ICF
International Coach Federation

ICF Brand Identity Manual

Corporate Guide

03-2013

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icf.to/brand

Introduction

At the International Coach Federation (ICF), we have developed a comprehensive, easy-to-use ICF Brand Identity Manual that explains all elements of our visual identity. Consistent use of our logo, colors, visuals, etc. will enable us to maintain a clear, recognizable and unified brand identity, both within the ICF community and with all of our constituency groups. This document provides general guidelines for the articulation of the ICF brand.

In addition to the identity elements provided within, it is imperative for the health of the ICF brand that all members abide by the ethical guidelines they have agreed to upon joining the ICF as part of the ICF Code of Ethics. Chapter Leaders should also refer to the Chapter Leader Ethical Guidelines in order to protect the ICF brand.

It is important to remember **only ICF Chapters, Credential holders, and members in good standing are allowed to use the ICF marks.** Former members as well as unrecognized Chapters are not permitted to use the ICF marks in any form.

Due to additions or revisions of ICF policy, the ICF Brand Identity Manual is subject to change. Updates to the Brand Identity Manual will be posted on **icf.to/brand**.

If a question is not addressed in this manual, please contact the ICF Marketing and Communications Department at **icfpr@coachfederation.org.**

Maintain a clear, recognizable, and unified brand...

Brand Overview

Vision Statement

To be in service of humanity flourishing.

Core Purpose

Lead the global advancement of the coaching profession.

Strategy Statement

We achieve our vision by developing an attractive, credible presence and voice for professional coaching and by developing global alliances.

Brand Positioning Statement

The leading global community for advancing the coaching profession.

Tagline

Advancing the Art, Science and Practice of Professional Coaching.

The leading global community for advancing the coaching profession ...

Brand Attributes

Emotional

- Personal/Caring
- Challenging
- Connected Community
- Inspiring
- Passionate
- Pioneering
- Welcoming/Friendly

Rational

- Global
- Knowledgeable/Informed
- Solid
- Responsible/Accountable
- Accessible
- Connected Community
- Professional
- Diverse
- Credible
- Ethical

Ethical...
Passionate...
Professional...
Welcoming...

Constituency Groups

Constituency groups are individuals or groups that have a vested interest in advancing the art, science and practice of coaching as a profession. The purpose of identifying and defining these groups is to help identify the various constituencies that comprise the ICF Global community.

This constituency group information will be incorporated into the Brand-in-a-Box and made available to leaders on our website.

Additionally, as the ICF Strategic Plan calls for further clarification around the various ICF Constituency Groups, this document will also serve as a baseline for future work on the ICF Strategic Plan.

Constituency Groups

- Members
- Consumers
- Body of Knowledge Contributors
- Education Providers
- Allied Organizations

Vested interest in advancing the art, science, and practice of coaching ...

Who comprises each constituency group?

Members

ICF Credentialed Coach Member

ICF Members who have previously earned and currently hold a valid ICF Credential (ACC, PCC or MCC). Additionally, anyone who earns an ICF Credential in the future, and is a member of ICF Global in good standing, is automatically eligible to be a Credentialed Coach Member.

Coach Member

ICF Members who have completed at least 60 hours of coach specific training or ICF Members who are enrolled in at least 60 hours in an ICF-approved Accredited Coach training program (ACTP or an Approved Coach-Specific Training Hours (ACSTH) traning program.

NOTE: *Membership levels were determined by the ICF Membership and Community Committee and approved by the ICF Global Board of Directors. Members must be in good standing with the ICF.*

Consumers

Clients

Individuals and organizations hiring coaches for personal or professional purposes.

Business Community

Business executives, talent developers, human resource personnel, human capital managers, human services administrators, professionals, and other individuals interested in the field of coaching and/or responsible for the hiring of coaches for others (usually within organizations).

Nonprofits/Government Agencies

Nonprofits, non-governmental organizations (NGOs), and educational institutions running coaching initiatives.

Body of Knowledge Contributors

Researchers

Individuals who engage in any activity that involves the collection, collation, review, or evaluation of data or information for the purpose of describing, maintaining, or modifying activities, practices, interventions or coaching initiatives.

Academics

Individuals who are instructors or scholars within a higher learning institution or whose approach to learning focuses on motivating and challenging students to connect what they learn with the world they experience.



Who comprises each constituency group?

Education Providers

Accredited Coach Training Program (ACTP)*
Organizations that offer an ICF approved Accredited Coach Specific Training Program (ACTP) by meeting the required criteria.

Approved Coach Specific Training Hours (ACSTH)*
Organizations that offer ICF Approved Coach Specific Training Hours (ACSTH) by meeting the required criteria.

