

# The logo

The ICIMOD logo is a simple, clean and versatile shape that subtly incorporates two of ICIMOD’s fundamental areas of concern: mountains and water. The ICIMOD letters are an acronym for “International Centre for Integrated Mountain Development.” The logo has been specially drawn and should always be reproduced from the master artwork files.



In order to maintain the visual integrity of our logo, always be sure to include space around it. A minimum equivalent to the size of the counter (enclosed space) of the “O” should be observed around the logo, and ensure that the logo is always scaled proportionally.

# Using the logo

To ensure brand consistency, it is important that the logo be used appropriately. Below are the three acceptable treatments for the ICIMOD mark: a black logo against a white background or a white logo against an ICIMOD primary color background; third, the logo may only be used on a photo when the image is uncluttered and the logo is still legible.



White logo on any primary color background.  
Iterations below:



Black logo on white background



White logo on a photo background



To make sure our mark remains legible at smaller sizes, the full mark should only be scaled down to 25 mm wide for print applications, with the preferred minimum web size at 60 pixels wide.

**Minimum logo print size**



25 mm

**Minimum logo screen size**



60 px

**ICIMOD**

**Text representation of our mark.**

When using the ICIMOD name in corporate communications, ICIMOD should always be set in all capital letters.

# Maintaining our integrity

Below are some examples of treatments to avoid when working with the logo.

## DON'T



Do not change the colors of the logo.



Do not add to or delete elements in the logo.



Do not add a drop shadow or filter effect.



Do not stretch the logo.



Do not distort or change the proportions of the logo.



Do not place the logo on an angle.



Do not place the color logo on a pattern, complex image, or color besides those designated for the ICIMOD brand.



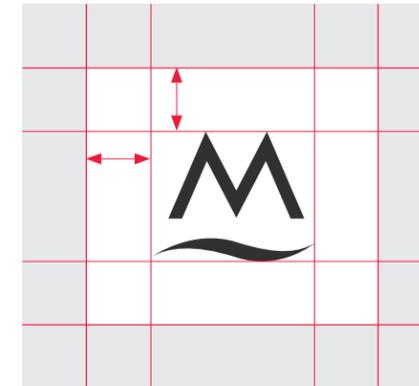
Do not place the logo within another shape.

# M symbol

The M symbol can be pulled directly from the logo and used as a supporting visual mark. This treatment for the ICIMOD brand should be used strategically. The symbol can be presented in one of the primary brand colors. In addition, the symbol can be presented in white against a branded color box. Symbols can be used at the bottom corner of interior spreads of a publication with the folio.



The "M" symbol can be used on the back of business cards or in the corner of a publication with the folio as an additional graphical element.



The spacing rules for the logo remain the same when using the "M" symbol. The spacing around the "M", at a minimum, should be the height of the interior of the ICIMOD "O".

