; Others (to represent diversity).

Level of precision: Exact numbers

Typology of words: Nouns; verbs (to inspire initiative); adjectives/adverbs (to qualify sentences and emphasize emotion).

Type of vocabulary: Natural (always by default); Formal (to be perceived as a global authority on more formal touchpoints).

Level of emotion: Human .

Forward-Thinking Clever & Insightful

So what? Coaching is the very best human development to awaken consciousness. We, as life-changing visionaries, go a step further and help people and society have insight on themselves.
We show realization, perception, and knowledge; choosing to notice what others don't. We make our voice intellectually stimulating to foster insight and a continuous learning mindset, guiding people to not only understand themselves but also actively reconstruct their approach to life and anticipate to what lies ahead.

- Guidelines**
- Show leadership and give your opinion on the industry.
 - Use short sentences that give your content a clever twist.
 - Start the conversation in an interesting way, with remarks or insights that prompt reflection.
 - Provide constructive criticism to help individuals improve.
 - Share stories or examples that carry depth and meaning, write with a sense of poetry.
 - Use metaphors or analogies to convey complex ideas in a relatable and engaging manner.

Stylistic devices
Drive-to-action declarations
Combines a sense of urgency with empowering language to prompt the audience to take action. It encourages immediate action by highlighting the potential for positive change and self-empowerment.

You are one step away from being the best version of yourself.
Don't wait for what destiny has in mind for you, create your own path.

Excellence Clear & Goal-Oriented

The transformational impact of coaching is unmatched by other disciplines. But communicating this clearly is crucial. We use straightforward language to convey instructions, feedback, and expectations, ensuring that the message is easily understood.
We communicate with precision, focus, and a purposeful direction. We also emphasize the tangible outcomes that coaching can bring, ensuring that our messages direct attention towards the transformative benefits of coaching.

- Draw all the attention and awareness to one big idea.
- Synthesize complex information into comprehensive and familiar everyday language.
- Incorporate powerful and impactful words that resonate with goal achievement and transformation.
- Show, don't just tell; prove with claims with numbers or real testimonials.
- Overcome hesitations and anticipate doubts and questions by addressing them head-on.
- Frame messages in a way that prompts action.

Perfect formula
Involves creating a balanced and rhythmic structure, making the message more impactful and easier to remember.

Reflect. Reframe. Renew.
Mindset + Skillset + Action = Your Extraordinary Self.

Humanity Inclusive & Uplifting

The premise of coaching is rooted in the belief that you have everything you need to be the most magnificent human being you can imagine. We strive to create an environment where people are encouraged to become their best selves and take risk in their lives in a way that feels enlivening.
Our communications constantly reinforce the fact that every human being is extraordinary in their ordinariness. Through an inclusive and uplifting tone, we aim to foster a journey that inspires everyone to transform and thrive.

- Be genuine and heartfelt, use warm and personal pronouns ('us', 'we', 'you'...) to convey a sense of belonging and togetherness.
- We call people by their name, and talk personally.
- Use local expressions from different regions to represent diversity.
- Use upbeat, vibrant and uplifting language and words.
- Incorporate affirmations that reinforce the belief in oneself and others.
- Celebrate achievements, both big and small, to create a positive and motivating atmosphere.

Dear me...
Involves addressing oneself or speaking directly to one's own experiences, thoughts, or emotions. It's a way to create a personal and relatable tone in communications.

Dear me, Have the courage to challenge your own assumptions.
Dear me. Break through the things that make you really happy.

02.3

Master styles

The following are general formatting guidelines established for use in email, website, collateral, social media, and any other ICF communications.

This list is not comprehensive. When in doubt, please refer to an up-to-date version of the Associated Press (AP) Stylebook.

General points:

- The official language of ICF marketing and communication materials is American English.
- Body text should be 9- or 10 pt. Plus Jakarta Sans Regular.
- Use only one space after a period.
- Do not indent paragraphs.
- Use one line space between paragraphs.

Acronyms

Spell out on first reference followed by its acronym in parentheses. Use the acronym on second and following references.

i.e: ICF Communities of Practice (CPs) are a valuable member benefit. See the list of CPs online.

i.e: Earn 3 Continuing Coach Education (CCE) units at our upcoming event. 1 CCE unit will be Resource Development.

Board of Directors

Board/ Board of Directors

Capitalize *Board* when it refers to a specific global or chapter board, including:

- ICF Global Board of Directors.
- ICF Coaching Education Global Board of Directors.
- ICF Coaching in Organization Global Board of Directors.
- ICF Credential and Standards Global Board of Directors.
- ICF Foundation Global Board of Trustees.
- ICF Professional Coaches Global Board of Directors.
- ICF Thought Leadership Institute Global Board of Directors.

When used in a general reference, use lower case as in board, board of directors, board of trustees, etc.

Do not use the abbreviation BOD.

Past Chairs/Presidents

The prior year's board chair from the ICF Global Board or any of the family organizations is referred to as immediate past chair.

i.e: He is immediate past chair of the ICF Coaching in Organizations Global Board of Directors.

i.e: ICF Global Immediate Past Chair Jane Smith, MCC, is now retired. All former chairs are referred to as past chairs of their specific board.

i.e: She is a past chair of the ICF Global Board of Directors.

i.e: ICF Foundation Global Past Chair Joe Miller, PCC, is still pursuing pro bono coaching projects.

All past presidents from 2012 and prior are referred to as ICF Global past president.

Chapters may use locally appropriate terminology.

Capitalization, in general

Proper nouns are always capitalized. Common nouns are typically lower case unless used as part of a person’s title. Learn more about capitalization.

Proper noun examples

Capitalize International Coaching Federation (ICF) and all family organization names in every use:

- ICF Coaching Education.
- ICF Coaching in Organizations.
- ICF Credentials and Standards.
- ICF Foundation.
- ICF Professional Coaches.
- ICF Thought Leadership Institute.

ICF Code of Ethics: Capitalize after ICF or when referring to the ICF Code of Ethics specifically. Lowercase in general use. *i.e: While other organizations may not have a code of ethics, we lead the way with the ICF Code of Ethics that has defined the gold standard of coaching.*

ICF Core Competencies: Capitalize following ICF. Lowercase in general use. *i.e: The ICF Core Competencies are taught in accredited coaching education. / She told him about the core competencies of coaching.*

Specific event names are considered proper nouns (ICF Converge, ICF Imagine, ICF Global Leaders Forum, etc.), and therefore, are capitalized. Acronyms are also capitalized (CPs, CCE, ACC, PCC, MCC, etc.)

Common noun examples

Please use lower case for common nouns, such as:

- ICF member.
- ICF chapter leader.
- ICF chapter.
- ICF credential.
- ICF credential-holder.
- ACC credential.
- PCC credential.
- MCC credential.
- ICF assessor.
- ICF accredited provider.
- ICF Foundation donor.
- ICF stakeholders.
- ICF ecosystem.
- ICF family organizations.
- ICF departments.

Bold, Italics, and Underline

Because underlined text has become synonymous with hyperlinked text, please do not use underline to emphasize text. Please instead use boldface and/or italics.

Bulleted Lists

AP style advises the following:

- Put a space between the bullet and the first word of each item in the list.
- Capitalize the first word following the bullet.
- End each item with a period (or question mark or exclamation point).
- Use parallel construction for each item in the list (such as this list in which each item begins with a verb).

Hyphen vs. En Dash vs. Em Dash

AP style uses either hyphens or em dashes, so we do not need to be concerned with en dashes.

Hyphen

A hyphen (–) is a joiner, such as for compound words (self-discovery) and compound modifiers (on-demand content).

- If the first word in a compound modifier ends in -ly, do not hyphenate (highly respected expert).
- Or if compound modifier comes after the noun, typically no hyphen is needed (the content is on demand).
- Exception: Due to its Latin origins, pro bono is never hyphenated even if it precedes a noun (pro bono coaching).
- Please do not hyphenate “ICF” with other words.

AP style also uses hyphens for ranges, such as "Jan. 1–4". There should be no spaces surrounding a hyphen.

Em Dash

The em dash (—) is used to:

- Signal abrupt change, such as to set off a series within a phrase. *i.e: The ICF credential — the most globally recognized coaching credential — is the gold standard.*
- Before attribution to an author, etc. *i.e: “I didn’t have to wait for anyone. The superhero was within me.” — Erica Garcia, coaching client AP style*

AP style calls for a space on both sides of an em dash.

ICF Names

International Coaching Federation (ICF): In general, spell out on first reference with ICF in parentheses afterward, following the rules for “acronym.”

ICF Global: Use when it is necessary to distinguish the international organization from ICF chapters. Do not use “Global ICF.” *i.e: ICF Global staff met with ICF Australasia leaders during the conference.*

ICF headquarters: Use when referring to the physical office/address of ICF based in Lexington, Ky. *i.e: Send your renewal applications to ICF headquarters by December 31.*

Family organizations: Do not shorten or use acronyms and include ICF in all instances.

- ICF Coaching Education.
- ICF Coaching in Organizations.
- ICF Credentials and Standards.
- ICF Foundation.
- ICF Professional Coaches.
- ICF Thought Leadership Institute.

Names, Job/Position Titles, Degrees/Credentials

Names

Use first and last name of individuals on first reference. Use first name on second and following references.

Titles

Avoid using courtesy titles such as Mr., Mrs., Ms., or Dr.

Job/position titles are to be capitalized if used before a name and lowercase if used after a name. *i.e: ICF Marketing Manager Sally Jones says to follow this rule.*

Degrees/Credentials

Include a person’s ICF credential on first reference in an article or bio. Set ICF credentials (ACC, PCC, MCC) in commas after the last name on the first reference only. *i.e: John Smith, PCC, was nominated as a candidate for the award. John was honored to be nominated.*

ICF credentials, certifications, and qualifications should be listed in the following order:

1. Flagship credential: ACC, PCC, or MCC.
 2. Advanced certification: ACTC
 3. Qualifications: CSQ, MCQ
- i.e: Martha Morris, PCC, ACTC, CSQ*

Use degree titles after the name and ICF credential. *i.e: David Johnson, MCC, PhD*

Avoid using other (non-ICF) credentials, but if you must, these will appear after the ICF credential. *i.e: David Johnson, MCC, BCC*

Only the ICF credential should be used when representing ICF or in official ICF materials.

No degree or credential should have periods: PhD, MBA, CAE, ACC, PCC, MCC.

Titles and Headers

What Gets Capitalized?

When writing a title or header, capitalize the following:

- First and last word in the title/header.
- Nouns.
- Pronouns.
- Verbs.
- Adjectives.
- Adverbs.

When using hyphenated words in a title or header, both words get capitalized.

i.e: *On-Demand Package Now Available*

Do not include a period at the end of a title or header.

Italics or quotation marks?

The typical rule is that if it is a full work, the title gets italicized. Italicize book titles, research studies, white papers, podcast names, etc.

If it is a smaller piece of a fuller work, then you use quotation marks. Use quotations for webinar/session titles, article titles, podcast episodes, book chapter titles, etc.

i.e: *“How to Bring Your Coaching News to the Media” is an article you can find on the Coaching World blog.*

*ICF recognizes the needs of chapters to use locally recognized formats.

** ICF recognizes the needs of ICF chapters to provide local time zones when appropriate.

Numerals

In general, spell out number one through nine, and use numerals for 10 or greater.

Exceptions:

- If a sentence begins with a number, then spell it out. (One hundred individuals said...).
- Use a numeral if the number appears in a title/headline (Top 3 Reasons for Coaching).
- Use numerals for unit of measure (5 CCE units).

Money

The official currency of ICF Global is U.S. dollars noted by a dollar sign (\$) preceding the amount and USD after the amount. i.e: *The registration fee is \$50 USD.**

Phone Numbers

Include area and country code. Use period (.). i.e: *1.234.567.8910*

Times and Dates

Months, Days, Years

In general, dates are formatted as the following: Day of the Week, Month, Day (numeral), Year.

Spell out months and days of the week. i.e: *Saturday, January 1, 2023.**

If a date is within the current calendar year, you do not need to use the year. If a date refers to something from a past year or a future year, then please include the year with the date.

- This year: August 1
- In the past: January 1, 1995
- In the future: October 15, 2030

Do not include st, nd, rd, th, etc., on dates. June 2 — not June 2nd or June 2nd.

Do not include st, nd, rd, th, etc., on dates. June 2 — not June 2nd or June 2nd.

Time

Use a.m. and p.m., lowercase with periods.

No need to include :00 if time is at the top of the hour.

correct: *7 p.m.*

incorrect: *7:00 P.M., 7pm, 7 pm, 7:00 pm, 7:00 PM, 7:00 p.m.*

The exception to this guideline is the 12 o'clock hour. Please write these times as 12 Noon and 12 Midnight.

Time Zones

ICF Global will list all times in New York time denoted in parentheses, with the addition of UTC/GMT, Paris, and Hong Kong times for virtual education programs when relevant/appropriate.

Please do not use EDT, EST, CDT, CST, PDT, PST.

correct: *All calls will take place at 2 p.m. (New York).*

incorrect: *All calls will take place at 2 p.m. EST. OR All calls will take place at 2 p.m. EST (New York).***

Oxford Comma

The Oxford Comma is the final comma in a list of three or more things, and it typically appears before “and” or “or.” Always use an Oxford comma.

Pronouns

If you are using a pronoun to refer to a specific person, please use their preferred pronoun (he, she, they).

If you are referring to a more general person (such as a coaching client), use “they” both for singular and plural pronouns.

i.e: *The coaching client shared their thoughts. | The group of coaching clients shared their thoughts.*

Other common errors

Nonprofit: One word without a hyphen.

Task force(s), work group(s): Two words.

Web addresses: Do not include https. or www. before it. i.e: *coachingfederation.org, experiencecoaching.com*

03

Visual Identity

A new modernized brand
embodying ICF's **human approach**
to coaching—a methodology built on
collaboration and trust that inspires,
transforms, and helps people thrive
personally and professionally.

