



INTERNATIONAL CLASSIFIED MEDIA ASSOCIATION  
*Making classified media work better!*

## CREATIVE BRIEF FOR NEW ICMA LOGO

### WHAT IS ICMA?

The International Classified Media Association is a non-profit global trade organization for publishers of classified media products. Our mission is to serve our members through facilitating the exchange of information and best practice in order to improve the performance of the classified advertising industry.

Ten key words describing ICMA's work:

international	networking	media	dynamic	information
sharing	professional	classifieds	partnerships	innovation

### WHO ARE ICMA'S CUSTOMERS?

ICMA's principal customers and stakeholders are its members who are publishers and senior management of classified media products in B2B, B2C and C2C sectors. Other customers include industry suppliers who sponsor and exhibit at events.

Ten points describing ICMA's customers' characteristics:

international outlook	entrepreneurs	competitive
sales/profit oriented	risk-takers	open to change
confident	traders	open and communicative
from very small owner-operator to multi-national publicly listed companies		

### WHAT MESSAGES DOES ICMA WANT TO SEND?

ICMA wants to be perceived as the forum for classified media professionals from all channel-types to exchange information and learn from each other.

ICMA is:

international	co-operative	friendly and fun
people-focused	professional	about embracing change
about connecting people	about sharing ideas and experiences	channel/business model-independent
an inclusive organization with a high degree of trust and respect between members		

## **WHAT DOES ICMA WANT?**

ICMA wants a new logo that it can develop into a complete new Association web and print branding identity to celebrate its 20<sup>th</sup> anniversary in November 2006. The current logos can be viewed on the ICMA website.

Two logos should be submitted, one with and one without a strapline.

Submissions:

1. must use the ICMA blue colour (Pantone blue 295), you can use other colours as well
2. must complement the PHOENIX logo (you can view this on the ICMA website)
3. can have a different font (the current ICMA font is ITC Officina Sans)
4. can have a different strapline from the current 'Making classified media work better'

Technical specifications: each design must be delivered in EPS (vector) in four-colour, greyscale and mono, and in PNG in four-colour, greyscale and mono. I.e. a single design requires a total of 12 files (one design with a strapline and one without).

Deadline to register your participation (complete and fax back registration form): 10 April 2006

Deadline for submissions to be received at Head Office: 15 June 2006

There is a cash prize of EUR 500 for the winning designer(s), and a free registration for one designer to the Munich General Meeting on 9-11 November where the prize will be presented.

Further information can be found on the ICMA site.