**ACTP and ACSTH programs have been approved by the ICF because they align with the ICF definition of coaching, the ICF Core Competencies and ICF Code of Ethics. It is important to recognize many ACTP and ACSTH programs offer additional types of training, however, only programs that have been reviewed by ICF are recognized as ACTP or ACSTH. To find details on a specific program please visit the training program search page of Coachfederation.org.*

Coaching Schools
Any non-ICF approved education provider program.

Academic Institution Programs
Educational school programs (i.e. for higher education credit) that have not been ICF approved and offer coach skills courses as a part of instructional disciplines or as standalone (i.e. non-credit) education program. One example is offering coaching instruction as part of school of business or psychology curriculum.

Allied Organizations

Vendors and suppliers
Individuals who provide supporting products or services for professional coaches (to use or apply), or program sponsors.

Strategic Alliances
Groups of individuals such as:

- Related professional trade associations, other Credentialing bodies, certification boards or regulatory bodies.
- Government entities and chambers of commerce.
- Media, press and opinion leaders.

Brand Identity Guidelines

Usage Guidelines

- Use the brand identity consistently.
- Keep brand logos clearly visible.
- Use specified logo/brand colors.
- Select recommended type styles.
- Do not alter logos.

For questions and concerns, or to obtain proper logos, please contact **icfpr@coachfederation.org**.

Use the brand consistently ...

ICF Logo

The ICF will closely monitor the use of the ICF logo. The Association's logo may be used by ICF staff and ICF Global Members in good standing. Non ICF Global Members who are members of a local Chapter may NOT use the ICF logo for any purpose. To find out if an individual is a current ICF Global Member in good standing, visit the ICF Member Directory. The logo may only be used by other parties with written permission from ICF Headquarters.

The logo may not be altered in any way. See next page for samples of incorrect usage.









Background

The logo may be displayed on solid colored backgrounds that do not distract from the logo to ensure maximum and proper reproduction of the logo.

Color and/or tinting

While the ICF identity is a two-color graphical icon, at times, it may be necessary to show the logo in one color, in black or in reverse (also called a knockout).

When photocopying a document containing the logo, always replace the color logo with the solid black version to ensure proper reporduction.

In all instances, always exhibit the logo as a solid, non-screened image.

Placement

The ICF logo should be allowed an appropriate area of isolation or "breathing room." The determined amount of space surrounding the logo should be at least .25" on all sides.

Size

It is recommended that the ICF logo appear at 1.25 inches wide at 300 dpi (high resolution) or a screen resolution of 90 pixels wide at 72 dpi. Minimum size should be .75 inches wide to maintain readability.

Incorrect Uses of the ICF Logo



Do not crop or disassemble to logo



Do not stretch or skew the logo



Do not use the logo to represent the text for ICF



Do not use the letter forms by themselves



Do not add elements or words to the logo



Do not change logo element colors



Do not change the orientation of the logo



Do not tint or watermark the logo



Do not place the logo over any graphic or pattern that distracts from the logo



Do not reconstruct or change the size/placement of any logo elements



Do not add styles such as drop shadows, embossing, or glows on the logo



Do not use the 15th Anniversary Artwork







Do not use old versions of the logo.

Brand Colors

ICF Corporate Colors

The ICF identity is a two-color graphical icon and should be applied as such whenever possible. The ICF Blue should not be used in percentages in order to help achieve greater brand recognition and consistency.

Pantone® 072

C 100 M 95 Y 0 K 3
R 48 G 57 B 141
HEX # 30398D

Pantone® 1375

C 0 M 45 Y 94 K 0
R 227 G 155 B 56
HEX # E39B38

ICF
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ICF Extended Corporate Colors

This extended color palette will increase the range of colors available to be used for ICF promotional materials created by the In-House Brand Management Team. These colors can be used in percentages at the discretion of the graphic designer. Different combinations of colors can dramatically change the tone and appearance of a document so it is important to consider how they will work together.

These are accent colors only, they should not overpower the corporate colors and may never be used without the corporate colors.

Pantone® 377

C 50 M 1 Y 100 K 20
R 131 G 162 B 64
HEX # 83A240

Pantone® 167

C 5 M 77 Y 100 K 15
R 175 G 84 B 40
HEX # AF5428

Pantone® 2727

C 70 M 47 Y 0 K 0
R 99 G 125 B 188
HEX # 637DBC

Pantone® 7472

C 54 M 0 Y 27 K 0
R 143 G 200 B 195
HEX # 8FC8C3

Pantone® 7536

C 11 M 13 Y 30 K 32
R 161 G 155 B 134
HEX # A19B86

Pantone® 425

C 48 M 29 Y 26 K 76
R 55 G 62 B 67
HEX # 373E43

Pantone® 7499

C 1 M 2 Y 24 K 0
R 250 G 243 B 204
HEX # FAF3CC

Type Styles

Below are the recommended type styles for ICF materials.