03.1

Logotype

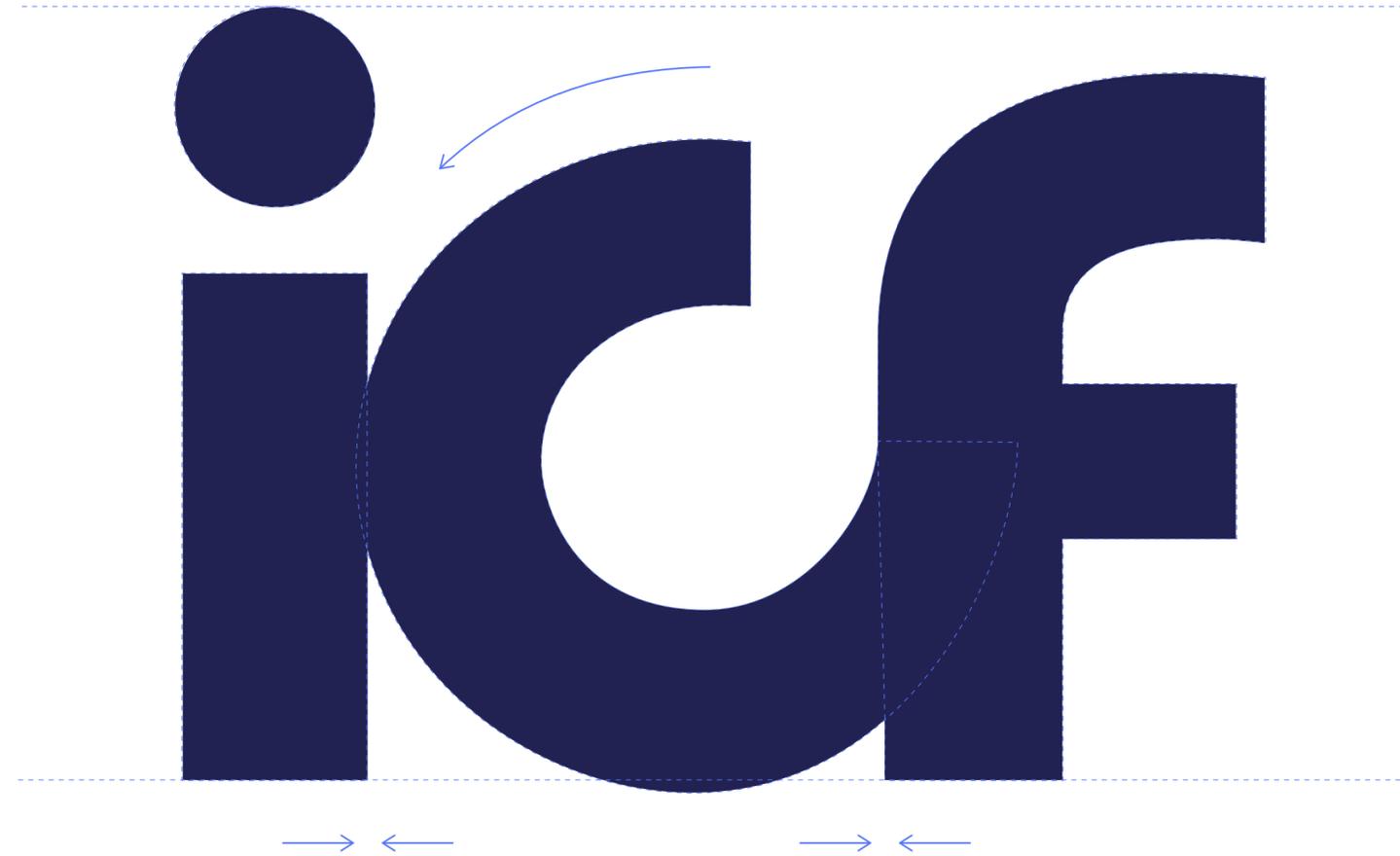
Concept

The ICF logotype is designed to visually express our core values.

The merged letters symbolize collaboration and mutual support, reflecting how we come together as a community.

The leaning “C” conveys trust, suggesting a welcoming gesture and a sense of openness.

Finally, the use of small caps gives the logo a warmer, friendlier appearance—making our brand approachable while maintaining professionalism.



Primary version

The primary version of the logotype includes the descriptor and should be used in most cases.

The logo can be used in deep blue, blue, light blue, or white, depending on the background, to ensure optimal contrast and legibility. Yellow is also available for more limited applications, as detailed in the backgrounds section (p. 39).

Always use the provided final artwork without making any modifications to maintain brand consistency and integrity.

The primary logotype consists of the lowercase letters 'icf' in a bold, sans-serif font. The 'i' has a solid circular dot above it. The 'c' and 'f' are connected to the 'i'.

International
Coaching
Federation

Secondary version

The logo without the descriptor is the secondary version of the logotype and may be used when the format requires it, such as in very small or extra-large applications.



Monochromatic version

The monochromatic version of the logo should only be used in two exceptional cases:

When the ICF logo is used by a partner that does not allow the use of the color version.

When production methods do not support color, such as engraving, embossing, or cut vinyl applications.



Clear space and minimum size

Clear space

To preserve readability, always respect the defined clear space, which corresponds to the diameter of the dot in the “i.”

Our clear space should never be reduced or invaded by adjacent elements (text, pictures, other brands, etc.).

Minimum size

The ICF logo should always be used in a large enough size to allow perfect legibility. The logo with descriptor should therefore never be reduced to a width smaller than 25mm/70px and the logo without descriptor should never be reduced to a width smaller than 6.5mm/18px.

Always use the final artworks that have been provided to you; these should not be modified.



Backgrounds

As previously mentioned, the logo can be used in deep blue, blue, light blue, or white. Additionally, yellow may be used in certain circumstances, but its application is strictly limited to deep blue backgrounds only.

This matrix will help us to manage and choose the correct version of our logo depending on the background color.

These rules also apply to the logotype with descriptor.

×	×	icf	icf	icf	icf
×	×	icf	×	icf	icf
icf	icf	×	×	icf	icf
icf	icf	icf	icf	×	×
icf	×	×	×	×	×

Misuses

- Do not change the logo color.
- Do not deform our logo.
- Do not place it in a shape.
- Do not change the position of the elements.
- Do not apply shadows.
- Do not add any effects.
- Do not create an outline version.
- Do not add backgrounds.
- Do not change the proportions of the logo elements.
- Do not fill with gradients or patterns.
- Do not use the descriptor alone without the logo.
- Do not rotate the elements.





03.2

Color

This is our color palette

Our color palette is rooted in our heritage, yet enriched with new vitality and optimized for digital environments.

The blue tones convey trust, professionalism, and depth—key values of our community.

Yellow represents our commitment to excellence, symbolizing the “golden standard” in coaching.

Finally, the bone color adds warmth and a human touch, reflecting the empathy and connection that are at the heart of our profession.

Deep Blue

CMYK:
98/95/38/35

RGB:
33/34/81

HEX:
#212251

PANTONE:
275 C

Blue

CMYK:
99/94/0/2

RGB:
43/55/155

HEX:
#2b379b

PANTONE:
2370 C

Light Blue

CMYK:
70/40/0/0

RGB:
87/120/250

HEX:
#5778fa

PANTONE:
2718 C

Yellow

CMYK:
0/14/92/0

RGB:
239/203/48

HEX:
#efcb30

PANTONE:
109 C

Bone

CMYK:
2/4/9/0

RGB:
248/240/228

HEX:
#f8f0e4

PANTONE:
9224 C

White

CMYK:
0/0/0/0

RGB:
255/255/255

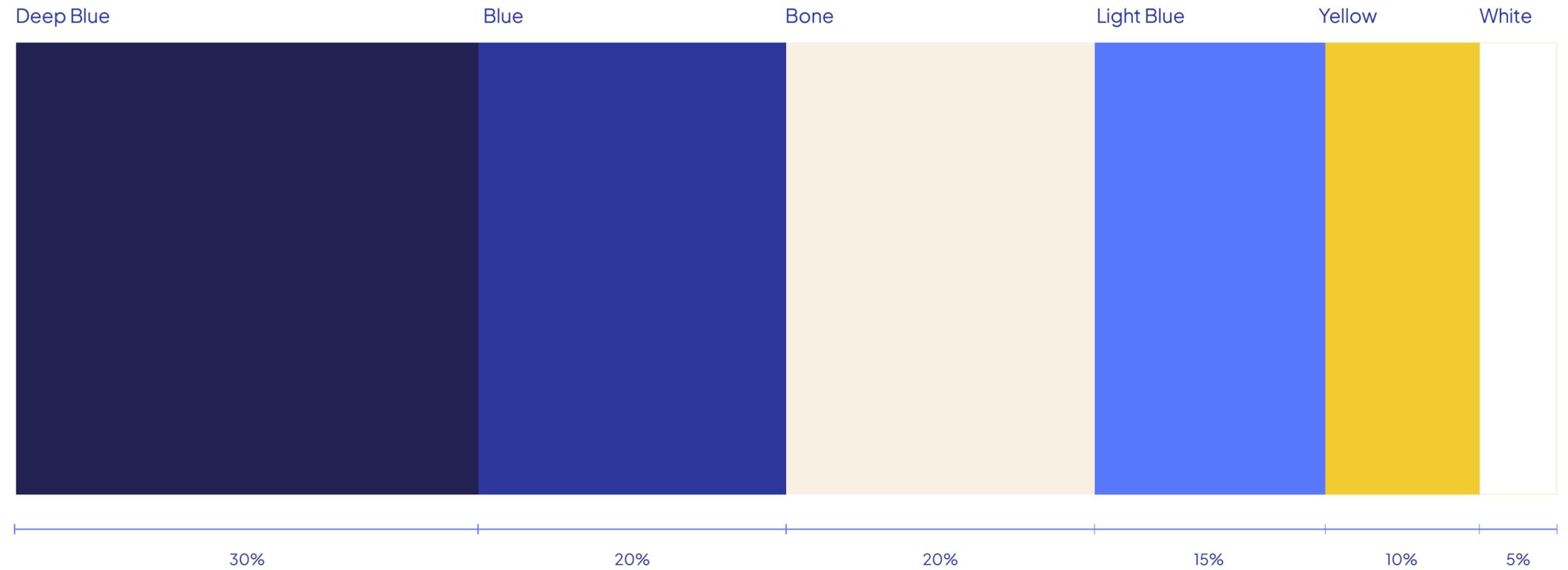
HEX:
#ffffff

Color ratio

When implementing our color palette in the visual identity, make sure to prioritize the use of deep blue, blue, and bone colors.

This doesn't mean it is not possible to alternate between a deep blue background and a yellow background, but overall, the perception of the brand should be more blueish than yellow.

These percentages are only a reference.



03.3

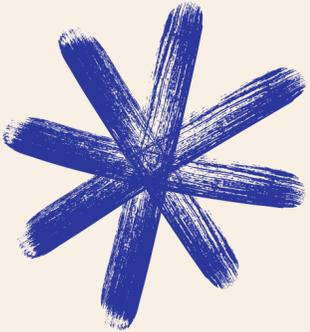
Typography

Our family fonts

Our typography features Hoss Regular for headlines and the Plus Jakarta Family for body copy.

This combination embodies humanity, warmth, and expressiveness while maintaining practicality and usability. It is designed to be accessible and engaging for both younger and senior audiences, ensuring clear and effective communication.

Headlines: Hoss Round Regular

Inspire 
Potential

Body Text: Plus Jakarta

Unlock a world of possibilities and
and become an extraordinary coach
world of learning and growth with

Headlines: Hoss Round

Hoss Round is a contemporary sans-serif typeface designed for clarity and impact.

Its rounded shapes convey warmth and approachability, making it ideal to capture attention while remaining inviting. Balancing modern style with readability, Hoss Round Regular adds a distinctive and human touch to our visual identity.

This font is to be used exclusively in its regular format for headlines, bringing a fresh and playful touch to our communications.

A large, bold, blue sans-serif font sample showing the uppercase letter 'A' and the lowercase letter 'a'. The letters have rounded, friendly shapes. The 'A' has a rounded top and a wide, rounded base. The 'a' has a rounded top and a rounded bottom.

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll
Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv
Ww Xx Yy Zz / 0123456789.,;:!?

Regular

For headlines

Body copy: Plus Jakarta

We use Plus Jakarta for body copy and longer texts.

This modern sans-serif font offers clean lines, balanced proportions, and excellent readability. Its variety of weights and styles ensures flexibility while maintaining a professional and approachable feel in all our communications.

Aa

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll
Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv
Ww Xx Yy Zz / 0123456789.,;:!?

Italics

For quotes

Thin

For legal texts
or long body copy

Light

Regular

Medium

for standard
communications as a
headline or body copy

Bold

ExtraBold

for highlights, numbers
percentages, or
sub headlines

thinner

thicker

Color combination

This matrix will guide us in selecting the appropriate text and background color combinations, always prioritizing legibility and optimal contrast.

Following these rules ensures that our communications remain clear, accessible, and consistent across all applications.

This applies to both Hoss Round and Plus Jakarta fonts.

×	×	Aa	Aa	Aa	Aa
×	×	×	Aa	Aa	Aa
Aa	×	×	×	Aa	Aa
Aa	Aa	×	×	×	×
Aa	Aa	Aa	×	×	×
Aa	Aa	Aa	×	×	×

Highlighted words

We use brush strokes and rounded-edge boxes to highlight words and emphasize key messages. These elements add a human and fresh touch to our brand.

Always ensure optimal legibility and contrast, making sure that strokes or boxes do not hinder readability.

It is also important not to overuse these resources—we recommend to limit their use and color range to no more than three per headline to avoid visual clutter.

We believe in the
power of personal
growth to catalyze
societal **change**

03.4 Photography

A human-centric imagery style that represents ICF.

Our photographic style is human-centric, focusing on genuine emotions, empathy, and authentic connections.

Images emphasize the well-being of others, conveying calm, trust, growth, and warmth in every frame.

We use warm lighting and inviting environments, with honest expressions and natural poses, to create a sense of proximity and approachability. This style reflects our commitment to our brand idea and real, meaningful relationships.

