

Independent Community Bankers of America[®]

Brand Guidelines



Introduction

The ICBA brand is one of our organization's most important assets. It serves as visual identification of our products and services, and it is emblematic of our values and the connection we share with our members, state partners and staff.

Careful brand building plays an important role in our organization's success. By consistently applying and reinforcing our brand over time, we can enhance perceptions and ultimately generate value for the organization.

Your support will be a critical element to our brand's success. If you have any questions or require any additional information, please reach out to: marketing@icba.org

Table of Contents

Strategic Foundation		Our Logo		Our Brand Portfolio	
<hr/>		<hr/>		<hr/>	
Purpose	5	Logo Elements	20	Approach	44
Mission	6	Primary Uses	21	ICBA Parent Brand	45
Brand Essence	7	One Color Version	22	ICBA Advocacy	55
Brand Positioning	8	Tagline	23	ICBA Education	61
Brand Differentiators	9	Full Name	24	ICBA Innovation	67
Brand Pillars	10	Pillar Brands	25		
Brand Story	11	Clear Space	26	Resources	
ICBA Definition/ Elevator Speech	12	Logo Do Not's	27	<hr/>	
Boilerplate Text	13			marketing@icba.org	72
		Universal Brand Elements			
		<hr/>			
Brand Voice		Brand Color Usage	29		
<hr/>		Brand Color Contrast	30		
Brand Personality	15	Primary Fonts	31		
Overview & Strategy	16	Font Usage	32		
Brand Voice Principles	17	Using System Fonts	33		
Brand Voice Principles in Action	18	Photography	34		
		Photography Examples	35		
		Photography Do Not's	36		
		Illustration	37		
		Illustration Examples	38		
		Illustration Do Not's	39		
		Iconography	40		
		Functional & Navigational Icons	41		
		Iconography Do Not's	42		



Strategic Foundation

Purpose	5
Mission	6
Brand Essence	7
Brand Positioning	8
Brand Differentiators	9
Brand Pillars	10
Brand Story	11
ICBA Definition/Elevator Speech	12
Boilerplate Text	13

Strategic Foundation

Purpose

Our purpose is why we exist.

To champion community
prosperity.

Strategic Foundation

Mission

Our mission is the grandest statement we can make as a company. It's why we get up in the morning.

To create and promote
an environment where
community banks flourish.

Strategic Foundation

Brand Essence

Brand essence is the single fundamental aspect of a brand. It's our ideal reputation.

Powering: To give impetus to; advance

Potential: Something that can develop or become actual

Powering potential speaks to our commitment to advancing community banks, their employees, their customers, and the communities they serve with innovative products, services, and support that create an environment where all can flourish.

Powering: To give impetus to; advance

Powering
Potential

Potential: Something that can develop or become actual

Strategic Foundation

Brand Positioning

Our brand positioning is how we express who we are and what we stand for.

Together, our **essence** and **positioning** will differentiate us, align our priorities, and ensure people engage with us.

Powering potential for
community banks, their
employees, their customers, and
the communities they serve.

Strategic Foundation

Brand Differentiators

Brand Differentiators serve as our filters for decision making and allow us to earn a reputation for powering potential.

Everything we say and everything we do must support these pillars. The pillars influence the stories we tell, both internally and externally.

Differentiator 1

Innovative ideas and products

We're at the forefront of community banks flourishing. Innovation-led and thought leading, we access and offer solutions that understand the unique community bank relationship model. With smart ideas that are practical, accessible, actionable, and powerful, we inspire increased prosperity for community banks, their customers, and their communities.

Differentiator 2

Empowered people and community

We're empowered and empowering. We advance community banks and their employees, customers, and communities through teaching, learning, and potential-powering programs. We fuel individual and collective education and elevation because we know that when our bankers grow, their communities thrive.

Differentiator 3

Real relationships and support

We're relationship driven, much like the members we represent. More personal than transactional, we're centered around people, relationships, and communities. An active partner in continued growth for community banks and their customers, we listen to our members so when we advocate, their voices and priorities are heard.

Strategic Foundation

Brand Pillars

Brand pillars represent our three lines of businesses. While they occasionally can overlap, they do provide three distinct but connected brand pillars that support our mission.

Brand Pillar 1

Advocacy

Our advocacy is grounded in listening and elevated by action. As the only national organization that represents solely community banks, our advocacy focuses on setting the stage for community bank success. We work to understand member concerns so we can be their voice for change as we engage with government and media entities. By promoting the priorities of community banks to lawmakers, regulators, journalists, consumers, and communities, we're able to power the potential of our members and the communities they serve.

Brand Pillar 2

Education

When community bankers grow, their communities thrive. That's why we offer high-caliber courses, live events, webinars, reports, and programs that power the potential of community bankers at all levels. By making learning personal, fun, and community bank-specific, we fuel individual, team, bank, and community prosperity.

Brand Pillar 3

Innovation

We help community banks navigate an ever-changing financial landscape. Through ICBA Innovation, community banks have a fast track to implementing efficient and competitive solutions that meet a diverse range of bank needs. We provide connections to thought leaders and scalable, community bank-centric solutions. Our members can also leverage ICBA-owned and community bank-invested providers, including ICBA Payments, TCM Bank, ICBA Securities, and CRA Solutions.

Strategic Foundation

Brand Story

Who are we?

What is a brand story and how do we use it?

A brand story is an internal rallying cry. It can be used to inspire people both internally and externally.

Powering your potential.
That's our priority.

Driven by strong relationships and innovative thinking, we are leading community bank success.

With ideas, support, and solutions that are practical and accessible, yet actionable and powerful, we inspire increased prosperity for you, your customers, and your communities.

We fuel advocacy, education, and innovation because we know that when our banks and bankers thrive, their communities do too.

ICBA: Powering potential

Strategic Foundation

ICBA Definition/ Elevator Speech

This short paragraph summarizes the brand (through the lens of the brand positioning) in the style of an elevator speech.

Elevator Speech—Written

Independent Community Bankers of America® has one mission: to create and promote an environment where community banks flourish. We power the potential of the nation's community banks through effective advocacy, education, and innovation.

Elevator Speech—Spoken

ICBA is a national trade organization that powers the potential of community banks and those they serve.

We fuel community bank advocacy, education, and innovation.

We empower and advance the nation's community banks and promote an environment where they and their employees, customers, and communities flourish.

Strategic Foundation

Boilerplate Text

This longer paragraph summarizes who the organization is in a boilerplate text. It incorporates the new brand reputation and can be used in places like a press release, website and more.

Boilerplate Text

The Independent Community Bankers of America® has one mission: to create and promote an environment where community banks flourish. We power the potential of the nation's community banks through effective advocacy, education, and innovation.

As local and trusted sources of credit, America's community banks leverage their relationship-based business model and innovative offerings to channel deposits into the neighborhoods they serve, creating jobs, fostering economic prosperity, and fueling their customers' financial goals and dreams.

Brand Voice

Brand Personality	15
Overview & Strategy	16
Brand Voice Principles	17
Brand Voice Principles in Action	18



Brand Voice

Brand Personality

We are Smart, Strong, Driven, and Personal.

Our intelligence, strength, drive, and personal approach empower others. So ultimately, we're EMPOWERING.

Empowering

We empower and we're empowering.

Motivating

Our drive moves community banking forward.

Personal

We're personal, not transactional.

Outcome-focused

We create partnerships that advance prosperity.

Wise

Our intelligence educates and elevates.

Empathetic

We inform and transform.

Relationship-driven

We foster authentic, long-term relationships.

Innovative

We're innovation-led and thought-leading.

Navigating

We steer support for community banking success.

Guiding

Our strength guides and grows members.

Brand Voice

Overview & Strategy

What is our brand voice?

Communicating our brand and helping us earn our desired reputation for powering potential—that’s the role of our brand voice. By keeping our voice consistent, our stories will be both effective and memorable.

What role does it play?

Our brand has a distinctive personality. Through our brand voice, people will get to know who we are and what we stand for.

How do we use it?

We use our voice to communicate through any channel. Because our brand voice is both written and spoken, it can and should be used consistently across all mediums.

Brand Voice

Brand Voice Principles

Our voice principles, which are connected to our brand platform, help us earn our reputation for powering potential by using a tone that’s **confident, inspiring, and personal**. We use these three principles to help craft our brand tone of voice.

Voice principle 1:

Confident

- We speak with clarity and focus.
- We stand out in all we do and say.
- We empower with power.

Do

- Use alliteration where it adds impact.
- Write succinctly.
- Use active verbs.

Don't

- Overwrite.
- Be passive. (Example: “The bill was passed by Congress,” the bill (the subject) receives the action of the verb, and “was passed” is in the passive voice. The same sentence cast in the active voice would be, “Congress passed the bill.”)
- Overuse exclamations—the writing should have confidence baked in.

Voice principle 2:

Inspiring

- We’re thought leaders who aspire and inspire.
- We innovate, accelerate, and educate.

Do

- Lead with benefits to the reader.
- Share success.
- Use aspiring language and forward-thinking ideas to connect on an emotional level.

Don't

- Boast.
- Use clichés.
- Be negative.

Voice principle 3:

Personal

- We center on real people, relationships, and communities.
- We’re empathetic: We listen to understand priorities.
- We’re approachable and accessible.

Do

- Use second person (you/your) when possible in marketing and promotional material.
- Use colloquial language.
- Ask questions that invite input and conversation.

Don't

- Use jargon.
- Lose the professional in the personal.
- Be too formal.

Brand Voice

Brand Voice Principles in Action

Our three voice principles help uphold our brand and create the reputation we want to earn.

The best writing combines all three voice principles:

- **Confident**
- **Inspiring**
- **Personal**

The statements on this page are good examples of our brand voice and can be used in all communications materials. Alternatively, they can also be used to guide the creation of additional statements and communication materials. All messages support the brand and could apply across the organization.

Innovate. Educate. Advocate.

This line reflects the brand voice because it:

- Is written succinctly, representing the confident element of the brand voice.
- Leads with benefits to the reader (what we offer them), reflecting the inspiring element of the brand voice.
- Uses easy-to-understand, colloquial language, representing the personal element of the brand voice.

Find the exponential in your potential.

This line reflects the brand voice because it:

- Uses an active verb, representing the confident element of the brand voice.
- Uses aspiring language, reflecting the inspiring element of the brand voice.
- Uses second person, representing the personal element of the brand voice.

At the forefront of your flourishing.

This line reflects the brand voice because it:

- Uses alliteration, representing the confident element of the brand voice.
- Uses aspiration and forward-thinking ideas, reflecting the inspiring element of the brand voice.
- Uses second person, representing the personal element of the brand voice.

Know. Go. Grow.

This line reflects the brand voice because it:

- Uses active verbs, representing the confident element of the brand voice.
- Is benefit-driven and forward-thinking, reflecting the inspiring element of the brand voice.
- Uses an implied you, representing the personal element of the brand voice.

Less surviving. More thriving.

