



Branding Guidelines

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Logo Usage



Using an infinity icon created from the shapes of the "C" and "P" in i4cp's logo would show the organization's commitment to longevity, growth, and lasting relationships. This would help to reinforce i4cp's values and mission, while also creating a visually interesting and memorable logo. It would also suggest that i4cp is a place where professionals can build long-lasting connections and networks that can help them achieve their goals throughout their careers.



Negative and positive color applications

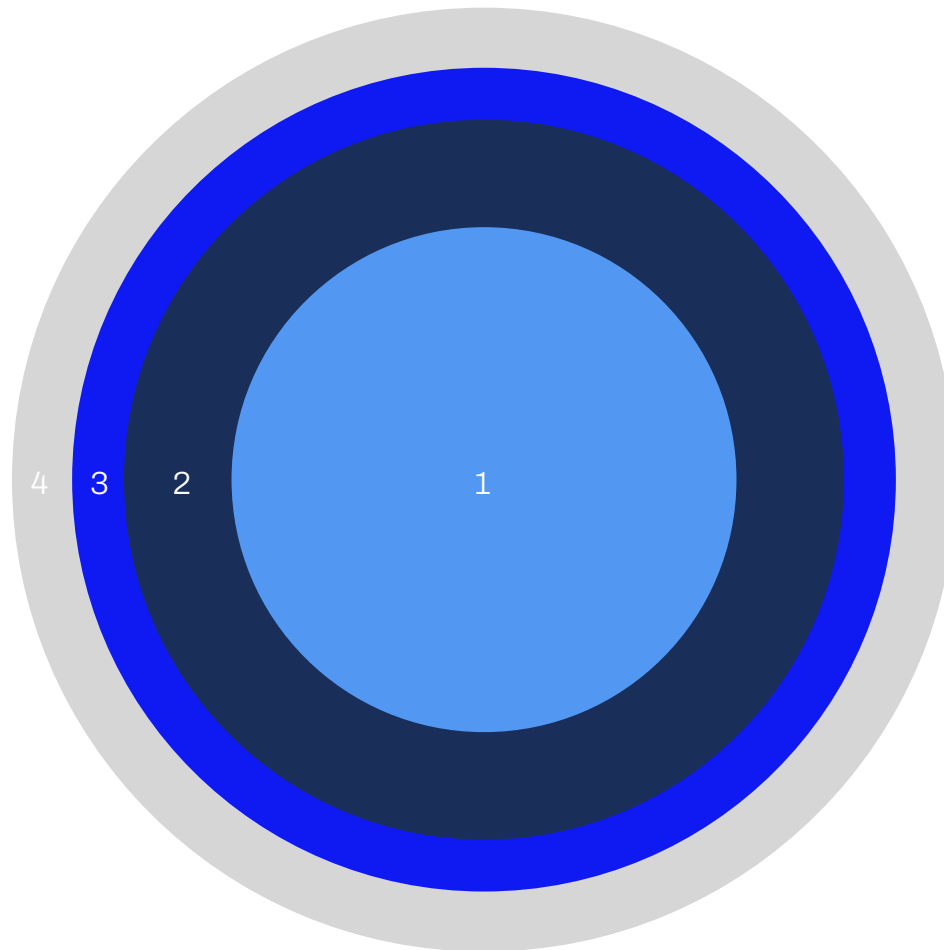


Clear space must be the size of the dot of the "i"

● 1x

Color Overview

Metallic foils for printed materials



#5298f2 (1)

RGB: 82 152 242
CMYK: 62 35 0 0

#192e59 (2)

RGB: 15 26 242
CMYK: 100 89 37 30

#Next Practices (3)

RGB: 15 26 242
CMYK: 88 78 0 0

#d6d6d6 (4)

RGB: 214 214 214
CMYK: 15 11 12 0

Typography

Montserrat

Aa

Black | **ExtraBold** | **Bold** | **Semibold** |
Medium | Regular | Light

Overall, the typography used for i4cp's branding and marketing materials should be clean, modern, and easy to read, helping to reinforce the organization's commitment to professionalism and excellence.

