



ICCROM

Our little brand book



Brand identity is much more than a logo. A brand weaves its logo, colours and messaging into a cohesive narrative, telling a story that evolves. How can we create an identity that feels relevant to heritage today and how it changes?

Branding is not about making us into a different organization but making us more like ourselves – who we are now and who we want to be.

An ICCROM that is small but mighty. An ICCROM renowned for our experience and expertise.

Our history



ICCROM is an intergovernmental organization with a unique mandate to promote the conservation of all types of heritage for people everywhere. We provide our Member States with world-class tools, knowledge and skills to tap into heritage's potential to shape a better future.

We were created in 1956 in response to the urgent need to reconstruct cultural property in the aftermath of the Second World War. The world has changed a lot since then, but our mandate is as important today as it was at the time of our founding.

All around the world, people know ICCROM for having pioneered training and techniques for heritage conservation over many years.



Our



Our vision is for a world in which cultural heritage – its preservation, protection and celebration – is linked with progress, inclusivity, stability and well-being.

vision



Our future

The moment for change

Embracing the digital era means embracing change. This includes updating our brand so that it functions well in a primarily online environment.

This reality prompted ICCROM's journey to refresh our brand with the digital user in mind. This process of rethinking our brand identity has spanned several years and included consultations with many internal and external groups. We see this refresh as essential to strengthening and transforming ICCROM for the future – it improves our visibility, maintains our credibility and modernizes the entire organization's look and feel.

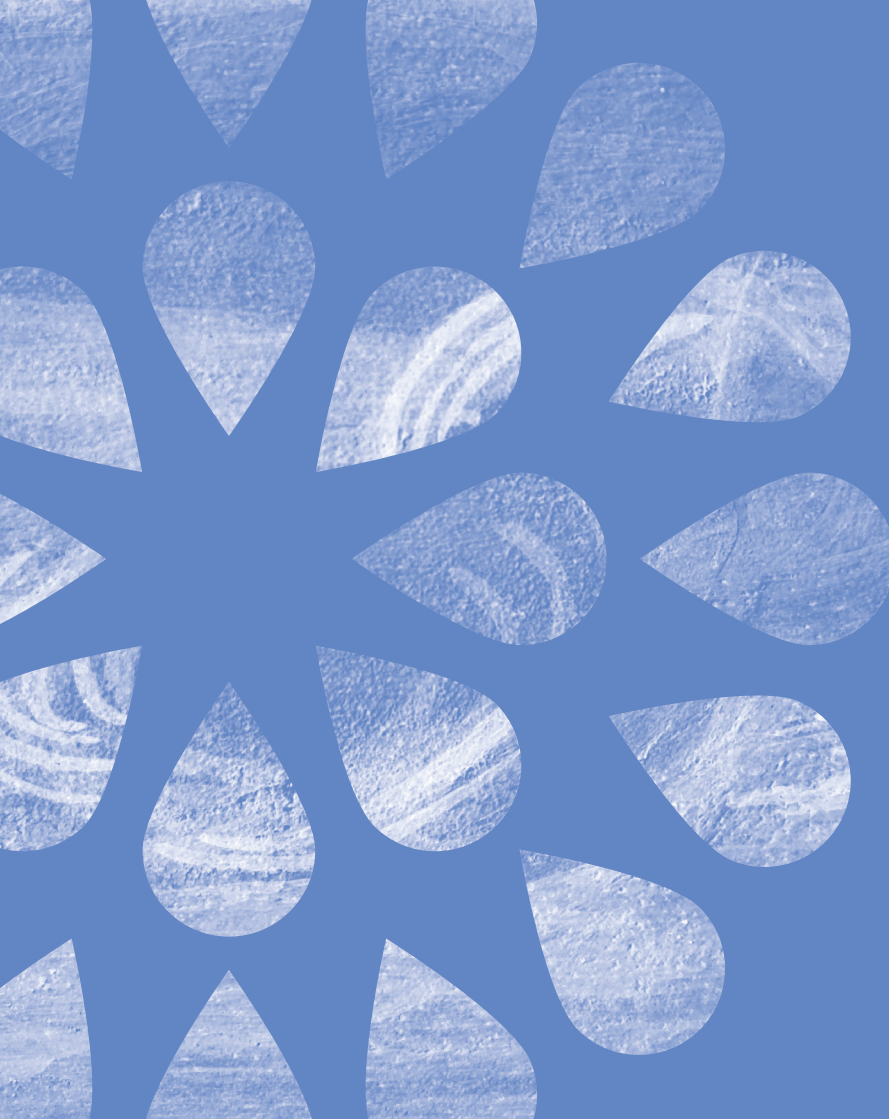
Celebrating collaboration

Heritage gives us a sense of place, a sense of self; it's about what it means to be human. It's our responsibility to protect that.

Balancing innovation with respect for tradition, the core of ICCROM's identity embraces heritage everywhere and brings us together. This is the foundation for our brand. From the colours and imagery that we use to the way we speak.

ICCROM is open, positive and hopeful by nature. We are a growing network of passionate individuals and communities, and our brand celebrates our role as the central hub for heritage, now and in the future.