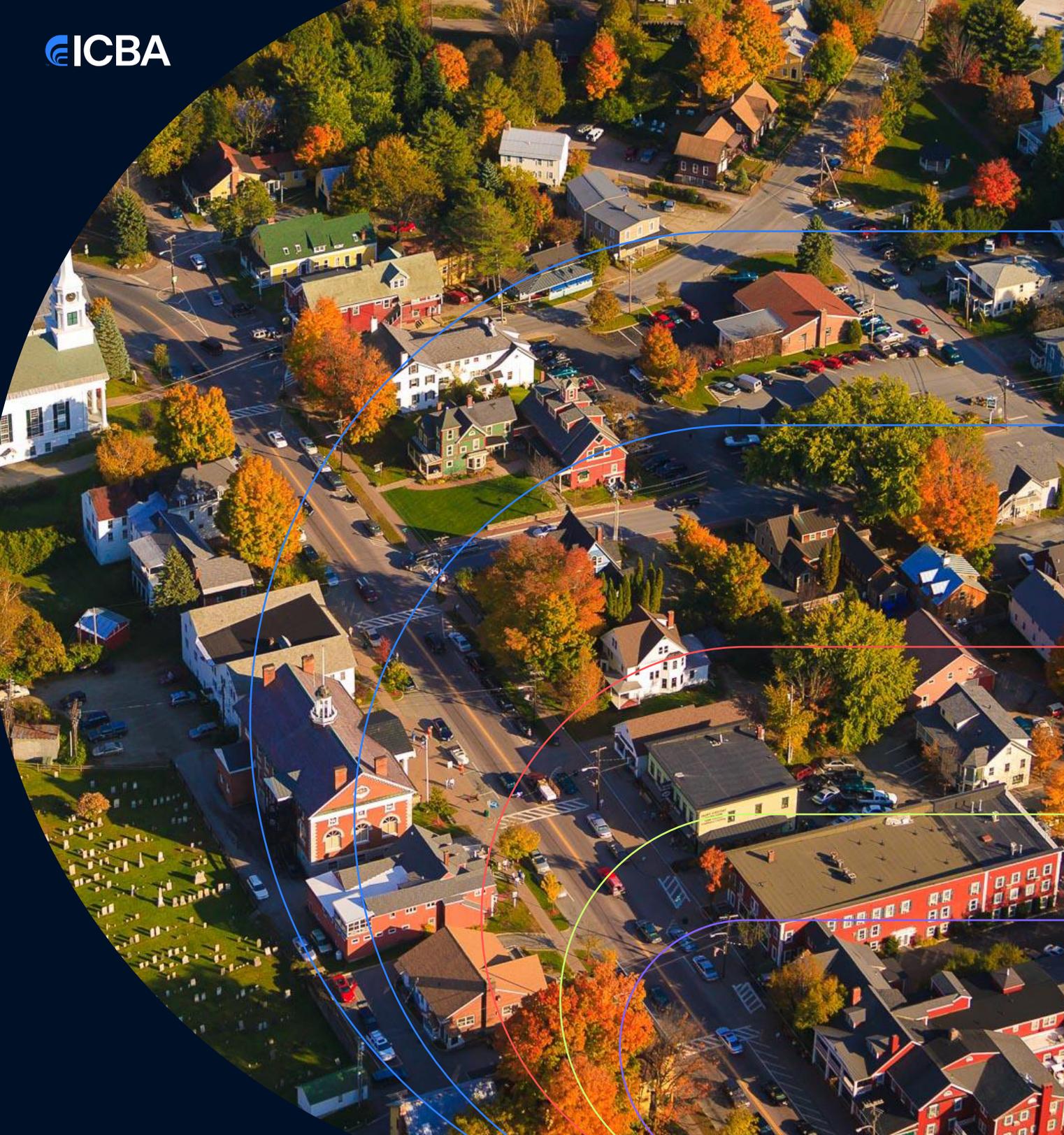
This line reflects the brand voice because it:

- Uses succinct writing, representing the confident element of the brand voice.
- Leads with a benefit to the reader, representing the inspiring element of the brand voice.
- Uses an implied “you,” representing the personal element of the brand voice.

We guide. You grow. Communities gain.

This line reflects the brand voice because it:

- Uses alliteration, succinct writing, and active verbs, representing the confident element of the brand voice.
- Uses benefit-driven language and aspirational language, reflecting the inspiring element of the brand voice.
- Uses first and second person, representing the personal element of the brand voice.



Our Logo

Logo Elements	20
Primary Uses	21
One Color Version	22
Tagline	23
Full Name	24
Pillar Brands	25
Clear Space	26
Logo Do Not's	27

Our Logo

Logo Elements

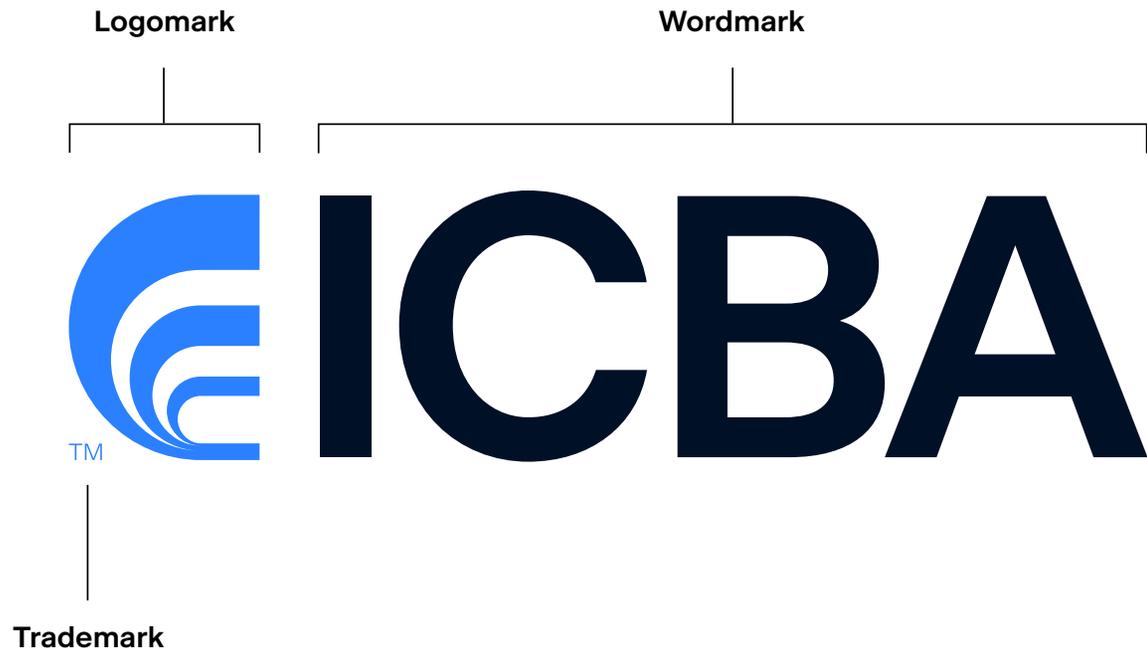
The ICBA logos are our most important visual assets. They are the unifying visual elements that appear across all our communications. Consistent application of our logos is vital to building and reinforcing a cohesive brand image.

Our logo elements indicated to the right are:

Our **logomark** is an abstract symbol formed by three expanding C's. The "C" stands for "Community," and the symbol represents ICBA's role in powering community banks to fuel the growth and prosperity of the communities they serve.

Our **wordmark** is formed by the initials of our name set in a sans serif font.

Our **trademark** represents our intention to protect our name and logomark. It may be removed when the logo or logomark are used at a small size to render it illegible, or when the logomark is used as a graphic element or background within a layout.



Our Logo

Primary Uses

Positive Logo Uses

The positive ICBA logo should be mostly used on white, gray, or light backgrounds.

Inverted Logo Uses

The inverted ICBA logo should be used on dark backgrounds. The logomark and wordmark use the ICBA Blue and White from our palette.

Only Use Approved Artwork

The ICBA logo should never be redrawn or recreated in any way. Only use approved electronic artwork.

Public Use Approval

All public uses of the logo need to be approved by emailing brand@icba.org.

Positive



Negative



Our Logo

One Color Version

Our preferred logos are the color versions on the previous pages. The logos shown to the right are alternates that are intended for limited applications where color reproduction is not possible.

Black



White



Our Logo

Tagline

We have a version of our logo that's locked up with our tagline: **One Mission. Community Banks.** This version is recommended for applications where our logo is used on applications such as third-party sponsorships or merchandise where we otherwise have limited ability to tell our story.

Positive



Negative



Our Logo

Full Name

The Full Name version of our logo is recommended for use in applications where the ICBA initials are less known, and more context is necessary.

Positive



Negative



Our Logo

Pillar Brands

ICBA Advocacy

We have three pillar logos and visual expression variations that represent ICBA's three areas of activity:

- **ICBA Advocacy**
- **ICBA Education**
- **ICBA Innovation**

Note: see pages 48-64 to see how the pillar brands are brought to life.



ICBA
Advocacy



ICBA
Education



ICBA
Innovation

Our Logo

Clear Space

The logo needs room to breathe. It must be clearly legible and unobstructed by other visual or verbal elements.

The clear zone should be, at a minimum, equal to the height/width of the “logomark”.

In all cases, please try to use a larger clear zone when space allows.



Our Logo

Logo Do Not's

Our logo will retain its impact when used consistently. It is up to all of us to preserve its integrity and never alter it in any way. Maintaining the equity of our brand is everyone's job.

Here are a few things to look out for:

- A. Do not change the layout of the logo.
- B. Do not use the tagline with the full name logo.
- C. Do not stylize or apply any effect to the logo.
- D. Do not alter the proportions of the logo elements.
- E. Do not retype the Initials.
- F. Do not distort the logo.
- G. Do not use the logo within a phrase or sentence.
- H. Do not lock up any text with our logo. This includes department or product names, locations, or any phrases.
- I. Do not change the arrangement of the elements.

<p>A.</p> 	<p>B.</p> 	<p>C.</p> 
<p>D.</p> 	<p>E.</p> 	<p>F.</p> 
<p>G.</p> 	<p>H.</p> 	<p>I.</p> 



Universal Brand Elements

Brand Color Usage	29
Brand Color Contrast	30
Primary Fonts	31
Font Usage	32
Using System Fonts	33
Photography	34
Photography Examples	35
Photography Do Not's	36
Illustration	37
Illustration Examples	38
Illustration Do Not's	39
Iconography	40
Functional & Navigational Icons	41
Iconography Do Not's	42

Universal Brand Elements

Brand Color Usage

ICBA Blue and our Neutral Colors should always be the most prominent in any communication. Our Pillar/Accent Colors should be used in smaller proportions and never as a dominant or background color.

- **RGB** color values should be used for digital applications, such as PowerPoint and Microsoft Word.
- **HEX** codes are used specifically for the web.
- **CMYK** color values should be used for process color print applications.
- **Pantone** color values should be used for spot color print applications.

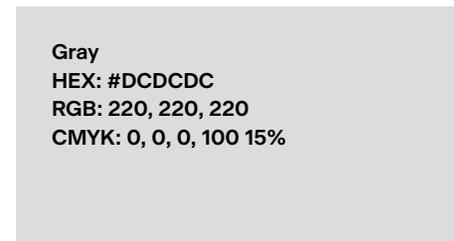
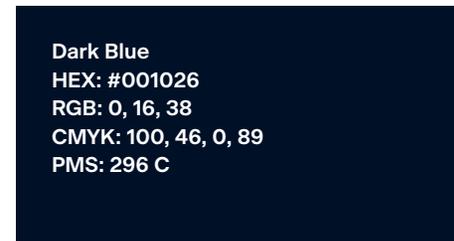
Parent Brand Color

ICBA Blue is our Primary color; it is the prominent color in our logo and should be used in all communications.