Headings: ChaletComprime (CologneSixty)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcedfghijklmnopqrstuvwzyz

Body Text: Caecillia LT Std

45 Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcedfghijklmnopqrstuvwzyz

---

46 Light Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcedfghijklmnopqrstuvwzyz

---

55 Roman
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcedfghijklmnopqrstuvwzyz

---

56 Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcedfghijklmnopqrstuvwzyz

---

75 Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcedfghijklmnopqrstuvwzyz

---

76 Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcedfghijklmnopqrstuvwzyz

---

85 Heavy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcedfghijklmnopqrstuvwzyz

Alternative: Open Sans

Condensde Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcedfghijklmnopqrstuvwzyz

Condensed Light Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcedfghijklmnopqrstuvwzyz

Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcedfghijklmnopqrstuvwzyz

Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcedfghijklmnopqrstuvwzyz

Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcedfghijklmnopqrstuvwzyz

Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcedfghijklmnopqrstuvwzyz

Alternative: Arial

Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcedfghijklmnopqrstuvwzyz

Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcedfghijklmnopqrstuvwzyz

Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcedfghijklmnopqrstuvwzyz

Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcedfghijklmnopqrstuvwzyz

ICF Credentialed Coach Logos

Any coach with a current ICF Credential may use the corresponding ICF Credential logo (i.e. a coach with an ACC may use the ICF ACC Credential logo) for promotional purposes (for example: on brochures, personal websites and business cards). ICF asks that all ICF branding guidelines be followed to ensure strong brand recognition. Credential logos may only be obtained by the Credentialed Coach by contacting **icfcredentialing@coachfederation.org.**

Full Logo:	**Icon:**
	
	
	

NOTE: *Icons may be used to address speical size/ space constraints only.*

ICF Accredited Program Logos

The ICF Accredited Program logo may be used by any current program that is currently accredited by ICF for promotional purposes (for example: on brochures, websites and business cards). ACTP, ACSTH and CCE logos may be obtained by contacting **icftraining@coachfederation.org.**

Programs that have not yet received notification from ICF that their course has been approved may not use an ICF Accredited Program logo. Submitting for program accreditation does not guarantee approval.

Programs whose accreditation has expired must discontinue all use of an ICF Accredited Program logo on any and all materials immediately.

Logos may only be used in conjunction with approved programs—approval is given for individual school offerings and not all programs offered by a school.

The ICF asks that all ICF branding guidelines be followed to ensure strong brand recognition.







ICF Chapter Logos

Chapters may request a Chapter logo from ICF Headquarters. Logos include the Chapter name to the right of the ICF logo or directly below. All Chapter logos incorporating the ICF marks must be created and approved by the ICF Marketing Team. The Chapter logos provided by ICF may not be altered in any way.

Chapter logos may be used by ICF Chapter Members in good standing.

The following guidelines outline the appropriate use of the ICF Chapter logos. The logos pictured are examples of official logos approved for use by ICF Chapters to indicate their individual affiliation with the ICF.

ICF Chapter logos should not be altered in any way. There is to be no substation of wording, font, color or placement of the graphic elements.

For questions and concerns, or to obtain proper logos, please contact **icfpr@coachfederation.org.**

Preferred Logo:





Optional Logo:





ICF Resource Partner Logos

All ICF Resource Partners, those holding a current contract with ICF Global, may use the ICF Resource Partner logo for promotional purposes (for example: on brochures, websites and business cards). ICF asks that all ICF branding guidelines be followed to ensure strong brand recognition. Resource Partners may obtain the Resource Partner logo by contacting **icfsales@coachfederation.org.**







ICF Foundation Logo

Founded in 2004, the ICF Foundation is a separate nonprofit entity from the International Coach Federation that exists exclusively to promote social good through pro-bono coaching and research.

Objectives of the ICF Foundation include:

- To create and maintain a volunteer service of professional business and life coaches offering pro-bono coaching;
- To conduct research and commission member studies on a variety of topics on issues related to the coaching profession;
- To fund and provide scholarships and/or financial assistance for individual ICF Members interested in attending coach training schools; and
- To carry out other activities consistent with the organization's 501(c)(3) purposes.

The ICF Foundation logo should be used on all Foundation promotional materials as shown below. All ICF branding guidelines should be followed on Foundation promotional materials to ensure strong brand recognition.

FOUNDATION
International Coach Federation

Style Guide

Formatting

The following general formatting guidelines have been established for use on email, website, collateral, social media and any other ICF communications. ICF follows the AP Style Guide unless noted otherwise.

- Body text should be 9 or 10 pt Arial or Open Sans.
- The official language of ICF is American English. American English will be used for all ICF Headquarters communications. In addition, ICF translates many documents into the following languages; French, German, Portuguese and Spanish. ICF recognizes the need for Chapters to use the local language in Chapter communications.
- Use only one space after a period.
- Do not indent paragraphs.
- Use one line space between paragraphs.
- For byline articles, place bio at the end of the article in italics.

