

ICOM's new identity

International Council of Museums

Graphic chart



I. Main identity





ICOM international
council
of museums



z: uniform spacing

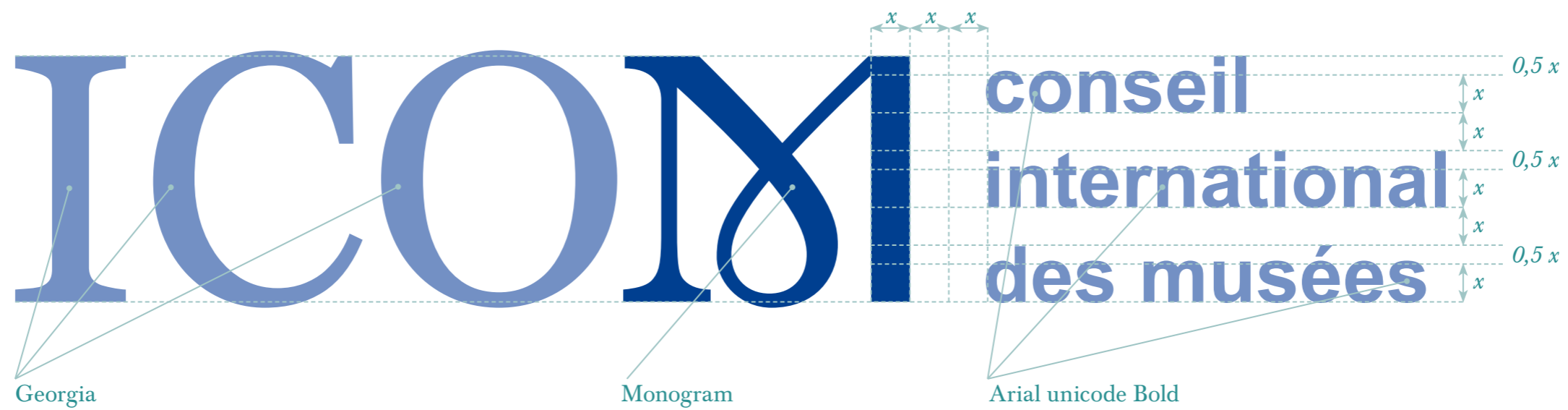
ICOM international
council
of museums

ICOM conseil
international
des musées

ICOM consejo
internacional
de museos

Main logo design

Proportions and typography

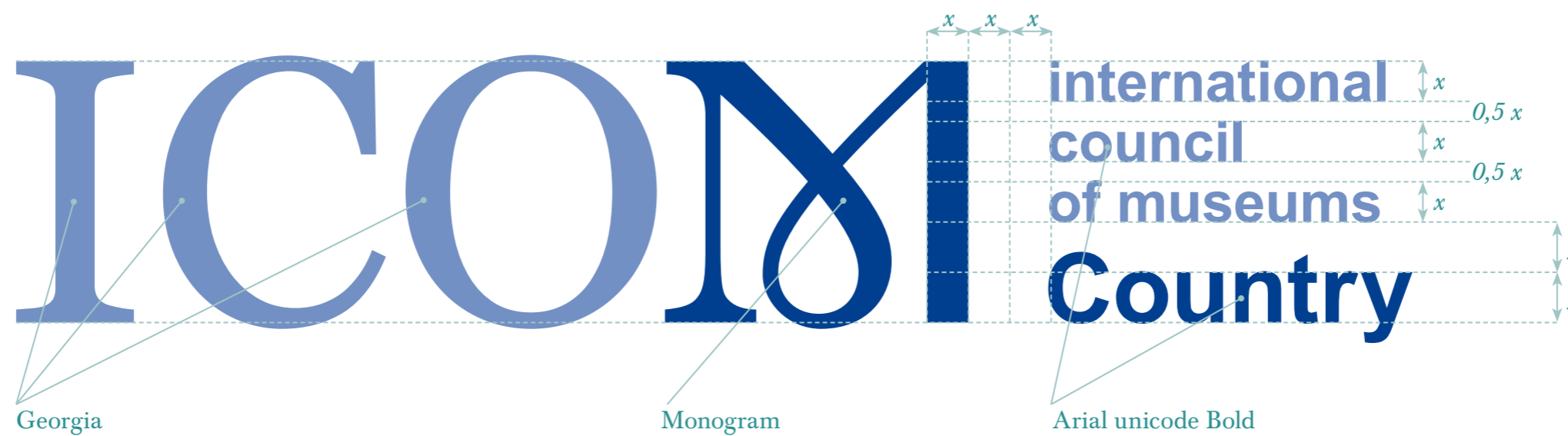


II. National committees

ICOM international
council
