Hello again, ICAN

Brand Guidelines

I CAN BE FIRM
I CAN BE BOLD
I CAN FIGHT
I CAN BE CONVINCING
I CAN TEACH, AND LEARN
I CAN BE PATIENT
I CAN WIN PEACE
I CAN'T DO IT WITHOUT YOU.

A moment of opportunity.

The Nuclear Weapon Ban Treaty is a critical first step towards a world without nuclear weapons, and the awarding of the Nobel Peace Prize in 2017 has brought ICAN significant international interest and attention.

With this incredible momentum, there is a clear opportunity for ICAN to reach new audiences and grow the movement of individuals taking action for a world without nuclear weapons. Recent polling illustrates that public opinion in key countries firmly opposes nuclear weapons.

An organizational context ready to take on the challenge.

The values of ICAN's worldwide network, are fundamental to the changes they are fighting for. These include:

- **Internationalism.** A critical concept in an age where isolation and protectionism are re-gaining traction in key geographies.

- **Representation of voices** from the Global South and non-nuclear states who have previously had no voice in this debate

- **Analysis of Power.** The nuclear race was started by the same demographic of historical power-holders that have oppressed the majority of the world's citizens for centuries (male, white, elite from the GlobalNorth).

- **Intersectionality.** Addressing gender, social justice, environment, and indigenous rights goes hand-in-hand with establishing a world without nuclear weapons.

- **Power of People.** Presidents and politicians will not solve this problem by themselves. People have the power to demand and take strong action.

- **Power of Youth.** The 'next generation' is crucial for building new cultural 'norms'.

A revitalized brand for an organization that listens to its stakeholders.

A brand is the way in which an organization, company or even an individual is perceived by those who experience it. The ideal brand for an organisation will consider a wide number of factors, including an understanding of the tastes and preferences of their key audiences, and ensure that the organisation's values, work, and mission are defined and communicated succinctly.

The tone of the organisation's brand should be based on how the organisation wants to represent itself. To uncover ICAN's desired tone, we conducted a brief focus group session of key staff at ICAN's HQ in Geneva and conducted an online questionnaire among ISG members and partner members organisations. The questionnaire received 21 responses from a broad range of partner organisations.

Regarding the values the new brand identity should stand for, the most important ones mentioned were:

- **Accurate** -and its variations (18%)

- **Accesible** -and its variations (18%)

- **Inclusive** -and its variations (11%)

Regarding the future direction of the organization, participants were asked to complete this sentence with no more than three adjectives:

> *"ICAN's brand would more closely match an appropriate tone that defines the organization, if it were more..."*

The following answers represents trends in responses in the questionnaire:

- **Inclusive** -and its variations (24%)

- **Bold** -and its variations (22&)

- **Clear** -and its variations (14%)

During the analysis of these answers, two specific values of the Organization clearly began to emerge from the rest of the answers: accurateness and accessibility. It seemed logical that the rebranding should honour these expectations -especially when both groups identified first and foremost that the new logo and identity should closely reflect the current brand identity for consistency with the organisation's historical identity.

An updated, open, and transparent brand. Aware of its legacy, and ready for the future.

The main objective of this rebranding process is to update the Organisation's identity so that it be in line with the current status of the campaign. In order to achieve this, we want to reflect:

- **The History** of the organisation, its tradition, and origins.

- **The Precision** of ICAN's objective: to abolish nuclear weapons at a global level.

- **The Professionalism** of its work in order to achieve this objective: the recognition of it as an authoritative voice in front of an international audience.

- **The Boldness and Diversity** of its people: ICAN is a coalition of diverse people, with diverse backgrounds, identities, and cultures, working together for an issue of undeniable importance to social justice.

The ICAN pictogram is a key player of its identity. The original pictogram, designed by Australian artist Neil Campbell in collaboration with ICAN Co-founder Bill Williams, pays homage to Peter Kennard's Broken Missile artwork, and Gerald Holtom's nuclear disarmament symbol, which over the decades became a widely adopted symbol for peace. The intersection of the peace sign with the "broken missile" generates a powerful symbol that almost immediately conveys the mission of the organisation. Learn more: **http://bit.ly/ICAN-logo-history**

This clarity has invited many activists around to world to appropriate it and use it in their local activities. Since its inception the icon has been freely adopted by partner organisations and campaigners across the world. At times it has been adapted for use on video, printed materials, products and banners, sometimes with slight alterations to colour and form. During the rebranding process, ICAN stakeholders and members have also said they feel very close to the pictogram. Therefore this update remains faithful to this general feeling, making only those modifications that facilitate its consistent use across different types of media.

The Dark Red / Maroon Color transmits energy and passion in a way that is not irrational. It also conveys empowerment and authority through recognition (it is not by accident that it is one of the most used colors by institutions of higher learning).

In terms of typography, the all caps, modern and geometric sans-serifs transmit credibility and boldness, while also allowing for readability.

