

ICOM's new identity

International Council of Museums

Graphic chart

The International Council of Museums (ICOM) is the international organisation of museums and museum professionals with a worldwide reach through its members, its active National and International Specialist Committees, Regional Alliances and Affiliated Organisations, and its work with intergovernmental agencies.

“**Section 1. Mission.** ICOM is the international organisation of museums and museum professionals which is committed to the research, conservation, continuation and communication to society of the world's natural and cultural heritage, present and future, tangible and intangible.

Section 2. Purpose. ICOM establishes professional and ethical standards for museum activities, makes recommendations on issues related thereto, promotes capacity building, advances knowledge and raises public cultural awareness through global networks and co-operation programmes.”

Source: ICOM statutes, 2016

ICOM Values

Independence ICOM is an independent worldwide membership organisation comprised of individual and institutional members. Its membership has been steadily growing. It is structured into National Committees and International Committees, Regional Alliances and in its wider family, Affiliated Organisations. ICOM is organised on democratic principles and conducts its business in a transparent manner. ICOM is a non-governmental body (NGO), which has formal relations with governments, intergovernmental bodies and agencies. It works internationally and independently of governments and has no biased political, financial or other interests. Its independence is a fundamental principle and value. It is ICOM's most valuable asset. ICOM independently advocates for the heritage of humanity and in particular for museums and museum work with knowledge, boldness and conviction. Its members, staff and affiliates work solely for the benefit of that heritage, cultural and natural, tangible and intangible, and this quality of independence is an important protective attribute for members and staff working in troubled environments, especially those assisting in ICOM's work of documenting the illicit trade in natural and cultural goods. It is also an essential quality in the mediation process offered by ICOM in cases of contested heritage and it is in itself an important ethical stance.

Integrity ICOM conducts its business in accordance with its Code of Ethics, its most influential and lasting contribution to museum professionalism. It requires museums and museum professionals to adopt it into their practice if they are or wish to become members of ICOM. The Code is kept under constant review.

Professionalism Through its National and International Committees, its Code of Ethics, through professional development, publications, annual conferences, and other projects of International Committees and the work of National Committees especially in countries where there is no national museum association, and through alliances with similar organisations, ICOM supports museum professionalism in all its aspects and recognises the growing practical scope of that professionalism. One of ICOM's collaborations involves taking a leadership role as mentioned in the UNESCO *Recommendation on the Protection and Promotion of Museums and Collections, their Diversity and their Role in Society* from 2015.

To celebrate its 70th anniversary, ICOM unveiled its new visual identity on 4 July 2016. This two-year project was driven by the ICOM Executive Board and the Secretariat, in collaboration with colleagues from the ICOM network.

Why did we rebrand ICOM?

The rebranding project started in 2014. A first phase was completed through a large audit encompassing interviews, workshops and an historical study on the ICOM brand and its evolution. This study gave us an overview of ICOM's identity, missions, actions and their evolution over time.

The positioning of ICOM as a global network for museum professionals laid the foundations of the rebranding of its visual identity.

The graphic chart designed establishes a strong brand architecture gathering all the existing or future units of the organisation: National Committees, International Committees, programmes, partners, etc.

ICOM's new visual identity accompanies the increased scale of ICOM, whose membership has risen substantially.

The adjustment of ICOM's visual expression also forecasts the organisation's future developments.

The chart is made to be inclusive, in order to think ahead to the creation of new committees and the implementation of new projects for museums and museum professionals.

ICOM identity

The logo is just the tip of the iceberg. Before working on the visual expression of ICOM, we needed to define how ICOM and ICOM's units (its National and International Committees, for instance) wanted to be perceived and what the message they wish to bear tomorrow is.

All of the design features were then combined

to reinforce this message, with secondary ideas and themes.

What is ICOM ? The only key player which gathers the global museum community and a point of reference for museum professionals.

What does ICOM do? It helps museums to be GREAT.

How does ICOM achieve this? By working with museum professionals to face their current and future issues.

ICOM singularities

The brand architecture was built according to the imperatives of ICOM:

– The international vocation of ICOM

ICOM represents museum professionals from all over the world. The new visual identity must comply with this international vocation. Bearing this parameter in mind, the new visual identity must be universal. The storytelling, promise and values carried by the logotype must be understood by everybody, anywhere in the world. On the other hand, this parameter implies the respect of the interests and sensibilities of every nationality and culture. Colours, forms, words, etc., have to be chosen with regard to this requirement.

– Easy handling and reproduction

ICOM representatives are mainly volunteers.

The use of the visual identity should not be perceived as a constraint for them. Thus, the new visual identity must be easily comprehensible and usable. The font, colour range and image size should be conceived according to these criteria.

Members must be able to use and modify it easily, regardless of their technical skills, with basic computer hardware.

– A dynamic network

The ICOM brand is not carved in stone.

The number of committees and members increases year after year. Almost every year, certain projects, publications or programs come to an end, and new ones are created.

As a consequence, the ICOM brand architecture is in perpetual change. The new identity must fit the units of the already-existing brand architecture, as well as the units to be created.

– Three official languages and local languages

The three official languages, as stated in the ICOM Statutes, are English, French and Spanish. The main ICOM logo must exist in all of those languages. ICOM committees also often use their own national or local language. The new identity has to fit all the languages that are part of the ICOM network, even those which use non-Latin alphabets.

The result

The graphic studio *c-album* won an international competition held between September and December 2015.

ICOM's new identity of ICOM does not represent a break but rather an evolution based on continuity. The approach was to look for a graphic element that would be a synthesis of ICOM's values as stated in the new ICOM Strategic Plan. This symbol has to be global and broadly understood, and has to fit all of the cultures and beliefs which shape the ICOM network. To reach this ambitious goal, simplicity is the greatest asset. We focused our research on the most meaningful term of the ICOM acronym: museums.

When translated in all the languages of the ICOM network, the word highlights a common root that we used as a foundation for the new ICOM visual identity: an M-shaped pattern.

I. Main identity



ICOM international
council
of museums

ICOM

international
council
of museums

ICOM

conseil
international
des musées

ICOM

consejo
internacional
de museos

Main logo design

Proportions, typography and minimum size



ICOM

Georgia

pantone : 660

c : 60% r : 115
m : 40% g : 144
y : 0% b : 196
k : 0%

Monogram

pantone : 287

c : 100% r : 0
m : 84% g : 63
y : 0% b : 144
k : 0%

conseil
international
des musées

Arial unicode Bold

pantone : 660

c : 60% r : 115
m : 40% g : 144
y : 0% b : 196
k : 0%

II. National committees

National committees

Languages versions

Please refer to ICOM Secretariat
to get the proper version of your
committee logo