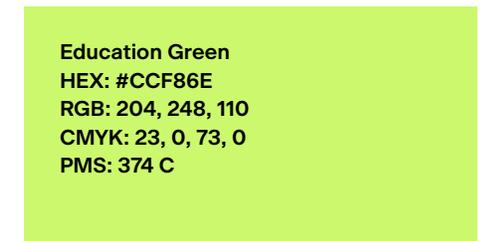
Neutral Colors

Dark Blue, Gray, and White are our Neutral colors; they complement our Primary and Accent colors and should be used in all communications.



Pillar/ Accent Colors

Advocacy Red, Innovation Purple, and Education Green are our Accent colors. They can be used individually for each Pillar Brand and together as accents for the Parent Brand.



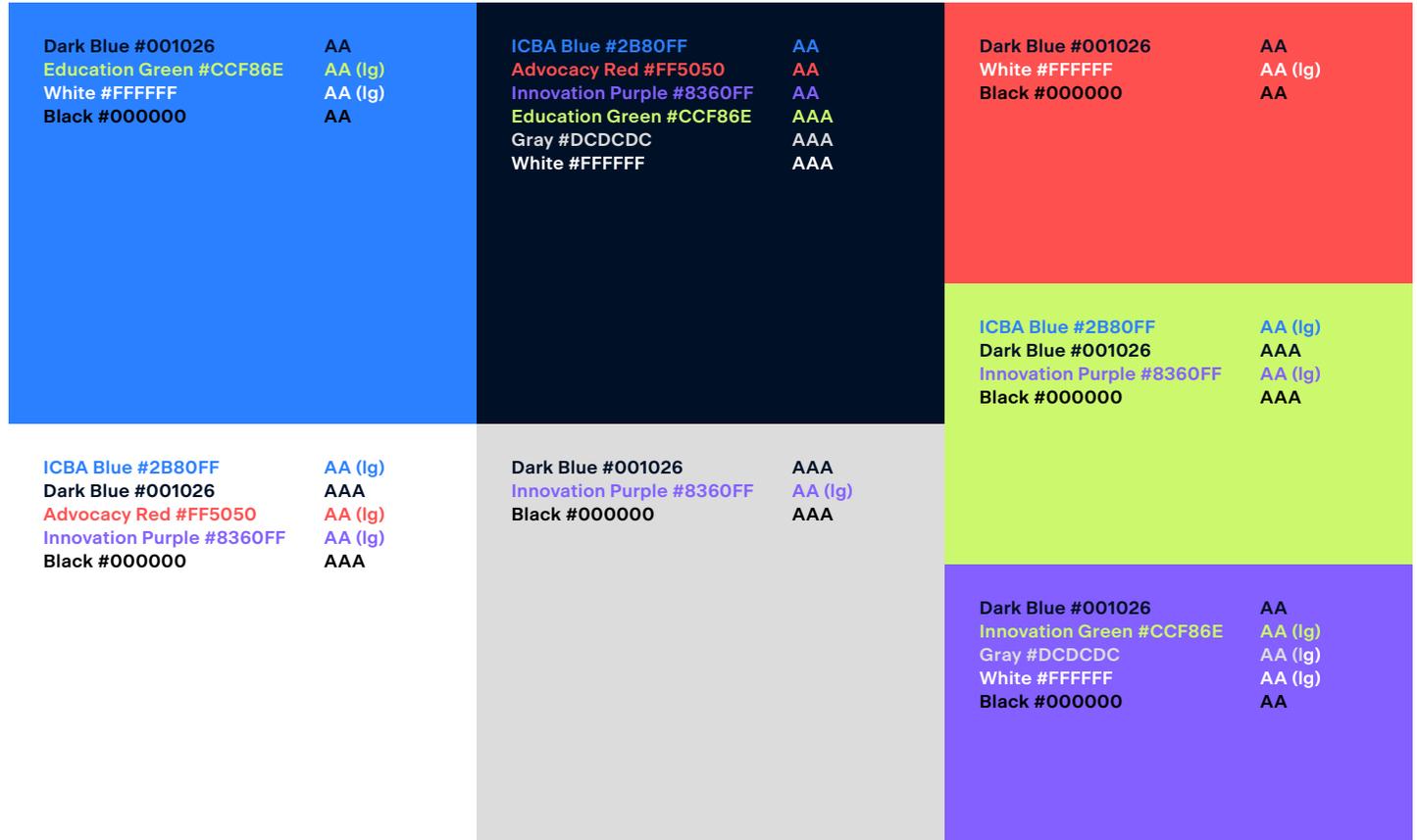
Universal Brand Elements

Brand Color Contrast

Use color combinations that provide maximum contrast, including enough contrast between content and the background, so that text and non-decorative images are legible for anyone with low vision or color deficiencies.

The chart is to show the color use cases that pass ADA's* highest AA or AA (lg) standard for legibility/accessibility.

- **AAA** = Highest legibility
- **AA** = Acceptable compliance
- **AA (lg)** = For large type only



***The Americans with Disabilities Act (ADA):** The ADA is a civil rights law that prohibits discrimination against individuals with disabilities in all areas of public life, including jobs, schools, transportation, and all public and private places that are open to the general public. The purpose of the law is to make sure that people with disabilities have the same rights and opportunities as everyone else.

***Color blindness:** Red-green color blindness is the most common, so avoid green on red or red on green.

Universal Brand Elements

Primary Fonts

We have two primary brand fonts that are used in our communications.

For **headlines** and **display** type, we use Beausite Classic Light and Semibold in sentence case.

For **body copy, callouts, and everything else**, we use Beausite Classic Light and Semibold. Other weights may be used if a more diverse hierarchy is needed. Beausite Classic is a contemporary and precise typeface suitable for desktop applications, on the web, and mobile. It is a large family with styles available in many different weights, making it suitable for the diverse range of applications our communications require, including body copy, interactive components, and data reporting.

Headlines + display font—Beausite Classic Light/sentence case

A B C D E F G H I J K L M N

O P Q R S T U V W X Y Z

1 2 3 4 5 6 7 8 9 0 @ ? % & * ! . ,

Body + utility font—Beausite Classic Light and Semibold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

1 2 3 4 5 6 7 8 9 0 @ ? % & * ! . ,

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

1 2 3 4 5 6 7 8 9 0 @ ? % & * ! . ,

Beausite Classic is available at Fatype Foundry directly for purchase: fatype.com/typefaces/beausite

Universal Brand Elements

Font Usage

To build consistency in our communications, we must not only use the same fonts but also use the same styles

The example to the right shows our standards for using type in layout.

Headlines

- Beausite Classic Light
- Sentence case
- Leading 1/1.1
- Tracking 0

Intros

- Beausite Classic Light
- Sentence case
- Leading 1/1.3
- Tracking 0

Subheads

- Beausite Classic Semibold
- Sentence case
- Leading 1/1.5
- Tracking 0

Header

We bank on community & prosperity.

We bank on innovation and acceleration. And we bank on education and elevation. In other words, we're an organization you can count on to power the potential of employees, members, banks, and communities.

Subhead

Lorem ipsum dolor sit amet cons tetures adipiscing sit amet cons tetur adipisc orem ipsum dolo lores ipsum. Lorem ipsum dolor sit amet cons tetures adipiscing sit amet cons tetur adipisc orem ipsum dolo lores ipsum cons tetures adipiscing sit amet cons tetur adipisc orem ipsum dolo lores ipsum.

Headers/slugs

- Beausite Classic Semibold
- Titlecase
- Leading 1/1.3
- Tracking 0

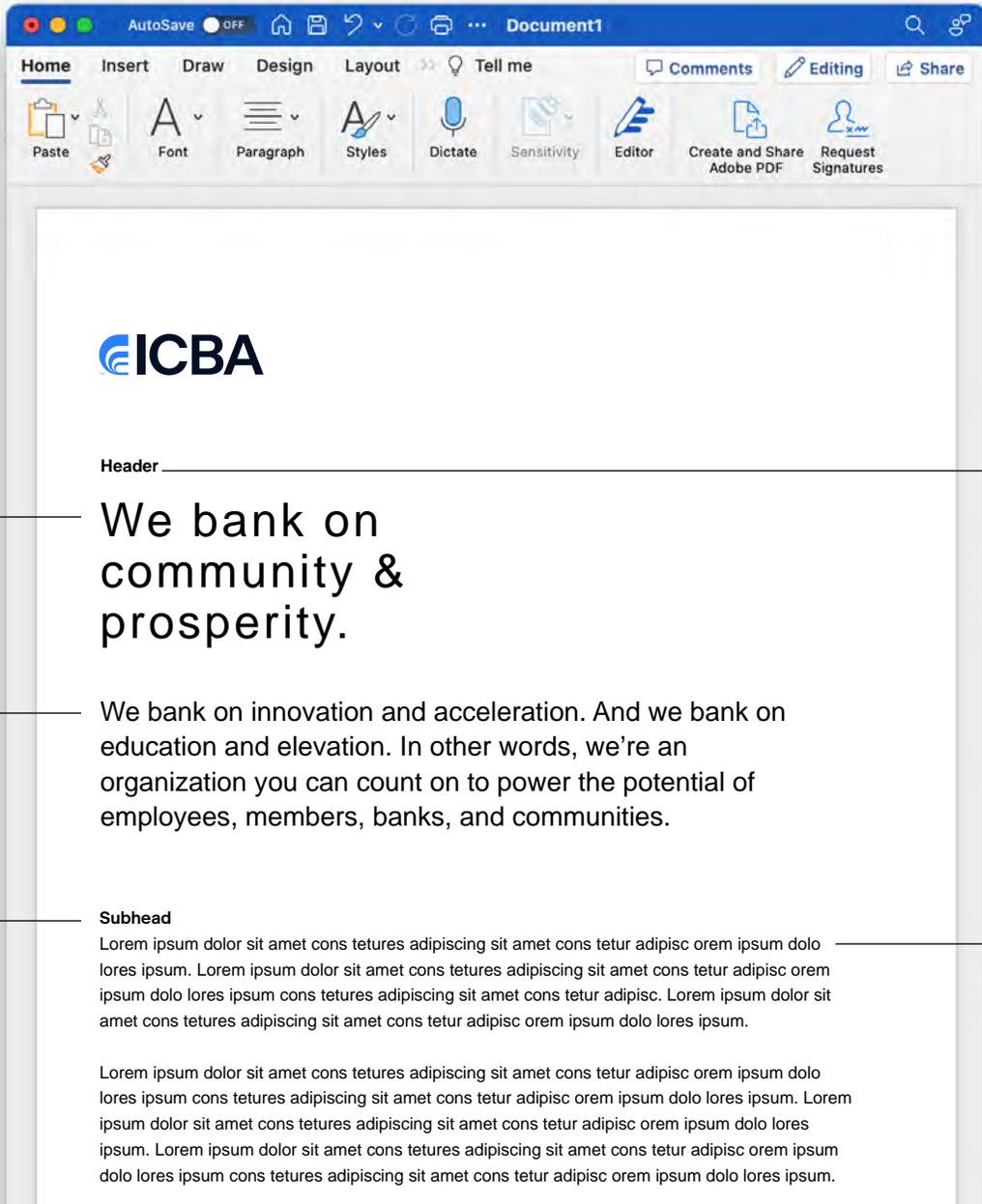
Body copy/text

- Beausite Classic Light
- Sentence case
- Leading 1/1.5
- Tracking 0

Universal Brand Elements

Using System Fonts

In cases where Beausite Classic isn't available, please use Arial. This may include live text materials, such as Word and PowerPoint.