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Human-centric

Celebrates diversity in all its forms—age, race, stories—and seeks to reflect the authenticity of each person. Through a close and deeply human perspective, we capture moments that convey empathy, connection, and growth. These are real, warm, and vibrant images that inspire trust and remind us that we are all on the same path of transformation.



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Photography style: Honest portraits

We capture natural portraits with honest expressions that reflect the inner essence of each person, conveying authenticity and emotional depth.

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Photography style: Candid moments in community

Our photography highlights people in community—during meetings or coaching sessions—using candid, natural shots that showcase genuine interactions and connection.

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Photography style: Focus in action

We emphasize meaningful actions, such as taking notes, expressive gestures, or coaching exercises, to illustrate engagement, learning, and the dynamic nature of coaching.

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Photo editing: Add a warm touch

In some cases our photography needs to be edited to feel consistent and on-brand. For example, when we need to use stock to support our property or destination photography.

Consider the following settings in Adobe Photoshop for editing photography:



Step 1: Add a fill layer

Layer > New fill layer > Solid color. Enter hex code #f7f0e3 (bone) and change the layer blend mode to "multiply."

Step 2: Reduce saturation and brightness

Reduce by -1 to -10 depending on the image and adjust the brightness.

Step 3: Add a touch of color

We can add subtle touches of color to further tailor the image to our style.

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03.5 Key Visual

A human approach to coaching

Our key visual introduces a dynamic graphic system inspired by the human approach of coaching.

Expressive brush strokes and tags interact seamlessly with text and images, infusing each composition with movement and freshness.

These elements not only highlight and emphasize key messages—much like handwritten notes—but also add a lively, approachable touch that sets our visual identity apart.

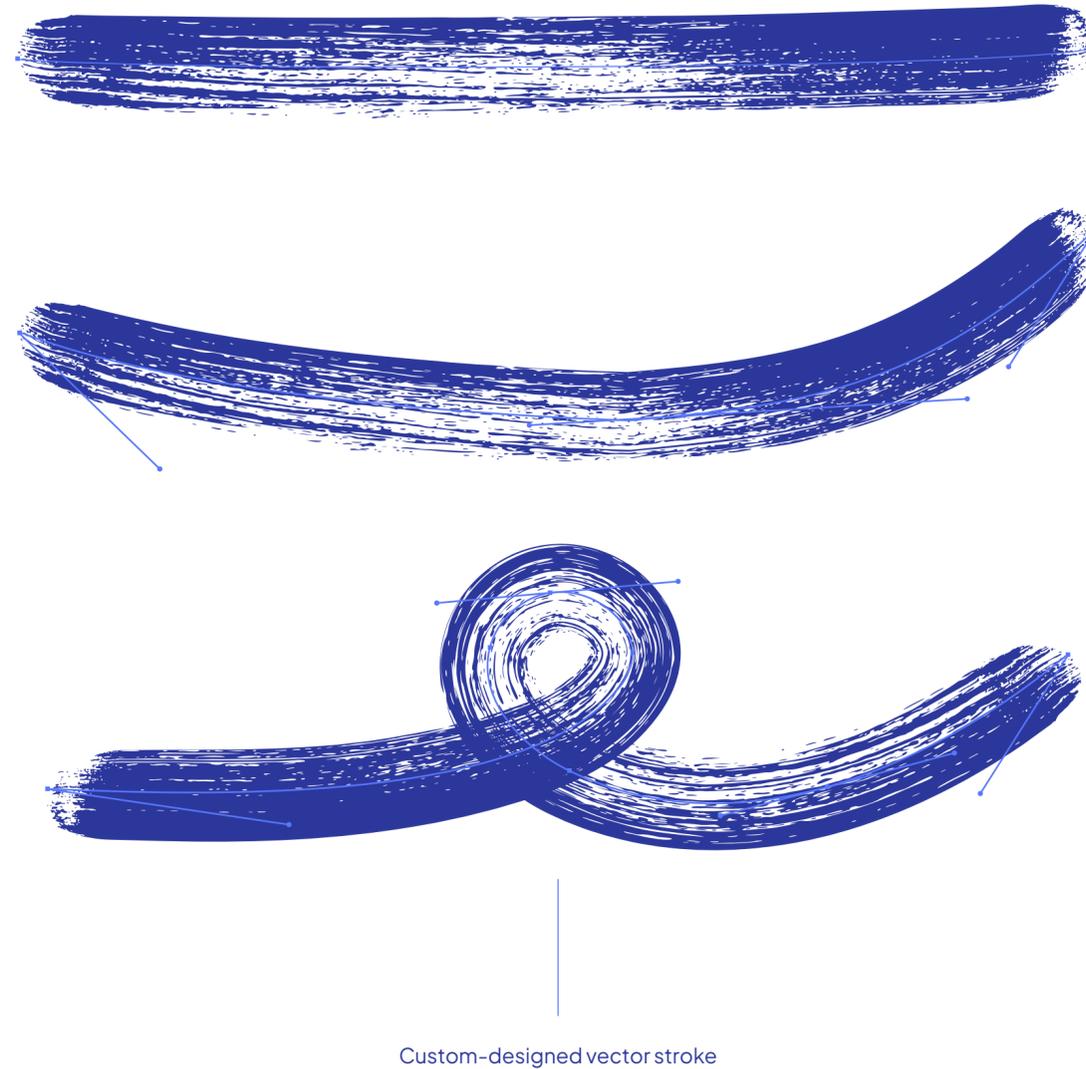


Brush stroke

Our stroke is unique and specially designed for ICF. Bold and dynamic, it evokes the look of handwritten notes or highlights on a whiteboard or notebook.

Highly versatile, it can be used to draw asterisks, underlines, arrows, and other elements for our key visual identity.

To install the stroke in your Illustrator file, follow these instructions:



Step 1: Open the Brushes panel in Illustrator.

Step 2: Click on the Brush Library Menu and select Other Library.

Step 3: Locate and open the stroke file ICF_stroke_1.

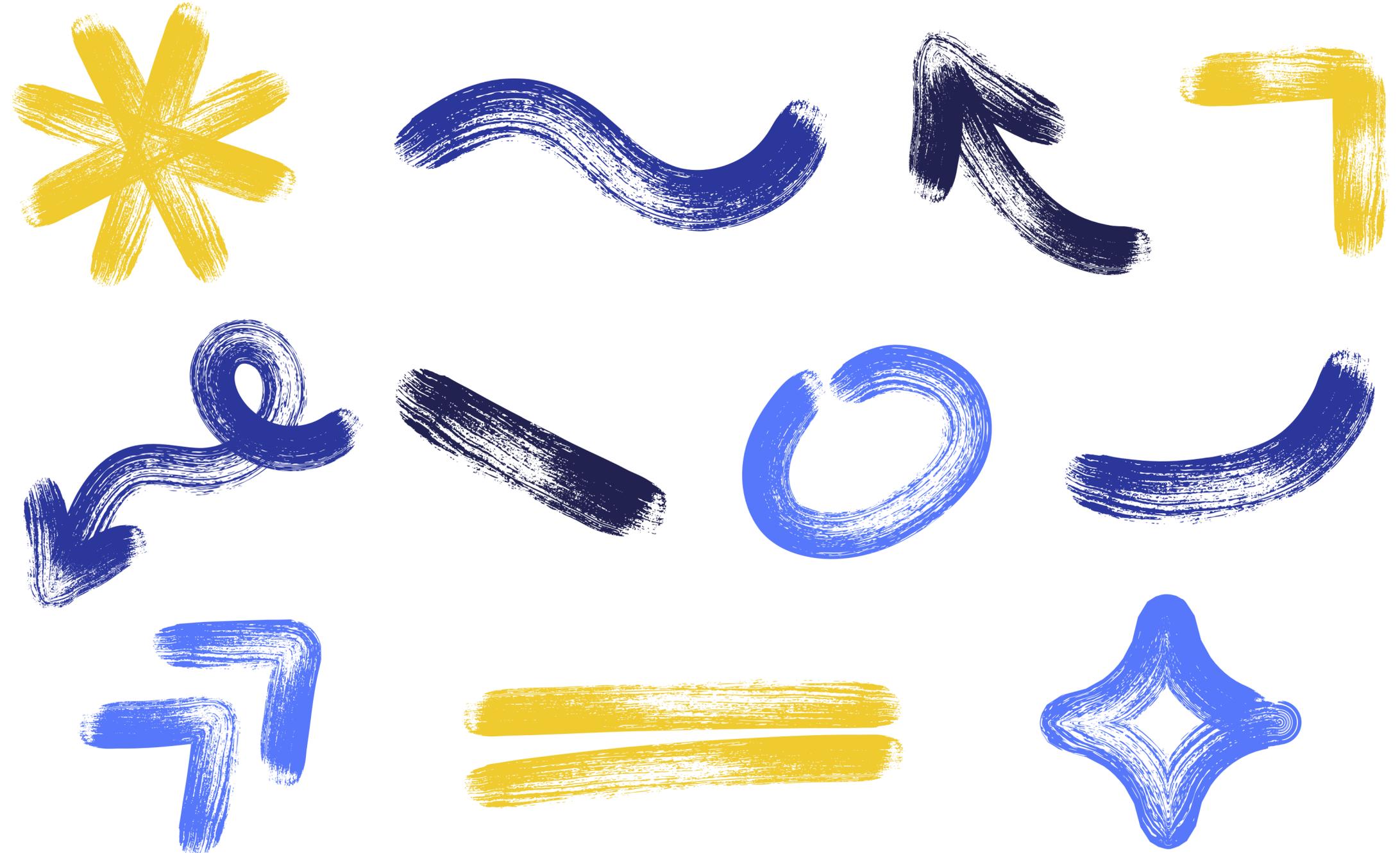
Step 4: Draw a new line using the Pen or Pencil tool, then apply the new brush from the Brushes panel to your stroke.

Step 5: Set the stroke weight as you see fit, making sure it falls within the range and guidelines established in the layout chapter.

Brush stroke library

This is our brush stroke library. You may use these strokes as provided or modify them to fit your needs, as long as you maintain the original style.

New variations can also be created based on this library, ensuring a consistent and creative visual language throughout all ICF communications.



Brush stroke uses

We use the stroke for notation marks, to highlight text, and to creatively enhance images—bringing emphasis and a dynamic, human touch to our visual communications.

We recommend to add no more than two elements created with the stroke to a single design unit.

Support positive
transformation.



Brush strokes applied on text

Brush strokes applied on images

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Tags

We use tags to highlight key words and concepts.

Tags always have fully rounded edges for a friendly, distinctive look.

Remember to add extra space before and after the tagged word to ensure proper spacing between words and maintain a clean, uncluttered design.

Fully rounded corners



Tags uses

Remember to add extra space before and after the tagged word to ensure proper spacing between words and maintain a clean, uncluttered design.

We never use more than one tag in the same sentence.

Extra space



85% of Coaches have
clients request help with
their mental well-being.



Ready. Set. Engage!

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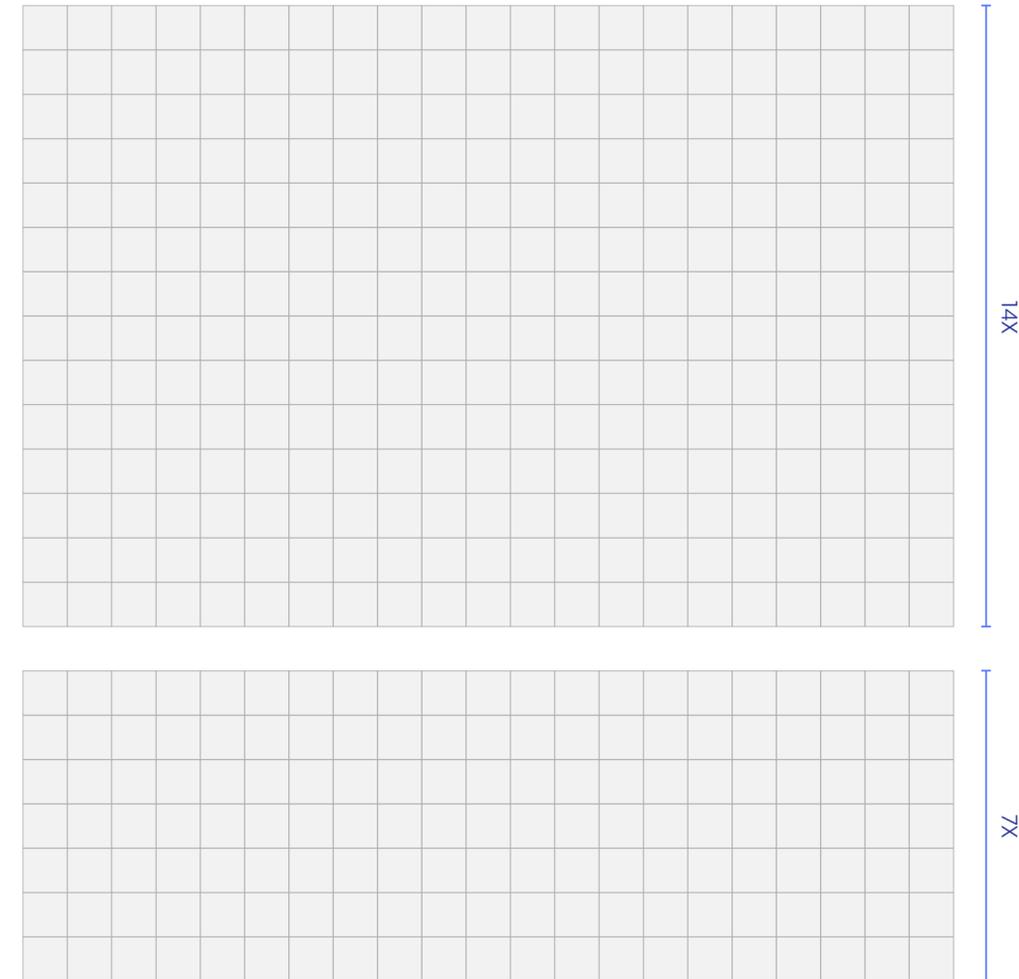
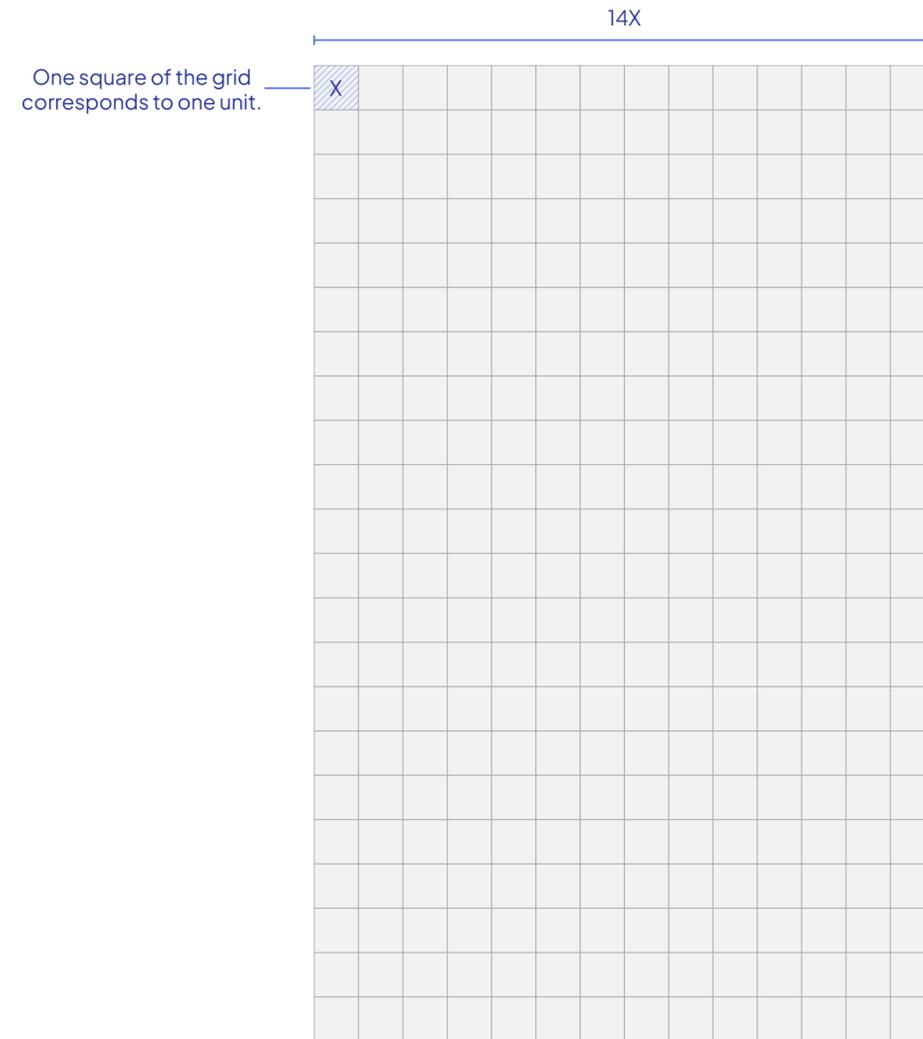
03.6 Layout

