

ICF Professional Certified Coach (PCC) Logo

Only current and valid ICF Professional Certified Coach (PCC) Credential-holders may use the PCC logo on materials for or promoting the Credential-holder.

Conditions of Use

By using or displaying the PCC logo, you agree to adhere to the following conditions:

The PCC name, designation, acronym, logo and/or mark may only be used by PCC Credential-holders that are and remain in good standing with ICF and which at all times strictly adhere to and maintain ICF Credential-holder standards and requirements. No Credential-holder may use, sell, license, transfer or otherwise authorize any third party to use the PCC designation, logo or mark without prior written authorization of the ICF Executive Director.

The PCC designation and logo shall be used only in connection with the PCC Credential-holder, and shall not be used in conjunction with any other coaches or coach programs. The designation and logos must be used in such a way that they indicate approval of only the PCC Credential-holder, and not an organization or business as a whole. For example, on a website, the designation and logo may be used only where the approved Credential-holder is described, not where the organization as a whole is described.

The ICF logo, the ICF Member logo, or other ICF logos shall not be used in connection with the Credential-holder unless they are also a member of ICF Global in good standing.

The PCC logos and/or marks may not be revised, altered, or amended in any manner by the Credential-holder or any third party. This prohibition against alteration or misuse includes, but is not limited to, cropping of the name, logo or mark; bleeding off a page; screening behind text; and tilting or skewing of the marks/logos in any way. In every case the names, acronyms, designations, marks and logos must be printed in full strength, with no screens or “watermark” effects. Logos and marks shall at all times be used intact, with no alteration, substitution, isolation or highlighting of any particular feature.

The PCC designation shall at all times be displayed against a neutral background only so that it does not conflict graphically or interfere with readability or recognition of the designation, logo or mark. Nor shall the name, acronym, designation, logo or mark be displayed on patterned backgrounds incorporating dots, wavy lines, or other designs, etc.

The PCC name, acronym, designation, logo and mark incorporate specific coded colors within the Pantone Matching System. The ICF selected and designated color scheme is mandatory and shall not be altered or substituted in any way. No other colors may be used, substituted or incorporated into the logo or mark.

Use of the PCC name, designation, acronym, logo and mark is exclusively limited to professional use on materials promoting the approved Credential-holder including:

- Promotional and marketing literature, brochures, pamphlets, business cards or folders
- Advertisements of any type or nature
- Websites
- Print, digital or photographic media

Use in connection with any other form of publication or documentation shall be permitted only upon written authorization and approval of the ICF Executive Director.

Any unauthorized or unapproved use or alteration of the PCC name, acronym, designation, logo, or mark shall result in an immediate termination and loss of the Credential-holder's ICF certification.

Any ICF Credential-holder which loses or has its ICF status suspended for any reason, including, but not limited to, failure to adhere to these standards or the applicable ICF Credential-holder requirements, shall immediately discontinue any and all use of the International Coach Federation name, ICF acronym, logo/mark, training program designation, acronym, logo and mark and shall not renew use of the same until its status has been restored in full. Any questions you may have regarding logo use can be directed to ICF by email at icfpr@coachfederation.org or by phone at 888.423.3131 or 859.219.3580.

The PCC logo is available in formats for print and web. You may need to resize the logo, depending on where you will be including the image, using software of your choice. The logo can be resized using various software programs, including free programs available on the Internet.

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ICF will closely monitor the use of the PCC logo. The PCC logo may be used by ICF-approved programs in good standing.

**PCC logos may not be altered in any way.
See next page for samples of incorrect use.**



Background

The PCC logo may be displayed on solid-colored backgrounds that do not distract from the logo to ensure maximum and proper reproduction of the logo.



Color and/or tinting

While the PCC logo is a two-color graphical icon, at times, it may be necessary to show the logo in one color, in black or in reverse (also called a knockout).

When photocopying a document containing the logo, always replace the color logo with the solid black version to ensure proper reproduction.

In all instances, always exhibit the logo as a solid, non-screened image.



Placement

The PCC logo should be allowed an appropriate area of isolation or "breathing room." The determined amount of space surrounding the logo should be at least .25 inches on all sides.



Size

It is recommended that the PCC appear at 1 inch wide at 300 dpi (high resolution) or a screen resolution of 175 pixels wide at 72 dpi.



Credential-holders are NOT permitted to use the ICF Global logo, unless they are also an ICF Global Member in good standing.

Incorrect use:



Do not crop or disassemble



Do not stretch or skew



Do not use the logo to represent the text for ACSTH



Do not use the letter forms by themselves



Do not add elements or words to the logo



Do not change logo element colors



Do not change the orientation



Do not tint or watermark



Do not place over any graphic or pattern that distracts from the logo



Do not reconstruct or change the size/ placement of any logo elements



Do not add styles such as drop shadows, embossing or glows



Do not use the full color logo on bright colored backgrounds



Do not use old versions of the logo



Do not use old versions of the logo



Do not use with the ICF Global logo