

2006/DIV.06rev.1

International Council of Museums

Operating Policy

OP 13.01

SUBJECT: ICOM Name, Logo, and Symbol

DATE: June 1, 2007

PURPOSE:

The purpose of this Operating Policy/Procedure (OP) is to state the prohibition on the use of the ICOM name, logo, and symbol for unauthorized purposes.

REVIEW:

The Director General and the Chair of the Legal Affairs Committee will review this OP by November 1 of every odd-numbered year with recommendations for change forwarded to the President by November 15.

POLICY

Words, logos, and symbols normally used to identify the International Council of Museums may not be used for private, personal, or commercial purposes without specific and prior written approval by the Director General following consultation with the Chair of the Legal Affairs Committee and the Executive Council when needed. Agreements will only be considered for activities in which ICOM has a museological, educational, research, or public service interest.

1. Identifying Name Or Logo

The following are names and logos identified with the International Council of Museums.

Name — International Council of Museums

Acronym — ICOM — This acronym is used as shown in Attachment B.

Logo — A circle with acronym ICOM. The letter “I” is composed of parallel lines and the letter “O” is oversized and surmounted by an arch extending from the space between the “I” and “C” to the centre of the “O”. The official logo may or may not include the words INTERNATIONAL COUNCIL OF MUSEUMS, CONSEIL INTERNATIONAL DES MUSEES, and **CONSEJO INTERNACIONAL DE MUSEOS** below the acronym ICOM.

(See Attachment B)

2. ICOM Name, Logo, and Symbol Use

Words, logos, and symbols normally used to identify the International Council of Museums may also be used:

- i. By ICOM National Committees as a part of their official identification;
 - ii. By ICOM International Committees as a part of their official identification;
 - iii. By ICOM Regional **Alliance** as a part of their official identification;
 - iv. By ICOM Affiliated Organisations that may include the name and acronym in official documentation, but may not use the logo;
 - v. By the host Organisation on all materials related to the General Conference;
 - vi. By persons elected to ICOM offices or boards on business cards, but not with the name, logo, or symbols of other Organisations, businesses, or institutions;
 - vii. In brochures, pamphlets, and other forms of official communication printed or prepared by National or International Committees and Regional **Alliances**;
 - viii. On stationery for official correspondence.
- b. Words, logos, and symbols normally used to identify the International Council of Museums may not be:
- i. Used for products or services that are not compatible with the image of ICOM as an international Organisation for museological education, research, and public service;
 - ii. Altered, revised, or used in association with other national or international institutions, companies, or Organisations;
 - iii. Used for purposes intended for personal or commercial gain;
 - iv. Used on stationery or other forms of personal correspondence or commercial communication;
 - v. Printed, stamped, or marked on stationery, cards, brochures, pamphlets, or mailers in a form or size smaller than the accompanying text.
 - vi. Altered in colour, when colour is used. The letters are to be dark blue with a grey centre "O" and surmounted arch unless otherwise authorized in writing by the ICOM Director General. (See attachments A and B)

Attachment A: OP 13.01

2 Colour Reproduction:

-PANTONE BLUE 541: Typeface of the acronym lines
and typeface of title (except O and arc of the circle).

-30% SCREEN BLACK: O and arc of the circle

4 Colour Reproduction:

-PANTONE 541 replaced by:

- Cyan 100%
- Magenta 100%
- Yellow 60%
- Black 40%

- O and arc of the circle: 30% SCREEN BLACK

Monochrome Reproduction:

-COLOUR or BLACK 100%: Typeface of the acronym lines and typeface of title (except O and arc of the circle).

-30% SCREEN BLACK or COLOUR: O and arc of the circle.

Typeface: The typeface used for the acronym has been specially designed for ICOM. The typeface used for the title of the Organisation is **BODONI**.

Accompanying Typeface: In ICOM publications preference should be given to: **BODONI** and **GILL** or **GILL SANS**

This logo is the basis for ICOM's visual identity, and its coherent aspect should be preserved in all countries where ICOM is present. Thus it is recommended that all users of the logo follow the above specifications.

For information please contact:

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Attachment B



INTERNATIONAL COUNCIL OF MUSEUMS

CONSEIL INTERNATIONAL DES MUSEES

CONSEJO INTERNACIONAL DE MUSEOS