ICOM

international
council
of museums
Country

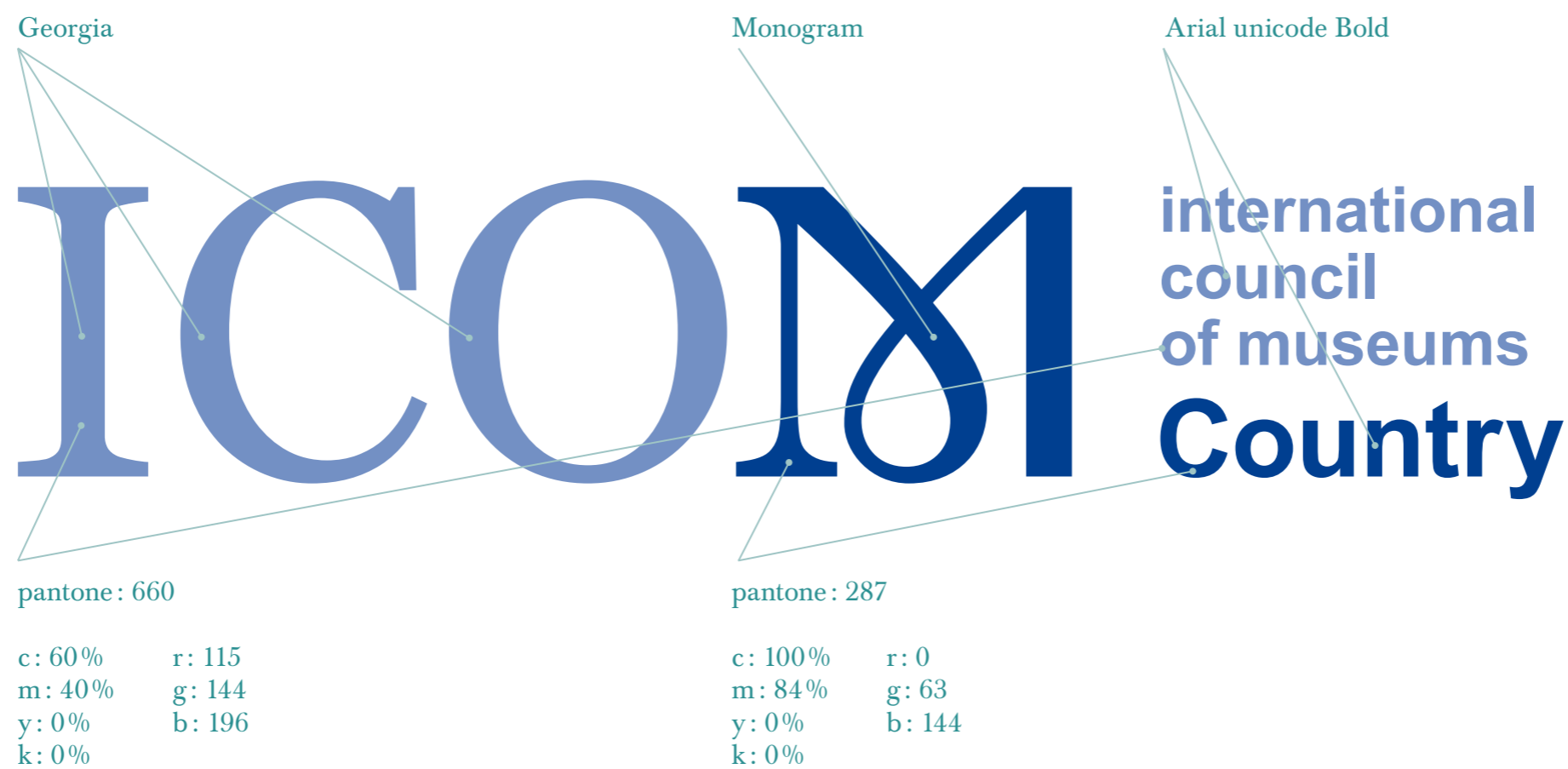
ICOM

conseil
international
des musées
Pays

ICOM

consejo
internacional
de museos
País

ICOM international
council
of museums **Country** *minimum 6 mm*
Digital image: 30 pixels



Color system

ICOM international
council
of museums
Country

pantone: 660

c: 60% r: 115
m: 40% g: 144
y: 0% b: 196
k: 0%

pantone: 287

c: 100% r: 0
m: 84% g: 63
y: 0% b: 144
k: 0%

ICOM international
council
of museums
Country

key: 100%

r: 0
g: 0
b: 0

ICOM international
council
of museums
Country

pantone: 660

c: 60% r: 115
m: 40% g: 144
y: 0% b: 196
k: 0%

c: 0% r: 255

m: 0% g: 255
y: 0% b: 255
k: 0%

ICOM international
council
of museums
Country

key: 0%

r: 255
g: 255
b: 255

III. International committees

International committees

Proportions, colors and typography

Please refer to ICOM Secretariat
to get the proper version of your
committee logo



Color system

M AVICOM ICOM
international committee
for audiovisual, new technologies
and social medias

CMJN: 01·95·94·0
RVB: 226·33·34
Pantone: 485

M CIDOC ICOM
international
committee
for documentation

CMJN: 50·100·0·0
RVB: 147·17·126
Pantone: 2415

M CAMOC ICOM
international committee
for the collections and activities
of museums of cities

CMJN: 00·100·50·00
RVB: 227·00·79
Pantone: 1925

M CIMCIM ICOM
international committee
for museums
and collections of music

CMJN: 0·100·100·0
RVB: 226·26·0
Pantone: 485

M CECA ICOM
international committee
for education
and cultural action

CMJN: 0·82·100·0
RVB: 231·76·20
Pantone: 1665

M CIMUSET ICOM
international committee
for museums and collections
of science and technology

CMJN: 88·0·100·0
RVB: 0·154·50
Pantone: 355

Color system

M CIPEG ICOM
international
committee
for egyptology

CMJN: 0·100·100·0
RVB: 226·26·0
Pantone: 485

M DEMHIST ICOM
international committee
for historic
house museums

CMJN: 100·0·50·0
RVB: 0·151·143
Pantone: 3272

M COMCOL ICOM
international
committee
for collecting

CMJN: 100·0·50·0
RVB: 0·151·143
Pantone: 3272

M GLASS ICOM
international committee
for museums
and collections of glass

CMJN: 100·0·50·0
RVB: 0·151·143
Pantone: 3272

M COSTUME ICOM
international committee
for museums
and collections of costume

CMJN: 13·100·0·0
RVB: 208·0·123
Pantone: 233

M ICAMT ICOM
international committee
for architecture
and museum techniques

CMJN: 50·100·0·0
RVB: 147·17·126
Pantone: 2415

Color system

M **ICDAD** ICOM
international committee
for museums and collections
of decorative art and design

CMJN: 25·100·0·0
RVB: 189·0·123
Pantone: 233

M **ICLM** ICOM
international
committee for
literary museums

CMJN: 25·0·100·0
RVB: 212·215·0
Pantone: 381

M **ICEE** ICOM
international
committee
for exhibition exchange

CMJN: 0·75·100·0
RVB: 233·93·15
Pantone: 166

M **ICMAH** ICOM
international committee
for museums and collections
of archaeology and history

CMJN: 0·82·100·0
RVB: 231·76·20
Pantone: 1665

M **ICFA** ICOM
international committee
for museums and
collections of fine arts

CMJN: 0·75·100·0
RVB: 233·93·15
Pantone: 166

M **ICME** ICOM
international committee
for museums and collections
of ethnography

CMJN: 0·63·100·0
RVB: 237·121·2
Pantone: 152

Color system

M ICMEMO ICOM
international committee of
memorial museums in remembrance
of the victims of public crimes

CMJN: 28·18·29·51
RVB: 118·121·113
Pantone: 416

M ICOM-CC ICOM
international council
of museums – committee
for conservation

CMJN: 12·100·100·4
RVB: 182·37·40
Pantone: Fiery red TC 18-1664

M ICMS ICOM
international
committee for
museum security

CMJN: 50·0·100·0
RVB: 151·191·13
Pantone: 376

M ICOMAM ICOM
international committee
of museums and collections
of arms and military history

CMJN: 50·100·0·0
RVB: 147·17·126
Pantone: 2415

M ICOFOM ICOM
international
committee
for museology

CMJN: 0·100·100·0
RVB: 226·26·0
Pantone: 485

M ICOMON ICOM
international
committee for money
and banking museums

CMJN: 0·100·100·0
RVB: 226·26·0
Pantone: 485

Color system



CMJN: 0·45·100·0
RVB: 244·158·0
Pantone: 130



CMJN: 0·75·100·0
RVB: 233·93·15
Pantone: 166



CMJN: 88·0·100·0
RVB: 0·154·50
Pantone: 355



CMJN: 63·0·100·0
RVB: 112·178·33
Pantone: 369



CMJN: 0·100·100·0
RVB: 226·26·0
Pantone: 485



CMJN: 38·100·0·0
RVB: 168·0·125
Pantone: 2415

IV. Typography

A B C D E F G H I J K L M

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Arial bold font is ideal
for composing titles

Arial font is ideal
for composing subtitles
or short texts

Georgia font is adapted
to compose long texts

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On-line text or email and standards email signature

Example

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Firstname LASTNAME

Office | Bureau | Oficina

T +00 0 00 00 00 00

name@icom.museum

ICOM international
council
of museums
Country

<http://icom.museum>

Twitter: @ICOMofficiel | Facebook: <http://fb.me/International.Council.of.Museums>