ABCDEFGHIJKLM
LOPQRSTUVWXYZ

abcdefghijklm
nopqrstuvwxyz

Archivo

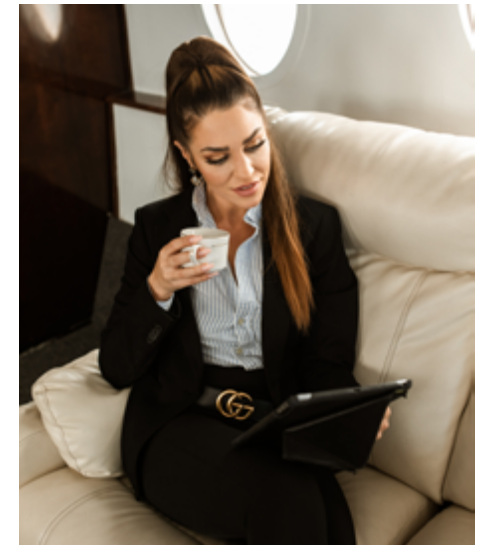
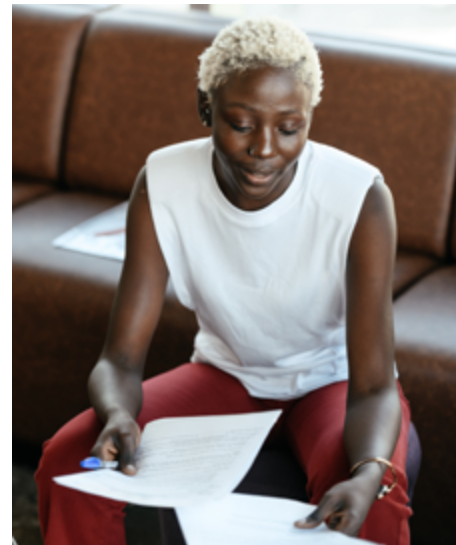
ABCDEFGHIJKLM
LOPQRSTUVWXYZ

abcdefghijklm
nopqrstuvwxyz

Balck | **ExtraBold** | **Bold** | **Semibold** |
Medium | Regular | Light

Photography Styling

The photos used for i4cp's branding and marketing materials should convey professionalism, expertise, and trustworthiness. The individuals in the photo should be diverse in terms of age, gender, and ethnicity to reflect the diverse makeup of the organization's target demographic. The photo should be high-quality and well-lit, with a clean and modern aesthetic. It should also be visually appealing and attention-grabbing, drawing the viewer's eye and creating a sense of excitement and energy.



Event Photography

Our event photography style captures unique details making for images that authentically represent the essence of our brand.

- Capture a sense of constant innovation and focus on the people and partners who make it happen.
- Show people working (not posed) to convey the idea that they are constantly innovating and working to make a difference.
- Include white space to allow for graphics to be overlaid.

How our photos represent us:

- Images depict clean and modern settings.
- Images depict a simpler color palette - using bright white lighting to emphasize a clean and modern look and feel
- Images have uncluttered backgrounds with abundant white space to better allow our headlines and graphics to stand out.
- Images look realistic and approachable.
- Images use foreshortening or blurred foregrounds and/or backgrounds to focus on the subject of the photo.
- Images depict subjects wearing neutral or on-brand colors.



Persona



Name: Sarah **Age:** 38

Occupation: Senior Manager at a Fortune 500 company

Education: MBA

The target demographic is professionals and executives in large organizations. i4cp is focused on providing research and insights to help these individuals improve their organizations and leadership skills.

Therefore, their demographic is likely to be individuals who are currently working in managerial or executive positions in large corporations, ranging from their late 30s to their 60s. However, it is important to note that their content and research may also be useful to individuals in other stages of their career, as well as consultants, academics, and others interested in organizational performance and leadership development.

Goals and Motivations:

Sarah is highly motivated to advance her career and improve her organization's performance. She wants to stay up-to-date with the latest research and insights in her field and apply that knowledge to make data-driven decisions. She is also interested in developing her leadership skills and learning from the experiences of other successful executives.

Challenges:

Sarah's job is demanding, and she has limited time to devote to professional development outside of work. She also faces a lot of pressure to deliver results quickly, which can make it difficult to take a step back and think strategically.

Values and Attitudes:

Sarah values innovation, collaboration, and continuous improvement. She is committed to excellence in her work and takes pride in achieving measurable results. She is also interested in giving back to her community and supporting causes she believes in.

Media Habits:

Sarah uses a variety of media to stay informed about industry trends and news, including business news websites, podcasts, and social media. She prefers to consume content that is easy to digest and can be consumed quickly during her commute or breaks at work.

Pain Points:

