

Brand Portal

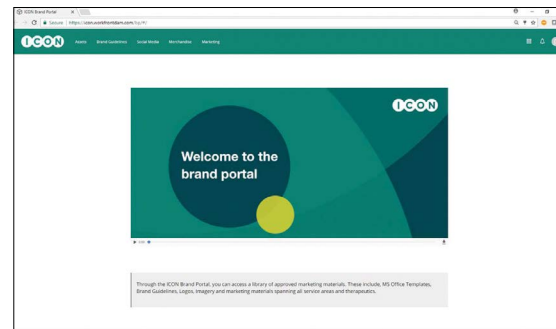
To access the Brand Portal go to:

- MyICON > Marketing (will redirect)
- MyICON > Blue 'Brand Portal' button on the homepage

The ICON brand portal is your digital library of collateral, templates and images, making it easy to produce high quality communications.

Key features:

- Search for any specific materials across the site
- 'Watch' an item to be notified when it is updated
- Create 'My Collection' of your favourite collateral for easy access
- Works on both desktop and mobile devices



A short guide detailing how to fully exploit all of the features and capabilities of the ICON brand portal is available to download from the brand portal.



'These guidelines help us to deliver high quality communications that will help protect and increase the value of the ICON brand.'



The ICON brand:
Visual identity guidelines:
employee pocket guide



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About ICON

ICON is a world-leading clinical research organisation. From molecule to medicine, we advance clinical research providing outsourced development and commercialisation services to pharmaceutical, biotechnology, medical device and government and public health organisations. We develop new innovations, drive emerging therapies forward and improve patient lives. With headquarters in Dublin, Ireland, ICON operates from 134 locations in 46 countries and has approximately 38,000 employees as of 1 January 2022.

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January 2022

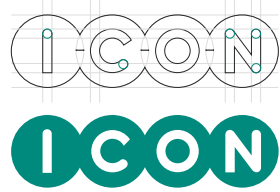
Logo

The ICON logo

Our logo is the most recognised and valuable asset of our identity system.

The logo is embedded in all templates.

If you need to use the logo for third party materials contact the Marketing team. Use only approved versions of the logo from the brand portal.



The ICON logotype

Sublogos are created using a bespoke ICON font. These can be downloaded from the Brand Portal.

ICONIK
FIRECREST
ADDPLAN

Colour

Primary colour



R18 G132 B116

Secondary colour palette



R0 G71 B80



R148 G214 B10



R240 G78 B152

Tertiary colour palette



R99 G43 B134



R206 G219 B0



R96 G195 B214



R23 G144 B208



R127 G127 B127



R36 G40 B40

Proportional colour usage



The primary colour is used as the dominant colour scheme.

The secondary and tertiary colours in our palette introduce warmth into charts and diagrams and creates hotspots of colour.

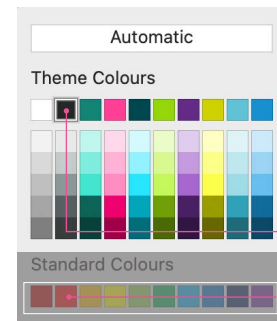
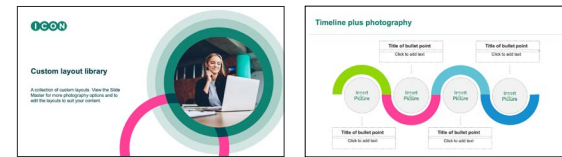
A few additional colours are detailed in the full brand guidelines.

This colour palette, including tints, is automatically embedded in all ICON Microsoft Office templates.

Use only ICON colours.

Microsoft Office templates

ICON templates are embedded in PowerPoint and Word and are regularly updated. These include presentations, proposal templates and other documents.

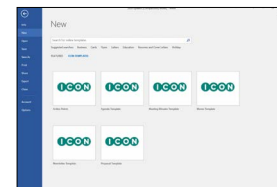


The ICON colours are also embedded in Excel.

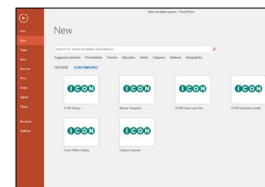
You can download the full range from the Brand Portal or access a selection on your computer through File > New > ICON templates

Normal font colour
X Not ICON approved colours

Word template location



PPT template location



If you do not see the templates, or embedded brand colour palette, on your computer, please submit a ticket to IT via Service Now and they can be deployed to your computer.

Photography

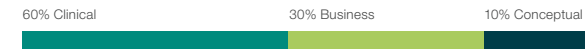
Clinical



Business



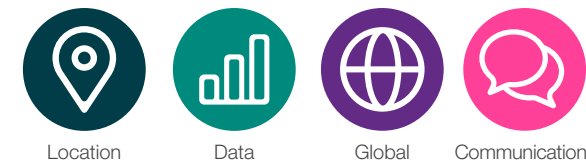
Proportional photography usage



There is a large collection of photography available from the brand portal. PPTs with images grouped by theme (e.g Patient) are also available.

Icons

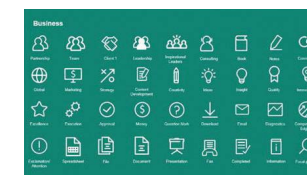
Icons are designed to help visually convey data or important information in presentations or documents. There are over 350 ICON approved icons, only these should be used in presentations.



Example of icons in use



A PPT containing all icons grouped by theme is also available.

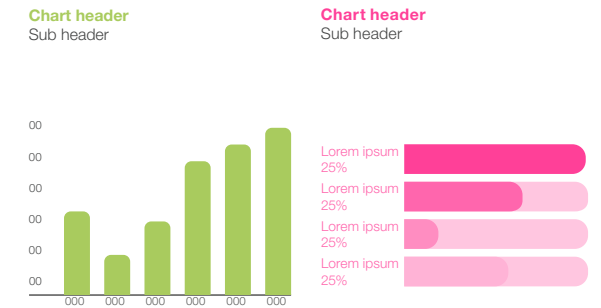


Charts, diagrams, tables and maps

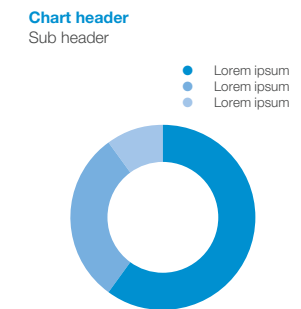
A wide selection of these are available in the 'charts and diagrams' template in PowerPoint.

These templates are formatted to follow ICON brand guidance so that you can simply add in your content. For more information about do's and don'ts see section 7.3 of the full brand visual identity guidelines on the Brand Portal.

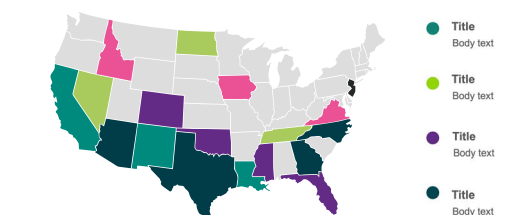
Examples of bar charts



Example of a pie chart



Example of a map



Example of a table

Heading	Heading	Heading	Heading
Lorem ipsum	Lorem ipsum	Lorem ipsum	Lorem ipsum
Lorem ipsum	Lorem ipsum	Lorem ipsum	Lorem ipsum
Lorem ipsum	Lorem ipsum	Lorem ipsum	Lorem ipsum