



ICRI Style Guide

Prepared for: International Concrete Repair Institute

Prepared by: Keza Media 2018

Revised/Updated by: ICRI March 2019

TABLE OF CONTENTS

1.	Brand.....	3
	A. Introduction.....	4
2.	Logo.....	5
	A. Overview.....	6
	B. When to use Primary Logo.....	6
	C. When to use Secondary Logo.....	6
	D. Logo Files.....	7
	E. Approved Logo Applications.....	8
	F. Logo “Don’ts”.....	9
3.	Color.....	10
	A. ICRI Color Palette.....	11
	B. Print vs Digital Color.....	12
4.	Typography.....	13
	A. Overview.....	14
	B. Primary Font.....	14
	C. Companion Fonts.....	14
5.	Brand Elements.....	15
	A. Overview.....	16
	B. Color Spectrum.....	16
	C. ICRI Icon.....	16

BRAND



BRAND

Introduction

The International Concrete Repair Institute (ICRI) had been using its current branding for over 25 years after it was renamed from the International Association of Concrete Repair Specialists (IACRS). While that branding has served ICRI up until now, growing opinion among many ICRI members was that the brand had become dated, and was in need of a refresh. The goal was to elevate the brand to better reflect ICRI's current position and values, as well as to better align itself with evolved attitudes, practices and changing demographics within the industry, the general public and ICRI's growing membership.

There was concern amongst members regarding the use of the word "REPAIR", and what connotations (positive vs negative) may be associated with it as it relates to concrete and masonry structures. Extensive research was put into understanding the perception of "REPAIR" within varying segments of the industry, other key decision makers, and the general public. The conclusion was that the term "REPAIR" is an asset to the ICRI brand, and is a significant part of the branding.

This research and discovery has lead ICRI to a new brand which now evokes a message of modern and memorable, while projecting leadership, strength, professionalism, and innovation. The new ICRI branding also stresses the importance of displaying that it is forward-thinking, and inclusive to a wider, more diverse demographic. While all of these terms and messages were incorporated into the new design, it was also important to keep the International/global at top of mind, while elevating the brand to a more modern, yet timeless look.

LOGO

LOGO

Logo Overview

The logo serves as the cornerstone of our identity and is a unifying element. The elements of the logo lockup should not be changed in relation to one another. The symbol may be used on its own, but the wordmark can never be set alone.

When to use the Primary Logo

The primary logo should be used whenever possible. The height of the negative space in the “R” is the safe zone unit measuring mark. Keep a safe zone of at least 1 unit around the logo on all sides. Never encroach on this zone with content.

When to use the Secondary Logo

If the logo is being used in small applications where the primary logo’s legibility is compromised, the secondary logo can be used, e.g. App Icons, Social profile images, and favicons. The height of the negative space in the “R” is the safe zone unit. Keep a safe zone of at least 1 unit around the logo on all sides. Never encroach on this zone with content.

PRIMARY LOGO



PRIMARY LOGO
SAFE ZONE



PRIMARY LOGO
MINIMUM PRINT SIZE



SECONDARY LOGO



SECONDARY LOGO
SAFE ZONE



SECONDARY LOGO
MINIMUM PRINT SIZE



MEASURING MARK



TERTIARY LOGO



*Occasionally, it is necessary to go under .75”. In these rare scenarios, use the tertiary logo.

Note: Digital Minimum Size

Minimum size for digital applications is variable due to medium (Screen type, resolution, web vs tv, and projection) so always test to make sure there isn't degradation in the legibility of the type in the primary logo, and make sure the secondary logo is recognizable.

LOGO

Logo Files

PRINT COLOR FILES

These files are built to print color values for print applications.

Pantone/PMS color is for professional printing

CMYK/4C is for traditional four color printing

BW is a black only logo

KO is a white (knockout) logo

DIGITAL COLOR FILES

These files are built to digital color values for screen applications.

RGB is digital color


BW is a black only logo

KO is a white (knockout) logo



PRIMARY LOGO

CMYK	.ai / .eps / .pdf
PMS	.ai / .eps / .pdf
Grayscale	.ai / .eps / .pdf
Black	.ai / .eps / .pdf
White	.ai / .eps / .pdf



PRIMARY LOGO

RGB	.eps / .PNG / .JPG
Grayscale	.eps / .PNG / .JPG
Black	.eps / .PNG / .JPG
White	.eps / .PNG / .JPG




SECONDARY LOGO

CMYK	.ai / .eps / .pdf
PMS	.ai / .eps / .pdf
Grayscale	.ai / .eps / .pdf
Black	.ai / .eps / .pdf
White	.ai / .eps / .pdf




SECONDARY LOGO

RGB	.eps / .PNG / .JPG
Grayscale	.eps / .PNG / .JPG
Black	.eps / .PNG / .JPG
White	.eps / .PNG / .JPG