of museums
Country

ICOM conseil
international
des musées
Pays

ICOM consejo
internacional
de museos
País



III. Color system



Color system

international
council
of museums
Country

c: 60% r: 115 pantone: 660
m: 40% g: 144
y: 0% b: 196
k: 0%

c: 100% r: 0 pantone: 287
m: 84% g: 63
y: 0% b: 144
k: 0%

international
council
of museums
Country

key: 70% r: 113
g: 113
b: 113

key: 100% r: 0
g: 0
b: 0

international
council
of museums
Country

c: 60% r: 115 pantone: 660
m: 40% g: 144
y: 0% b: 196
k: 0%

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

international
council
of museums
Country

key: 70% r: 113
g: 113
b: 113

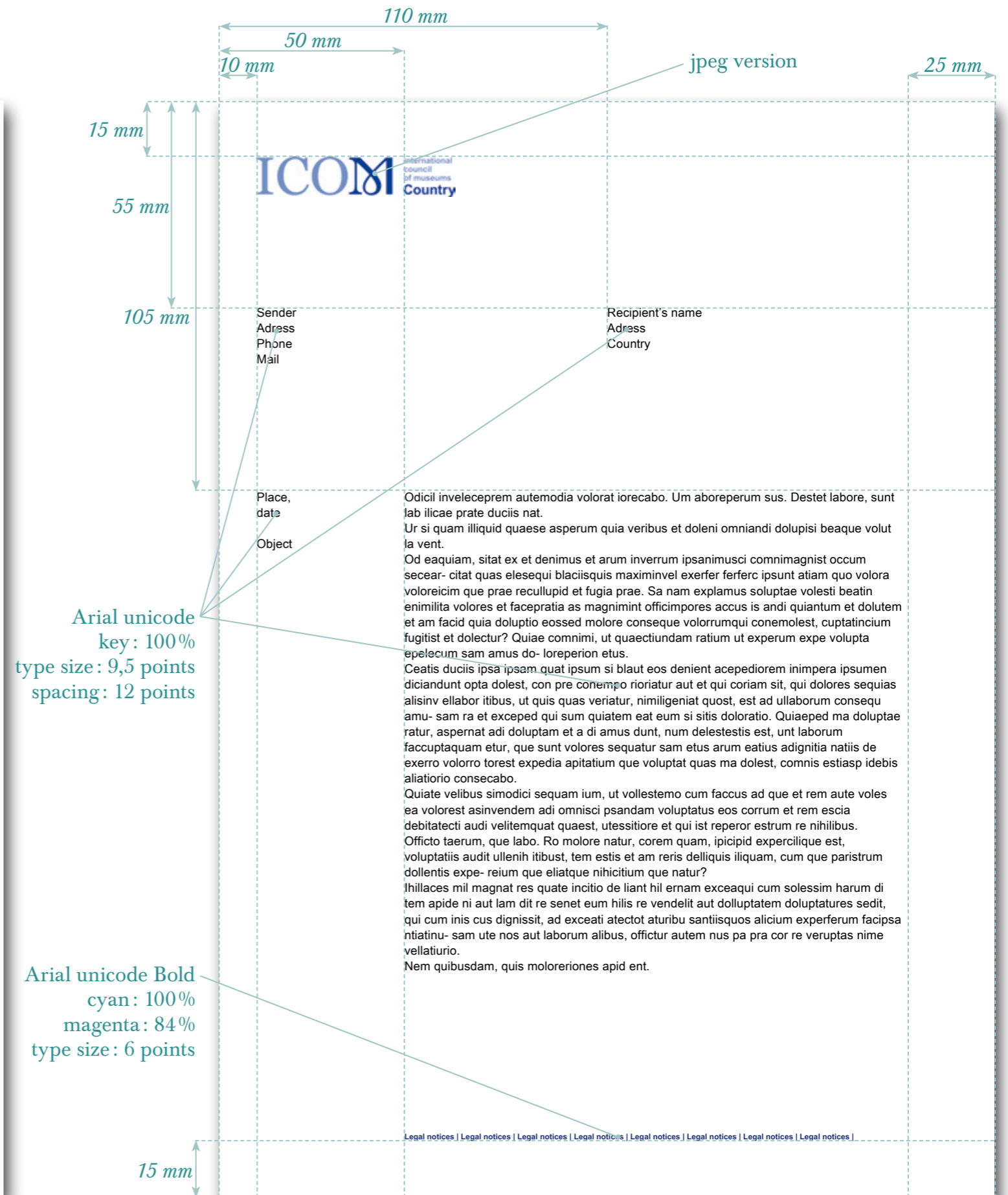
key: 0% r: 255
g: 255
b: 255

IV. Stationary



Letter

Proportions, color and typography A4

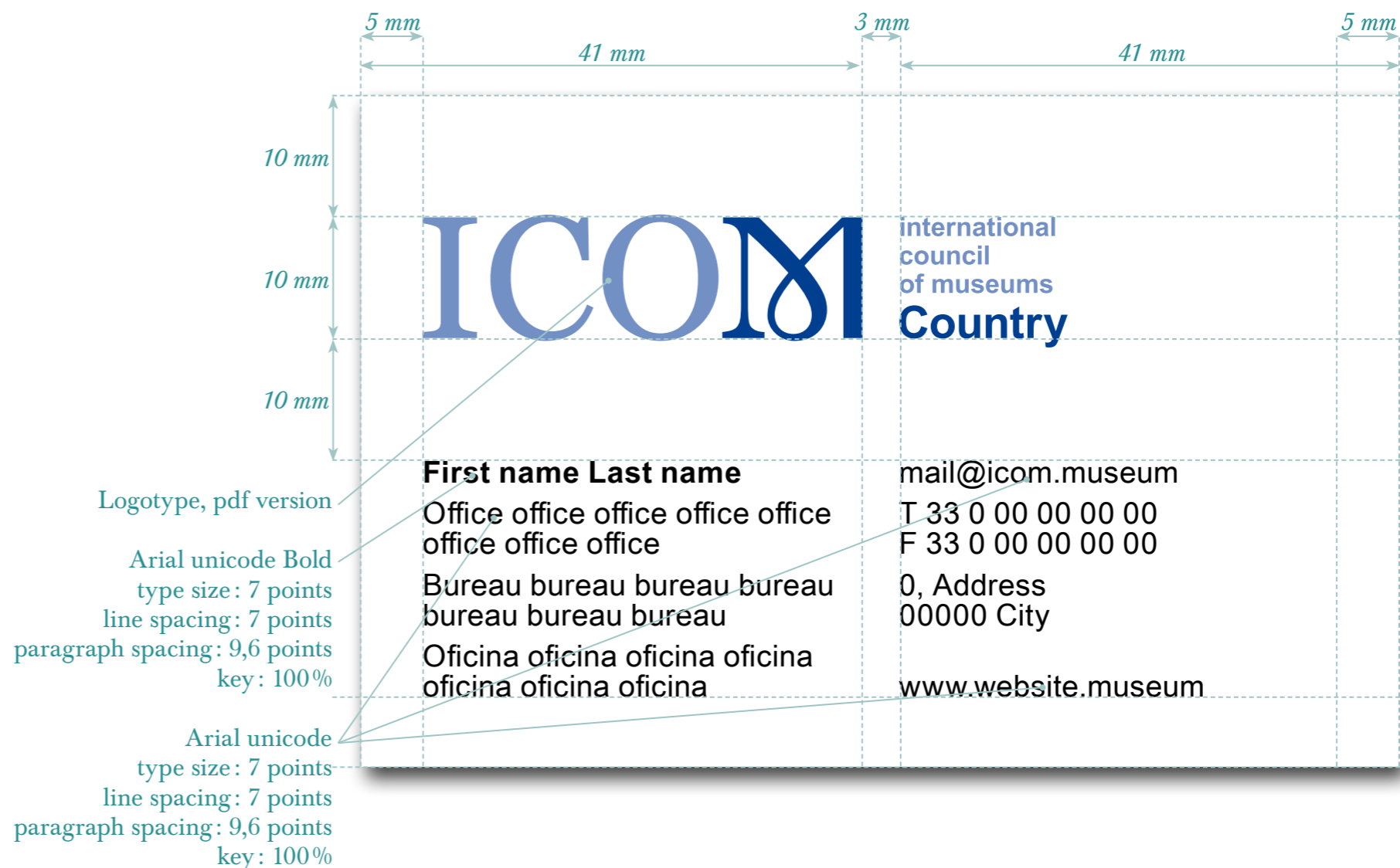


Business card

Proportions, color and typography



Monogram cropping



V. Co-branding





z: uniform spacing