



**IICRC®**  
Institute of Inspection Cleaning  
and Restoration Certification

# BRANDING GUIDE

The IICRC logo appears on a white background in 4-color process, 3-color PMS, solid black or grayscale. It can also be reversed to white when placed over a solid background.

The elements of the logo are locked and should not be rearrange in any way, including all text.

There must be a .5x margin of white space surrounding all four sides of the logo, where x is the width of the sphere. The elements of the logo should not be rearranged or altered in any way. The sphere should never stand alone. The black and white versions of the logo appear on colored backgrounds as long as those backgrounds are free of patterns and preserve legibility.

The Gotham type face used houses three font variations which will accommodate a variety of design applications. While the variations of the Gotham family can be used interchangeably, alterations to the logo and tag line type are prohibited.

## COLORS

### For Print

● 100C, 0M, 0Y, 0K	Pantone Process Cyan
● 100C, 0M, 27Y, 0K	Pantone 3125C
● 75C, 0M, 66Y, 0K	Pantone 339C
● 52C, 0M, 85Y, 0K	Pantone 360C
● 39C, 0M, 100Y, 0K	Pantone 367C

### For Digital

● #00AEEF
● #00ABC2
● #22B783
● #84C65B
● #A9CF38

## LOGO



.5in		.5in
		
.5in		.5in

## FONTS

### GOTHAM BOOK Gotham Book

Used website, print and digital ads, etc.

### GOTHAM MEDIUM Gotham Medium

Used as a heading for website, print and digital ads, etc.

### GOTHAM MEDIUM Gotham Bold

Used for Logo "IICRC" only.