TERTIARY LOGO

Black	.ai / .eps / .pdf
White	.ai / .eps / .pdf



TERTIARY LOGO

Black	eps / .PNG / .JPG
White	eps / .PNG / .JPG

LOGO

How to Apply Logos

APPROVED APPLICATIONS

Make sure that in any application, the logo is presented with clarity and integrity. The logo should always be clearly separated from other elements on the page or screen, and should not be placed on a background that compromises its legibility. If using the brand colors (Orange, Purple, Blue, Green), the logo must be knocked out to white. The logo should have a buffer around it as described on page 6. Images that are not complicated or a simple texture are safe, as long as the appropriate version of the logo is used to assure visibility of all elements. The below are not necessarily recommended but for example.



LOGO

How to Apply Logos

LOGO “DON'TS”

Avoid placing the logo on a backgrounds that compromises its legibility. Make sure to use the appropriate version of the logo based on the placement location, and to darken or lighten behind the logo when necessary for legibility. Avoid placing the color logo on color fields the same brand colors (see page 11) of Orange, Purple, Blue or Green, or else parts of the logo will get lost. The only brand color the color logo can be placed on is Black, with the text and name portions knocked out to white. You may use the knocked out logo (white) on the brand colors. ICRI is a colorful brand, only use the Black logo for black and white documents or otherwise necessary.



COLOR

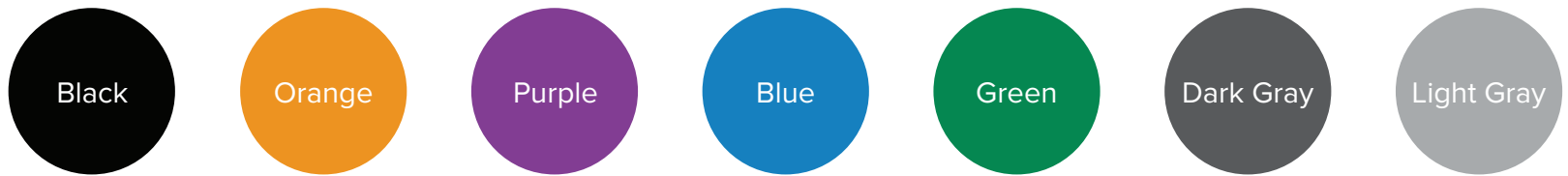
COLOR

ICRI Color Palette

All elements of the brand should lead with this color set to ensure consistency across communications. Use the correct color values for the application type. Usage of the ICRI color spectrum gradient is allowed, it must be in the order of Orange, Purple, Blue to green.

The ICRI Marketing Committee has “assigned” colors to various programs within ICRI. These are guidelines and not meant to limit the use of the ICRI color pallet:

- Blue = Membership
- Orange = Certification/Professional Development/Webinars
- Purple = Awards
- Green = Technical Guidelines/Publications



	Black	Orange	Purple	Blue	Green	Dark Gray	Light Gray
DIGITAL COLOR VALUES	Hex #000000 0 / 0 / 0	Hex #ec9322 236 / 147 / 34	Hex #823b90 130 / 59 / 144	Hex #1480be 20 / 128 / 90	Hex #018751 1 / 35 / 81	Hex #595b5d 89 / 91 / 93	Hex #a7a9ac 167 / 169 / 172
PRINT COLOR VALUES	75 / 68 / 67 / 90 PMS Black 6 C	5 / 49 / 100 / 0 PMS 7564 C	58 / 91 / 4 / 0 PMS 258 C	83 / 41 / 4 / 0 PMS 7689 C	87 / 23 / 87 / 9 PMS 7731 C	64 / 55 / 52 / 27 PMS 425 C	36 / 28 / 27 / 0 PMS Cool Gray 6 C

ICRI COLOR SPECTRUM



COLOR

Print Color vs Digital Color

Print color values are formulas for mixing pigments and digital color values are formulas for mixing light. Use the correct color values for the application.

Print Value Systems:

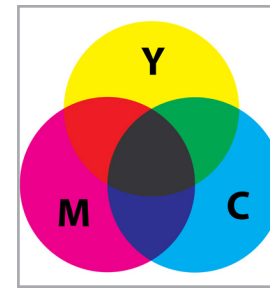
Pantone/PMS
CMYK/4C

Digital Value Systems:

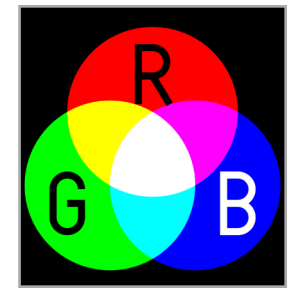
RGB
HEX



Pantone/PMS (Pantone Matching System) color is for professional commercial printing that offers Pantone matching. Exact colors are mixed and matched to a Pantone chip before printing. This is the most accurate print color system.