Grid

To develop our graphic system through all our applications, first we define our grid based on dividing the shorter side of the piece by 14X.

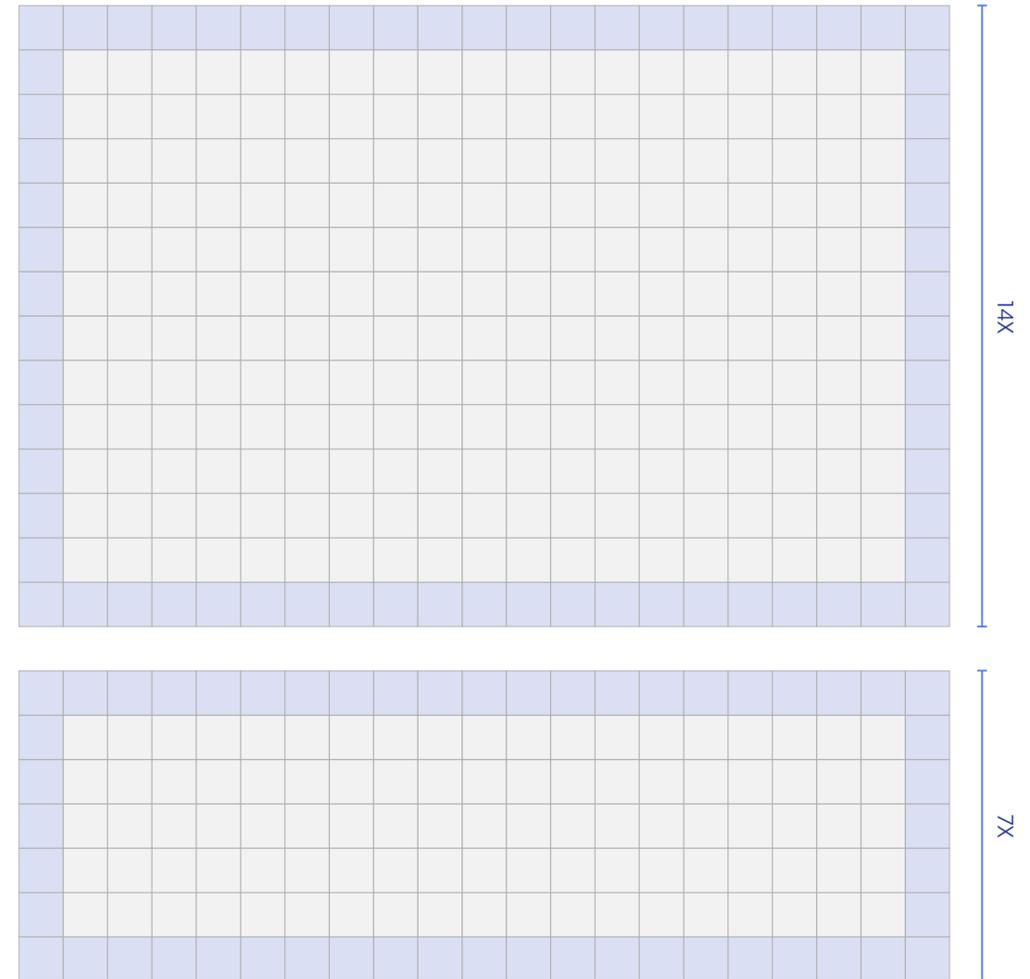
In extreme slim formats, we define our grid based on dividing the shorter side of the piece by 7X.

One square of the grid corresponds to one unit, providing a precise reference for determining logo size and margins.



Margins

Once we have our working space defined, we create the 1X margin space.



Logo size

Adjust the logo size so its height equals 1X, then position it within the layout, maintaining the required margins and aligning it to the grid.

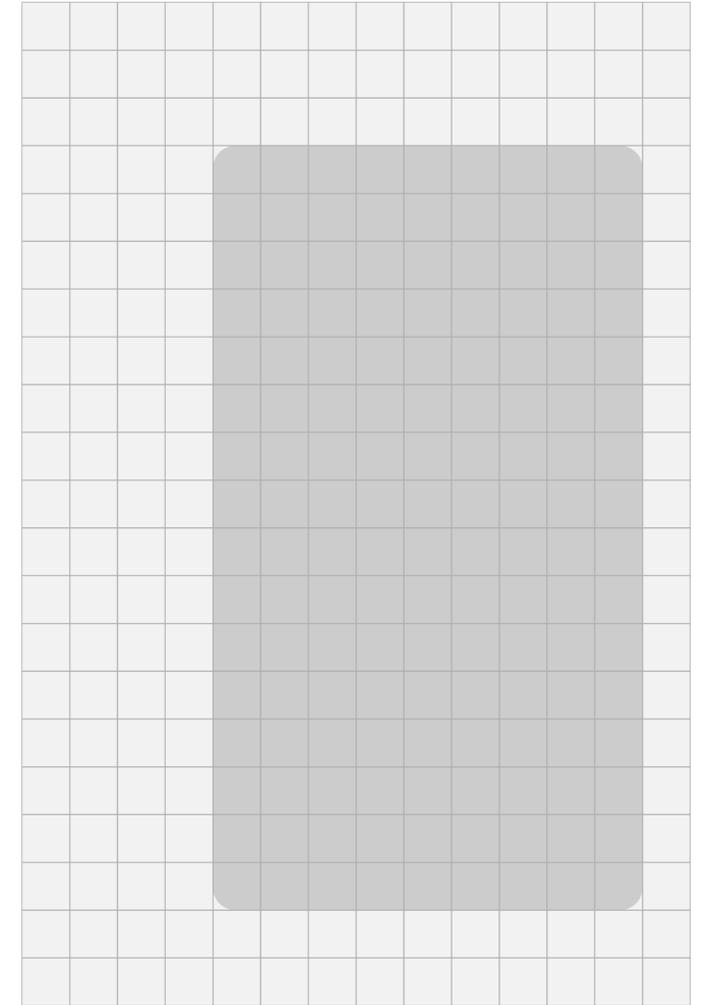
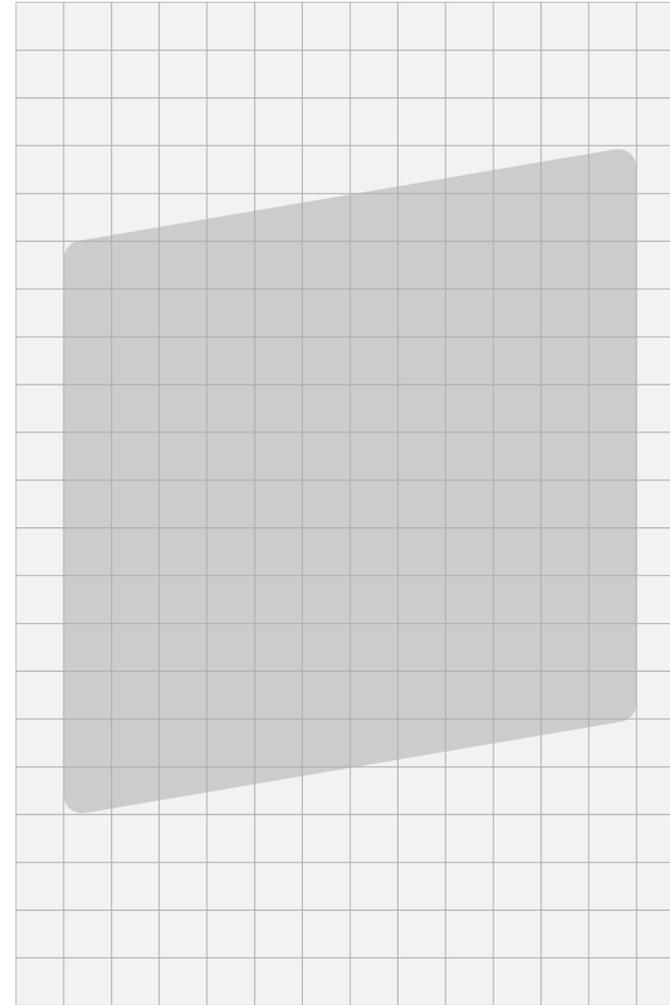
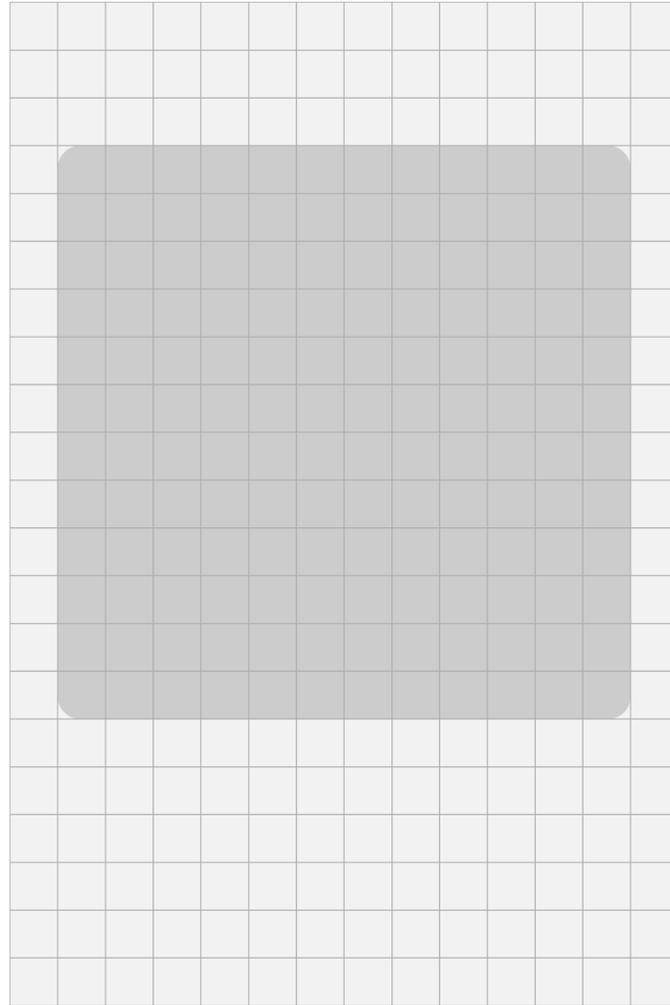
For greater versatility and dynamism, we can place the logo in any of the areas.



