

## ICON colour

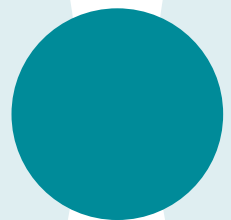
Two colours represent ICON.

The primary colour is green  
PMS 321 (CMYK cyan 100%,  
yellow 30%, black 23%).

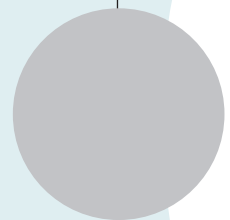
When the 'i' mark is reproduced  
it must appear in PMS Cool  
Grey 4 or 25% black.

When colour matching printed  
material, always refer to either  
pantone or four colour  
references.

In exceptional cases when full  
colour production is not  
practical, black and white  
reproduction is permissible.



ICON Green  
Pantone 321  
Four colour process  
cyan 100% yellow 30%  
black 23%



ICON Grey  
Pantone Cool Grey 4  
Four colour process  
cyan 100% yellow 30%  
black 23%

## ICON vision

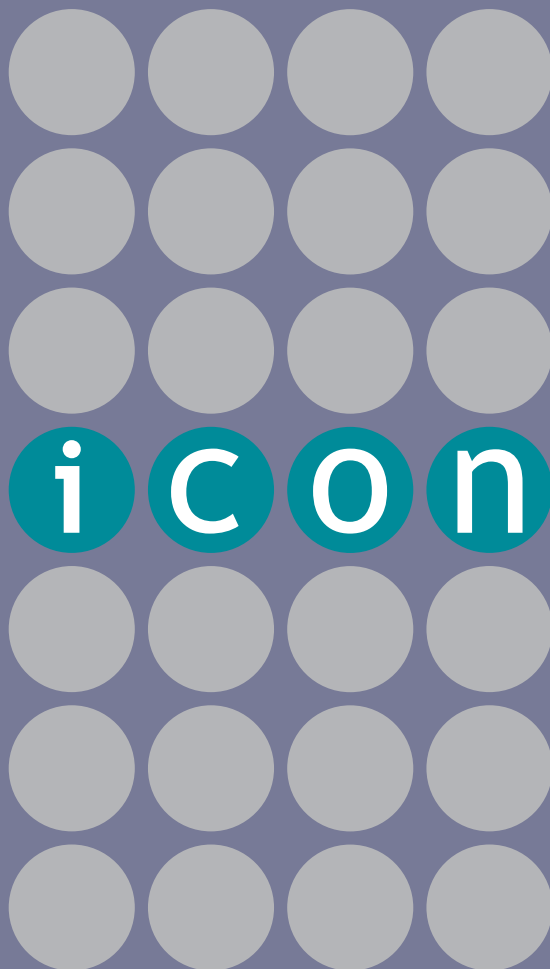
Consistency and clarity of the  
ICON brand and its core brand  
values are integral to the  
successful performance of ICON  
as the leading CRO worldwide.

Our challenge is to maintain this  
consistency and clarity as we grow  
both organically and through  
acquisition, ensuring that the high  
quality of service that we provide  
remains the point of differentiation  
between ICON and its competitors.

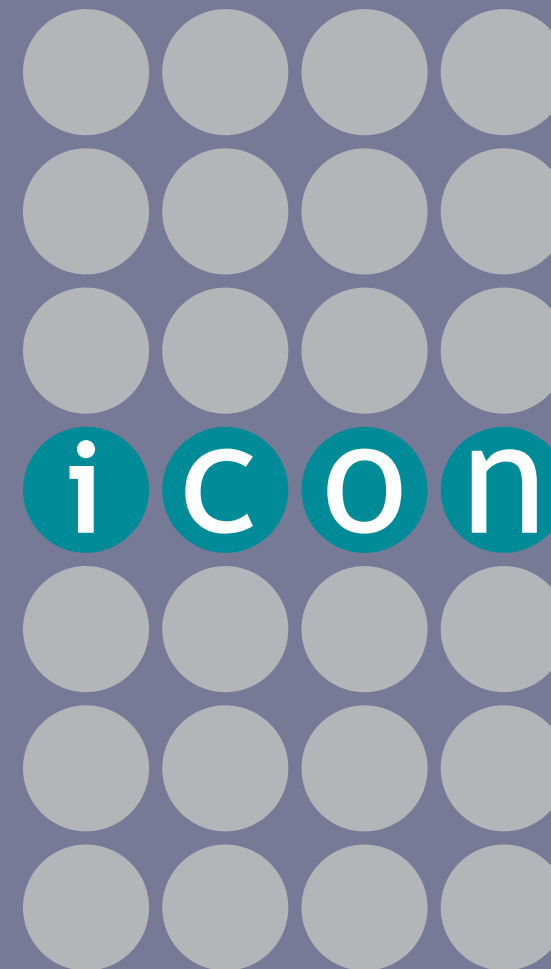
It is important that this quality of  
service, expected by our clients,  
is reflected in our branding.