A symbol that unites

Dynamic. Vibrant.
Collaborative. Welcoming.

Our symbol, the location pin,
is synonymous with place.
It marks where we are and helps
us to find our way to each other.

Each Member State is an extension
of our brand and is equally valuable
in its contributions. Location pins
represent that approach through
their equal sizing and come together
to form a whole – without boundaries
or borders. This symbol reflects
the evolving nature of heritage
– encompassing the natural and
built world, collections and intangible
heritage we find all around us,
every day.

A palette that inspires

Our colours connect to ICCROM's history – with a warm red that references the 1970s logo, and a broad palette that has been largely inspired by the colours used throughout our activities over the years.

Our colour palette is broad and vibrant, capturing the energy of our global network and the variety of our work. The combination of these elements is celebratory by nature – a community for all to join and a source of knowledge – a place of opportunity.



Aa

Aa

Aa

Letters with a voice

Much like ICCROM itself, our primary typeface – *Bricolage Grotesque* – is unique, approachable and packed full of personality.

The secondary typeface – *Lora* – is elegant, reserved and beautifully crafted, ensuring our words are read with ease and clarity.

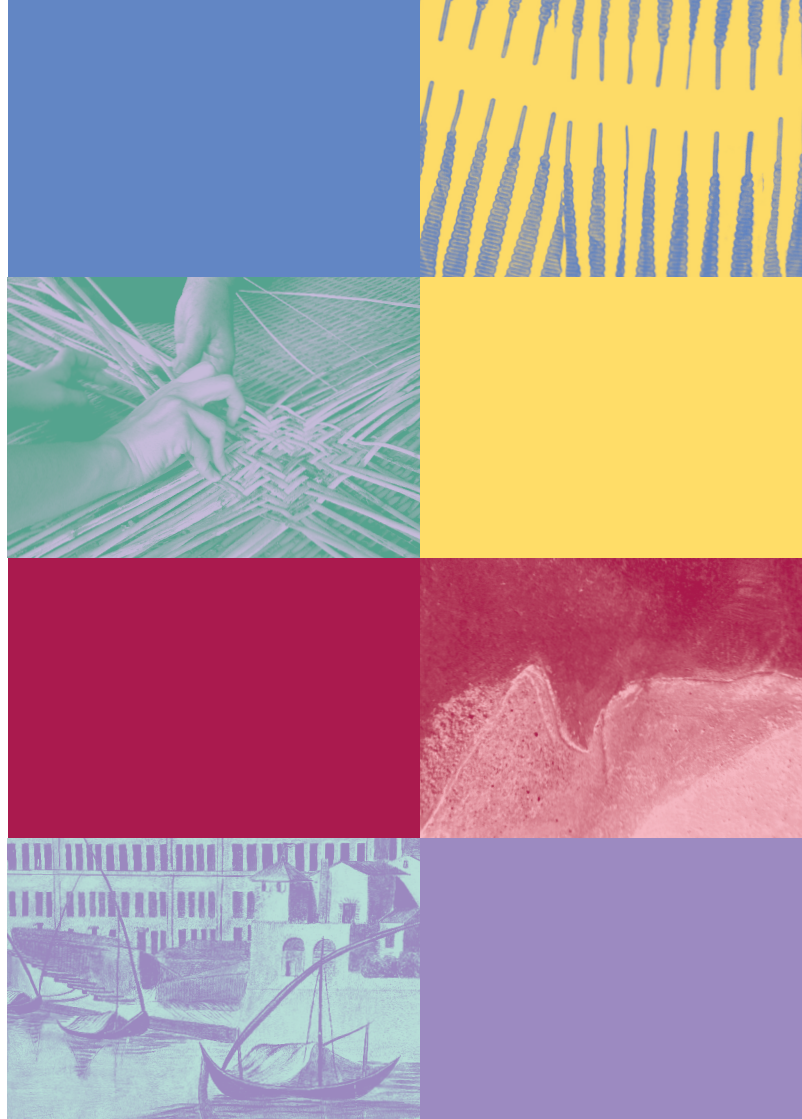
Most importantly, both typefaces were consciously chosen for accessibility and screen readability.

Images that you can feel

Our work is often tactile. Our offices are covered in historical workshop materials and the sites we are involved in around the world have their own unique markings and materials.

They're all physical textures that connect to human involvement, and a collection that we can endlessly grow, repurposing our history to design our future.

Wherever possible, we try to bring this tactile quality into our photography and other materials – adding a layer of visual interest and engagement, and a direct link to our work.



People powered

ICCROM is people-centred and community-powered. We are a meeting place that cultivates new ideas and connects the dots between diverse sectors.



Our work is forward-looking and hopeful. We invest in shaping the heritage leaders of tomorrow. We drive innovation through our publications, archives, world-class library and foresight studies, and collaborate with researchers and fellows from our Member States. We leverage our knowledge and networks to provide technical, policy and emergency support.

Our updated brand is about building on our past – ICCROM's rich heritage, foundational ideals and incredible legacy – while breathing new life into our story.

It's a journey we're all on together.