Window mask

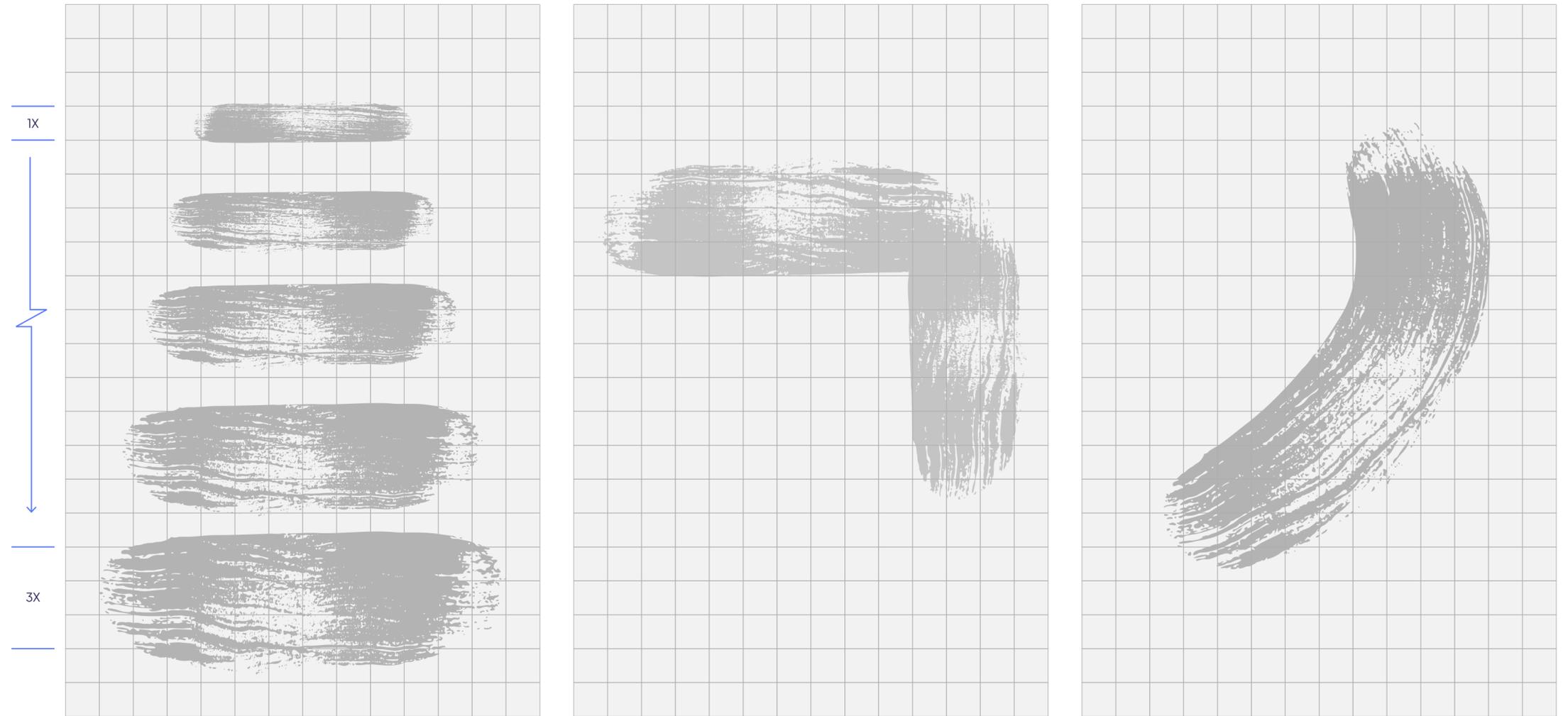
Images may be masked within a rectangle with fully rounded corners, referred to as a "window."

This mask is flexible and may be resized or reshaped as needed, provided that opposite sides remain parallel. It is recommended to construct the window mask using the grid and to always respect the defined margins.



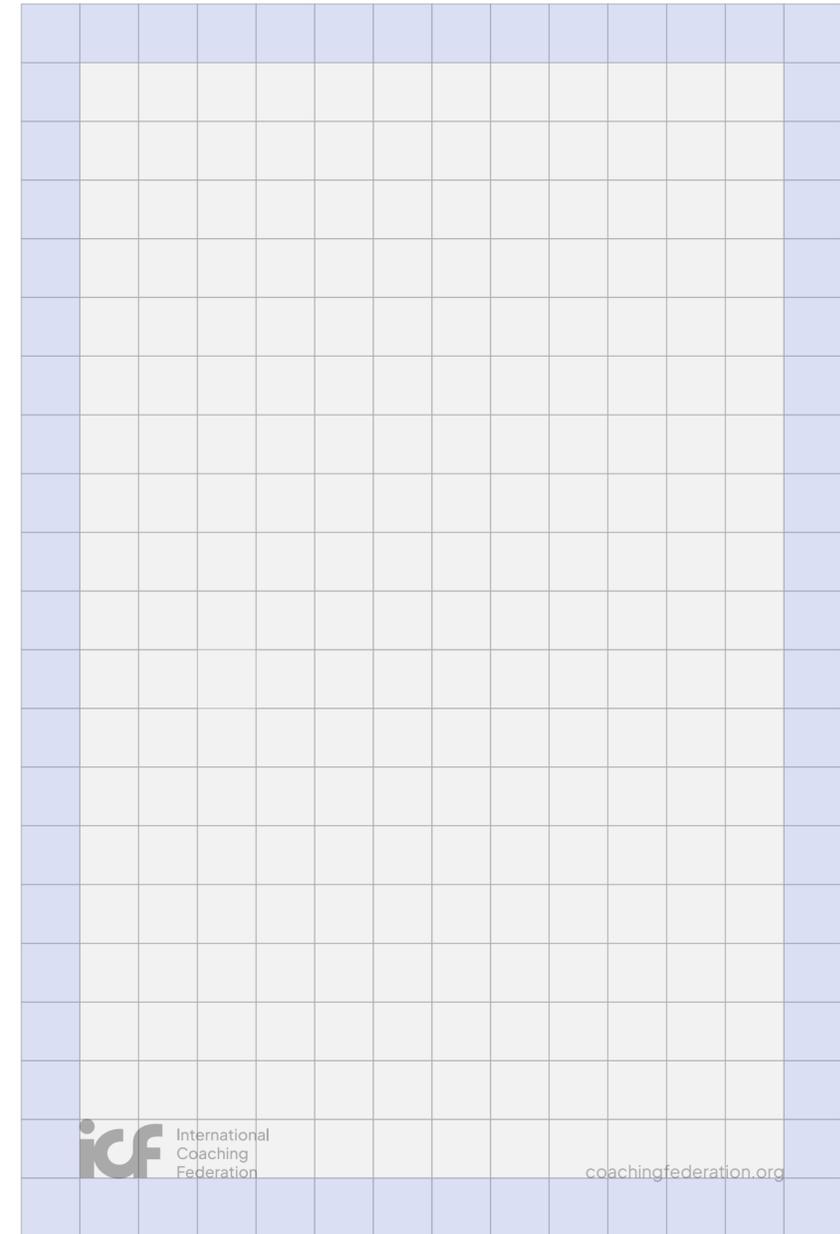
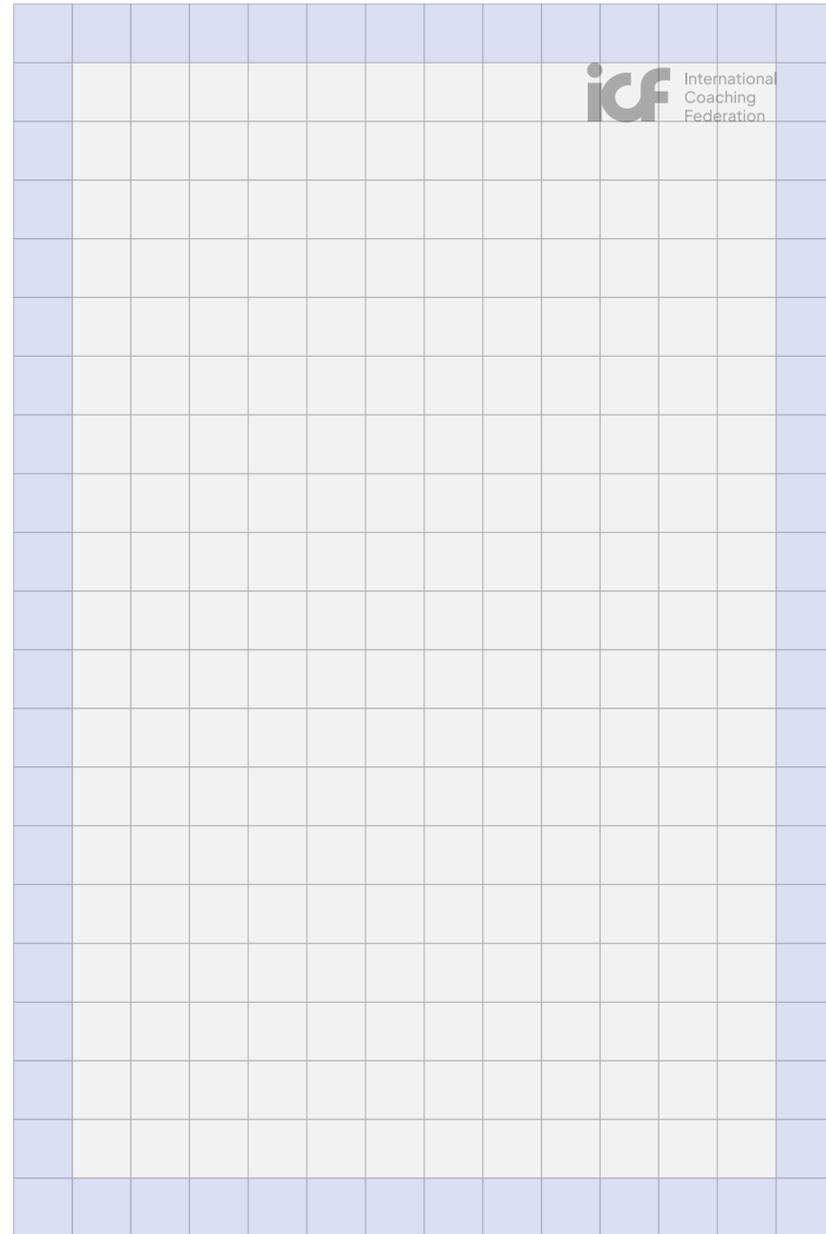
Brush stroke thickness

The thickness of the brush stroke used to interact with images is also flexible and may vary between 1X and 3X, where 1X refers to one unit of the grid, according to layout needs.



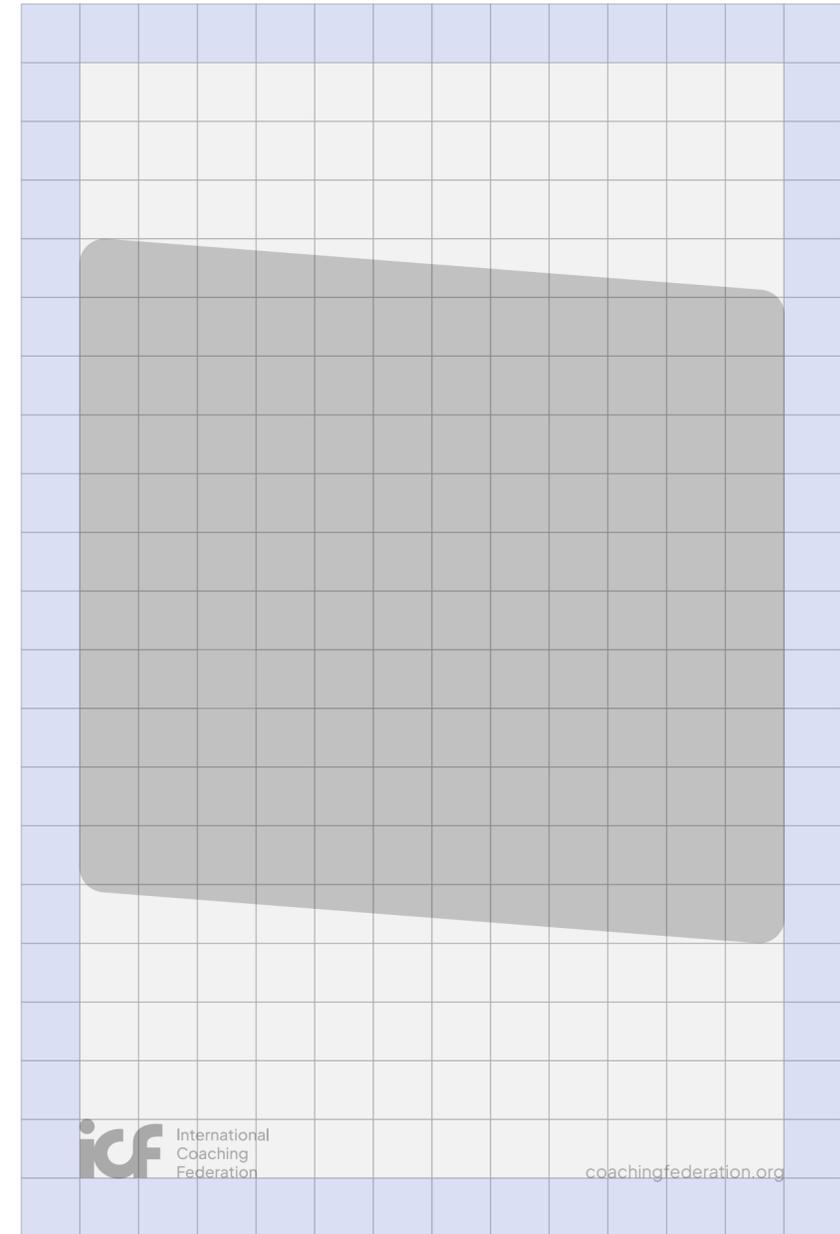
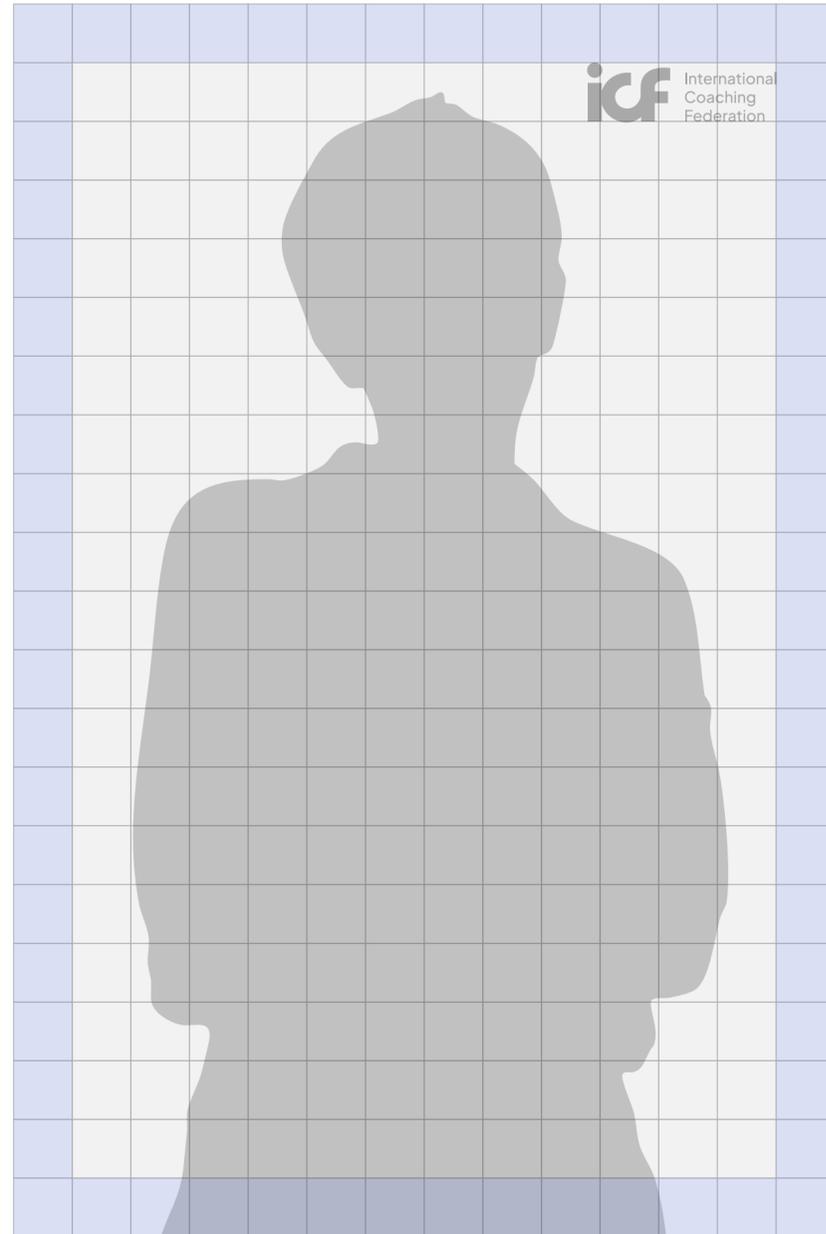
Create a layout