Names, Titles, Degrees

- Use first and last name of individuals on first reference. Use first name on second and following references.
- Include a person's ICF Credential on first reference in an article or bio. Set ICF Credentials (ACC, PCC, MCC) in commas after the last name on first reference only.

  EXAMPLE: Ed Modell, PCC, is president of the ICF.
- Avoid using courtesy titles such as Mr., Mrs., Ms., or Dr.
- Use degree titles after the name, but before an ICF Credential.

  EXAMPLE: Damian Goldvarg, MBA, MCC. If you are using more than one coaching Credential it should come after the ICF Credential.
- Capitalize formal titles before the name of the individual, but not after, EXCEPT for ICF President and ICF President-elect (AP Style).

  EXAMPLE: ICF Executive Director Magda Mook accepted the call. Magda Mook, ICF executive director, accepted the call.

Headlines, Headings, Bylines

- **Headlines:** Headlines typically include a noun (or implied noun) and verb. Capitalize only the first word and any proper nouns or acronyms in a headline.

  EXAMPLES: ICF calls for action from EMCC / Deadline for applications due August 2 / Coaches congregate in Russia for ICW
- **Headings:** When eadings do not include a verb, all words in a heading should be capitalized.

  EXAMPLE: ICF News and Reminders / Coachfederation.org Hot Links / ICF Resource Partners
- **Bylines:** Include the author's first/last name, followed by Credential, title (if applicable) and then country of residence in parentheses. Do not capitalize the word 'by.'

  EXAMPLE: by Janet Harvey, MCC (USA) / by Ed Modell, PCC, 2011 President (USA)

Times and Dates

- **Months/Days:** For global communications, ICF Headquarters will spell out months and days of the week.

  EXAMPLE: Saturday, January 1, 2010. ICF recognizes the needs of Chapters to use locally recognized formats.
- **Time:** Use a.m. and p.m., lowercase with periods. Correct: 7 p.m. Incorrect: 7:00 P.M.
- **Time zones:** ICF Headquarters will list all times in New York time denoted in parentheses.

  EXAMPLE: All calls will take place at 2 p.m. (New York) with the addition of UTC/GMT, Paris, and Hong Kong times for Virtual Education programs. ICF recognizes the needs of Chapters to provide local time zones when appropriate.

Numerals

- **Ordinal numbers:** Ordinal numbers should be superscripted (contrary to AP Style).

  EXAMPLE: ICF is celebrating its 15th anniversary in 2010. (Not 15th anniversary.)
- **Money:** The official currency of ICF Headquarters is US dollars noted by a dollar sign ($) preceding the amount and USD after the amount.

  EXAMPLE: The registration fee is $50 USD. ICF recognizes the needs of chapters to use locally recognized currency formats.

Capitalization and Usage A–Z

Association – Capitalize only in reference to ICF as in "The Association has more than 20,000 members."

Assessor – Capitalize only after ICF as in "ICF Assessor."

Bridge line – Two words. Preface with "telephone" if needed.

Board – Capitalize Board when it refers to the ICF Board of Directors. Do not use the abbreviation BOD.

EXAMPLES: The ICF Board met last month in Chicago. The Board voted to table the matter.

Career Centre – Capitalize when referring to the ICF Career Centre.

Chapter – Capitalize Chapter when it refers to an ICF Chapter or is used in a proper name.

EXAMPLES: The ICF New York City Chapter is holding a meeting this week / All ICF Chapters are invited to attend the Chapter Leader Presentations held monthly / All 150 Chapters were represented at the ICF Global Leadership Forum.

Coaching – Capitalize coaching when it appears with a specialty.

EXAMPLE: Executive Coaching; Life Coaching; Career Coaching, etc.

Coaching World – Always capitalize and italicize.

Coachfederation.org – Do not include www before it.

Code of Ethics – Capitalize after ICF or when referring to the ICF Code of Ethics. Capitalize the word Code when it stands alone, but refers to the ICF Code.

EXAMPLE: To be Credentialed, you must follow the ICF Code of Ethics. / It is stated in the Code.

Committees – Capitalize the word Committee when it refers to a specific ICF Committee or is used in a proper name.

EXAMPLES: The ICF Education Committee is working on a new project. The Committee will finalize the project next month. There were 10 ICF Committees set up for the year. There were 10 committees set up for the year.

Communities of Practice (CPs) – Spell out on first reference followed by its acronym. Use acronym on second and following references.

EXAMPLE: See the list of ICF Communities of Practice (CPs) online.

Core Competencies – Capitalize following ICF. Lowercase in general use.

EXAMPLE: The ICF Core Competencies are taught in accredited coach-training programs. / She told him about the core competencies of coaching.

Credential – Capitalize Credential when it refers to the ICF Credentials (ACC, PCC, MCC) or ICF Credentialing Program. Lowercase in general use.

EXAMPLE: She earned an ICF Credential in 2010. / He passed his ACC Credential exam. / Clients agree that credentials are important.

