



INTERNATIONAL
CITIES OF PEACE

Identity Manual

with Guidelines for Usage

April 10, 2021

These Guidelines ensure that there are consistent messages presented to all who receive communications from anyone associated with International Cities of Peace.



International Cities of Peace **Identity Manual** with **Guidelines for Usage**



Foundational Vision (Or WHY International Cities of Peace?)

To ensure everyone's right to safety, prosperity, and quality of life, the consensus values of global peace.

Essential Mission (Or WHAT do we do?)

To build a scalable network of "in situ" Teams committed to peace-building in Cities of Peace around the world.

Essential Goal (Or HOW do we organize to achieve our vision?)

To Certify and Recommend thousands of self-organized municipalities as City of Peace in order to create a tipping force for global peace.

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Why Identity is Important

Cities of Peace, Inc., parent company of the association named International Cities of Peace[®], is contributing to the historical work of laying the foundations for world peace. The "identity" of International Cities of Peace is the result of the many ways volunteers communicate information about the Association to the world.

Elements of identity gives a sense of the culture of the organization. In providing a consistent identity, we can ensure that our mutual work in peacemaking will be recognized, remembered and supported. Therefore, in order to do justice to peace and increase our peacemaking endeavors, we must consistently present ourselves and the organization with integrity and dignity.

Consistent, ethical, and sophisticated use of our logo, wordmarks, trademarks, color palette, and other visual and written elements provide a way to communicate our deep respect for the mission of global peace. It is a responsibility we share. We hope that all volunteers take good care to follow the guidelines expressed in this Identity Manual.

Communicating Positive Messages

In all aspects of communications, volunteers for International Cities of Peace should exhibit the values of a peacemaker. The International Cities of Peace **Values Path** is as follows:

1. **Be Purposeful** -- know and remember our WHY --- to ensure everyone's right to safety, prosperity and quality of life, the consensus values of peace.
2. **Be Accountable** -- do one's best and accept the results as a transformative process for continuous constructive change.
3. **Be Trustworthy** -- act fairly with others through respect and transparency.
4. **Be Humble** -- accept that no one person has all the right answers and that it takes a team to be successful.
5. **Be Innovative** — Build a more peaceful community through creative, imaginative and positive groundbreaking initiatives.

Trademarks and Registered Trademarks

The following is a registered trademark ® of Cities of Peace, Inc.

- The Wordmark and Logo for International Cities of Peace®



The Wordmarks and Logos for the following are trademarks of Cities of Peace, Inc.:

- **Global Feast for Peace™**
- **ICP Skills Development Program™**
- **ICP City-to-City Collaboration Program™**
- **ICP Valued Provider™**
- **Act Local, Connect Global™**

The organization achieved 501(c)3 status for tax exempt donations in 2010.

The Official ICP Logo

Area of Isolation

- Always clear space around the ICP Logo to preserve the integrity of the Identity
- Isolation depends on the size the Logo is used, but preserve at least a space the size of the height of the block that contains the words "International Cities of Peace".

Size and Legibility

- The Logo is approximately square. Ensure that the Logo is not stretched when placed in materials.
- Color Palette
 - The Logo can be used on a white or color background.
 - The Logo is available in black, black & gray, and white.
- Transparent backgrounds for each Logo color are available in PNG files upon request.

Improper Usage

- Separation of logo elements
- Distortion of vertical and horizontal ratio sizes
- Color substitutions
- Outlining the letterforms
- Logo on patterned backgrounds that complicate Identity

Logo Statement

The official Logo for International Cities of Peace was designed by artist Ed Illig and is a registered trademark of Cities of Peace, Inc., an organization with Special Consultative Status with ECOSOC, the United Nations body working with Non-governmental Organizations (NGOs).

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The elements of the design are as follows:

- The interconnected global motif
- The active flying peace dove expressing both simplicity and profound elegance
- Two olive branches, which are universal symbols of peace first used thousands of years ago by Egyptians and Greeks.