Headlines

- Arial Regular/Bold
- Sentence case
- Leading 1/1.1
- Tracking 75

Intros

- Arial Regular
- Sentence case
- Leading 1/1.3
- Tracking 0

Subheads

- Arial Bold
- Title case
- Leading 1/1.5
- Tracking 0

Header

We bank on community & prosperity.

We bank on innovation and acceleration. And we bank on education and elevation. In other words, we're an organization you can count on to power the potential of employees, members, banks, and communities.

Subhead

Lorem ipsum dolor sit amet cons tetures adipiscing sit amet cons tetur adipisc orem ipsum dolo lores ipsum. Lorem ipsum dolor sit amet cons tetures adipiscing sit amet cons tetur adipisc orem ipsum dolo lores ipsum cons tetures adipiscing sit amet cons tetur adipisc. Lorem ipsum dolor sit amet cons tetures adipiscing sit amet cons tetur adipisc orem ipsum dolo lores ipsum.

Lorem ipsum dolor sit amet cons tetures adipiscing sit amet cons tetur adipisc orem ipsum dolo lores ipsum cons tetures adipiscing sit amet cons tetur adipisc orem ipsum dolo lores ipsum. Lorem ipsum dolor sit amet cons tetures adipiscing sit amet cons tetur adipisc orem ipsum dolo lores ipsum. Lorem ipsum dolor sit amet cons tetures adipiscing sit amet cons tetur adipisc orem ipsum dolo lores ipsum cons tetures adipiscing sit amet cons tetur adipisc orem ipsum dolo lores ipsum.

Headers/slugs

- Arial Bold
- Titlecase
- Leading 1/1.3
- Tracking 0

Body copy/text

- Arial Regular
- Sentence case
- Leading 1/1.5
- Tracking 0

Universal Brand Elements

Photography

The primary goal of photography is to visually communicate the overall brand idea using a specific style and tone, in the images themselves as well as how they are used.

By using a particular style of photography to reinforce the brand idea, we maintain relevance to core audiences, differentiate from others, and build brand recognition.

Image Criteria

High-quality

Images should have high resolution, sharp focus, a clear message, and be visually compelling.

Authentic

To maintain trust and credibility in our relationships, our photography should accurately represent reality and avoid feeling staged or fake. For this reason, our subjects should appear genuine and candid, with their expressions aligned with the activity being depicted.

People-centric

The images we create should highlight the positive characteristics of our people, businesses, and the thriving communities we serve.

Diverse

Our photography should represent our audience, featuring a diverse spectrum of individuals in terms of racial, gender, age, occupation, status, and physical appearance.

Universal Brand Elements

Photography Examples

When selecting photography, prioritize high-quality images that capture authentic moments, placing people at the center of the composition, while embracing diversity to reflect the richness of human experiences.

The narratives of our photography should feature stakeholders of the communities we serve thriving in their daily lives. This includes community bankers, small businesses, employees, citizens, and families.



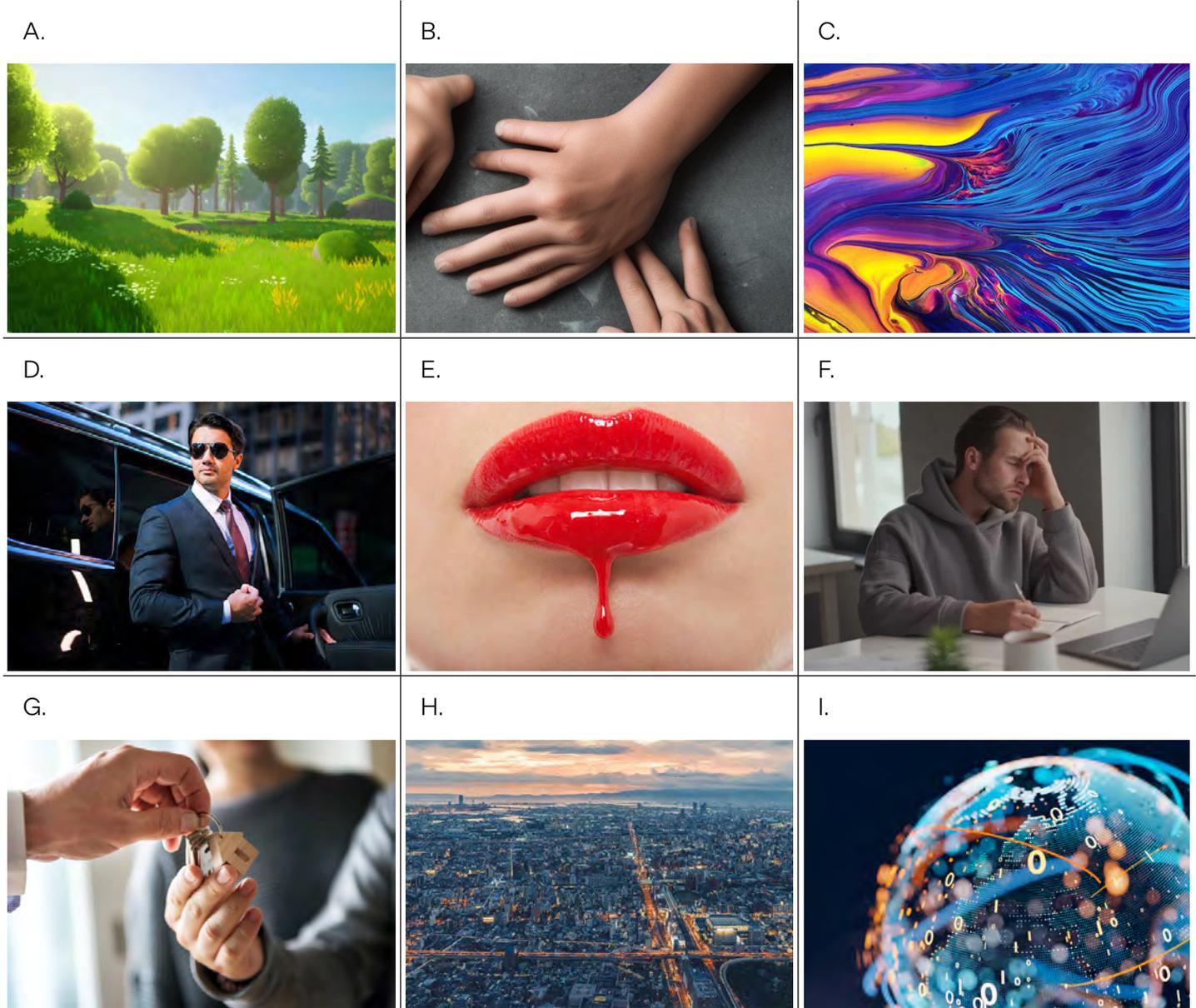
Universal Brand Elements

Photography Do Not's

Our photography will have impact when used consistently. It is up to all of us to maintain the equity of our brand.

Here are a few things to look out for:

- A. Do not use stylized or fanciful imagery.
- B. Do not use AI, CGI, or collaged imagery.
- C. Do not use abstract imagery.
- D. Do not use people or scenarios that depict unrealistic beauty or lifestyle standards.
- E. Do not use suggestive or violent images.
- F. Do not depict anger, frustration or other negative emotions.
- G. Do not exaggerate narratives with cliches.
- H. Do not show overly urban landscapes.
- I. Do not use collaged tech overlays on imagery.



Universal Brand Elements

Illustration

When selecting or creating illustration, prioritize narratives that place people at the center of the composition.

Theme

Our brand positioning—powering potential—should be the throughline in our illustration as we highlight stories of our stakeholders: community bankers, employees, small businesses, customers and the broader communities they serve, all thriving in their daily lives.

Criteria

Positivity

Illustration is a reflection of our brand and it should always be friendly, professional, naturalistic and convey a clear message.

People-centric

The illustration we create should highlight the positive characteristics of our people, businesses and the thriving communities we serve.

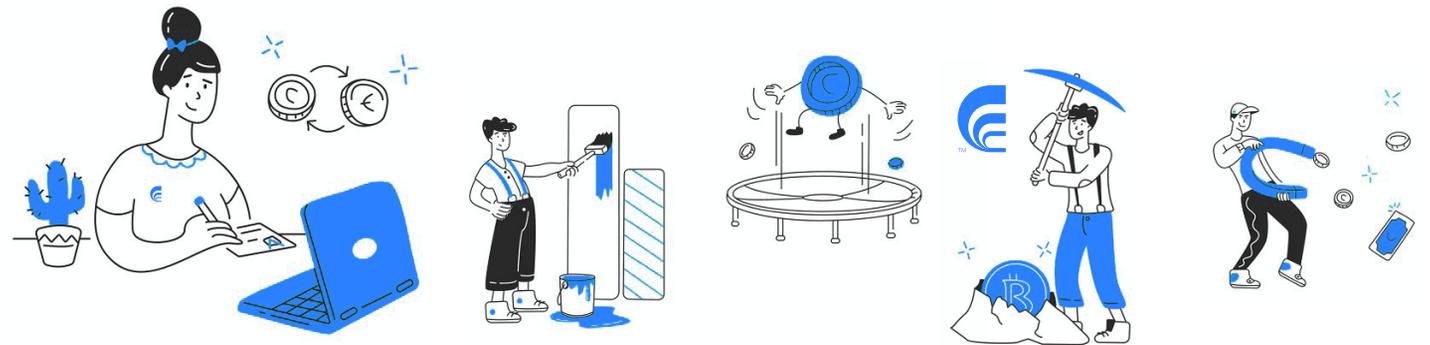
Diverse

When depicting people we should be true to our audience featuring a diverse spectrum of individuals in terms of race, gender, age, occupation, status and physical appearance.

On brand

Use the ICBA color palette in illustration to make it more closely tied to the brand. When possible incorporate other brand elements such as our logomark, graphic elements and typography.