Arial 11 points

Arial bold 9 points
Leading 1,5

Arial italic 9 points
Leading 1,5

Logo 0,9 cm

Arial 9 points
Leading 1,5

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Firstname LASTNAME

Office | Bureau | Oficina

T +00 0 00 00 00 00

name@icom.museum

M ACRONYM ICOM
international
committee
name

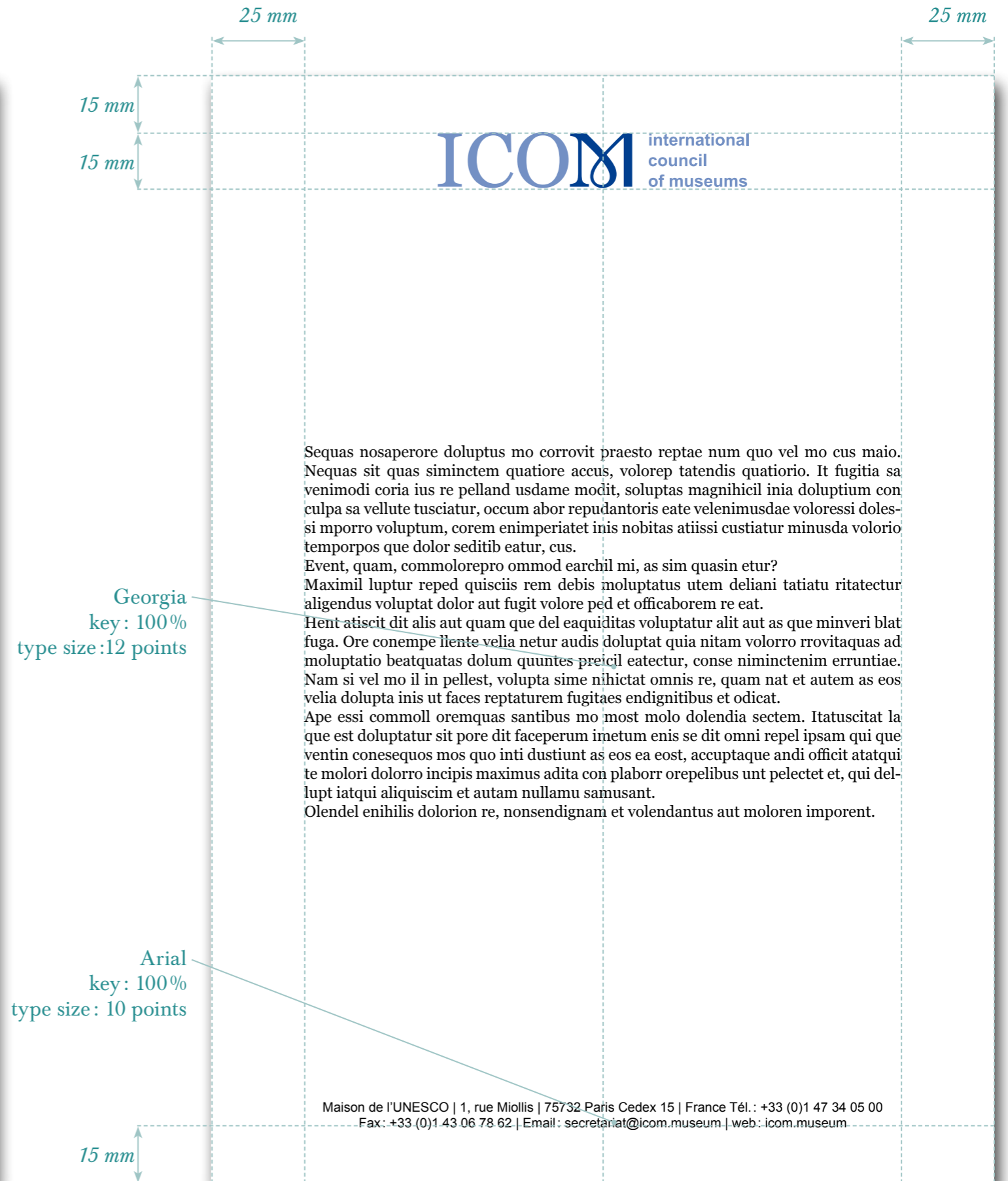
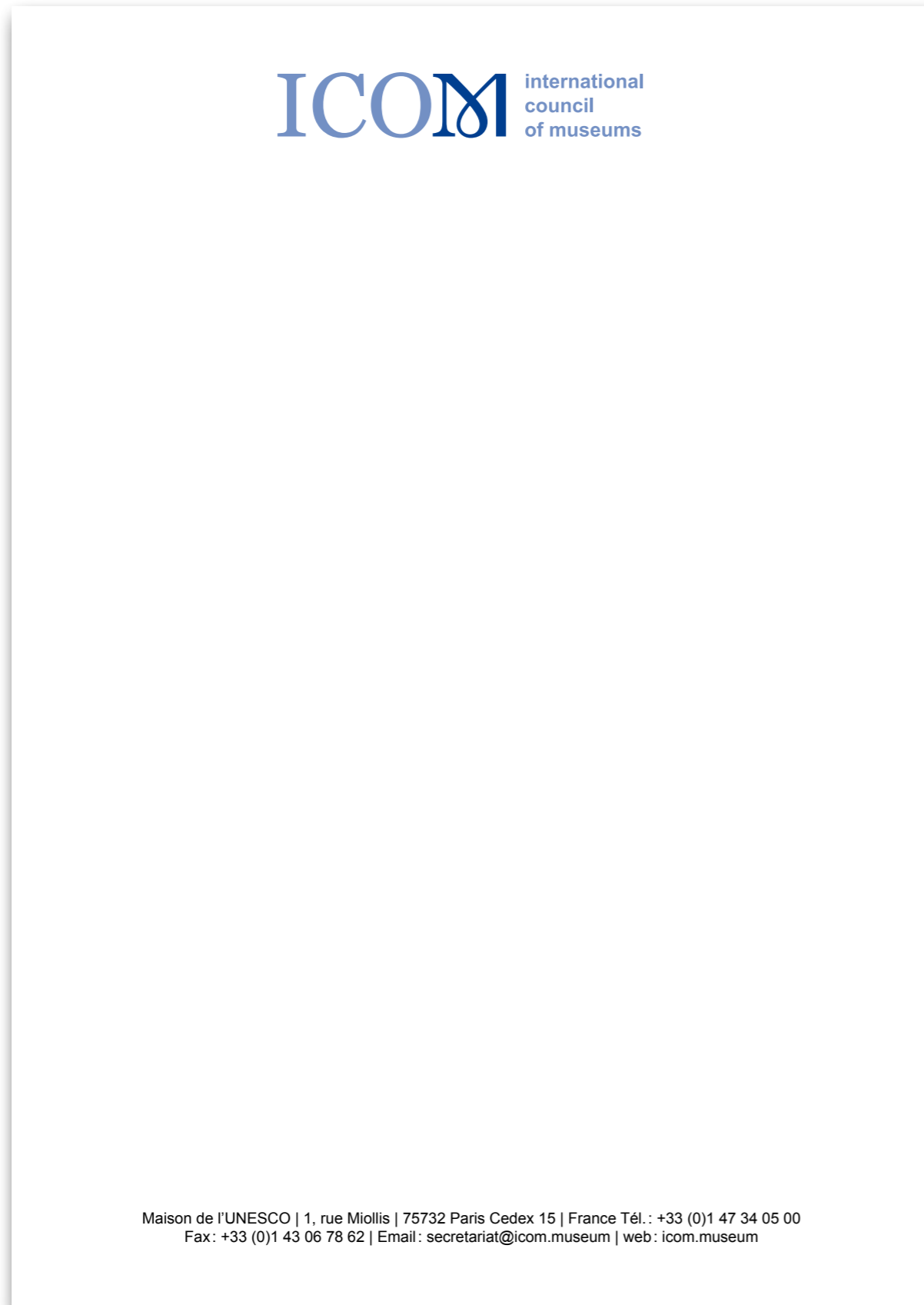
<http://icom.museum>

Twitter: @ICOMofficiel | Facebook: <http://fb.me/International.Council.of.Museums>