The purpose of this style guide is  
to provide a set of basic principles  
to ensure that consistency and  
clarity of branding is achieved in  
all communication platforms,  
both internally and externally,  
to create a positive and lasting  
impression of ICON.

## corporate identity



## corporate identity



## ICON mark

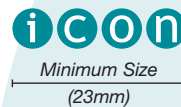
The new ICON logo has been developed to add clarity and functionality to our corporate image. This development retains all the values of simplicity and openness of its predecessor.

In its new form, the logo can be scaled up and down in size with ease. The lower case stands out visually, alluding to information, integrity, independence, identity etc. The minimum size reproduction is illustrated opposite. There are no maximum size restrictions.

The logo should never be redrawn or reconstructed. It should only be reproduced with clarity, precision and to the highest quality.



ICON Pantone 321 Green Logo



ICON Pantone 321 Green Negative Logo



ICON Monotone Logo



ICON Monotone Negative Logo



ICON "i" Mark  
Cool Grey 4



ICON "i" Mark  
25% black

## ICON typography

The theme of simplicity we want to achieve is confirmed in the selected typeface, "Helvetica" which is to be used at all times. The choice of size and weight is at the discretion of those approving any particular material.

For correspondence and presentations created on PCs where Helvetica is not available, then Arial can be used in its place.

In all text where the company name appears e.g. letters, e-mails, website, the ICON name should appear in capital letters (ICON). Layout and style examples for these can be found on the CD supplied.

### Helvetica 45 Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcde  
fghijklmnopqrstuvwxyz 1234567890&?%

### Helvetica 46 Light Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdef  
ghijklmnopqrstuvwxyz 1234567890&?%

### Helvetica 65 Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ a  
bcdefghijklmnopqrstuvwxyz 123456  
7890&?%

### Helvetica 65 Medium Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ a  
bcdefghijklmnopqrstuvwxyz 1234567  
890&?%

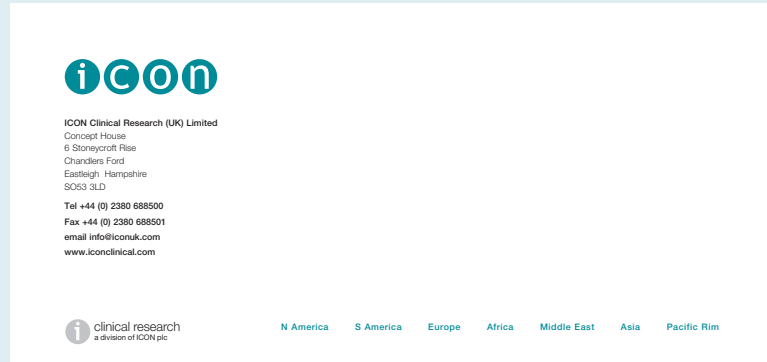
### Helvetica 75 Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ a  
bcdefghijklmnopqrstuvwxyz 123456  
7890&?%