Step 1: Create a grid and place the logo within the margins, following the specified logo size rules.



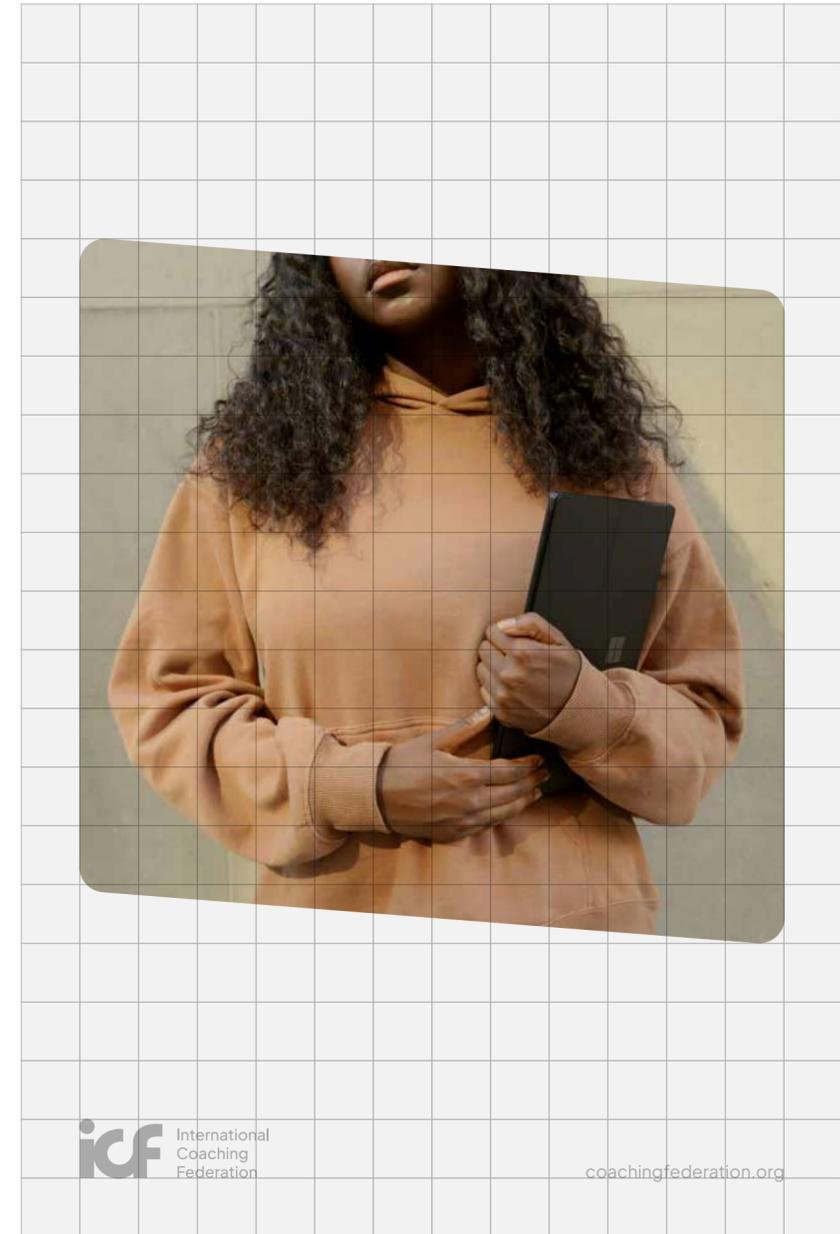
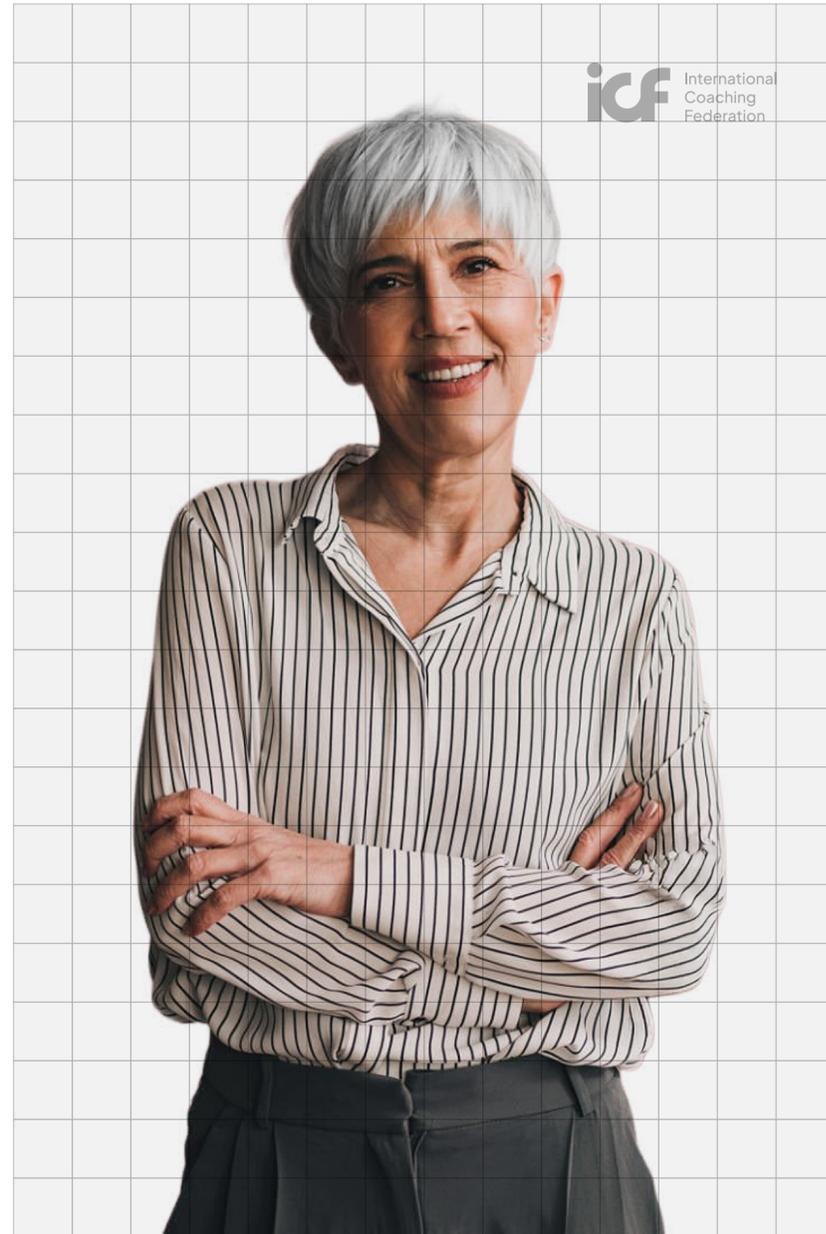
Create a layout

Step 2: Position the main element or image in your design using the grid as a guide, ensuring it does not overlap with the logo. If the image will be placed over a solid color background or with brush stroke overlays, carefully remove the background or create a precise mask. If the image is within a “window” mask, align it according to the grid.



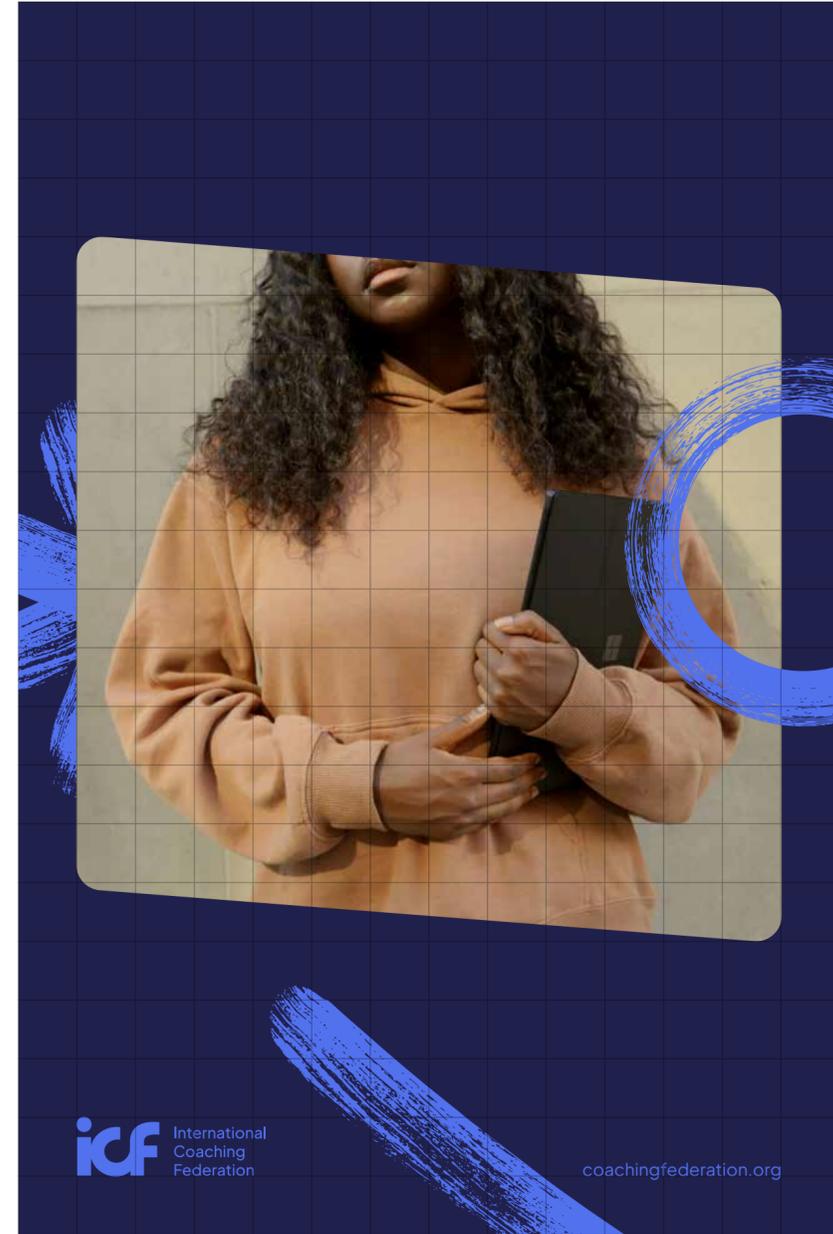
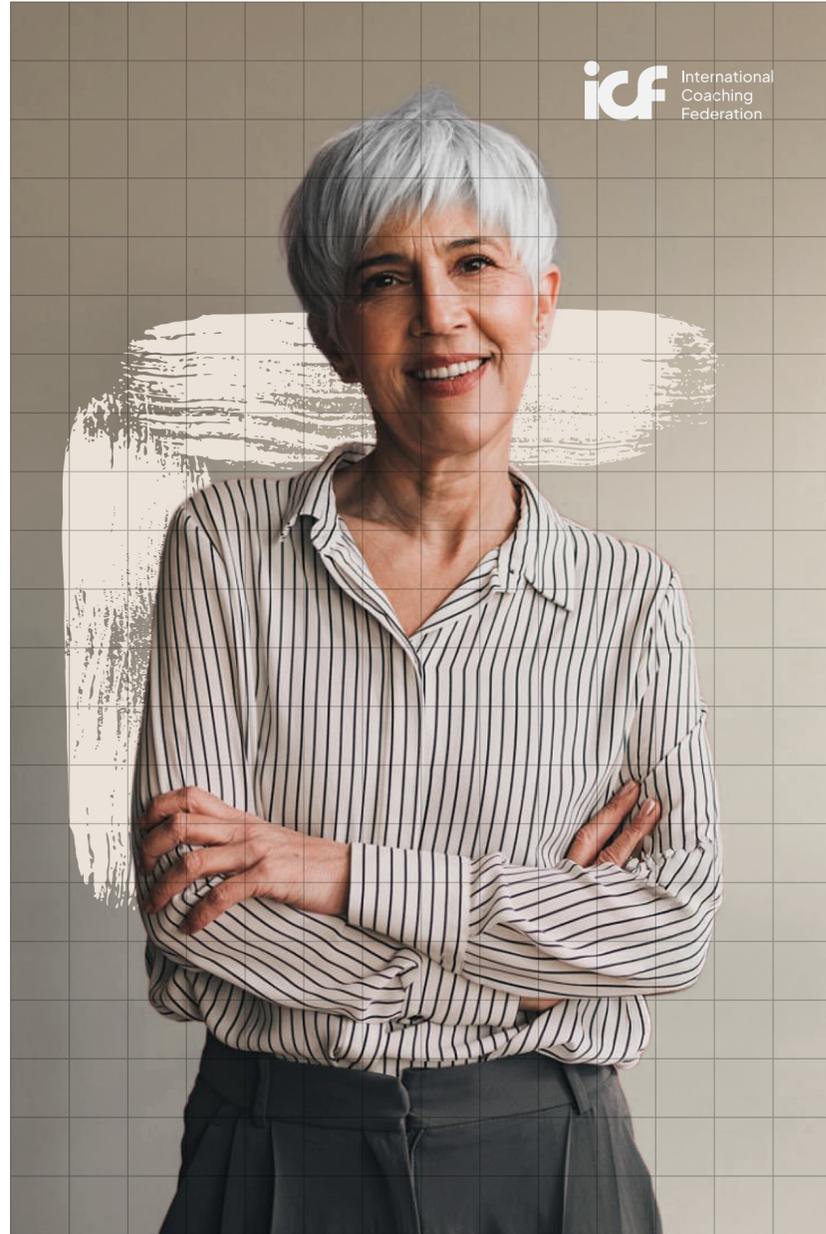
Create a layout

