



BRAND GUIDE

Effective January 31, 2022

Welcome!

ICAgile is proud to partner with you in sharing the story of top-quality, agile learning. We hope you use this brand guide frequently to strengthen your marketing materials and activities. By collectively honoring and strengthening the ICAgile brand, we can deepen market value for all members of the consortium.

This guide is neither exhaustive nor final. We'll continue to expand and adjust as the ICAgile brand lives on.

In the spirit of collaboration, we're keen to support your use of the ICAgile brand. Please don't hesitate to reach out to us at marketing@icagile.com.

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About ICAgile

ICAgile is the largest accreditation and certification body in the Agile industry.

As a community-driven organization, ICAgile collaborates with worldwide agile thought leaders to develop Learning Roadmaps that lead people to agile mastery.

ICAGILE VISION AND MISSION

Our Vision is that organizations around the world enable and inspire everyone in them to create a better future for those around them.

Our Belief is that an organization's journey toward business agility requires shifts to an empowered, human-centric culture that sparks creativity and innovation. Learning has the power to transform people and, by extension, establish this culture that enables people to create a better future for their customers, employees, partners, and more. And, therefore:

Our Mission is to create transformational learning that ignites business agility across organizations.

Press Kit

ICAGILE BOILERPLATE

Founded in 2010, ICAgile is a leading global Agile accreditation and certification body that helps organizations design learning experiences that cultivate an agile mindset and enable sustainable organizational agility. ICAgile provides world-class Learning Programs to guide organizations in the development of their curriculum. ICAgile's approach is not tied to any specific agile methodology, thus giving people the flexibility to blend flavors in a way that makes sense for their reality.

ICAGILE PRESS CONTACT

Contact the ICAgile Marketing Team
Marketing@icagile.com

Key Messages

ICAGILE'S VIEW OF AGILITY

From its inception, ICAgile has focused first on adopting an agile mindset to combine "being agile" with "doing agile."

ICAgile believes that organizations maximize the potential and power of agility when people start with an agile mindset, then tailor methodologies and processes to fit their reality.

ICAgile validates learning experiences based on the core values and principles of being agile and achieving business agility.

ICAGILE ACCREDITATION AND CERTIFICATIONS

ICAgile accredits courses against internationally-recognized and comprehensive learning objectives, developed by worldwide thought leaders.

ICAgile certifications are highly respected in the industry. They are only awarded to individuals who successfully complete an ICAgile-accredited course that meets the highest standard of learning.

HOW ICAGILE HELPS ORGANIZATIONS

ICAgile's Learning Programs provide the transformational learning needed to ignite business agility.

ICAgile provides Tracks for multiple domains, allowing Member Organizations to provide a wide range of learning that enables business agility journeys.



Trademark Usage

International Consortium for Agile® and ICAgile® are registered trademarks of ICAgile. All rights reserved.



Logos and Graphics

ICAGILE LOGO

CLEAR SPACE

Surround the logo with clear space that is, at minimum, equal to 1x the height of the capital "I" in ICAgile

MINIMUM PRINT SIZE

At least 15.875 mm (.625 inches) wide

SIZE

Do not slant, rotate, or stretch any part of the logo

PLACEMENT

Do not use the logo on a busy pattern or background that impairs legibility

SOURCE

To ensure quality, please use graphics provided in the [ICAgile Marketing Kit](#) rather than images found online.

LOGO AND GRAPHIC USAGE

Member Organizations that offer ICAgile-accredited courses must display the ICAgile Member Organization badge on their website and include it in any marketing materials promoting their ICAgile offerings.

Member Organizations that promote ICAgile-accredited courses on their website or via their marketing materials must include the corresponding ICAgile certification badge and/or the "accredited course" badge. ICAgile recommends the use of both the "Member Organization" and "Authorized Instructor" badges in public-facing materials including, website, email signatures, social media, etc.

All co-branded marketing materials must be pre-approved by ICAgile's Marketing team.



LOGO LOCK-UPS

Apply our lock-up standards when pairing the ICAgile logo with the logo of another company for co-branding and partnership purposes.

HORIZONTAL LOCK-UPS

- The ICAgile logo must always sit to the left of the other logo
- The clear-space discount between the ICAgile logo and the other logo must be equal to 6 times the height of the capital "I" in ICAgile
- The baseline of the other logo must always sit even with the baseline of the ICAgile logo
- A black vertical rule must bisect the clear space between the two logos
- The size height of the other logo must never exceed the height of the ICAgile logo

VERTICAL LOCK-UPS

- The ICAgile logo must always sit above the other logo
- The clear-space discount between the ICAgile logo and the other logo must be equal to 6 times the height of the capital "I" in ICAgile
- The other logo must be centered directly beneath the center of the ICAgile logo
- A black vertical rule must bisect the clear space between the two logos
- The size height of the other logo must never exceed the height of the ICAgile logo