V. Office and stationary

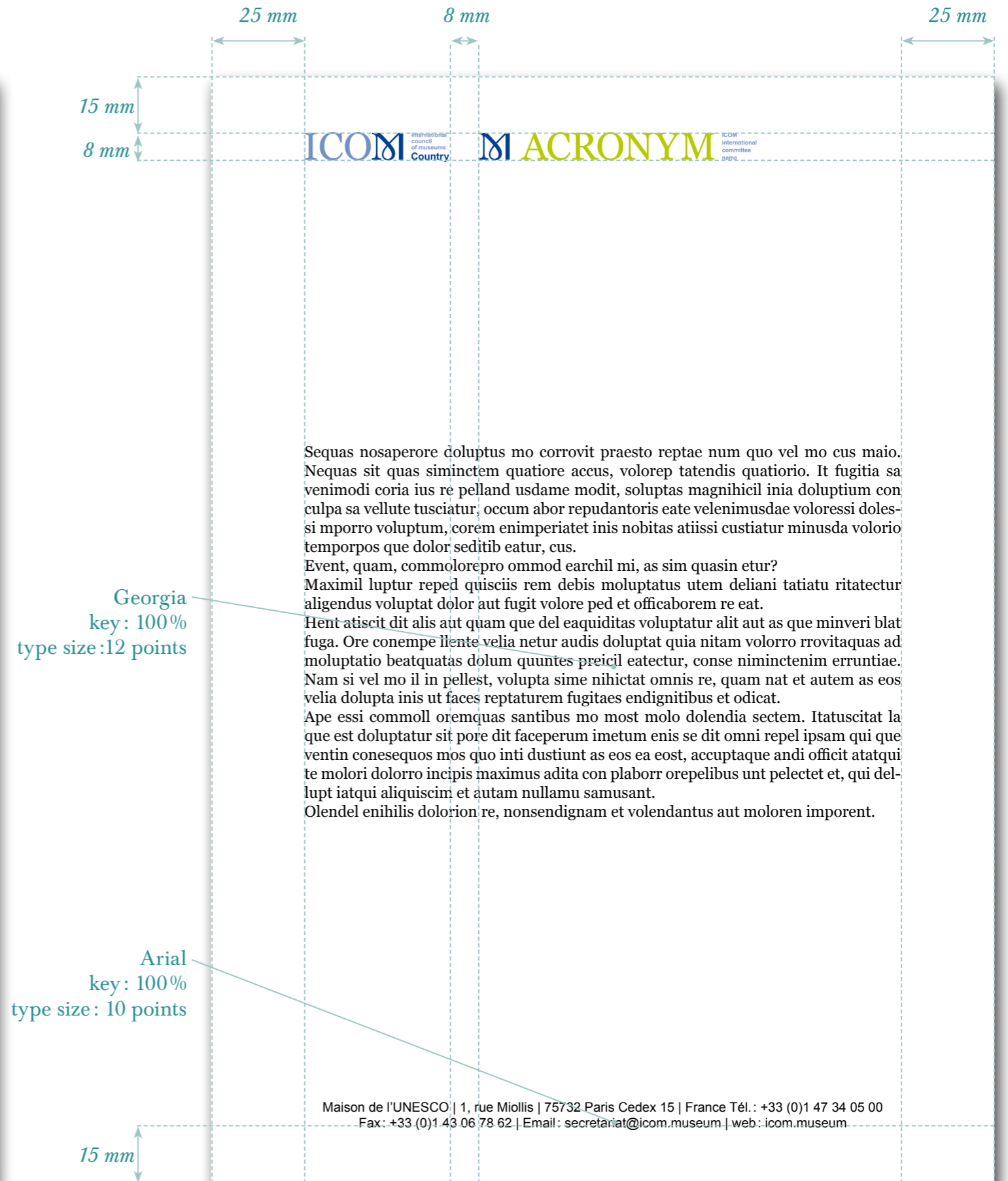
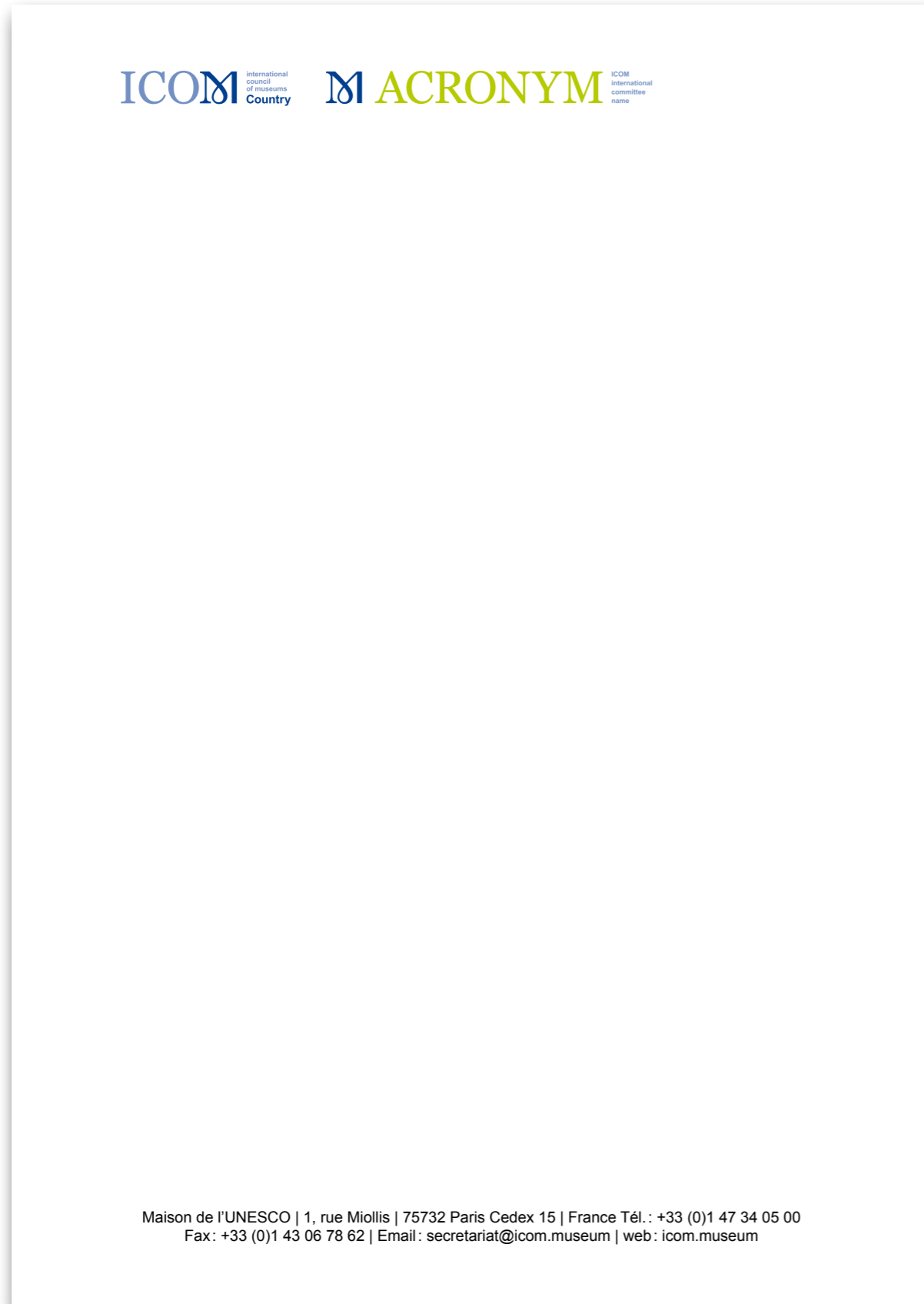
Letter