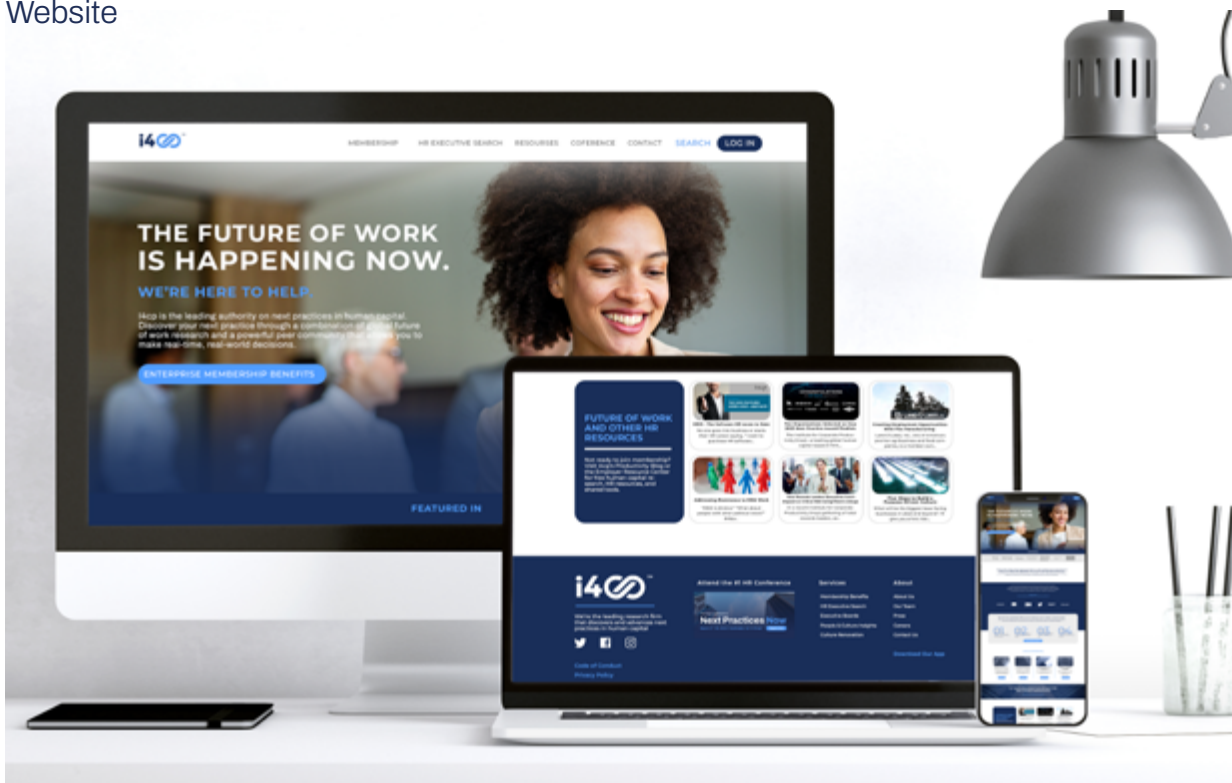
Sarah struggles with information overload and finding relevant, high-quality content that is tailored to her specific needs. She is also concerned about the security of her personal information and is careful about sharing data with unfamiliar websites or organizations.

Possible i4cp Solution:

i4cp provides Sarah with curated research and insights on organizational performance and leadership development, delivered in a format that is easy to consume and tailored to her specific needs. They offer a range of resources, including reports, webinars, and podcasts, and their content is backed by rigorous research and analysis. i4cp also has a strong reputation in the industry, which gives Sarah confidence in the quality of their work. Finally, i4cp takes data privacy and security seriously, which helps alleviate Sarah's concerns about sharing her personal information.

Application Examples

Website



Your Exchange Membership is Confirmed!

Thank you for your continued participation in i4cp Exchange community working groups. Exchanges are designed for Members, by Members. You can take full advantage of your Exchange membership by:

- Attending meetings to learn from experts and peers and share experiences and insights.
- Connecting with your Exchange peers in the Expert Network or in during meetings.
- Updating your Profile to tailor preferences.

[Register for Upcoming Exchange Meetings](#)



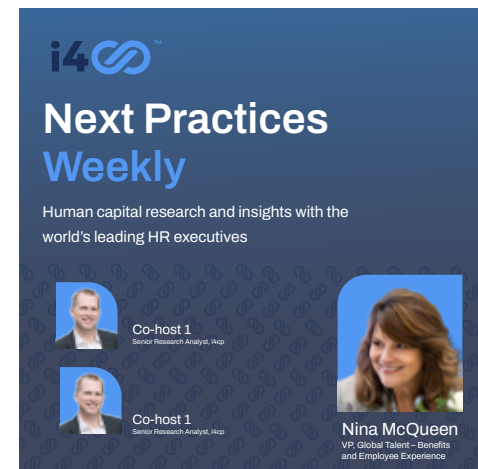
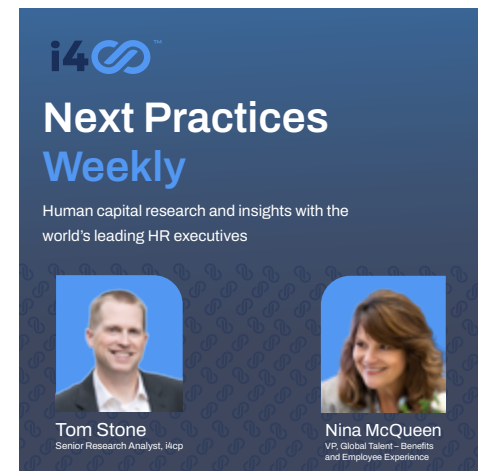
Email templates

Powerpoint Template



Social Media

Podcast





Next Practice Template

Social Media Template



New York Forum Template



Toronto Forum Template



Research Trends



PEERS RESEARCH TOOLS DATA

Discover your next practice

Contact John Sutton

The Five Domains of High Performance

Focus on what's next so you can implement now

Congrats!

i4cp congratulates the
**2022 Nevada
Champion Candidates**

i4cp
Proud Partner and supporter of
Best Buddies®

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Print Ad

Email Banners



Productivity Reboot



Survey Graphics



Email Banners



Conference Assets