Finally, the synergy achieved between the pictogram and the new wordmark generate a robust yet versatile logo, and provides a solid starting point for the development of the new visual identity.
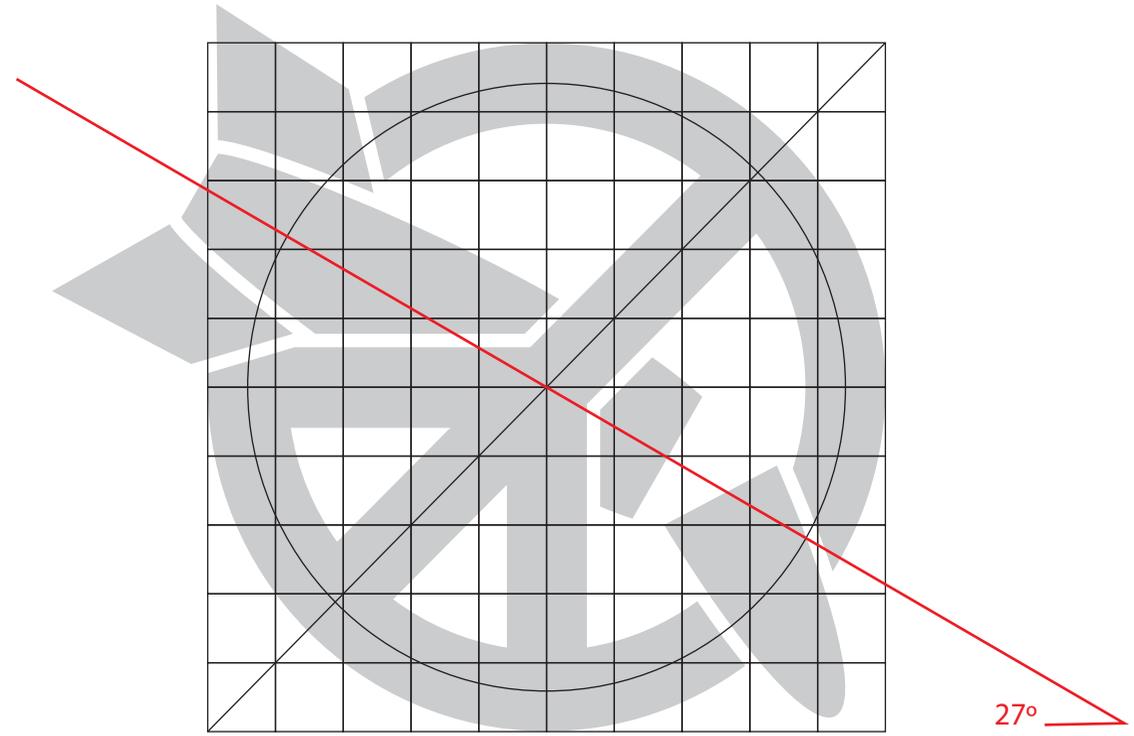

Sketch of nuclear disarmament symbol by Gerald Holtom (Commonweal Collection, University of Bradford) - 1958
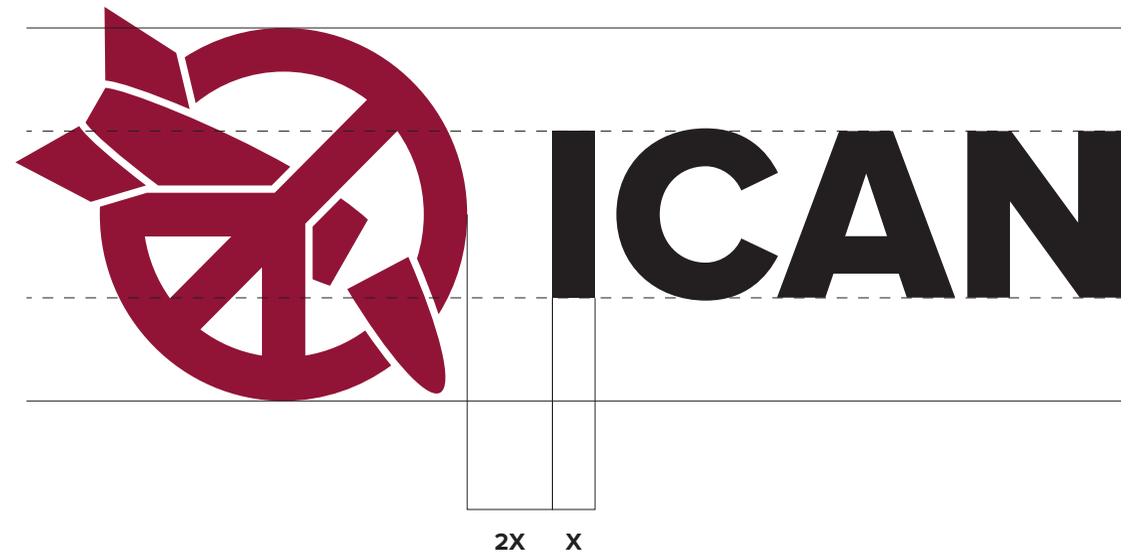

ICAN Current logo

Icon Grid

27°

Isotype

Logotype

Isotype

Logotype

ICAN

ICAN

2X   X

ICAN

3X

X

Keping the ICAN logo readible at all sizes

The standard version of the ICAN logo must never be used at a width less than 100mm, as shown below.