ICF Global – Use when it is necessary to distinguish the international organization from its Chapters. Do not use "Global ICF."

EXAMPLE: ICF Global staff met with ICF Australasia leaders during the conference.

ICF Global Conferences – Always capitalize and leave out the year when referring to the conferences in general. When reffering to a specific conference, use the year and region name.

EXAMPLE: ICF Global Conferences are a great place for learning and collaborating with other coaches. / ICF Global 2014 Conference—Oceania will take place on October 25 in Australia.

ICF Headquarters – Use when referring to the physical office/address of the ICF based in Lexington, Ky. Use ICF Global to distinguish the international organization from its Chapters.

EXAMPLE: Send your renewal applications to ICF Headquarters by April 1.

ICF Member – Always capitalize 'member' when it follows ICF.

EXAMPLES: ICF Members are entitled to many benefits. Each member receives many benefits.

International Coach Federation – In general, spell out on first reference with ICF in parentheses.

Internet – Always capitalize Internet.

Online – one word, not capitalized unless at the beginning of a sentence or used as part of a proper noun.

Nonprofit – one word without a hyphen.

Regional Service Centre (RSC) – Always capitalize Regional Service Centres and use the acronym RSC in parentheses on first reference. Use RSC on second and following references.

EXAMPLE: The ICF Regional Service Centres (RSC) are celebrating two years of operation this year. Each RSC will host a party.

Taskforce(s) – one word

Strategic Plan – Capitalize when referring to the ICF Strategic Plan.

EXAMPLE: The Board approved the ICF Strategic Plan for 2010. / The priorities set forth in the Strategic Plan have been communicated to all staff. / They met for a strategic planning session.

Sub-committee – always use a hyphen

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website – Do not capitalize or separate into two words. Also webcam, webcast and webmaster. But as a short form and in terms with separate words, the web, web page and web feed.

Templates

ICF provides templates for PowerPoint presentations, email signatures and press releases. All templates may be downloaded by visiting **icf.to/brand.**

Email Signatures

ICF routinely updates the images and current news items contained in ICF Global staff email signatures. These are sent out via email messages to the appropriate people.

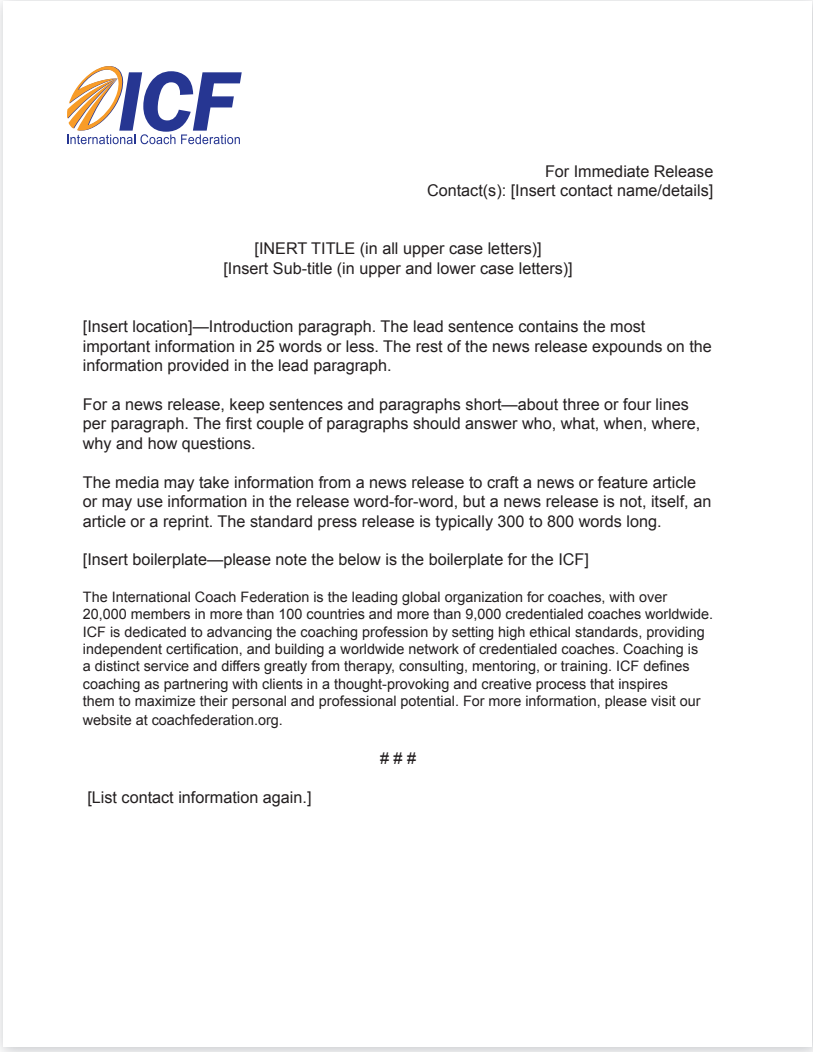
Legal Disclaimer

ICF's management company, Associations International, uses the following legal disclaimer on all emails. Please consult your legal counsel on applicable local laws.

