Brand Identity Guide

Brand Identity Standards:

- First choice logo included prominently and legibly (full color)

- An minimum established Exclusion Zone of .25 inches on all sides prevents the logo and signature from becoming crowded by images, text or graphics.

- White background, unless utilizing the approved watermark (as demonstrated here). ICAN's brand is anchored in clean, neat lines with ample white space between content, photos and design elements.

- ICANs approved design and font colors for web design are (these colors should NOT be used for printing):
  - 382 Green (RGB: R190, G215, B61)
  - 660 Blue (RGB: R6, G104, B179)
  - 02 Red (RGB: R239, G62, B51)

- CMYK color values are appropriate for color and design that will be printed:
  - Green: 30,0,94,0
  - Blue: 91,60,0,0
  - Red: 0,91,87,0

- Colors can be used in varying shades to create visual interest.

- The ICAN logo signature uses Garamond font and the "ican" portion uses ITC Avant Guard. ITC Avant Guard is the primary font used on ICAN's business cards. Consistency with these key fonts is essential, the following fonts are approved for design and marketing:

Headlines	Body Copy
Adobe Jenson Pro	Adobe Jenson Pro
Adobe Jenson Pro Bold	**Adobe Jenson Pro Bold**
Garamond	***Adobe Jenson Pro Bold Italic***
Garamond Bold	*Adobe Jenson Pro Italic*
ITC Avant Guard	Calibri
ITC Avant Guard Bold	**Calibri Bold**
	Calibri Bold Italic
Subheads	*Calibri Italic*
Adobe Jenson Pro	Garamond
Adobe Jenson Pro Bold	**Garamond Bold**
Garamond	***Garamond Bold Italic***
Garamond Bold	*Garamond Italic*
ITC Avant Guard	ITC Avant Guard
ITC Avant Guard Bold	**ITC Avant Guard Bold**
	ITC Avant Guard Bold Italic
	ITC Avant Guard Italic

It is appropriate to mix these fonts in varying sizes, styles and weights to add visual interest or create information hierarchies.

"Large colored graphic elements with font help bring specific points of reference or quotes to the forefront."

Mr. ICAN, Graphic Design Guru