ICAGILE LEARNING PROGRAMS

CLEAR SPACE

Surround the Learning Program graphic with clear space that is, at minimum, equal to 1x the width of an ICAgile Certified Expert graphic bubble

MINIMUM PRINT SIZE

At least 101.6 mm (4 inches) wide

SIZING

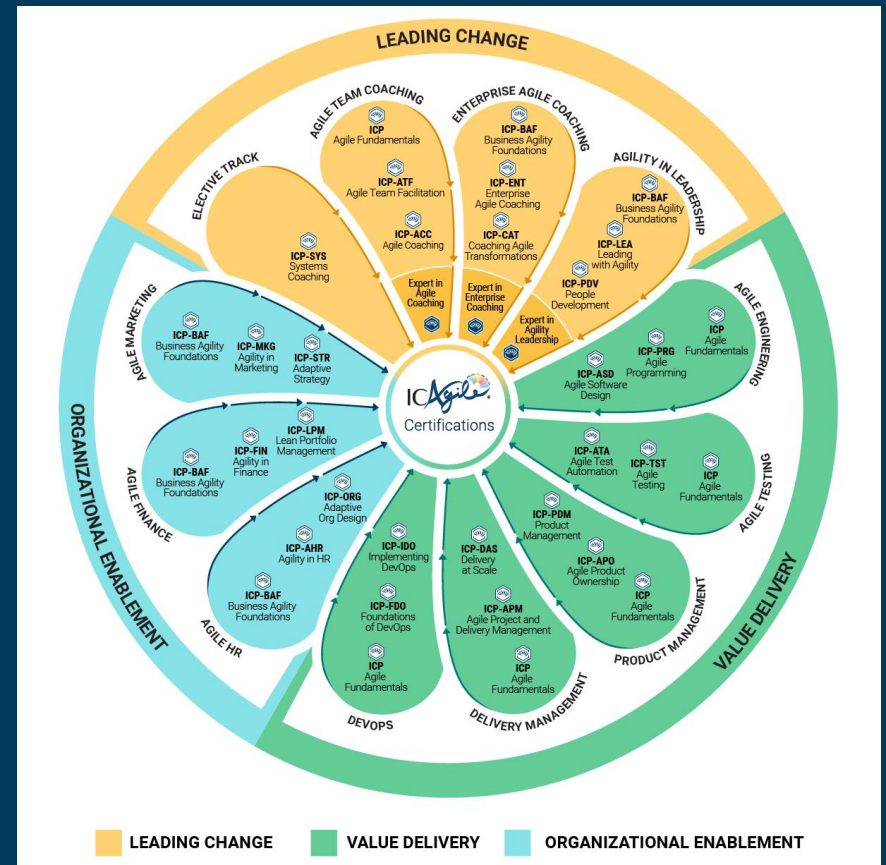
Do not slant, rotate, or stretch any part of the Learning Program graphic

PLACEMENT

Do not use the Learning Program graphic on a busy pattern or background that impairs legibility.

SOURCE

To ensure quality, please use graphics provided in the [ICAgile Marketing Kit](#) rather than images found online.



ICAGILE BADGES

CLEAR SPACE

Surround the badges with clear space that is, at minimum, equal to 1x the height of the first letter in the badge

MINIMUM PRINT SIZE

At least 15.875 mm (.625 inches) wide

SIZING

Do not slant, rotate, or stretch any part of the badges

PLACEMENT

Do not use the badge on a busy pattern or background that impairs legibility

SOURCE

To ensure quality, please use graphics provided in the [ICA Agile Marketing Kit](#) rather than images found online.



Color Palette

ICAgile's key brand colors (right) include various shades and hues of blue as well as a hallmark Gold, with ICAgile Gold and ICAgile Navy being the primary brand colors.

While our partners are not required to exclusively use ICAgile brand colors in marketing materials, we highly encourage it to strengthen the visual relationship to ICAgile. Members and third parties should avoid using any ICAgile marks or graphics against a system red (or similar).

In all materials featuring ICAgile marks, colors should have sufficient contrast and composition to ensure that all text is easily legible and accessible.

ICAGILE GOLD PANTONE 130 C RGB 242 169 0 HEX/HTML F2A900 CMYK 0 32 100 0	ICAGILE NAVY PANTONE 302 C RGB 0 59 92 HEX/HTML 003B5C CMYK 100 32 0 68
ICAGILE AQUA PANTONE 3135 C RGB 0 142 170 HEX/HTML 008EAA CMYK 100 0 22 10	ICAGILE TURQUOISE PANTONE 319 C RGB 15 200 208 HEX/HTML 0FC8D0 CMYK 60 0 16
ICAGILE BLUE PANTONE 7462 C RGB 0 85 140 HEX/HTML 00558C CMYK 100 56 0 16	ICAGILE TEAL PANTONE P 125-16 C RGB 0 116 115 HEX/HTML 007473 CMYK 100 0 41 35



Terminology

ICAGILE

ACCEPTABLE

International Consortium for Agile (ICAgile) and ICAgile thereafter

NOT ACCEPTABLE

ICA or IC Agile

ICAGILE LEARNING PROGRAMS

ACCEPTABLE

- ICAgile Learning Programs
- ICAgile Leading Change Learning Program
- ICAgile Value Delivery Learning Program
- ICAgile Organizational Enablement Learning Program

NOT ACCEPTABLE

- ICAgile program
- ICAgile learning program

ICAGILE-ACCREDITED COURSE

ACCEPTABLE

ICAgile-accredited course

NOT ACCEPTABLE

ICAgile course, accredited course, certification course, certified class, or course.