The isolated icon, or the vertical logo variation must never be used at a width less than 35mm.

35px min, approx

100px min, approx

35px min, approx

100px min, approx

Logo clear space: defining a safe exclusion zone

The ICAN logo must always have a clear area surrounding it, free from any other element.

To define this area, measure the height of the 'C' and use this measure to create the boundary of clear space around the logo.

Those should be observed in both the horizontal and stacked version of the logos.
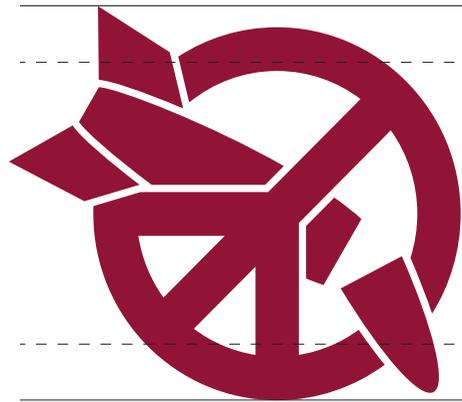
Our Logo + Tagline

ICAN
International Campaign to
Abolish Nuclear Weapons

ICAN 2017 NOBEL PEACE PRIZE

ICAN
PARTNER

ICAN
International Campaign to
Abolish Nuclear Weapons

2X

3X

ICAN 2017 NOBEL PEACE PRIZE
PARTNER

Primary Version Safe Space

Alternative Version

Monocrome Version

Alternative Version Monocrome

Primary Version | Negative

Alternative Version | Negative

Pure Black

Pure Black | Negative

Primary Version | Negative

Alternative Version | Negative

Pure Black

Pure Black | Negative

Primary Version | Negative

Alternative Version | Negative

Pure Black

Pure Black | Negative

Primary Colors

PANTONE 1955 C

RGB 138 21 56
HEX/HTML 8A1538
CMYK 9 100 54 43

PANTONE BLACK

RGB 0 0 0
HEX/HTML 000000
CMYK 0 0 0 100

Secondary Colors

PANTONE 541 C

RGB 0 60 113
HEX/HTML 003C71
CMYK 100 58 9 46

Why a secondary color?

As an alternative option, we have developed a blue variation of the ICAN logo that can be used there where:

- Using any of the version of the maroon color is not possible.

- Where due to contrast issues the logo will lose readibility

- Specific occasions with a more "formal" look is preferrable.

Full Colors Pallette

Secondary Colors

RGB 134 205 186
HEX/HTML 86CDBA
CMYK 47 0 33 0

RGB 255 195 142
HEX/HTML FFC48E
CMYK 0 26 46 0

Alternative Colors (please, use with discretion)

Primary Font Proxima Nova

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9

Family Proxima Nova

Proxima Nova Extrabold
Proxima Nova Extrabold Italic
Proxima Nova Semibold
Proxima Nova Semibold
Proxima Nova Regular
Proxima Nova Regular

Why Proxima Nova?

Blending a Swiss style with a highly readable openness, Proxima Nova has become one of the most widely used web fonts. It has a geometric appearance, so it pairs nicely with Adelle in headlines and body copy, which is how we use it.

Proxima Nova comes in a wide array of widths, weights, and styles, but we limit our use to the standard.

Secondary Font | Adelle

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy
Zz 1 2 3 4 5 6 7 8 9

Secondary Font | Adelle

Adelle Bold
Adelle Semibold
Adelle Regular

Google Font | Merriweathers

Merriweathers Black
Merriweathers Black Bold
Merriweathers Bold
Merriweathers Bold Italic
Merriweathers Light
Merriweathers Light Italic

Google Font | Nunito Sans

Nunito Sans Bold
Nunito Sans Bold Italic
Nunito Sans Regular
Nunito Sans Italic

Why Google Fonts

Sometimes, big organisations don't have the resources, staff or skills to reproduce exactly the main typographic family of a brand. That is the reason behind including free Google Fonts alternatives for the ICAN Brand.

We suggest using Merriweathers as an alternative to Adelle, and Nunito Sans as an alternative to Proxima Nova.

How to use the logo

When using your logo to refer to ICAN as an organization, please follow the following guidelines to ensure readibility

Avoid cropping the logo

Avoid changing its opacity

Avoid distorting the logo

Avoid changing the size relation beween icon and name

Avoid outlining it

Avoid the use of drop shadows and similar effects

Avoid rotating it

Exceptions

There are cases when it's totally possible to make some exceptions to better reflect the spirit of the ICAN organization

Thank You