> *This email message and any attached files are confidential and are intended solely for the use of the addressee(s) named above. If you are not the intended recipient or person responsible for delivering this confidential communication to the intended recipient, you have received this communication in error, and any review, use, dissemination, forwarding, printing, copying, or other distribution of this email message and any attached files is strictly prohibited. If you have received this confidential communication in error, please notify the sender immediately by replying to this email message and permanently delete the original message.*

Press Releases

The standard ICF press release template along with detailed instructions is shown at right and can be downloaded at **icf.to/brand**. If you have any questions on creating your own release, please contact **icfpr@coachfederation.org.**



ICF
International Coach Federation

For Immediate Release
Contact(s): [Insert contact name/details]

[INERT TITLE (in all upper case letters)]
[Insert Sub-title (in upper and lower case letters)]

[Insert location]—Introduction paragraph. The lead sentence contains the most important information in 25 words or less. The rest of the news release expounds on the information provided in the lead paragraph.

For a news release, keep sentences and paragraphs short—about three or four lines per paragraph. The first couple of paragraphs should answer who, what, when, where, why and how questions.

The media may take information from a news release to craft a news or feature article or may use information in the release word-for-word, but a news release is not, itself, an article or a reprint. The standard press release is typically 300 to 800 words long.

[Insert boilerplate—please note the below is the boilerplate for the ICF]

The International Coach Federation is the leading global organization for coaches, with over 20,000 members in more than 100 countries and more than 9,000 credentialed coaches worldwide. ICF is dedicated to advancing the coaching profession by setting high ethical standards, providing independent certification, and building a worldwide network of credentialed coaches. Coaching is a distinct service and differs greatly from therapy, consulting, mentoring, or training. ICF defines coaching as partnering with clients in a thought-provoking and creative process that inspires them to maximize their personal and professional potential. For more information, please visit our website at coachfederation.org.

###

[List contact information again.]

PowerPoint

- Use Arial, regular, size 44 for headline.
- Use Arial, regular, size: 32 for main text

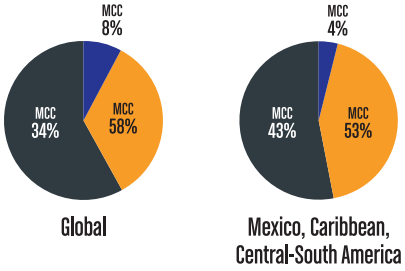
Use the template provided when making presentations to coaches and the public. The PowerPoint template may be downloaded by visiting **icf.to/brand.**

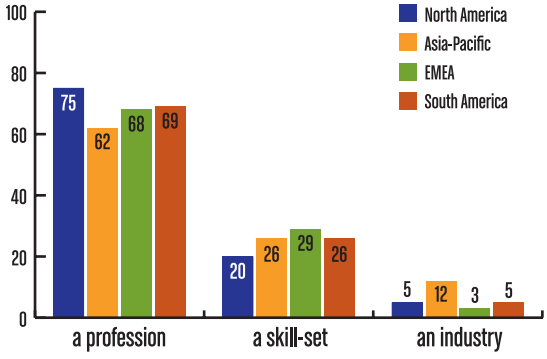




Charts and Graphics

Charts and graphic devices should be kept simple in design and follow the ICF color palettes. Where possible, the number of colors used for charts and graphs should be kept to a minimum. Remember to keep the ICF Corporate Colors as the dominate color scheme.





Stationery

When ordering and using stationery including letterhead, envelopes, business cards, note cards, etc., it is important to use the guidelines below to remain consistent when showcasing the ICF brand.

Letterhead

Date: Arial, regular, font size 6; line the date up with “International” in the logo.

Use Arial, regular, size 10 for all body copy.

Contact information should be in Arial, regular, size 9.



Envelope

Return address should be in Arial font, size 6.

Business Cards

Corporate business cards can be ordered through the Director of Brand Management. The member card template can be downloaded from **icf.to/brand** and customized with each members information.



Corporate Card



Member Card

Marketing Materials

ICF produces marketing materials used to promote professional coaching. Materials are available for download at **icf.to/brand** or by contacting **icfpr@coachfederation.org**.

ICF's marketing collateral policy is meant to assure sustainability, consistency, and to expand offerings, particularly translated items. ICF provides digital files for marketing materials for ICF Chapter Leaders to use and print at their own leisure with local vendors. Only hosts of an official ICF Global Conference will be provided with printed collateral items. This allows ICF staff to create additional excellent pieces that advocate for coaches. Items may not be changed or altered in any way.

Postcard

The postcard pictured below is available to promote ICF membership.