Illustration Examples



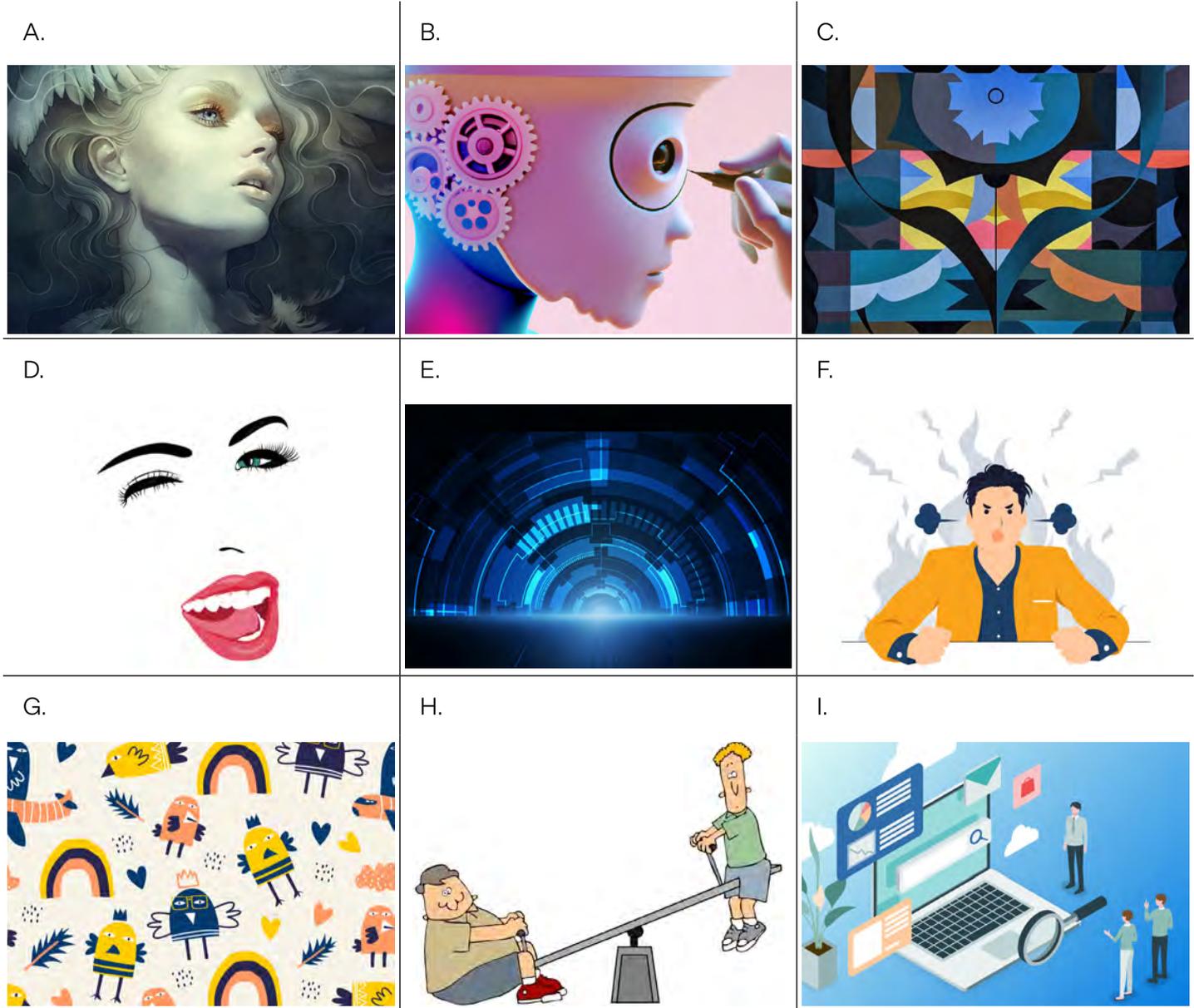
Universal Brand Elements

Illustration Do Not's

Our illustration will have impact when used consistently. It is up to all of us to maintain the equity of our brand.

Here are a few things to look out for:

- A. Do not use overly stylized or fanciful illustration
- B. Do not use AI generated illustration
- C. Do not use abstract illustration
- D. Do not use people or scenarios that depict unrealistic beauty or lifestyle standards
- E. Do not use CGI or high-tech looking illustration
- F. Do not depict anger, frustration or other negative emotions
- G. Do not use childish or cartoony illustration
- H. Do not use questionable or offensive illustration
- I. Do not use overused stock illustration that you're seeing everywhere else



Universal Brand Elements

Iconography

Uses

Iconography should play two key roles in our communication:

- **Functional:** to visually differentiate a group of offerings such as products and services from one another making them quicker to identify and read.
- **Navigational:** directional graphics like arrows, and representational symbols such as home, email, and language icons used in digital and physical wayfinding.

Criteria

Meaningful

Clarity should be prioritized over style.

All of our icons should be simple, intuitive, universal and convey a clear message.

Purposeful

Our icons should add meaning or ease for the viewer.

Utilitarian

While our illustration can be conceptual or thematic, our icons are direct to the point.

Minimal

Our icons should be paired down to their core elements. They should not be decorated or decorative.

On brand

Use the ICBA color palette in iconography.

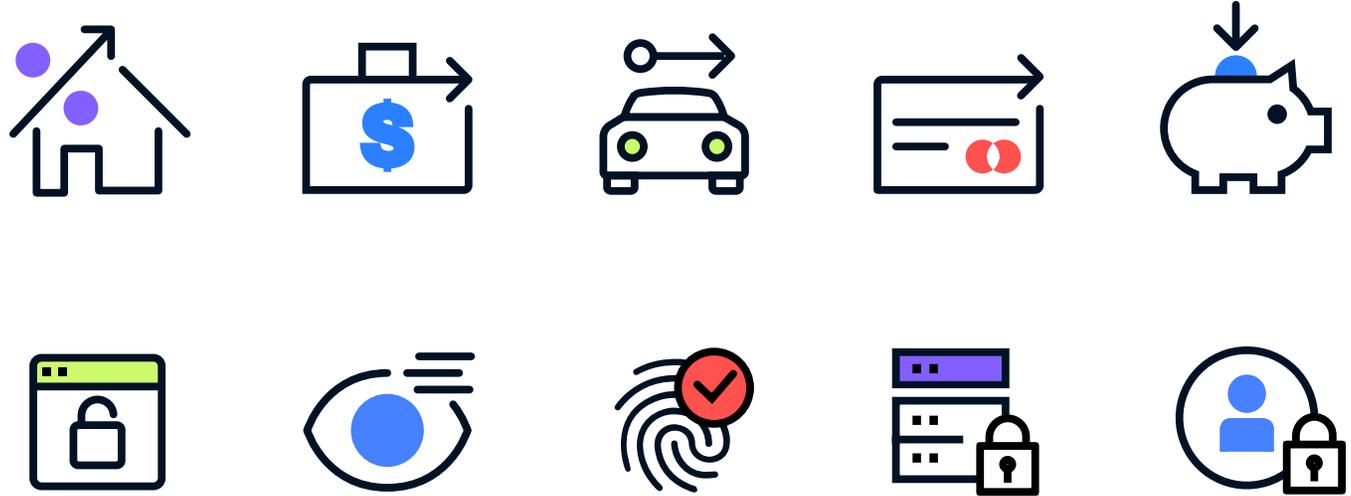
Consistent

When using multiple icons make sure the colors and line weights are uniform across the entire set. A line weight of 2 pixels is ideal for icons around 28 x 28 pixels in size.

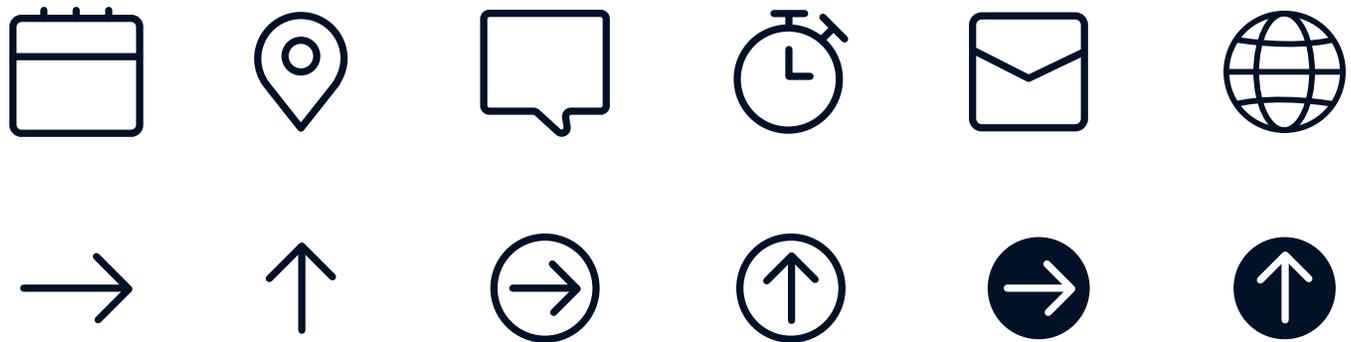
Universal Brand Elements

Functional & Navigational Icons

Functional icons (examples)



Navigational icons (examples)



Universal Brand Elements

Iconography Do Not's

Our iconography will have impact when used consistently. It is up to all of us to maintain the equity of our brand.

Here are a few things to look out for:

- A. Do not use icons to represent our pillars or offerings in a way that could be confused as a logo
- B. Do not use textures or dimension
- C. Do not use abstract icons
- D. Do not use thematic or conceptual icons; that's what illustration is for
- E. Do not use more than two colors in an icon
- F. Do not use icons (or any other visual) that has negative connotations

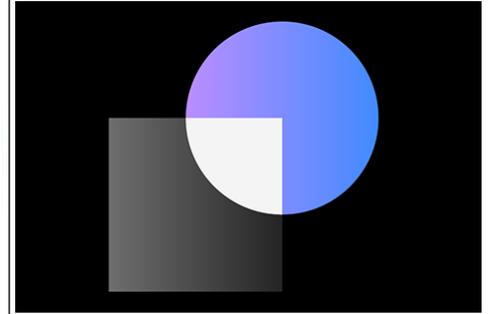
A.



B.



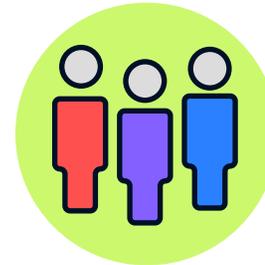
C.



D.



E.



F.



Our Brand Portfolio

Approach	44
ICBA Parent Brand	45
ICBA Advocacy	55
ICBA Education	61
ICBA Innovation	67

Our Brand Portfolio

Approach

Our ICBA brand portfolio comprises our parent brand ICBA and our three pillar brands: ICBA Advocacy, ICBA Education, and ICBA Innovation. Each represents a unique specialty offering that we bring to the market

We have a masterbrand strategy, meaning we leverage one corporate name and one logo. At the same time, to highlight our diverse offerings, we have tailored the visual expression of each business unit with unique graphic elements.

The ICBA parent brand is our default visual expression when we're communicating our company as a whole or presenting more than one business line. Its universal brand elements are foundational to the visual expressions of each business unit.

Each pillar brand's visual expression is used for communications specific to its unique offerings.



ICBA
Advocacy



ICBA
Education



ICBA
Innovation

Our Brand Portfolio

ICBA Parent Brand

The parent brand is our default visual expression to use when communicating our organization as a whole or presenting the activities of more than one pillar. The logo used should be the primary logo, tagline logo, or full name logo, and the graphic elements used should be limited to the universal brand elements shown in the previous document section.

Examples of ICBA parent brand communications can be found on the following pages.