Step 3: Add the image.



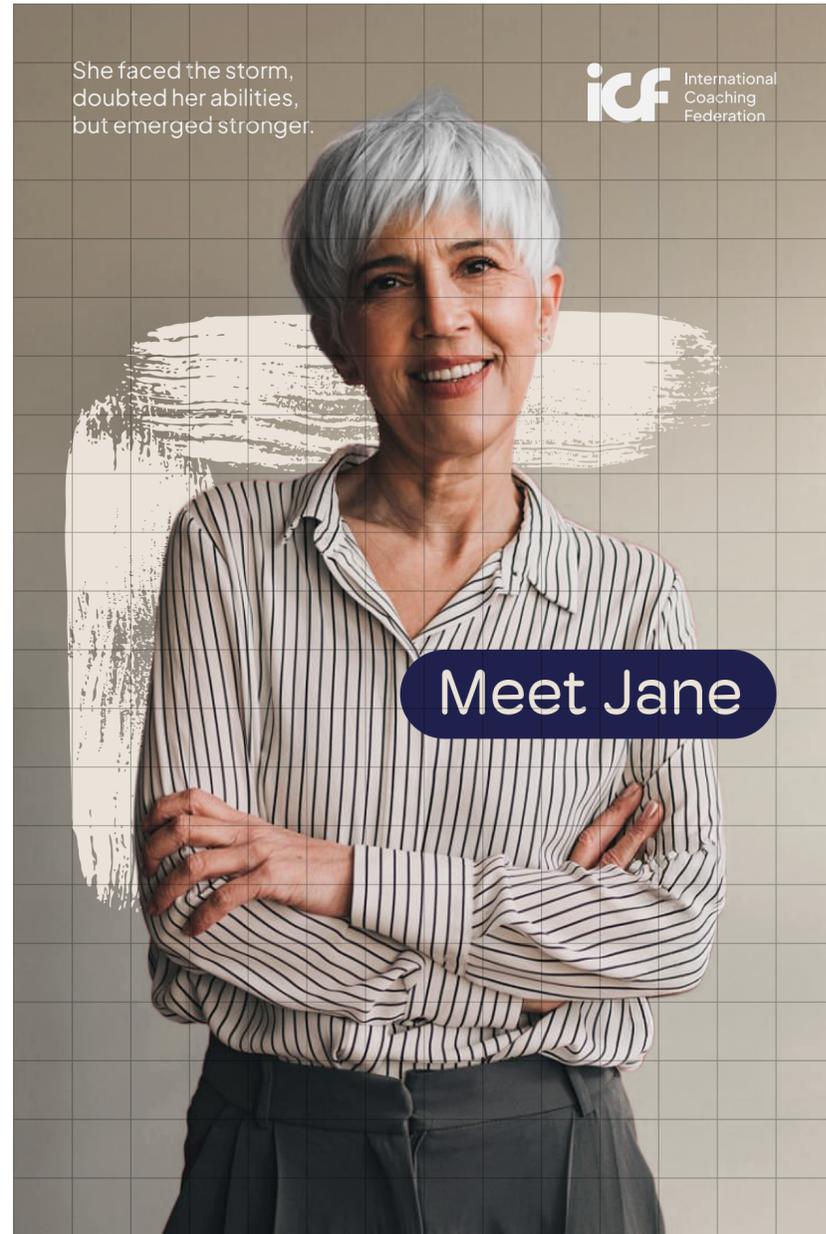
Create a layout

Step 4: Add the background and the corresponding key visual, allowing it to interact with the image as needed.



Create a layout

Step 5: Finally, add headlines and body text.



Create a layout

Use these steps, along with others in this guideline, as a reference and starting point for creating your own diverse and effective layouts.

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A flexible graphic layout for our diverse audiences

Our layout adapts visually to different communication styles.

Corporate audience: We adapt our visual language to a more mature audience by using a more restrained color scheme and a single visual shape.

Young audience: We use our key visuals at a large scale and apply a vibrant color palette.



Corporate audience

Neutral color palette
Fewer and more controlled elements
Elegant and professional appearance



Young audience

Expressive colors
More visual elements
Fresh and energetic look

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03.7

ICF
sub-brands

ICF sub-brands logos

The logos for ICF sub-brands are created using the same elements as the masterbrand, but arranged differently.

The visual system for ICF's sub-brands uses a clear and consistent color coding to distinguish each initiative.



Professional
Coaches



Credentials
& Standards



Thought
Leadership
Institute



Coaching
Education



Coaching in
Organizations

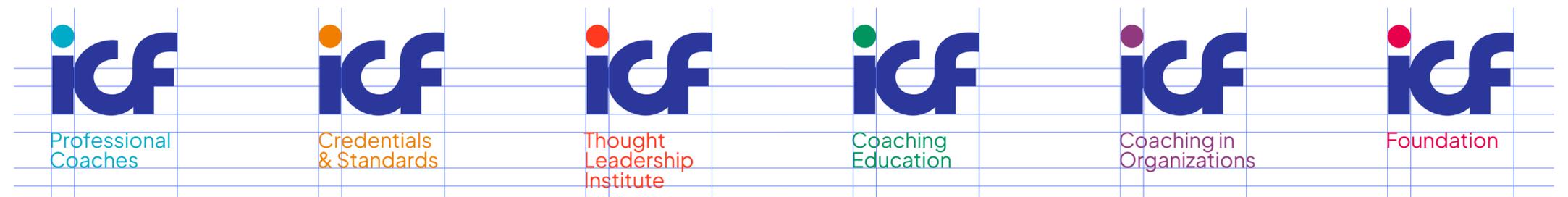


Foundation

Sub-brand Logo construction

For sub-brands, the descriptor is positioned below the logotype and is set in Plus Jakarta typeface. It is colored according to the designated color for that sub-brand, as is the dot of the "i."

The space between the logotype and the descriptor is determined by the height of the crossbar of the "f," marked as "X." The height of the descriptor in two lines equals 2X, and the line spacing is set to 1/4X.



Sub-brand Clear space and minimum size

Clear space

To preserve readability, always respect the defined clear space, which corresponds to the diameter of the dot in the “i.”

Our clear space should never be reduced or invaded by adjacent elements (text, pictures, other brands, etc.).

Minimum size

The ICF sub-brand logos should always be used in a large enough size to allow perfect legibility. It should therefore never be reduced to a width smaller than 15mm/42px.

Always use the final artworks that have been provided to you; these should not be modified.

Exception for Small Spaces

In cases where space is extremely limited, it is permitted to separate the descriptor from the logo and include the descriptor as text elsewhere in the layout. This approach is used, for example, in the ICF Credential & Standards badges.



Clear space



15mm / 42px



Clear space



15mm / 42px

Sub-brand Color coding

ICF sub-brands use a specific color code for each, making it easy to distinguish them from the masterbrand and from one another.

Solid, vivid colors are selected to combine and contrast well with ICF's primary brand palette. The logo uses blue as its base color, with an assigned color code added for differentiation.

The presence of yellow and light blue is minimized, as the specific color assigned to each sub-brand is used as the main accent color. This ensures clear differentiation and allows each sub-brand's unique color to stand out in communications.

This assigned color is applied to three core elements: the dot in the "i" of the logo, the descriptor text, and any supporting graphic elements within communications.

Deep Blue

CMYK:
98/95/38/35

RGB:
33/34/81

HEX:
#212251

PANTONE:
275 C

Blue

CMYK:
99/94/0/2

RGB:
43/55/155

HEX:
#2b379b

PANTONE:
2370 C

Bone

CMYK:
2/4/9/0

RGB:
248/240/228

HEX:
#f8f0e4

PANTONE:
9224 C

Professional Coaches

CMYK:
92/2/22/0

RGB:
0/171/200

HEX:
#00abc8

PANTONE:
247 C

Coaching Education

CMYK:
100/12/84/2

RGB:
0/149/95

HEX:
#00955f

PANTONE:
340 C

Credentials & Standards

CMYK:
4/64/100/0

RGB:
240/127/0

HEX:
#f07f00

PANTONE:
716 C

Thought L. Institute

CMYK:
0/91/95/0

RGB:
254/57/31

HEX:
#fe391f

PANTONE:
Bright Red C

Foundation

CMYK:
0/100/52/0

RGB:
231/0/75

HEX:
#e7004b

PANTONE:
1925 C

Coaching in Organizations

CMYK:
45/91/0/3

RGB:
145/57/127

HEX:
#91397f

PANTONE:
7656 C

Backgrounds

Sub-brand logos may be used in blue or white, with the dot and descriptor in their corresponding brand colors.

For optimal legibility and contrast, please refer to the following matrix, which will help determine the appropriate logo version based on the background color.

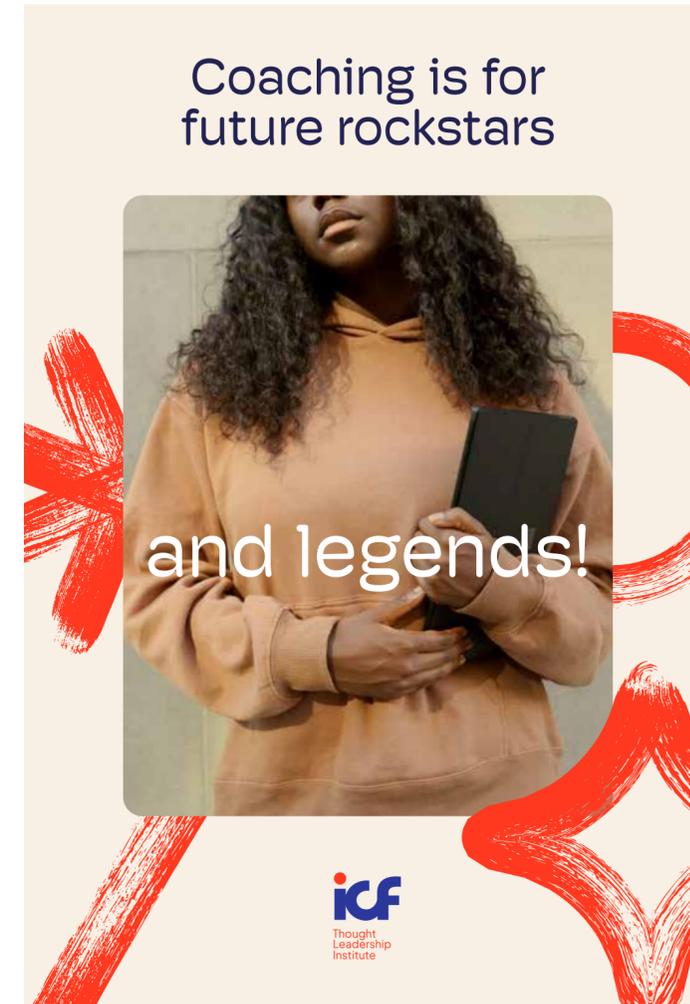
These rules also apply to the logotype with descriptor.



Key visual

Organizational sub-brand's visual materials utilize ICF's primary palette—particularly deep blue, blue, and bone—as the main colors.

The assigned color code is applied to key visuals such as strokes and tags. This approach creates a visual identity that is both cohesive and distinctive, ensuring easy recognition while maintaining a strong connection to the ICF brand.



***Disclaimer:** These photos are not licensed. Licenses must be purchased for their use.



Gen Z wants
to be coached
not managed





Ready. Set.
Engage!

***Disclaimer:** These photos are not licensed. Licenses must be purchased for their use.

03.8

ICF Chapters

ICF Chapters Logo

ICF Chapters are the local extensions of the ICF Professional Coaches brand, utilizing the same core logo design and color palette with distinctive light blue accents and elements.

Chapter logos serve to identify individual chapters within the ICF organization, allowing each chapter to include their location-specific identifier while maintaining consistent typography, spacing, and proportions across all applications worldwide.

The horizontal lockup should be used as the primary application whenever possible, though both horizontal and vertical configurations are available.

These chapter logos are provided exclusively by ICF Headquarters and must not be altered or modified in any way.