### Helvetica 75 Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ a  
bcdefghijklmnopqrstuvwxyz 123456  
7890&?%

# ICON application



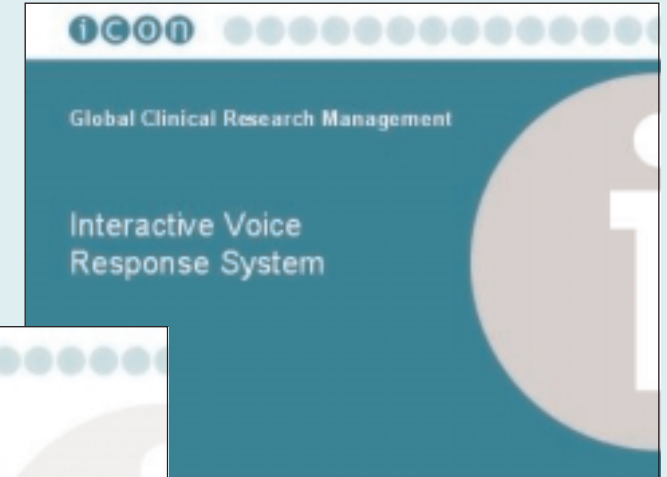
ICON Compliment Slip\*



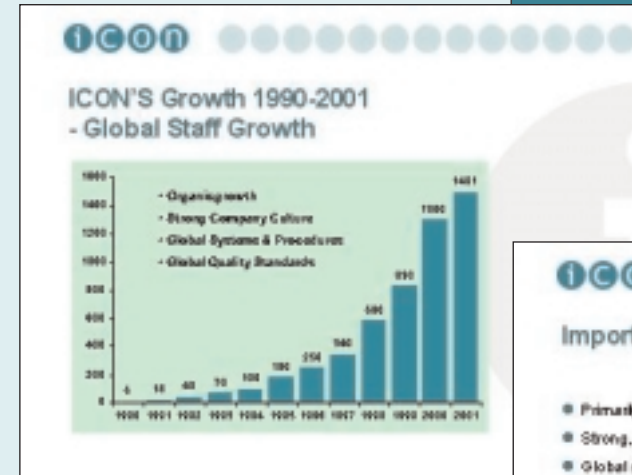
ICON Business Card\*

\*Examples shown are not full size

ICON PowerPoint



ICON PowerPoint Opening Slide



ICON PowerPoint Graphic Slide



ICON PowerPoint Text Slide

## ICON elements



Our visual identity is expressed through three fundamental elements:-

**The ICON logo**   **The ICON colours**   **The ICON typeface**

By combining these elements we can create a clear reflection of our corporate personality. The guidelines within this document specify the correct use of the ICON logo colours and typeface.

These fundamentals should be adhered to at all times to create consistent materials that include the ICON name.

For further information about how to use the ICON identity in applications not outlined in this guide, contact

Kerri Beaumont at ICON Corporate Communications on Tel: +44 (0) 2380 688500.



**ICON Clinical Research (UK) Limited**

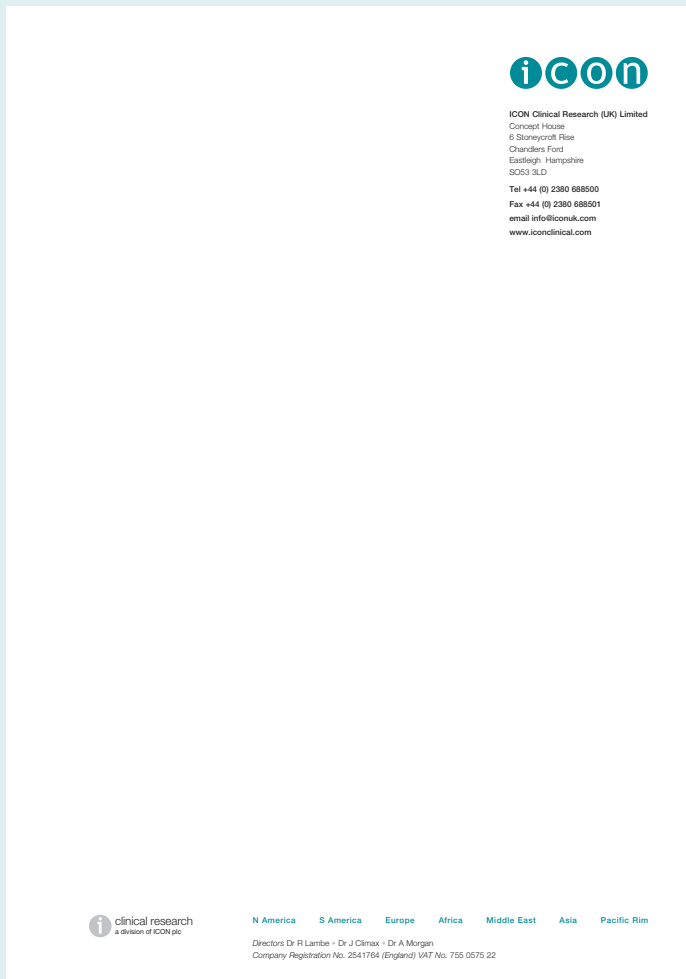
Concept House 6 Stoneycroft Rise  
Chandlers Ford Eastleigh  
Hampshire SO53 3LD  
Tel +44 (0) 2380 688500  
Fax +44 (0) 2380 688501  
email [beaumontk@iconuk.com](mailto:beaumontk@iconuk.com)  
www.[iconclinical.com](http://iconclinical.com)

## ICON application

The ICON vision is to create a strong and consistent visual identity, which will be achieved by following the simple and user-friendly rules outlined in this guide.

To further aid consistency we have provided master templates, which are easy to use and cost effective. The CD provided also houses master logos in multi formats to accommodate most applications.

The new ICON identity will be promoted through many entities, ranging from stationery to electronic communications. This guide has highlighted key components of the promotional mix and these principles should be applied to all materials holding the ICON logo.



ICON Letterhead\*

\*Example shown is not full size

## Letterhead Template - U.S. Branch

\*Example shown is not full size



Helvetica 65 Medium 9 pt., leading 12 pt.

Helvetica 45 Light 9pt., leading 12 pt.

NOTE: Letterhead.  
PMS 321 & Black

Top, Bottom and Right Margins are 1/2",  
Left Margin is 1"

25% Black or Cool Grey 4

laboratories  
a division of ICON plc

Helvetica 45 Light 9 pt., leading 7 pt.

Helvetica 45 Light 7 pt., leading 7 pt.