Our Brand Portfolio

ICBA Parent Brand

The parent brand is our default visual expression to be used when communicating our organization as a whole or presenting the activities of more than one pillar. The logo used should be the primary logo, tagline logo, or full name logo, and the graphic elements used should be limited to the universal brand elements shown on pages 28–42. For reference and inspiration on ICBA parent brand messaging and visual representation, please refer to the subsequent pages.

Graphic Element Usage

The logomark can be used to contain photos or incorporated into photos to accentuate photography and generate visual intrigue within layouts.



Logomark shape

Contains photos in a shape that matches the logomark.



Logomark mask

Uses the logomark as a mask for photos.



Interactive logomark

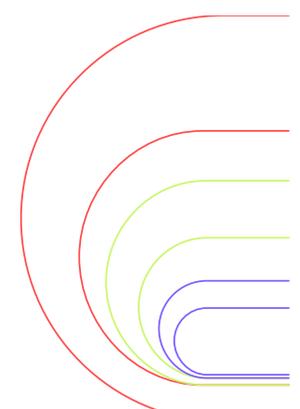
Adds dimension by incorporating foreground and background depth.



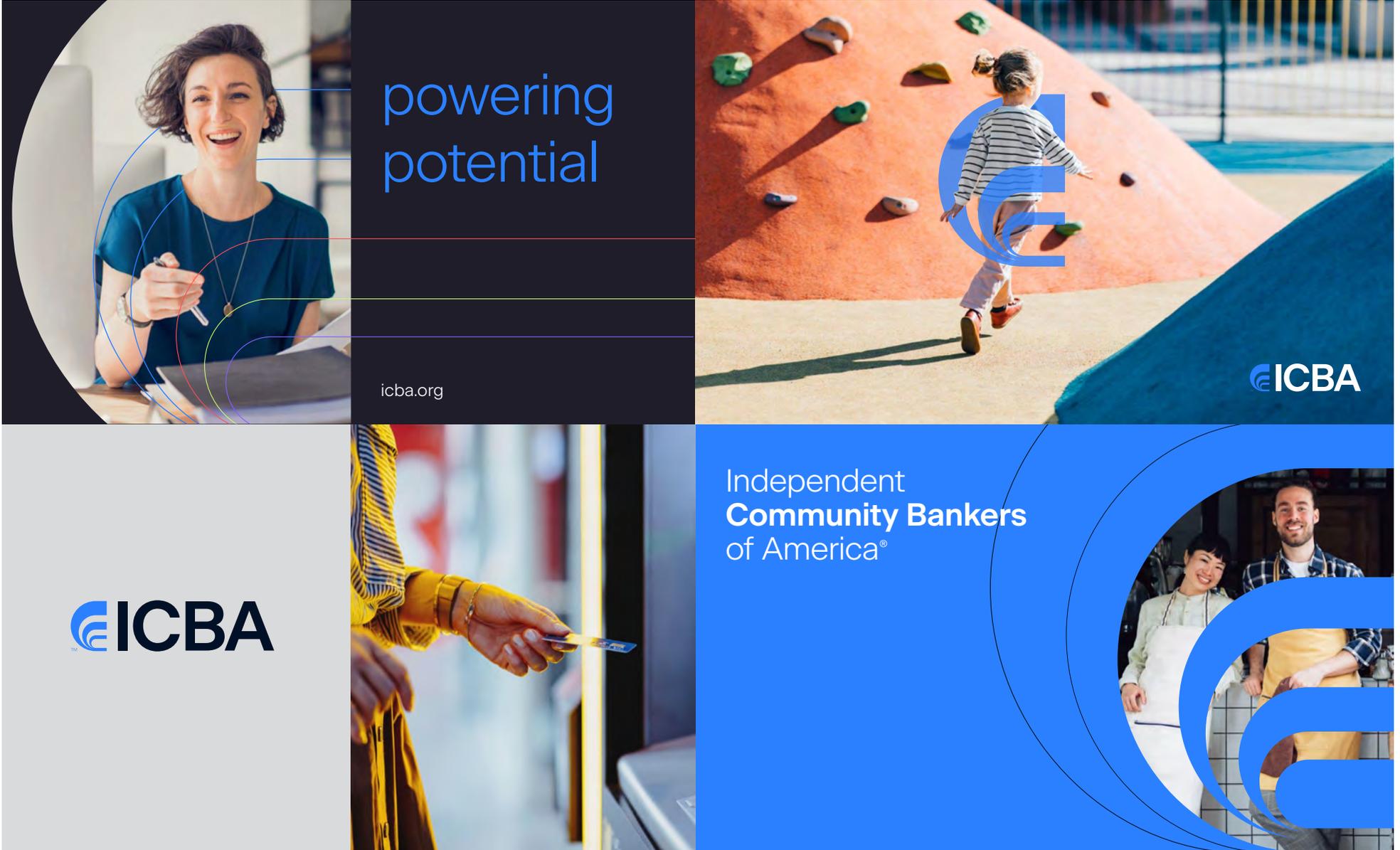
Logomark outline

Uses the shape of the logomark to create lines that can extend in length to the right.

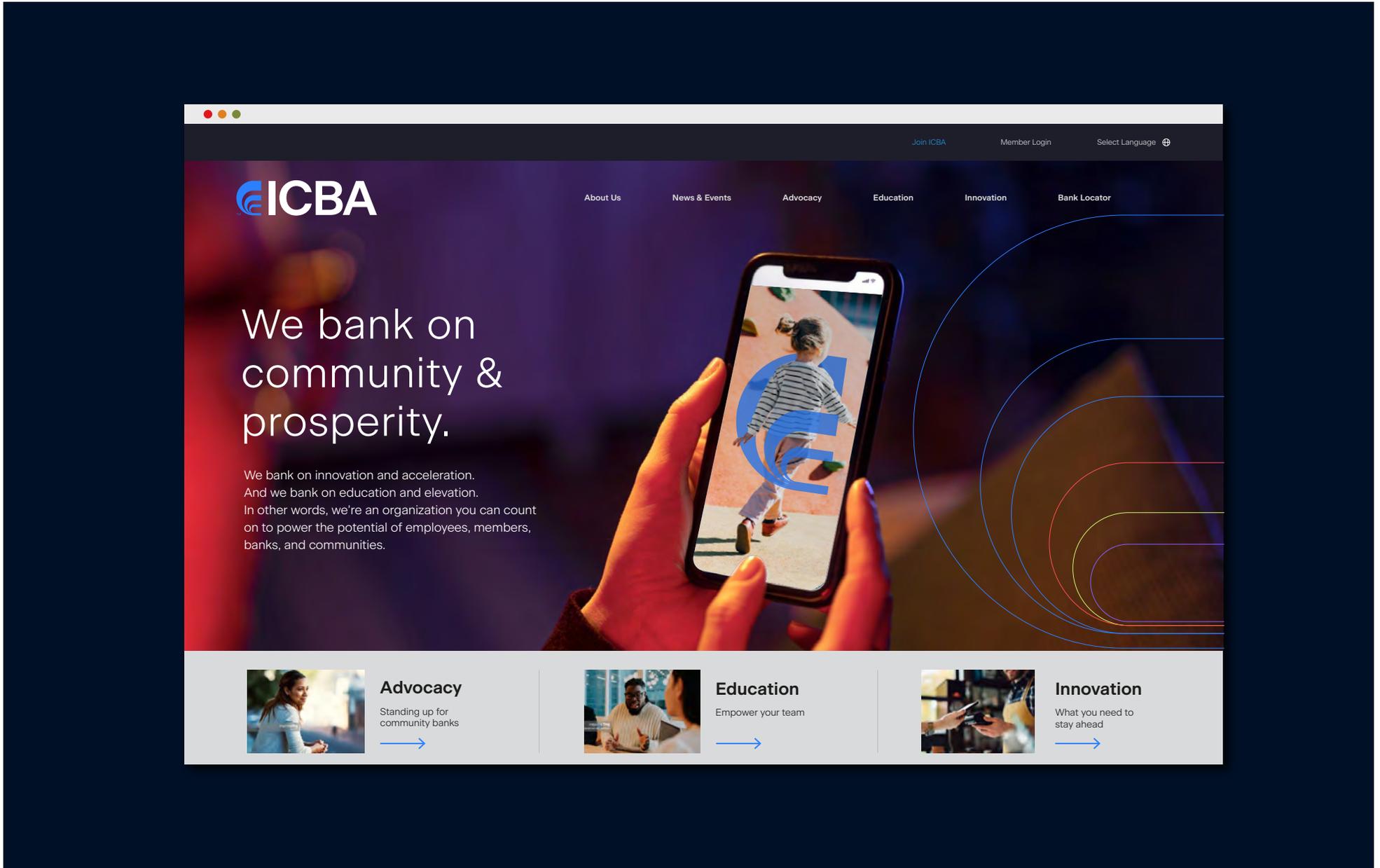
These lines can be used in any or all our accent colors, neutral colors, or ICBA blue and should never overlap the faces of subjects in imagery.