Proportions, color and typography A4



Letter

Proportions, color and typography A4

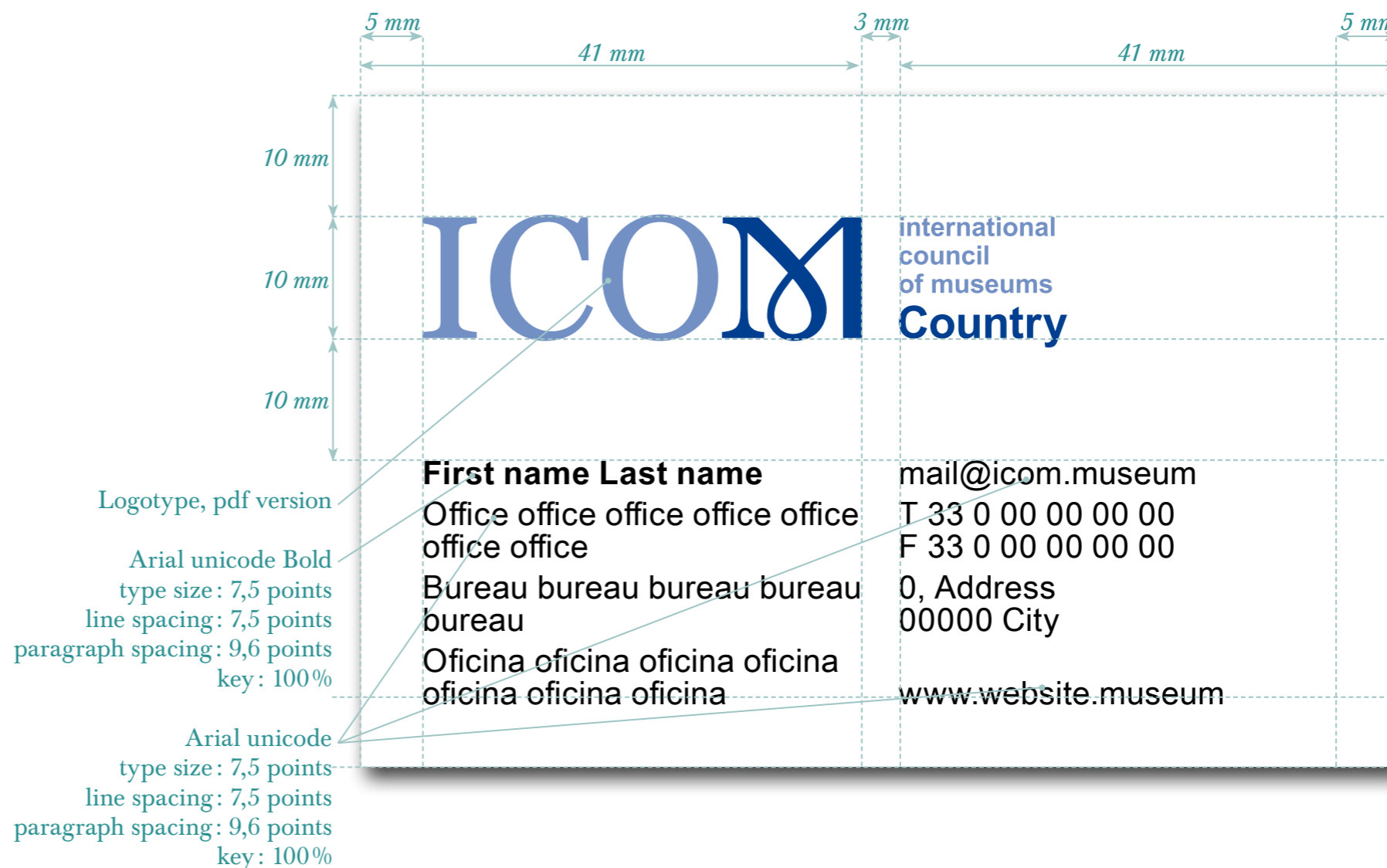


Business card

Proportions, color and typography



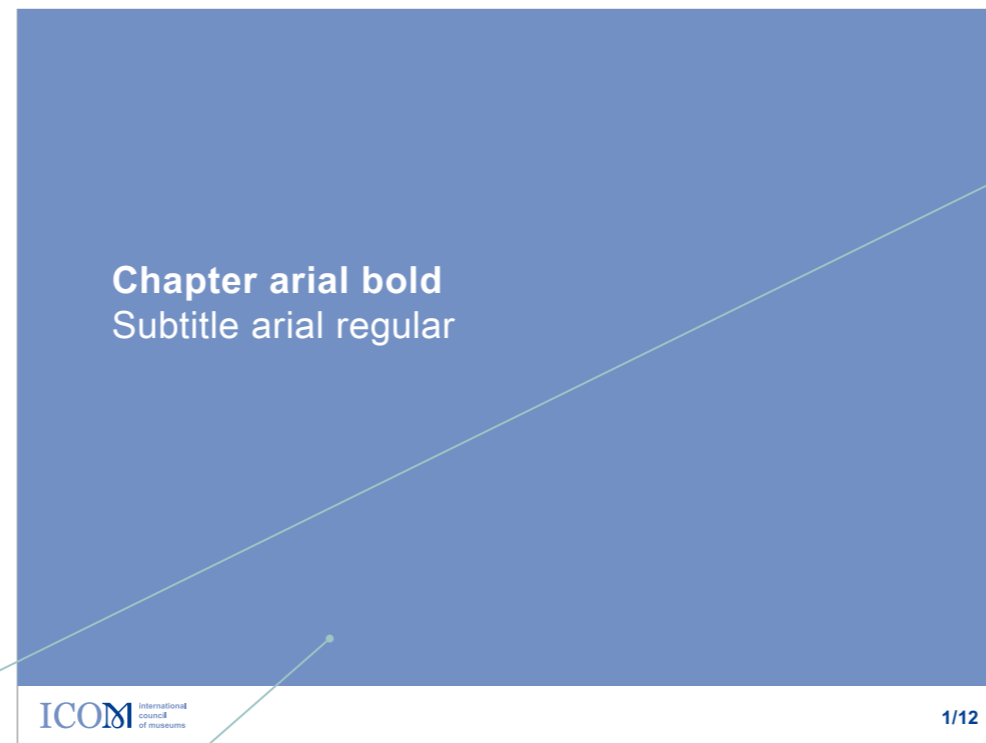
Monogram cropping



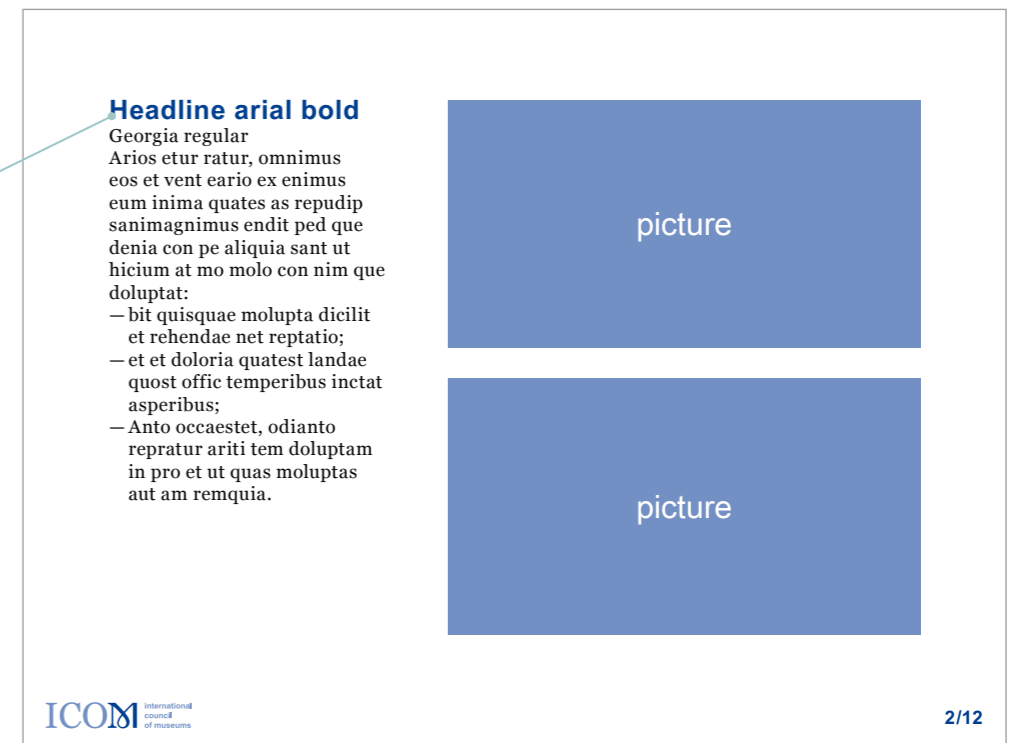


Banner
with logo

ICOM's
blue color
pantone: 287
r: 0
g: 63
b: 144



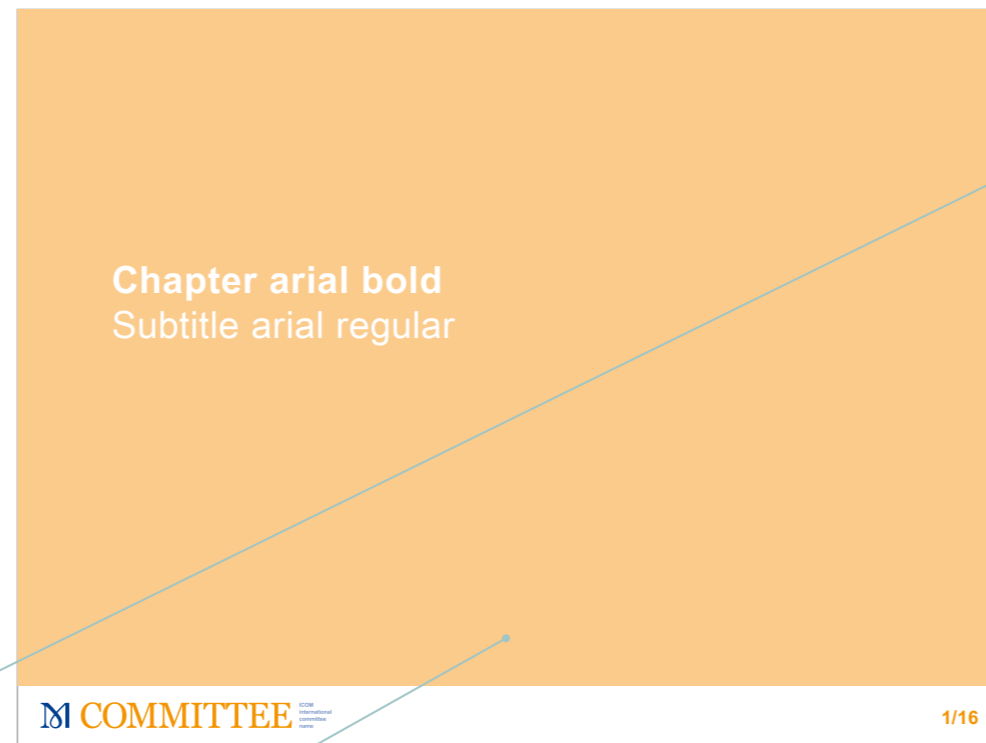
ICOM's
blue color
pantone: 660
r: 115
g: 144
b: 196