Horizontal lockup: primary logo



Vertical lockup: secondary logo

Logo construction

For ICF Chapters logos, the descriptor is positioned either to the right of or below the main logotype and is set in Plus Jakarta typeface in Professional Coaches' light blue (see page 89), matching the "i" dot color. The Location Name is set in bold weight and "Chapter" below in regular weight.

The space between the logotype and descriptor is determined by the height of the crossbar of the "f", designated as "X".

The baselines of the ICF icon and the full wordmark must align for proper visual balance and consistency across all applications.



Clear space and minimum size

Clear space

To preserve readability, always respect the defined clear space, which corresponds to the diameter of the dot in the “i”.

Our clear space should never be reduced or invaded by adjacent elements (text, pictures, other brands, etc.).

Minimum size

The ICF Chapters logos should always be used in a large enough size to allow perfect legibility. It should therefore never be reduced to a height smaller than 9mm/25.5px (horizontal lockup) and 13.5mm/38px (vertical lockup).

Always use the final artworks that have been provided to you, these should not be modified.



Backgrounds

Chapter logos should be used in either ICF's blue or white, with the dot and the descriptor always appearing in Professional Coaches' light blue (see page 89).

For optimal legibility and contrast, please consult the matrix below to determine the correct logo version for each background color.



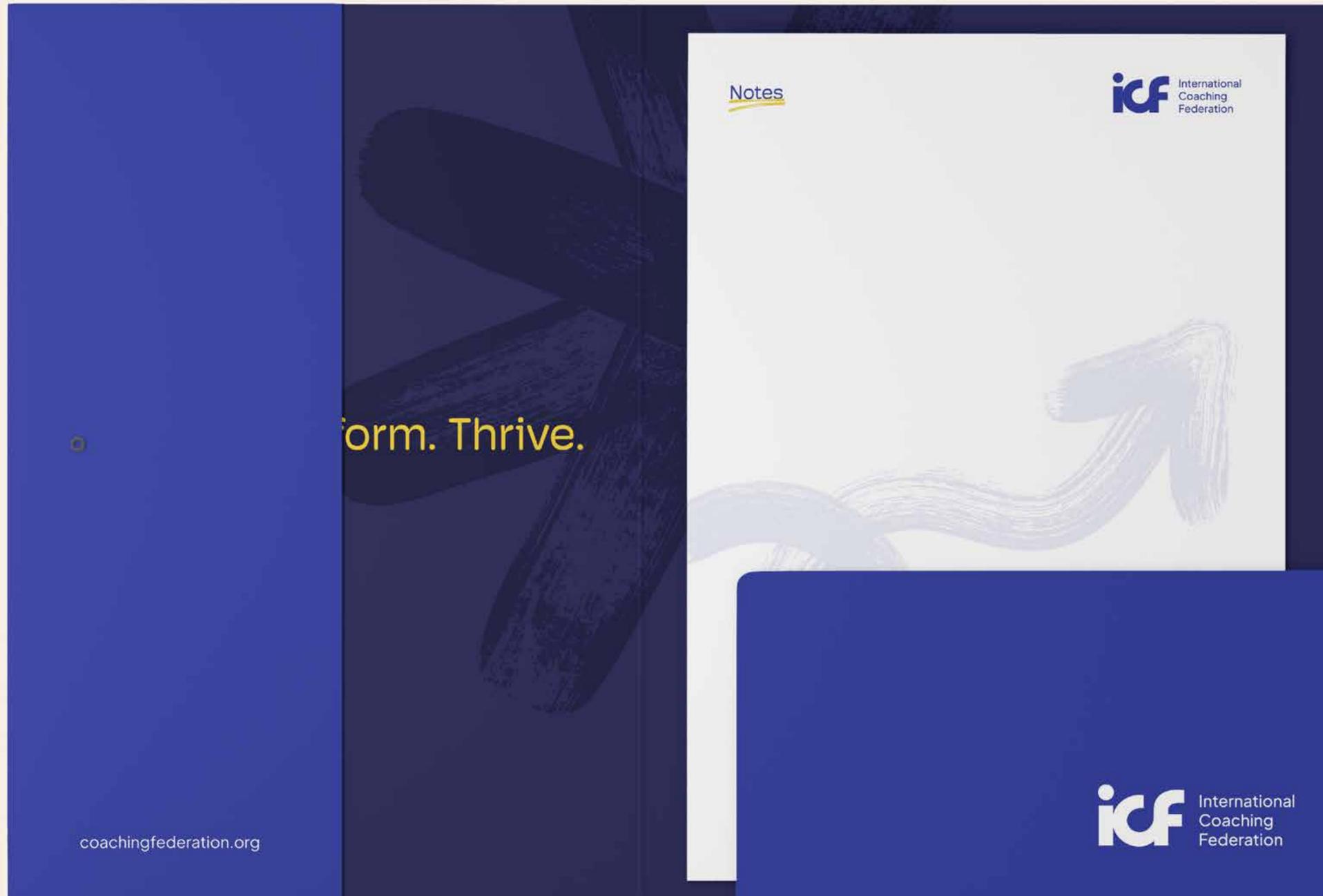
04

Applications

04.1

Brand Collaterals





International Coaching Federation
Mail box P.O Box 92861
Kentucky 2365 Harrodsburg Road, Suite A325,
 Lexington, Kentucky, 40504.
 ☎ (888) 473-3438
 🌐 coachingfederation.org
 ✉ support@coachingfederation.org



Mr. Patrick Smith
 2365 Harrodsburg Road,
 Kentucky

14 September 2024

Welcome to the ICF family

Dear Human,

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exercitation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit



Mr. Patrick Smith

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(888) 473-3438

04.2

Digital branding







Life-changing visionaries

Committee 2026



04.3

Internal Comms



Presentation Name

Month 00



Presentation Title
8 November 2026



01 Section Headline

Presentation Title
8 November 2026



Title

The time to join is now.

Presentation Title
8 November 2026



Title



Place your feature text here

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Presentation Title
8 November 2026



Title



Title Name

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Title Name

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Title Name

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

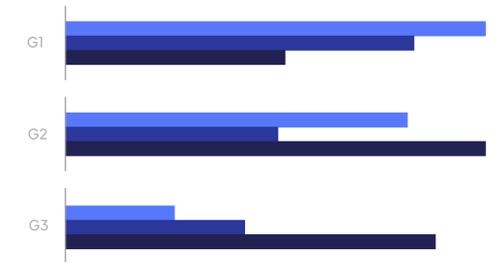
Presentation Title
8 November 2026



Title

Graphic title text

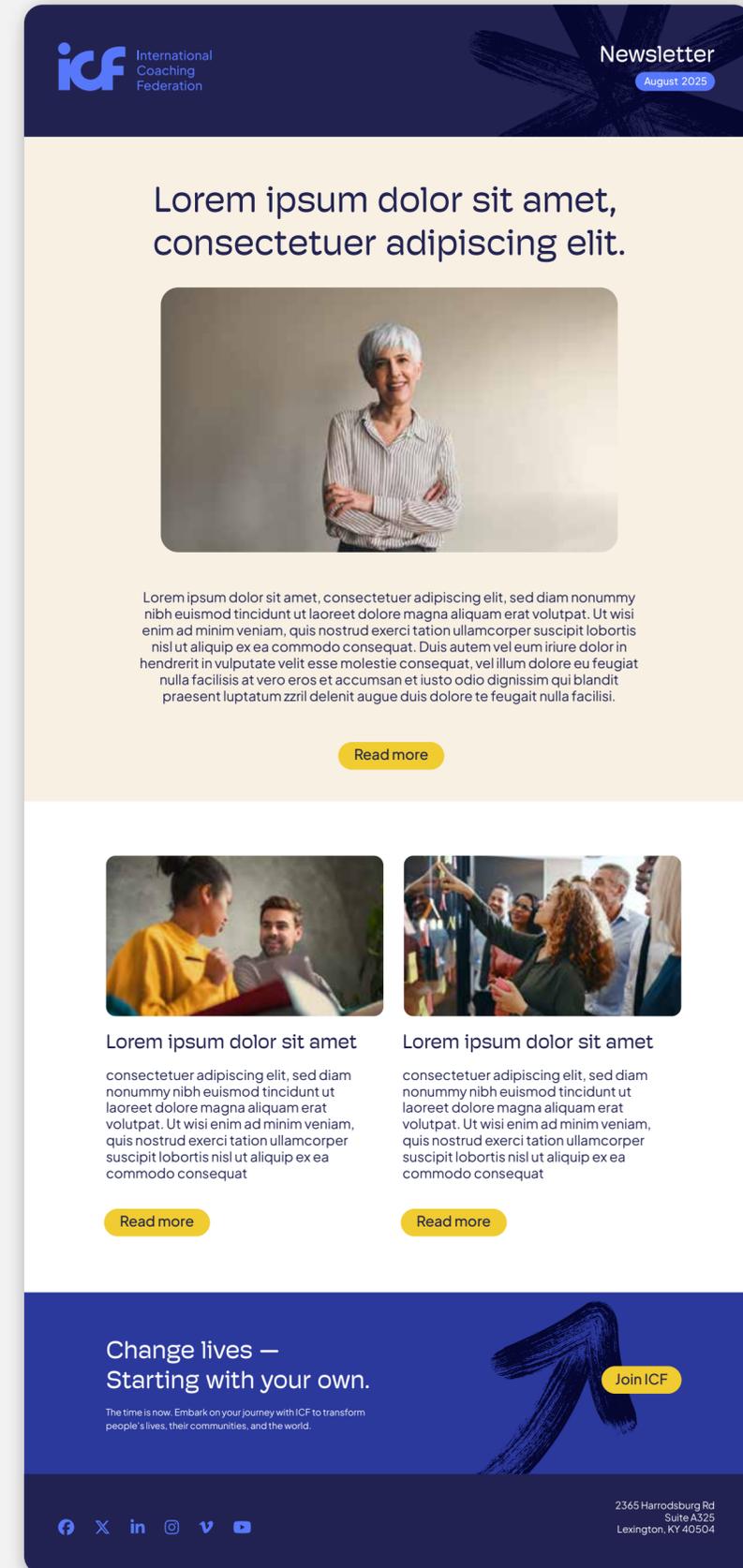
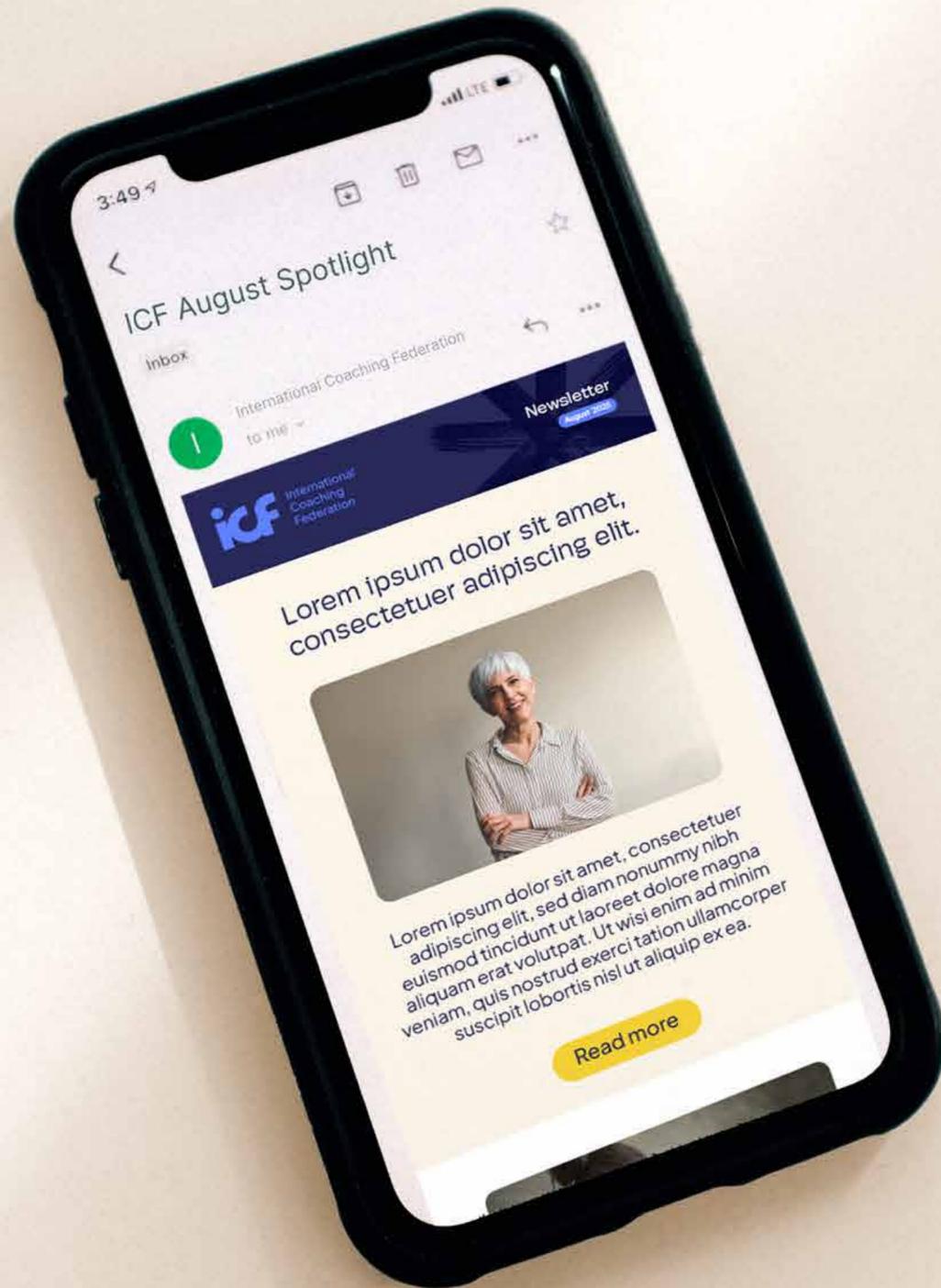
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Legend Legend Legend

Presentation Title
8 November 2026





Thanks!