Our Brand Portfolio



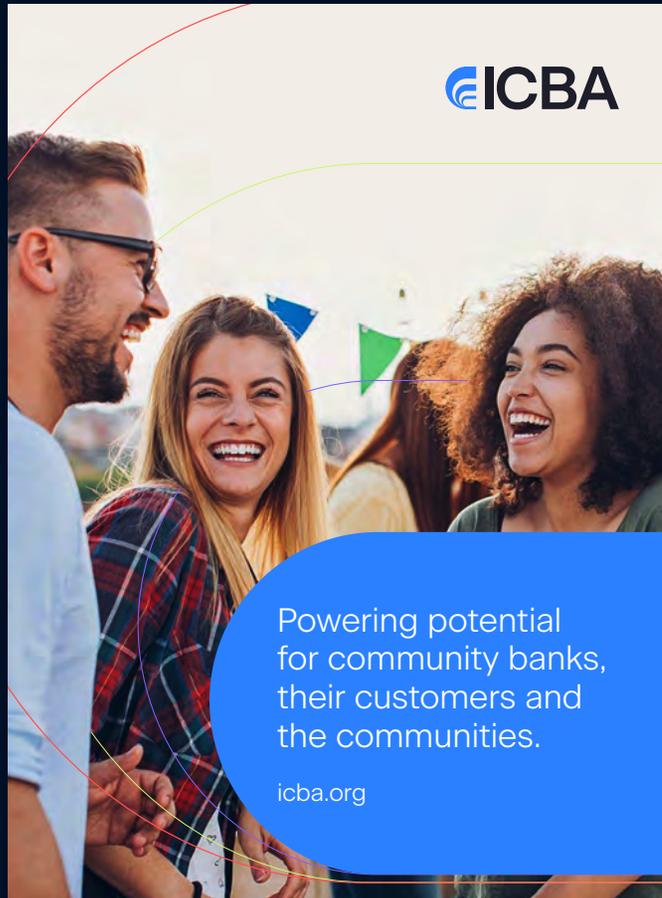
Our Brand Portfolio



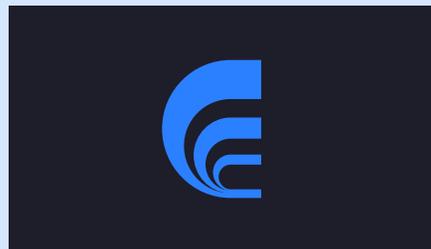
Our Brand Portfolio



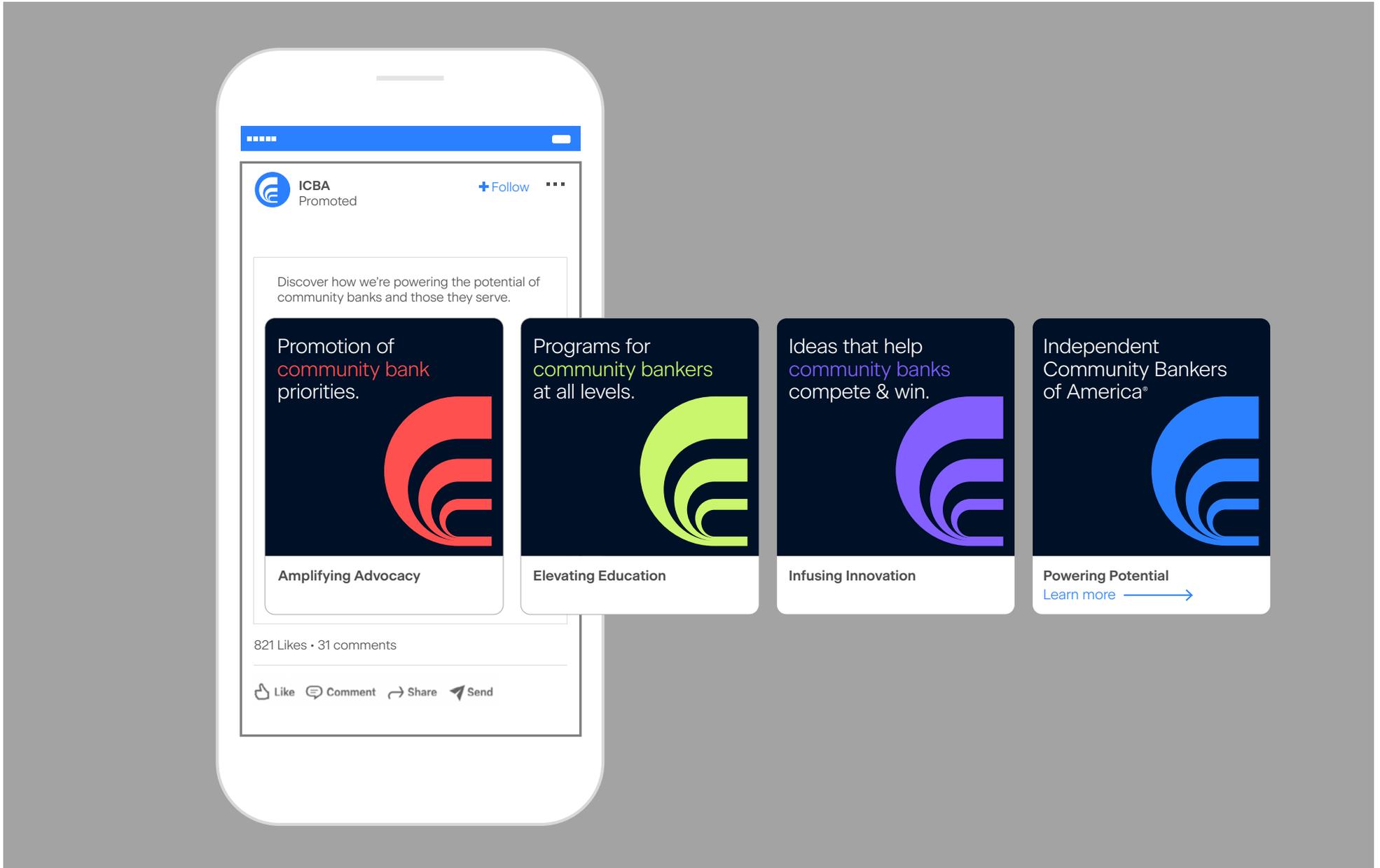
Our Brand Portfolio



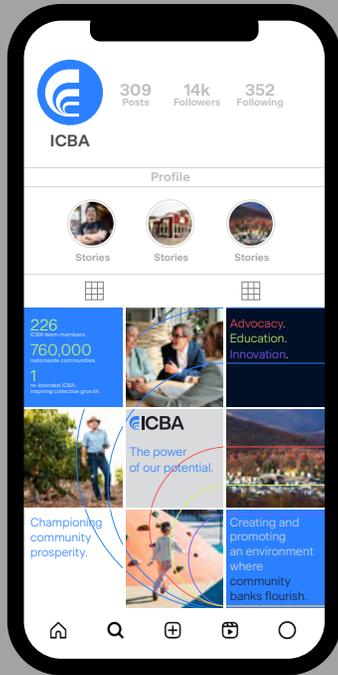
Our Brand Portfolio



Our Brand Portfolio



Our Brand Portfolio



226
ICBA team members.

760,000
nationwide communities.

1
re-branded ICBA,
inspiring collective growth.

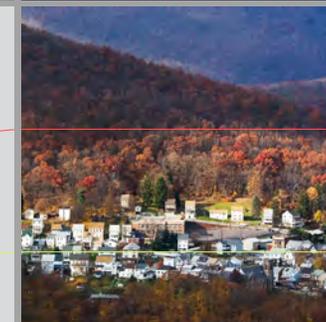


Advocacy.
Education.
Innovation.



ICBA

The power
of our potential.



Championing
community
prosperity.



Creating and
promoting
an environment
where
community
banks flourish.

Our Brand Portfolio



Our Brand Portfolio

ICBA Advocacy

Our ICBA Advocacy brand communicates our regulatory and legislative advocacy on behalf of community banks.



ICBA
Advocacy

Our Brand Portfolio

ICBA Advocacy

Communications for our advocacy pillar use the universal brand elements shown on pages 28–42, plus a more prominent use of advocacy red, (excluding education green and innovation purple) and a graphic element derived from our logomark that we call the advocacy wave.

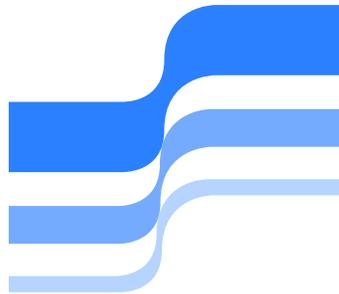


Advocacy Wave

A graphic element comprising three parallel lines that lift up and become stronger in color and size. It can be employed as a graphic, holding shape, overlay, or an all-over graphic.

The color scheme consists of advocacy red and ICBA blue, and white should be used in situations where these colors are not suitable.

Graphic



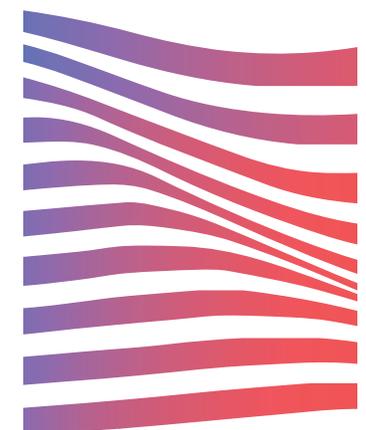
Overlay



Holding shape



All-over



Our Brand Portfolio



Advocacy
in action.

icba.org/advocacy



Grounded in listening
and elevated by action



Independent
Community Bankers
of America®



Our Brand Portfolio

Join ICBA Member Login Select Language

ICBA Advocacy

ABOUT US NEWS & EVENTS **ADVOCACY** EDUCATION INNOVATION BANK LOCATOR

Our advocacy is grounded in listening & elevated by action.

By promoting the priorities of community banks to lawmakers, regulators, journalists, consumers, and communities, we're able to power the potential of our members and the communities they serve.

[Read our legislative priorities](#)

Advocacy in Action →

Our Positions →

Virtual Advocacy →

Our Brand Portfolio



Community Bank Perspective
on the Bureau of
Consumer Financial Protection

icba.org/advocacy



FOCUS ON
Farm Policy

White Paper—July 2023

icba.org/advocacy

Our Brand Portfolio



Our Brand Portfolio

ICBA Education

Our ICBA Education brand communicates the work we do to provide banker education, professional development training, events, resources, and tools for community bankers at every stage of their careers.



ICBA
Education

Our Brand Portfolio

ICBA Education

Communications for our education pillar use the universal brand elements shown on pages 28–42, plus a more prominent use of education green (excluding advocacy red and innovation purple), a graphic element derived from our logomark that we call the education path, and a lively and uplifting tone in photography.



Education Path

A graphic element comprising two interacting paths that symbolize upward and forward movement, representing growth and empowerment. These paths should never obstruct a vital element of the composition or cross over someone's face.

The color scheme consists of education green and ICBA blue, and white should be used in situations where these colors are not suitable. The colors should be either transparent or multiplied to allow the underlying photos to remain visible.



Our Brand Portfolio

When community bankers grow,
their communities thrive.

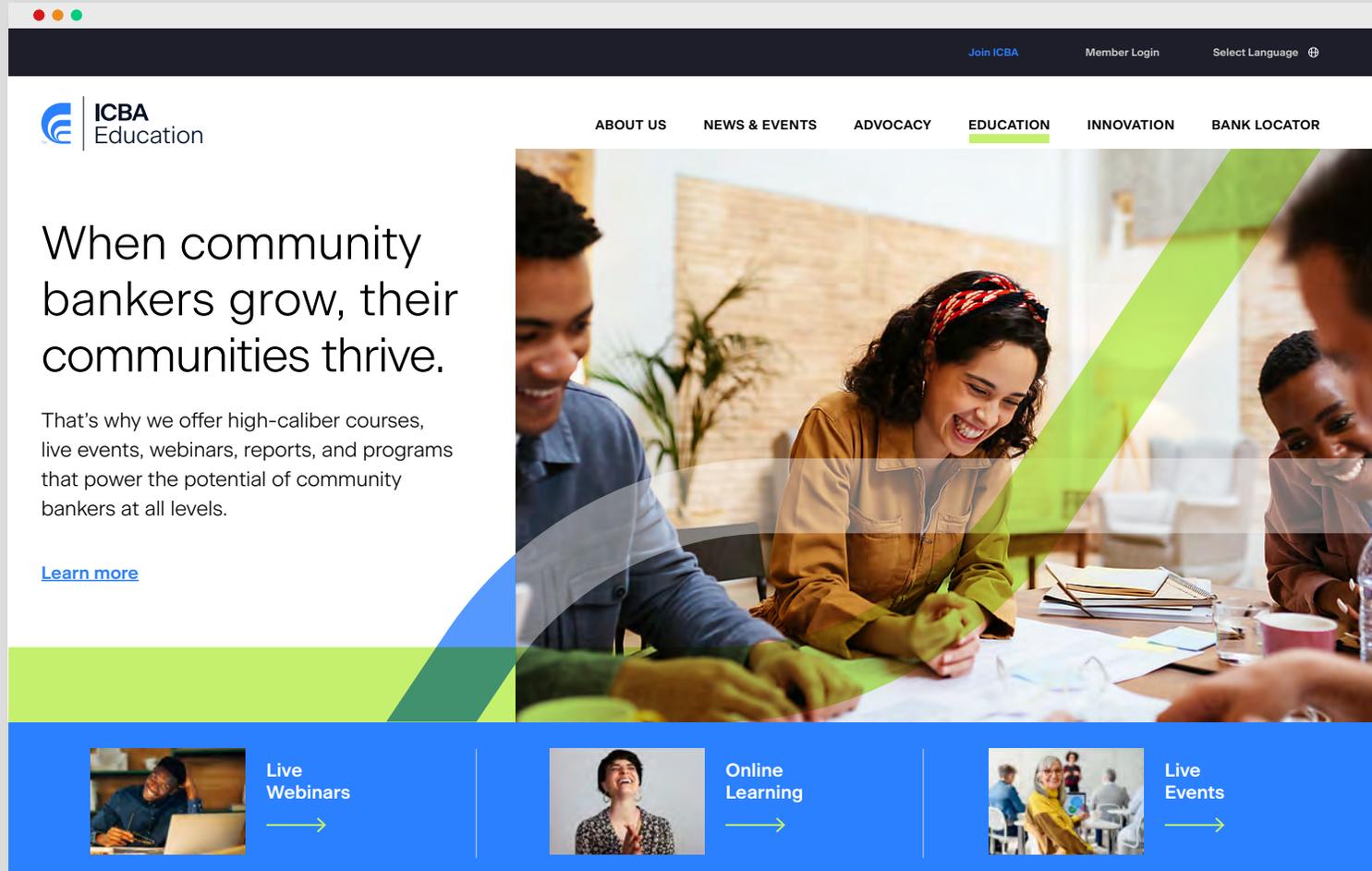
icba.org/education



By making learning personal,
fun, and community-bank
specific, we fuel individual,
team, bank, and community
prosperity.



