

# USE GUIDELINES *for Credential Marks*

# Credential Marks

*Credential marks  
may only be  
used by current  
and valid ICF  
Credential-holders.*

Our credentialing marks set you apart in a crowded industry. They're a promise of quality, consistency, and reliability.

As such, it is vital that our credentialing marks are presented correctly in every execution.

Any use of our credentialing marks outside of or conflicting with the contents of this guide will be considered unauthorized.

PAGE 003  
**Terms of Use**

PAGE 005  
**Credential Marks**

PAGE 006  
**Color Variations**

PAGE 007  
**Common Errors**

PAGE 008  
**File Types**

PAGE 009  
**Thank You**

## Terms of Use

### Only current and valid ICF Credential-holders may use the credential marks on materials for or promoting the Credential-holder.

003

By using or displaying the credential mark, you agree to adhere to the following conditions:

The credential name, designation, acronym, or mark may only be used by credential-holders that are and remain in good standing with the International Coaching Federation (ICF) and which at all times strictly adhere to and maintain ICF Credentials and Standards requirements. No Credential-holder may use, sell, license, transfer or otherwise authorize any third party to use the credential designation, logo or mark without prior written authorization of the Vice President of ICF Credentials and Standards.

The credential designation and mark shall be used only in connection with the approved Credential-holder, and shall not be used in conjunction with any other coaches or coach programs. The designation and marks must

be used in such a way that they indicate approval of only the Credential-holder, and not the organization or business as a whole. For example, on a website, the designation and mark may be used only where the approved Credential-holder is described, not where the organization as a whole is described.

The ICF logo, ICF Member logo, or other ICF logos shall not be used in connection with the Credential-holder unless they are also an ICF Member, in which case they may use the ICF Member logo.

The credential marks may not be revised, altered or amended in any manner by the Credential-holder or any third party. This prohibition against alteration or misuse includes, but is not limited to, cropping of the name or mark; bleeding off a page; screening behind text; and tilting or skewing of the marks in any way. In every case the names, acronyms, designations, and marks must be printed in full strength, with no screens or "watermark" effects. Marks shall at all times be used intact, with no alteration, substitution, isolation or highlighting of any particular feature.

The credential designation shall at all times be displayed on a neutral background only so that it does not conflict or interfere with readability or recognition of the designation or mark. Nor shall the mark be displayed on patterned or distracting backgrounds.

The credential name, acronym, designation and mark incorporate specific colors within the Pantone Matching System. The ICF selected and designated color scheme is mandatory and shall not be altered or substituted in any way. No other colors may be used, substituted or incorporated into the mark.

Use of the credential name, designation, acronym, and mark is exclusively limited to professional use on materials for or promoting the individual (not the organization they belong to) including:

- Promotional and marketing literature, brochures, pamphlets, business cards or folders
- Advertisements of any type or nature
- Websites
- Print, digital or photographic media

Use in connection with any other form of publication or documentation shall be permitted only upon written authorization and approval of the Vice President of ICF Credentials and Standards.

Any unauthorized or unapproved use or alteration of the credential name, acronym, designation, or mark shall result in an immediate termination and loss of the Credential-holder's ICF certification.

Any ICF Credential-holder who loses or has their ICF Credential suspended and/or revoked for any reason, including, but not limited to, failure to adhere to these standards or the applicable ICF Credential-holder requirements, sale, transfer, bankruptcy, or liquidation, etc. shall immediately discontinue any and all use of the International Coaching Federation name, ICF acronym, logo/mark, credential designation, acronym, logo and mark and shall not renew use of the same until its status has been restored in full. Any questions you may have regarding use of the mark can be directed to ICF at [icfpr@coachingfederation.org](mailto:icfpr@coachingfederation.org).



005

# ICF Credential Marks

The ICF Credential marks identifies individuals who have achieved the corresponding ICF Credential certification. Use this mark when identifying yourself on your website and marketing materials.

This mark is a carefully created piece of locked artwork that should not be altered in any way.



1" or 75px

## MINIMUM SIZE

The minimum height is 1" for print applications and 75px for digital applications.

**Questions?** Contact us at [icfpr@coachingfederation.org](mailto:icfpr@coachingfederation.org).

006

# Color Variations

The ICF Credential lockups have several color variations for use on different background types, tones, and colors.

When in doubt, use the most legible version of the mark for the available background.

For printed executions, special care should be given to ensure legibility on the final media or material used.

## Full Color



Full Color Gradient mark

## Single Color, White



Solid reverse White mark on neutral or dark colored backgrounds

## Single Color, Blue



Solid ICF Blue mark

## Single Color, Grey



Solid Grey

007

# Common Errors



Do not stretch, squash, skew, or distort the mark in any way.



Do not edit the logo color, use an off-brand color, or reduce the mark opacity.



Do not add graphic effects to the mark, including drop shadows.



Do not place the mark on a high-contrast pattern or busy photograph.



Do not change the layout or relationship between elements.



Do not encroach on the required clear space surrounding the mark.

Note: This is not a comprehensive list of errors. These are simply the most common or egregious errors.

**Questions?** Contact us at [icfpr@coachingfederation.org](mailto:icfpr@coachingfederation.org).



008

# File Types

The files provided with this guide generally fall into two types: raster and vector files. While both can be used for most applications, typically one is more suited, depending on the usage intent.

## Raster Files

Raster files are comprised of a grid of pixels. These types of files always have a set resolution and size. Once you increase the size past its predetermined size, the quality decreases. You've probably seen this before: images begin to appear pixel-lated if they're pushed too far.

Raster files are typically used for web graphics and digital executions. When used in print applications, you must ensure that the file exceeds the minimum DPI (dots per inch) of 150DPI, or risk a low-quality print.

Typically, raster files end with .jpg, .png, .gif, and .psd. They are easy to open and apply.

We have supplied .png files with transparent backgrounds for website applications. For print applications, we have supplied transparent .tiff files for use on brochures and flyers.

## Vector files

Vector files create their shapes by mathematical equations between anchor points. Since they are crafted by ratios, and not a grid of colored squares, vector images can be infinitely scaled.

Graphics, like the brand logo, are typically created as vector files. Illustrations, iconography, and graphic elements are created as vector files.

The limitations of vector files lie in their strengths: because each relationship is an equation, complex items, gradients, photographs often make vector file sizes too large. Raster images are more efficient in those situations.

Vector files are typically used for printing or producing the logo or other graphics in most forms. If you're ever asked for a high-resolution logo file, send a vector file.

Vector files end with .ai, .eps and .svg. Without special programs, these files will be difficult to open but are often perfect to submit to print and web vendors.



009

# Thank you.

From everyone at ICF, thank you for your attention to detail, your unwavering support, and your commitment to making our brand vision a reality for so many people. We are grateful for your partnership with us.

If you need any help with our brand at all, please do not hesitate to reach out to our team at [icfpr@coachingfederation.org](mailto:icfpr@coachingfederation.org).

**Questions?** Contact us at [icfpr@coachingfederation.org](mailto:icfpr@coachingfederation.org).





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Credential Mark Guide  
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