Banner
with logo

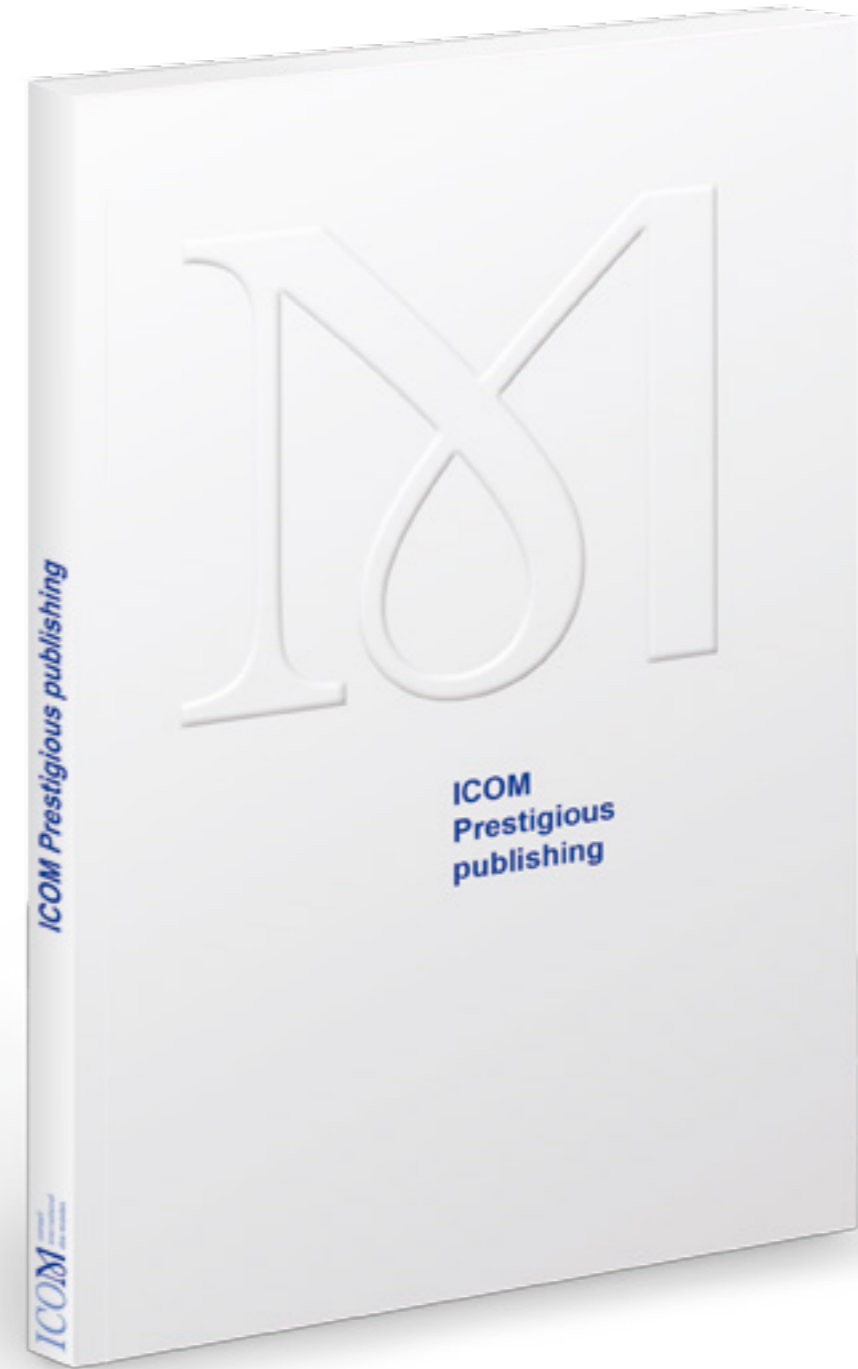
Committee's
color 100%



Committee's
color 50%



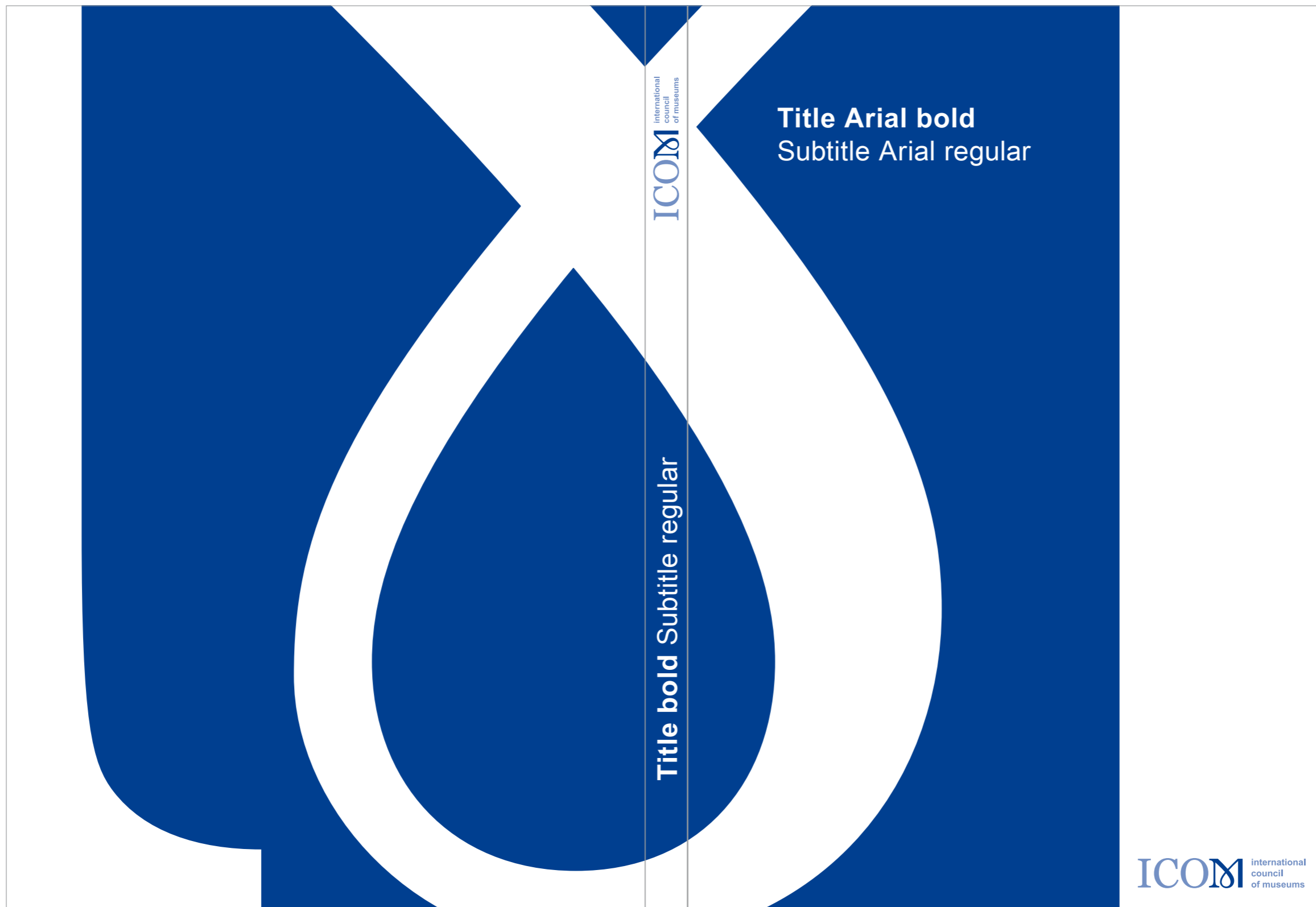
Cover
Examples



Cover
Example with cropped M



Cover
Example with cropped M



Cover

Example with cropped M and picture



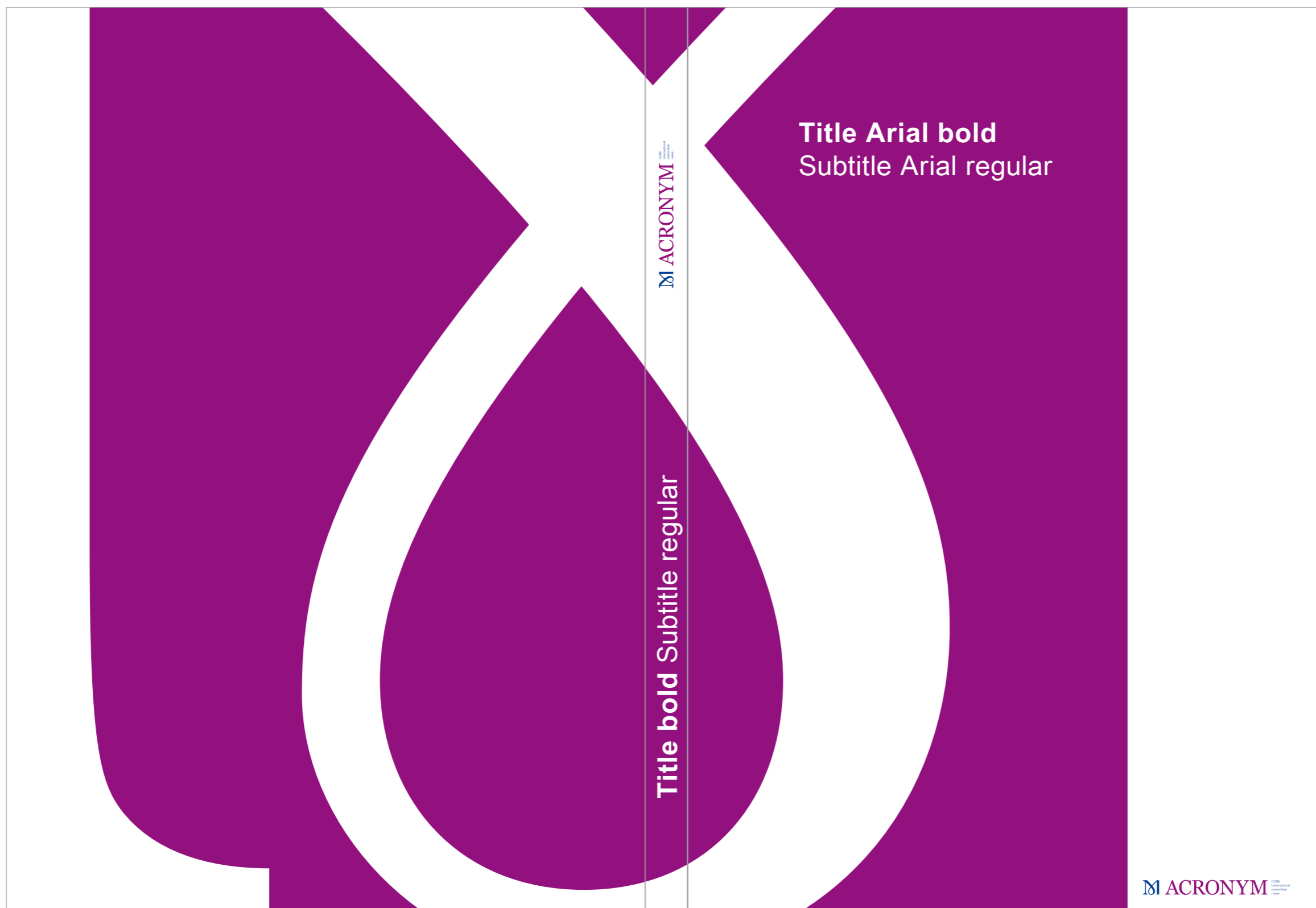
Cover

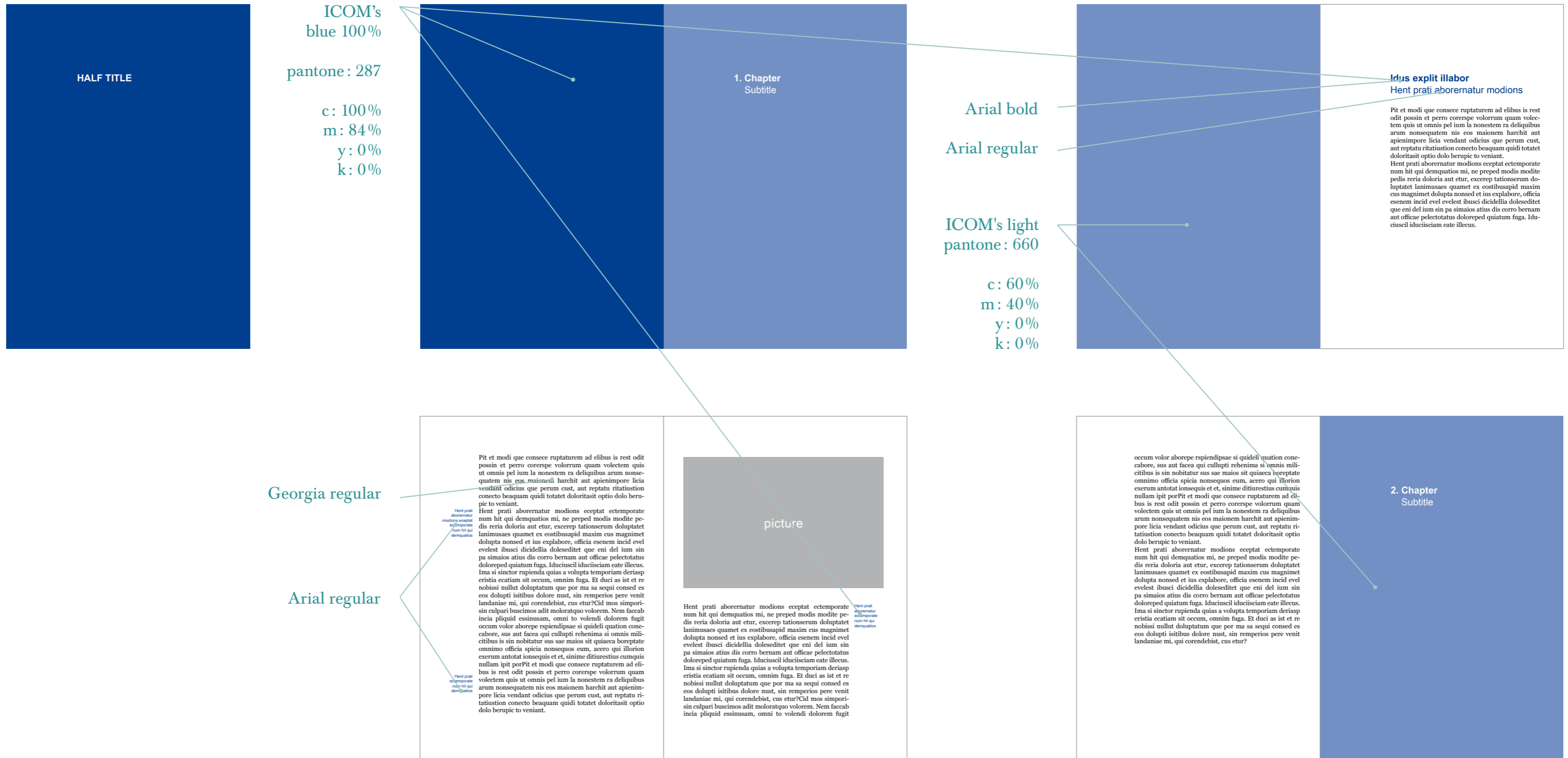
Example with cropped M and picture



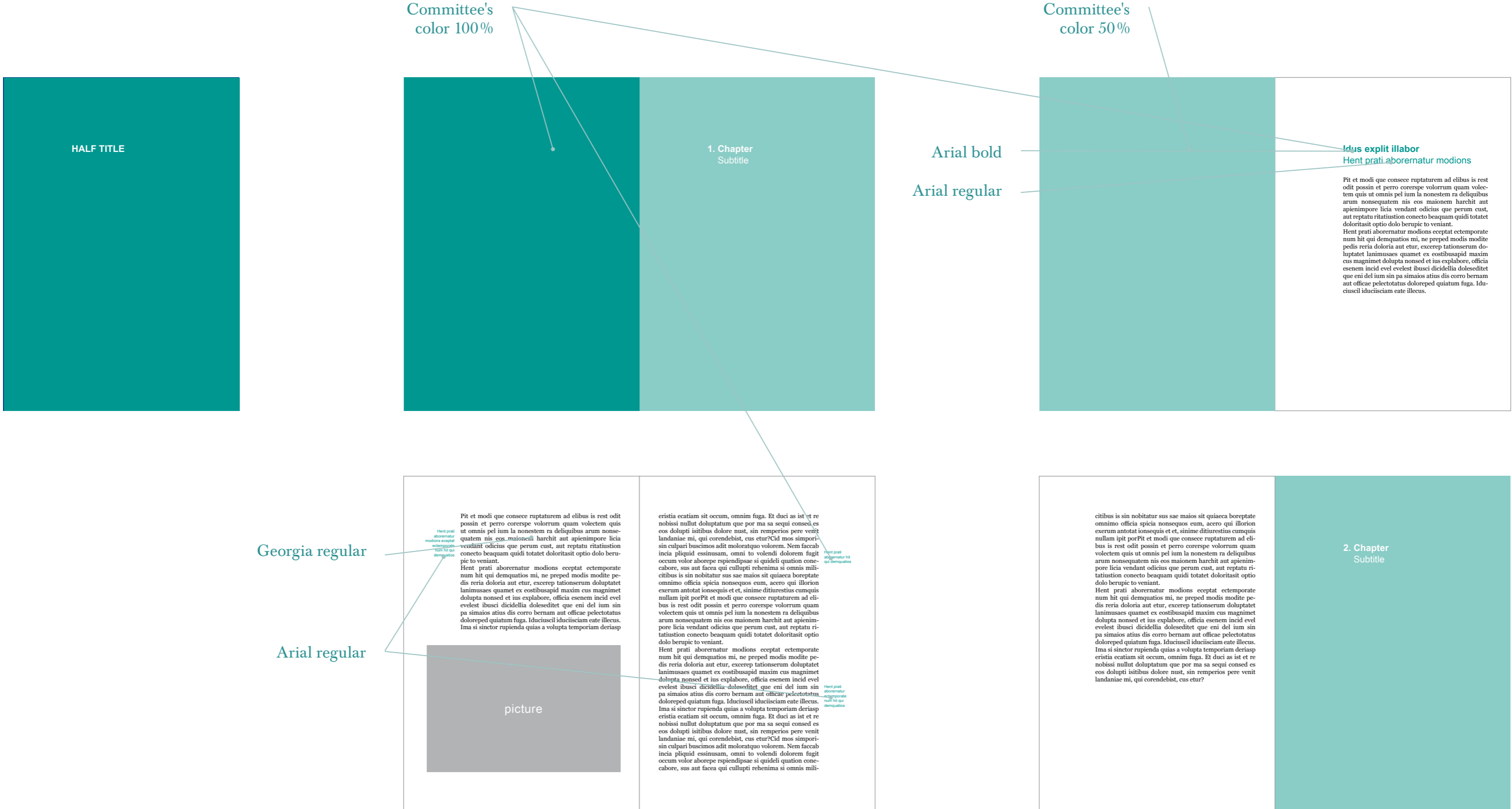
Cover

Example with cropped M for International committees





Page layout
 Example – International committees



VI. Social network

ICOM – square version
For virtual use only

Please refer to ICOM Secretariat
to get the proper version of your
committee logo





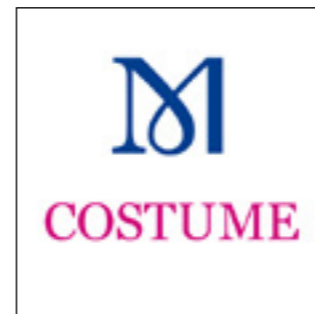
r: 115
g: 144
b: 196

r: 0
g: 63
b: 144



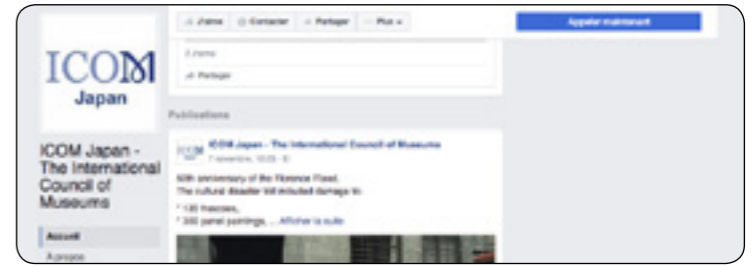
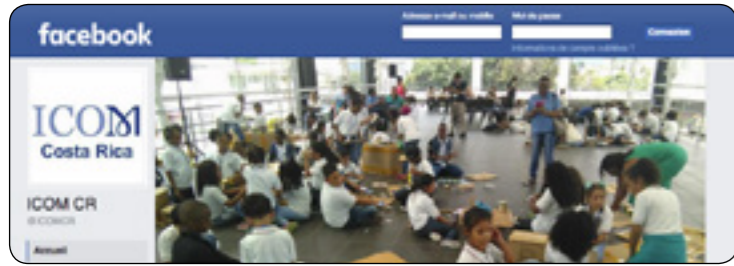
International committees – square versions

For virtual use only