Specs: Final size: 5x7; Color: 4/4; Bleed: Full bleed
Recommended Paper: 16 pt C2S Gloss; Gloss Coating

Need Coaching? Brochure

The Need Coaching? brochure is full of information about the beneift coaching can have on an organization. It features information about what coaching it, statistics from ICF Global Coaching Studies and directs them to find a coach using the ICF Coach Referral Service.



Specs: Final Size: 8x11; Flat Size: 22x8; Finish: Saddle Stitch; Color: 4/4, full bleed
Recommended Paper: 100# Athens Silk Dull + Satin Aqueous

Flyers

The three flyers shown below are available for download. Over 2013-14, ICF will be providing translated versions of these flyers into German, French, Spanish and Portuguese (per the ICF Translation Policy).



Specs: Final size: 8.5x11; Color: 4/4, full bleed

Recommended Paper: 100# Athens Silk Dull; Soft Touch Aqueous

ICF Store

The ICF store provides a place to purchase ICF branded items such as polo shirts, jackets, hats, pens, lapel pins, and more.

All items have been approved by the ICF to ensure proper use of the ICF logo. Materials may be purchased by ICF Chapters or Members for personal use, giveaways, or for fundraising efforts.

You can visit the ICF online store at **icf.to/store.**

Code of Ethics

Part One: Definition of Coaching

Section 1: Definitions

- **Coaching:** Coaching is partnering with clients in a thought-provoking and creative process that inspires them to maximize their personal and professional potential.
- **A professional coaching relationship:** A professional coaching relationship exists when coaching includes a business agreement or contract that defines the responsibilities of each party.
- **An ICF Professional Coach:** An ICF Professional Coach also agrees to practice the ICF Professional Core Competencies and pledges accountability to the ICF Code of Ethics.

In order to clarify roles in the coaching relationship, it is often necessary to distinguish between the client and the sponsor. In most cases, the client and sponsor are the same person and therefore jointly referred to as the client. For purposes of identification, however, the International Coach Federation defines these roles as follows:

- **Client:** The "client" is the person(s) being coached.
- **Sponsor:** The "sponsor" is the entity (including its representatives) paying for and/or arranging for coaching services to be provided.

In all cases, coaching engagement contracts or agreements should clearly establish the rights, roles, and responsibilities for both the client and sponsor if they are not the same persons.

Part Two: The ICF Standards of Ethical Conduct

Preamble

ICF Professional Coaches aspire to conduct themselves in a manner that reflects positively upon the coaching profession; are respectful of different approaches to coaching; and recognize that they are also bound by applicable laws and regulations.

Section 1: Professional Conduct At Large

As a coach:

1) I will not knowingly make any public statement that is untrue or misleading about what I offer as a coach, or make false claims in any written documents relating to the coaching profession or my Credentials or the ICF.
2) I will accurately identify my coaching qualifications, expertise, experience, certifications and ICF Credentials.
3) I will recognize and honor the efforts and contributions of others and not misrepresent them as my own. I understand that violating this standard may leave me subject to legal remedy by a third party.
4) I will, at all times, strive to recognize personal issues that may impair, conflict, or interfere with my coaching performance or my professional coaching relationships. Whenever the facts and circumstances necessitate, I will promptly seek professional assistance and determine the action to be taken, including whether it is appropriate to suspend or terminate my coaching relationship(s).
5) I will conduct myself in accordance with the ICF Code of Ethics in all coach training, coach mentoring and coach supervisory activities.
6) I will conduct and report research with competence, honesty, and within recognized scientific standards and applicable subject guidelines. My research will be carried out with the necessary consent and approval of those involved, and with an approach that will protect participants from any potential harm. All research efforts will be performed in a manner that complies with all the applicable laws of the country in which the research is conducted.

7) I will maintain, store, and dispose of any records created during my coaching business in a manner that promotes confidentiality, security, and privacy, and complies with any applicable laws and agreements.

8) I will use ICF Member contact information (e-mail addresses, telephone numbers, etc.) only in the manner and to the extent authorized by the ICF.

Section 2: Conflicts of Interest

As a coach:

9) I will seek to avoid conflicts of interest and potential conflicts of interest and openly disclose any such conflicts. I will offer to remove myself when such a conflict arises.

10) I will disclose to my client and his or her sponsor all anticipated compensation from third parties that I may pay or receive for referrals of that client.

11) I will only barter for services, goods or other non-monetary remuneration when it will not impair the coaching relationship.

12) I will not knowingly take any personal, professional, or monetary advantage or benefit of the coach-client relationship, except by a form of compensation as agreed in the agreement or contract.

Section 3: Professional Conduct with Clients

As a coach:

13) I will not knowingly mislead or make false claims about what my client or sponsor will receive from the coaching process or from me as the coach.

14) I will not give my prospective clients or sponsors information or advice I know or believe to be misleading or false.