International Cities of Peace® defines peace as the global consensus values of Safety, Prosperity, and Quality of Life. This expansive definition creates a bridge to citizens from every part of society and in all parts of the world. The consensus values are based on three freedoms, as noted below:

Safety: Freedom from risk of injury, danger or loss

Prosperity: Freedom to achieve a good standard of living

Quality of Life: Freedom to enjoy health and happiness

United Nations Resolution A/RES/52/13 defined a Culture of Peace as a set of values, attitudes, modes of behavior and ways of life that reject violence and prevent conflicts by tackling their root causes to solve problems through dialogue and negotiation among individuals, groups, and nations. For peace and non-violence to prevail, we endeavor to:

- Foster a culture of peace through education
- Promote sustainable economic and social development
- Promote respect for all human rights

- Ensure equality between women and men
- Foster democratic participation
- Advance understanding, tolerance and solidarity
- Support participatory communication and the free flow of information and knowledge
- Promote international peace and security

In addition to the UNESCO statement on a culture of peace, **the Golden Rule** (variously stated including “do for others as you would have them to do for you”) provides a universal statement for compassion and respect among a community’s diverse and nonviolent philosophies, religions, and personal creeds.

The Logo for International Cities of Peace conveys the importance of a global network and the historical and current relevance of the ancient ideal of a City of Peace.

Typography

There are many choices for typefaces that are a part of the Identity Guidelines for the organization. These typefaces have been chosen based on the following two criteria:

- Worldwide availability
- Underscore competency, distinction, and innovation

San-Serif Typeface Options

- Official San-Serif Typeface: Optima
- Comes in Regular, *Italic*, **Bold**, ***Bold Italic***, **Extra Black**
- Downloadable Free

Optima

ABCDEFGHIJKLMN
abcdefghijklmnpqrs
1234567890 (!@#\$%
LegionFont.com

- Alternative San-Serif Typefaces:
 - Futura
 - Calibri
 - Arial
 - Helvetica

Serif Typefaces Options

- Official Serif Typeface: Palatino
- Alternative Serif Typefaces:
 - Didot
 - New Times Roman

Color Palette

In addition to the use of Black, Gray, and White for logo and backgrounds, the official colors for International Cities of Peace materials include the following

- **ICP International Orange**

CYMK: 0% cyan, 69% magenta, 100% yellow, 0% black

RGB: 100% red, 31% green, 0% blue

Hex/HTML: ff4f00



- **ICP Royal Purple**

CYMK: 69, 93, 0, 0

RGB: 112, 48, 160

Hex/HTML: 7030A0



Logo Design Spec for Cities

- A Logo for an official City of Peace can be developed and submitted for approval by the Executive Facilitator of International Cities of Peace.
- Legally, to preserve the registered trademark for International Cities of Peace, consistent use of the Logo is absolutely necessary. The Logo can not be altered or colorized in ways not represented in this Identity manual.
- For individual Cities of Peace around the world, the Logo must be identified with the Registered Trademark (®).
- The Logo can be used for individual Cities of Peace by adding the City Name and Country above or below the logo.
- The space between the Logo and the City Name and Country (State or Province is optional) must be relative to the spacing shown in the examples below.
- The Name and Country must be in black, grey, or purple (see color palette).
- The City Logo can also be used in white on a color background.



ICP Materials that can be Requested

- Logo in Black, Gray, or White
- City-to-City Collaboration™ Logo
- Skills Development Program™ Logo
- Valued Provider™ (VP) Logo
- Global Feast for Peace™ Logo

In order to add City name/country, or to develop approved materials for promotion, Logos are available in eps, ai, jpg, tif, and png. A transparent background logo can be provided upon request.

For questions or Requests

Send to info@internationalcitiesofpeace.org

Website: <http://www.internationalcitiesofpeace.org>

Facebook Member Page: <https://www.facebook.com/groups/internationalcitiesofpeace/>

Facebook Public Page: <https://www.facebook.com/International-Cities-of-Peace-108517430819679>

LinkedIn Page: <http://www.linkedin.com/company/3565355>

Submitted in 2021 by J. Frederick Arment, Founder and Chair of Cities of Peace, Inc., reviewed by the Board of Directors and approved for publication.

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™ The City-to-City Collaboration Program™, Global Feast for Peace™, Act Local, Connect Global™ and ICP Skills Development Program™, and ICP Valued Provider™ are trademarks of Cities of Peace, Inc.

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