Good practices

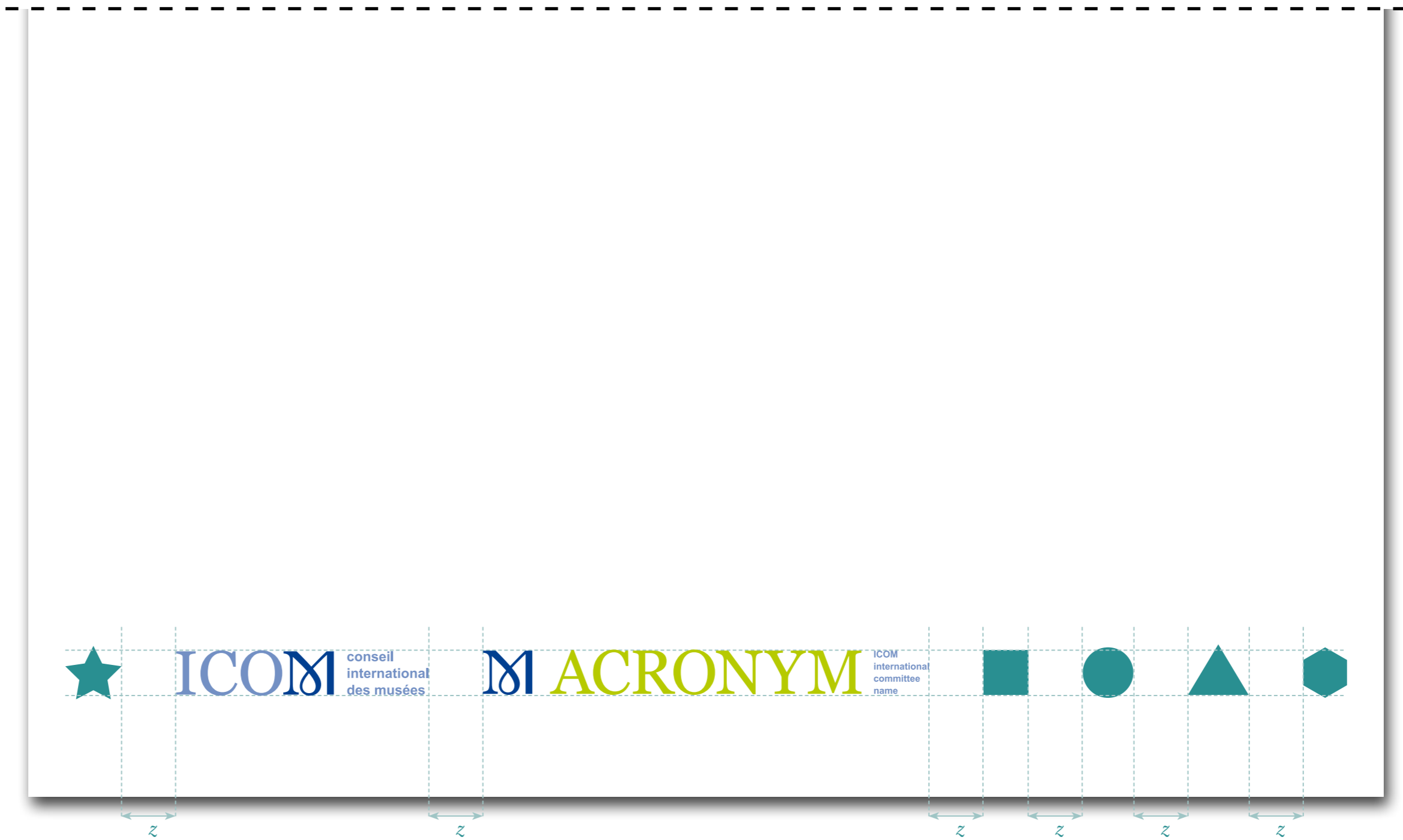
Examples



VII. Co-branding



z: uniform spacing



z: uniform spacing

VIII. Possible applications









IX. Unacceptable use

Bans

Do not recreate, distort, add, or change any elements of the logo. Do not alter the proportions of the logo.



Do not use outdated versions of the logo.



Do not place the logo on backgrounds that provide little contrast or legibility.



Do not retype the text component of the logo



Never remove the components of the logo.



Never separate the components of the logo.



Never use the logo behind typography.



Do not add special effects to the logo (drop-shadows, outlines).



Never separate the components of the logo.



ACRONYM

ICOM
international
committee
name

Do not use the blue range for the committee's acronym



ICOM
international
committee
name

Do not retype the text component of the logo



ICOM
international
committee
name

Never remove the components of the logo.



ICOM
international
committee
name

X. Tools

Available items

.pdf: vector, high quality version
for print applications

.jpg: light version for web
and office applications

.png: light version with
transparent background
for web applications

ICOM

Basic (pdf, jpg, png)

- English
- French
- Spanish

Reversed (pdf, jpg, png)

- English
- French
- Spanish

Black (pdf, png)

- English
- French
- Spanish

White (pdf, png)

- English
- French
- Spanish

National committees

Basic (pdf, jpg)

Square for social network (jpg)

International committees

Basic (pdf, jpg)

Square for social network (jpg)

ICOM Endowment Fund

Basic (pdf, jpg)

ICOM Foundation

Basic (pdf, jpg)

Concept book

Reference book

Policy Guidelines

Reference book

Graphic Chart

Digital document

Contact
secretariat@icom.museum

Edited by:



c-album
Graphic design studio
www.c-album.fr