15) I will have clear agreements or contracts with my clients and sponsor(s). I will honor all agreements or contracts made in the context of professional coaching relationships.

16) I will carefully explain and strive to ensure that, prior to or at the initial meeting, my coaching client and sponsor(s) understand the nature of coaching, the nature and limits of confidentiality, financial arrangements, and any other terms of the coaching agreement or contract.

17) I will be responsible for setting clear, appropriate, and culturally sensitive boundaries that govern any physical contact I may have with my clients or sponsors.

18) I will not become sexually intimate with any of my current clients or sponsors.

19) I will respect the client's right to terminate the coaching relationship at any point during the process, subject to the provisions of the agreement or contract. I will be alert to indications that the client is no longer benefiting from our coaching relationship.

20) I will encourage the client or sponsor to make a change if I believe the client or sponsor would be better served by another coach or by another resource.

21) I will suggest my client seek the services of other professionals when deemed necessary or appropriate.

Section 4: Confidentiality/Privacy

As a coach:

22) I will maintain the strictest levels of confidentiality with all client and sponsor information. I will have a clear agreement or contract before releasing information to another person, unless required by law.

23) I will have a clear agreement upon how coaching information will be exchanged among coach, client and sponsor.

24) When acting as a trainer of student coaches, I will clarify confidentiality policies with the students.

25) I will have associated coaches and other persons whom I manage in service of my clients and their sponsors in a paid or volunteer capacity make clear agreements or contracts to adhere to the ICF Code of Ethics Part 2, Section 4: Confidentiality/Privacy standards and the entire ICF Code of Ethics to the extent applicable.

Part Three: The ICF Pledge of Ethics

As an ICF Professional Coach, I acknowledge and agree to honor my ethical and legal obligations to my coaching clients and sponsors, colleagues, and to the public at large. I pledge to comply with the ICF Code of Ethics, and to practice these standards with those whom I coach.

If I breach this Pledge of Ethics or any part of the ICF Code of Ethics, I agree that the ICF in its sole discretion may hold me accountable for so doing. I further agree that my accountability to the ICF for any breach may include sanctions, such as loss of my ICF Membership and/or my ICF Credentials.

Approved by the Ethics and Standards Committee on October 30, 2008.
Approved by the ICF Board of Directors on December 18, 2008.

Chapter Leader Ethical Guidelines

The ICF aspires to have its Chapter leaders serve as best-practice, professional role models in exemplifying and upholding ICF ethics and standards, policies and brand. A Chapter leader is defined as any coach acting in an elected or appointed role for an ICF Chapter and includes any Chapter officer, Board member or Committee member.

- We ask that Chapter leaders accept their leadership roles with full knowledge of the ICF Code of Ethics.
- We ask that Chapter leaders pledge to continue to demonstrate their understanding and alignment with all ICF policies adopted by the ICF Global Board and set forth in the ICF Chapter Handbook and Chapter Bylaws.
- We ask that Chapter leaders understand and demonstrate their alignment with the ICF Brand Attributes which are set forth below.

While it is clear that different standards of behavior may exist across the global community, some basic expectations are applicable across the global ICF community. When a Chapter leader is alleged to have breached the ICF Code of Ethics, one or more members of the Chapter may file a complaint with the ICF Independent Review Board through the Ethical Conduct Review process. In the situation where a Chapter leader's actions are not in alignment with ICF policies as set forth in the ICF Chapter Handbook, ICF empowers Chapter Boards and ICF Global Members to take action. Examples of behavior that would warrant a Board to take action are:

- A Chapter leader using their position to promote programs or activities that are not approved or endorsed by ICF
- A Chapter leader engaging in activities that are contrary to policies set forth in the ICF Chapter Handbook
- Using a Chapter leadership role to imply ICF support for a specific program, tool, or approach that is not approved or endorsed by ICF
- Putting one's personal or business interests above that of ICF or the ICF Chapter, or appearing to do so, e.g. a conflict of interest

Depending on the individual circumstances, actions that a Chapter Board may wish to consider when facing a situation of questionable behavior might include:

- Initiating and facilitating a conversation to assure full understanding and agreement of acceptable and unacceptable behavior for Chapter leaders
- Documenting the concern in writing, and identifying a potential resolution
- Requesting that the Chapter leader relinquish their leadership position, and assisting in the subsequent transition
- Immediately removing the Chapter leader from their position
- In extreme cases, the Chapter Board may sanction a member. Sanctions may include but are not limited to:
  - A letter of discipline
  - Prohibition from serving on Chapter committees
  - Revoking Chapter Membership

When Chapter leadership feel they have exhausted their local options to effectively resolve the issue they may request assistance from a panel of mediators maintained by ICF Global. Also, under the ICF Global Bylaws, the ICF Global Board may suspend, remove or expel a member from ICF Global Membership for cause.

Approved January 2011