ADDITIONAL NOTES

Only courses that have successfully passed an ICAgile Accreditation Session can be advertised as an ICAgile-accredited course.

ICAgile-accredited courses can not be advertised as being delivered by an organization that is not an ICAgile Member Organization.

ICAGILE CERTIFICATION

Each ICAgile certification falls into one of two categories: knowledge-based, or competency-based.

Knowledge-based “Professional” certifications are earned through the successful completion of an ICAgile-accredited class, and are denoted by the suffix ICP- in their abbreviation.

Competency-based “Expert” certifications are earned after a substantial demonstration of applied competency developed over time. The demonstration method is tailored to the specific discipline it represents, and may require completion of an Accredited Expert Program (AEP). Competency-based certifications are denoted by the suffix ICE- in their abbreviation.

The full and proper certification name must be used when referencing ICAgile certifications.

ACCEPTABLE

- ICAgile Certified Professional (ICP) and ICP thereafter
- ICAgile Certified Professional - Agile Coaching (ICP-ACC) and ICP-ACC thereafter
- ICAgile Certified Expert - Agile Coaching (ICE-AC) and ICE-AC thereafter

NOT ACCEPTABLE

- ICAgile Certification
- Agile Coaching - ICAgile
- ICAgile Certified Agile Coach

MEMBERSHIP

ACCEPTABLE

- ICAgile Member Organization

NOT ACCEPTABLE

- Member organization
- ICAgile member
- ICAgile organization



Promoting Classes

GENERAL GUIDELINES

ICAgile encourages Member Organizations to leverage various media to promote their ICAgile-accredited courses. While each Member Organization is responsible for marketing their own courses and brand, they must also adhere to ICAgile's branding guidelines and marketing/advertising best practices in support and protection of the ICAgile brand.

ICAGILE.COM

ICAgile provides a public-facing platform for our Member Organizations to promote their upcoming ICAgile-accredited classes. The following guidelines are designed to help Member Organizations highlight their unique class while also reinforcing the message of consistency in accreditation across all ICAgile-accredited courses.

ACCEPTABLE

- Add additional context, including key differentiators, in the description of your course
- Use creative names for your course
- List all instructors who are teaching the class

NOT ACCEPTABLE

- Include "Guaranteed to Run" (or similar) in the course title
- Include the Country/City/States in the class description
- Create multiple instances of the same class (e.g., multiple regions, multiple time zones, multiple instructors, multiple Member Organizations)
- Misrepresent information (e.g., incorrect region, incorrect instructor)
- Include a third-party agile certification in the course title.
- Include discounts in the class title

SOCIAL MEDIA

ACCEPTABLE

- Tag @ICAgile within a complete sentence
- Use high-quality images and videos

- Use 3-5 relevant hashtags
- Schedule posts to be spread out and targeted for your market
- Craft meaningful thought leadership to fuel campaigns with content marketing

NOT ACCEPTABLE

- Tag @ICAgile in a clump of other tags, on irrelevant content, or outside a complete sentence
- Include excessive (6+) hashtags
- Promote ICAgile classes multiple times per day, or share multiple promotional posts within a short period of time (0-4 hours)
- Use low-quality graphics or video
- Violate guidelines for logo & trademark use
- Use altered ICAgile graphics (e.g., blank certificates or altered Learning Roadmaps)

RESELLERS & LICENSORS

Independent of their relationship with ICAgile, some Member Organizations may have licensing or marketing partnerships supporting their ICAgile-accredited courses.

If you develop a marketing partnership with a company that is not a Member Organization with ICAgile, all parties must clearly and prominently attribute any ICAgile-accredited courses to the Member Organization who holds the accreditation with ICAgile when promoting a class.

If two Member Organizations partner to offer the same accredited course, the organization that is delivering a given class must be clearly and prominently attributed to any marketing materials.

All parties, regardless of their relationship to ICAgile, must comply with the ICAgile Brand Guide when using ICAgile properties, marks, and assets.

As always, only ICAgile Authorized Instructors (for that course) may be listed as instructors for a class.



PRIVACY

Before sharing content for promotional purposes, remember to get permission from anyone identifiable from the content. Common missteps in this area include unauthorized testimonials, photos from in-the-room, and screenshots from video conferencing sessions.