Our Brand Portfolio



Our Brand Portfolio

When community bankers grow, their communities thrive.

By making learning personal, fun, and community-bank specific, we fuel individual, team, bank, and community prosperity.

icba.org/education

The graphic features a smiling man in a dark blue jacket against a background of blue and green wavy lines. The text is white and blue, and the logo is in the bottom left corner.

Stewart Miracle • 1st
Product Management at Federal Reserve Bank
2d •

[+ Follow](#)

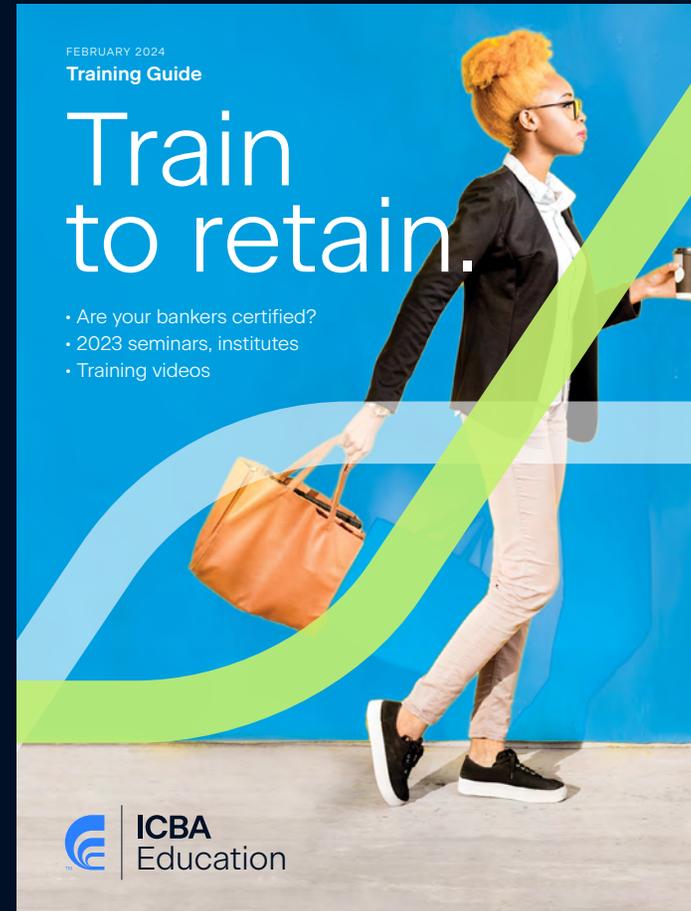
ICBA members, please join me during the ICBA/FedNow Webinar where I'll discuss use case opportunities with instant payments. For details: [@Federal Reserve Financial Services](https://lnkd.in/gjUjSg-m) . . .see more

**FedNow Service:
Exploring Instant Payments**

**Thursday, July 12
12:00-1:00 p.m. ET**

The LinkedIn post features a background image of a person using a mobile payment device. The text is white and blue, and the logo is in the bottom left corner.

Our Brand Portfolio



Our Brand Portfolio

ICBA Innovation

Our ICBA Innovation brand communicates the insights, thought leadership, products, tools, technology, and services we provide to community banks to help them better serve customers and stay competitive.



ICBA
Innovation

Our Brand Portfolio

ICBA Innovation

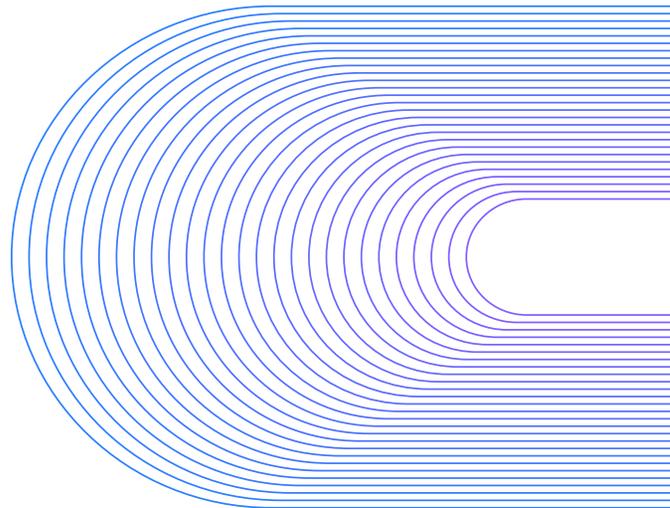
Communications for our education pillar use the universal brand elements shown on pages 28–42, plus a more prominent use of innovation purple (excluding advocacy red and education green) and a graphic element derived from our logomark that we call the innovation circuit.



Innovation Circuit

A graphic element we incorporate into photography that always moves forward. Lines should never obstruct a crucial part of the composition or cross over someone's face.

The color scheme consists of innovation purple and ICBA blue, and ICBA blue at 50% opacity should be utilized in cases where these colors are not suitable.



Our Brand Portfolio

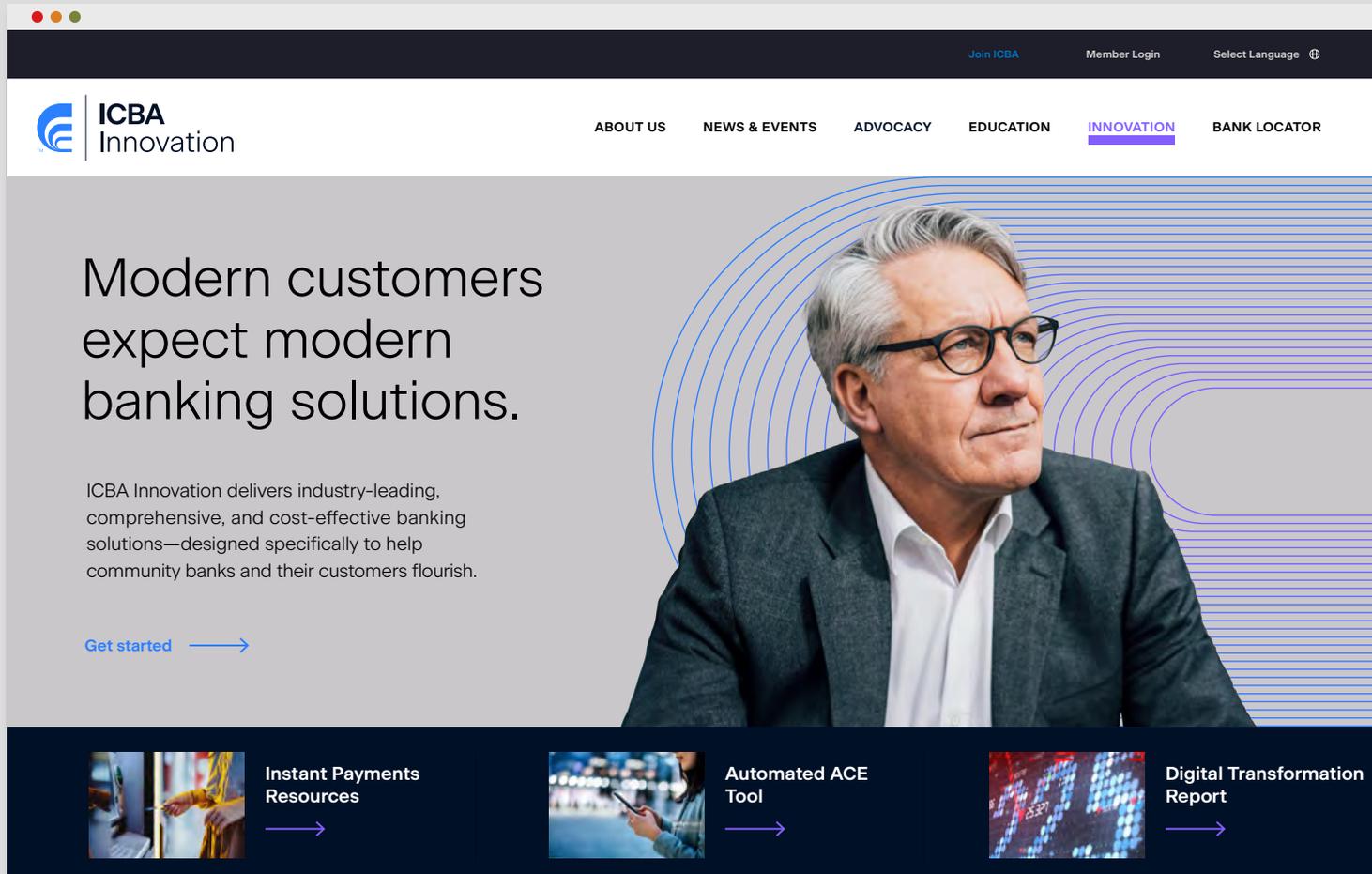
 **ICBA**
Innovation

ICBA Innovation
Modern customers
expect modern
banking solutions.

icba.org/innovation

Forward-thinking
solutions and
ideas that help
community
banks compete
and win.

Our Brand Portfolio



Our Brand Portfolio

 ICBA Innovation

ICBA Innovation

Service support for cardholders is key to customer loyalty.

That's why TCM Bank helps strengthen your customer relationships and revenue without increasing your workload by offering 24/7 concierge-level customer support for your cardholders.

icba.org/innovation

 **Alicia Marrone** · 1st
Community bank payments champion
2d ·  [+ Follow](#) 

Thrilled to be joining [Tina Giorgio](#), [Rebecca Kruse](#), [Kenneth Royal](#), [Kevin Tweddle](#) and the entire Payments team critical to the [#icba](#) mission of strengthening community banks now...see more

 ICBA Innovation

Resources

marketing@icba.org

If you have any questions,
please contact us.