Established in 1841, the International Cotton Association (ICA) is the world’s leading cotton trade association and arbitral body. Our mission is to protect the legitimate interests of all those who trade cotton. To enable us to do this, we must constantly evolve to keep abreast of an ever changing industry. This should be reflected in our visual identity.

Our visual style has been developed to create a contemporary look. The ICA Brand Guidelines have been produced to ensure that this style remains consistent throughout our range of marketing literature and communications.

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02 - Logo use

**Logo usage**
The ICA logo should be used in grey on a white background wherever possible (Fig 1). If the logo has to be overlaid on an image or colour the reversed logo artwork should be used and only appear in white on simple backgrounds. (Fig 1.2)

**Exclusion zone**
An exclusion zone surrounding the logo must be left clear of any other elements in order to maintain the impact of the logo. This exclusion zone is the same size as the cotton bale width as shown (Fig 2).

**Logo size**
In order to maintain clarity the minimum width for the ICA logo is 20mm (Fig 3). If the logo needs to be used smaller than this then a secondary version of the logo with “International Cotton Association” next to it is available (Fig 3.2).
## 03 - Incorrect logo use

**Artwork**
The logo must only be taken from the master artwork supplied (Fig 1).
Do not attempt to recreate the logo or alter it in any way (Fig 1.2).

**Backgrounds**
Do not use the logo on a complicated background (Fig 2).

**Colours**
Do not change or introduce new colour(s) to the logo (Fig 3).

**Proportions**
Do not stretch or distort the logo in any way, it should always be used in the same proportions (Fig 4).
Colours

The ICA logo should always be used in the ICA grey apart from when it is reverse out of white (see logo use).

The colour breakdown for this is listed to the right and explained below.

**Spot colour**
The spot colour is used for single colour printing.

**Four colour process**
Four colour process (also known as full colour printing) is used for brochures and magazines. Most replications of the logo will use this breakdown.

**RGB**
The RGB breakdown will be used in Microsoft Word and Powerpoint as well as for any on-screen usage, for example on corporate websites.

**HTML (Hex value)**
An alternative to RGB, the Hex value is a web colour specification most commonly used in HTML and CSS website coding.

### ICA Grey

**Spot colour**
Pantone cool grey 10

**Four colour process**
C56 M45 Y45 K33

**RGB**
R102 G102 B102

**HTML (Hex value)**
#666666
05 - Graphic design

Overview
The look and feel of our literature will be clean, with lots of white space. We will use strong images and prominent headlines.

Header & imagery
All adverts and literature should use striking imagery, ideally incorporating the headline (Fig 1).

Copy
Headers or calls to action, should be pulled out in a colour sampled from the image (Fig 2). The body copy should be set in the ICA grey (Fig 2.2).

Logo
The logo should always sit bottom right above the address block (Fig 3).

Address block
At the bottom, the address should be reversed out of a tinted grey box (Fig 4). When possible, above this sits the ICA brief description.
Imagery

Images should be used in a landscape format ideally incorporating the headline, as shown above and throughout this document.

A selection of imagery is available for you to choose from (shown opposite). As well as these images you can choose your own, as long as they fit into the new format.

When choosing images keep it in mind that you will want to overlay text on them, so images will need a text area where the background is not too busy.

The imagery shown to the right is available on request from the ICA image library.
07 - Typography

Fonts
Rockwell bold should be used for headers, sub headers, intro copy and for calls to action.
Helvética Neue Regular should be used for body copy.
Helvética Neue Italic should be used to indicate speech.
All text should be left aligned, not justified or centred. Text should use automatic leading, for example 9 on 11 (single line spaced in Word).
When Rockwell and Helvética are not available Arial can be used. Rockwell should be replaced with Arial bold.
Intro copy should be 50% larger than body copy when possible.

Colours
Body copy should be set in ICA grey. Headers, sub headers, intro copy and calls to action should be set in a colour chosen from the imagery, as shown throughout these guidelines.

Dummy Header

This is dummy text. As a simulation of actual copy, ordinary words with normal letter frequencies, it cannot deceive the eye or brain.

This is dummy text. It is intended to be read but have no meaning. As a simulation of actual copy, using ordinary words with normal letter frequencies, it cannot deceive the eye or brain.

“This is dummy text. As a simulation of actual copy, using ordinary words with normal letter frequencies, it cannot deceive the eye or brain.”

Sub header
It is intended to be read but have no meaning. As a simulation of actual copy, using ordinary words:
• with normal letter frequencies,
• it cannot deceive the eye or brain.

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