CMYK (Cyan, Magenta, Yellow, Black)/**4C** (Four Color) is for traditional four color printing, which can range from your average office printer to commercial setups. Cyan, magenta, yellow and black toner or ink is mixed automatically by the printer.



RGB (Red, Blue, Green) and **HEX** (Hexadecimal Values) is for digital color. It is the mixing of red, blue, and green light to make different colors in screens. Anything that will be displayed on a screen should use digital color. E.g: websites, web ads, ppt, and video.

TYPOGRAPHY

TYPOGRAPHY

Overview

Use the approved font(s) consistently to ensure brand integrity.

PRIMARY FONT:

Proxima Nova Bold

Is the primary brand typeface. It is reserved for the headlines and other header usage. Use the companion typefaces to set messaging. It is used in all caps and in 100% Black.

COMPANION:

Abel Pro & Proxima Nova Regular

Proxima Nova and Abel Pro are the companion typefaces. All brand messaging should be set in these typefaces. Abel Pro is used for sub-headlines and callouts, in 75% black. Proxima Nova Regular is used for body copy, 100% black.

ABC

Proxima Nova Bold

AaBbCc

Abel Pro Regular

AaBbCc

Proxima Nova Regular

THIS IS A SAMPLE HEADLINE

This is a Sample Subheadline

Hello ICRI - this is sample body copy. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exercitation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto.

BRAND ELEMENTS

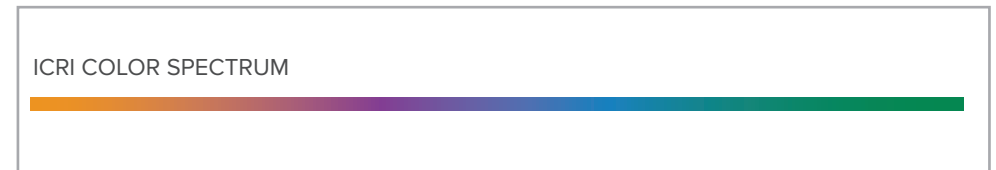
BRAND ELEMENTS

Overview

The branded design elements are a part of the toolbox to create materials that have the same look and feel. The color spectrum gradient mimics the color gradient in the globe of the ICRI Color Logo. The icon is the shape pulled from the negative space of the “R” in ICRI, and may be used for callouts, speech icons, and other similar applications. Refer to the approved color palette and type style for creating marketing material.

Color Spectrum Gradient

May be used as a graphic element on white only.
Use in horizontal lines and rectangular shapes only.



ICRI Icon

May be used as a graphic element for callouts and speech bubbles. Excellent for digital and web usage.



CHAPTER BRANDING

CHAPTER BRANDING

Overview

The new ICRI branding was designed to accommodate individual ICRI chapters. The old ICRI logo should not be used in any ICRI chapter marketing materials (letterhead, newsletters, websites, etc.) beyond March 31, 2019. The same usage rules for ICRI logo also apply to the ICRI chapter logo.

Additional rules for ICRI chapter logo creation and usage:

1. The Chapter name goes under the words “Concrete Repair” in the ICRI logo, and should be perfectly aligned with the outside edge of each “I” in ICRI. See to the left.

PRIMARY FONT: Proxima Nova Bold

2. For longer chapter names, the font should never be smaller than the words “concrete repair”. Kerning can be slightly adjusted, or name can be stacked (if two words) to avoid going smaller than “concrete repair”. See bracket to the left.
3. For shorter chapter names, font should never be larger than 3/4 the height of the “ICRI” name in the logo. Kerning can be slightly adjusted to avoid going larger than 3/4 the height of “ICRI”. See bracket to the left.
4. When using the new ICRI logo with another logo, for example a completely separate Chapter or sponsor logo, the combination must follow the following guidelines;
 - a) The ICRI National logo or ICRI Chapter logo provided to the Chapter must be displayed as the primary logo (larger or in a primary position, as on the chest).
 - b) The independent chapter logo or sponsor logo will be the secondary logo (smaller or in a secondary position on the sleeve).
 - c) Spacing around the primary ICRI National logo or ICRI Chapter Logo must be maintained as recommended in the ICRI Logo Brand Manual.
 - d) Additional logos must not contain any elements of a previous or the current ICRI National/Chapter logo design and should only contain elements that are unique to the assigned entity.

LONG NAME LOGO



SHORT NAME LOGO



continued on next page

-
5. Individual chapters may use the anchor colors from the ICRI “spectrum” to personalize their chapter logo. Since there are only 4 colors, and two shades of gray a perfect match is most likely not possible. Try choosing a complimentary color.

Orange - Hex #ec9322
Purple - Hex #823b90
Blue - Hex #1480be
Green - Hex #018751
Light Gray - Hex #a7a9ac
Dark Gray - Hex #595b5d





THANK YOU
