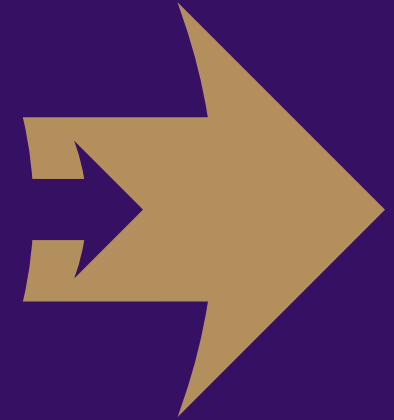




The Chartered  
Institute of Logistics  
and Transport

# Stronger Together

---



Brand guidelines

---

---

# Contents

Introduction	3
Our vision	4
What we stand for	5
Tone of voice	6
Brand colours	11
Brand elements	15
Typography	24
Photographic style	26
Graphic style	29
Brand framework	34
Stationery	37
Slide presentations	48
Digital environments	52
Marketing examples	60

---

# The Chartered Institute of Logistics and Transport

Our brand is important. It's how we communicate our achievements and ambitions, and how we cultivate enthusiasm for the work that we do. It's what people recognise and remember and it shapes how people think and feel about us.

To ensure that we maintain the integrity of our brand, we must use it consistently and with purpose. Our brand should be utilised carefully by all, internally and externally, to ensure an accurate and consistent representation of who we are and what we do.

These guidelines form a key reference tool to maintain that consistency and brand integrity. As with all guidelines, please use them with care. They are here for your guidance and should be adhered to whenever possible.

## Making a change

The most recent iteration of our brand has been in place since 2013. We feel the time is right to develop who we are, what we stand for; how we look and feel and the style of language we use.

The biggest shift we've made in the new version of our guidelines, is to become more people-focused. We are a membership organisation whose sole purpose is to help and support our members throughout their careers. This shift sees us moving towards a more human approach, with more images of people and a human-centred approach to our tone and language.

You can find assets to download - our logos, templates and guidelines on our new brand hub:  
<http://www.ciltinternational.org/downloads-page/>



If you have any queries regarding these guidelines or would like to request support files please contact us using the details below.

—

## Ceri Williams

Our Brand Manager can help you with access to our brand hub or any brand queries you may have.

The Chartered Institute of Logistics and Transport  
Earlstrees Court, Earlstrees Road  
Corby, Northants NN17 4AX

—

T +44 (0) 1536 740157

E [ceri.williams@ciltinternational.org](mailto:ceri.williams@ciltinternational.org)

W [ciltinternational.org](http://ciltinternational.org)

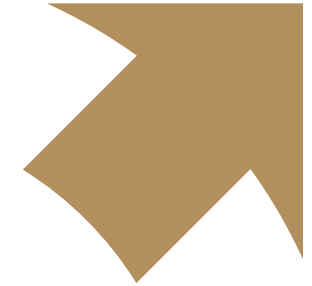
A group of professionals in a meeting, with a large purple arrow pointing right over the image. The arrow contains the text 'OUR VISION' and 'To be recognised as the first choice professional body for supply chain, logistics and transport.'

## OUR VISION

To be recognised as the first choice professional body for supply chain, logistics and transport.

---

# What we stand for



## What we do. **OUR MISSION**

To create the right programmes and set the right goals to be seen as the leading professional body globally, by those within and outside our profession.

## The way we do it. **STRATEGY**

Our activities are structured under the three pillars of Growth, Capability and Governance.

### › **Growth**

We are creating a strong model for growth based on regional development, the addition of new country branches and identifying key markets for expansion

### › **Capability**

We are passionate about our education and membership services and are striving to strengthen and improve them. We share best practice and learnings throughout our global family and encourage participation and advancement on all levels

### › **Governance**

Robust and positive leadership of the Institute is vital and we are creating a talented team that can develop our organisation and our charter

## How we're seen. **OUR VALUES**

Our actions and behaviours are underwritten by the following principles:

### › **Global leadership**

We think and act as global leaders of our profession and our industry

### › **Professionalism**

We set high professional standards in the logistics and transport arena and we adhere to them

### › **Diversity**

We actively seek engagement from all in our industry whatever their skills, age, gender or nationality

### › **Dynamism**

Our vibrant energy and progressive attitude are key in our drive for growth

### › **Inclusivity**

We're "Stronger Together" as a membership body and as a leader in our industry. We act like a global family

---

# Tone of voice



**Hello**



**Ciao**

# Why words matter

We communicate who we are and what we do in three ways; how we behave, how we look and how we sound. If we want more people to engage with CILT, we have to position ourselves in their minds as an organisation that is relevant to them. How we talk about ourselves – our tone of voice is an effective way of doing this.

Our visual identity – logo, colours and imagery – is not the whole picture. The words we use and the stories we tell about ourselves are crucial to connecting successfully with people: our colleagues, our members, our business partners, our family, potential employees, local community groups. Everybody.

## Consistency is all

Every time someone comes into contact with us we need to make sure that what we say, and the way we say it, helps people understand what makes us unique. The way we express ourselves has to be consistent for people to trust us. For example, it's no good saying we are supportive if the language we use is cold and remote. If our website is approachable, human and welcoming, but our letters are brisk and full of jargon, we will appear disjointed and people will not respect us. All of our communications must share the same tone of voice.

## So what is Tone of Voice?

Our tone of voice is what we say and how we say it. It's the way we write, how we speak and the words and phrases we choose to use.

What we say is influenced by our principles and aspirations – the messages and ideas we convey.

They should come through in our language and the messages we communicate.

- › global and supportive
- › expert and accessible
- › professional and diverse
- › inclusive and human
- › dynamic and progressive

# Putting it into words

Here are some examples of how these qualities can be distilled into meaningful writing that captures who we are as an organisation.

## GLOBAL AND SUPPORTIVE

We are the Chartered Institute of Logistics and Transport. We have a family of over 33,000 members globally that we help support throughout their careers.

Here are some examples of the type of words we can use to convey this in our copy:

family; helpful; team; understanding; encouraging; international; comprehensive; total; inclusive; large-scale; growing; strength; unity; international.

## EXPERT AND ACCESSIBLE

Transport and logistics helps the world's global economy go around. Through our membership and research we provide the leading international voice for logistics, supply chain and transport policy and issues.

Here are some examples of the type of words we can use to convey this in our copy:

professional; knowledgable; adept; proficient; practised; open; available; friendly; clear; responsive; leading; experienced; we believe...; in our experience...

## PROFESSIONAL AND ROBUST

With nearly 100 years of experience within our field, we provide exceptional training and support to our membership and our sector. Our progressive stance on education has enabled us become one of the leading learning establishments in our field.

Here are some examples of the type of words we can use to convey this in our copy:

specialised; qualified; certified; skilled; experienced; trained; heritage; rigorous; strong; proven track record; respected; forward-looking; reliable; dynamic; visionary.

## INCLUSIVE AND HUMAN

When we work together we are stronger. We don't discriminate on any level and encourage open and transparent conversations throughout our industry. We believe we should treat each other and our planet with the respect they deserve. Our human approach ensures we truly are a global family and our energy and drive makes that family a real success.

Here are some examples of the type of words we can use to convey this in our copy:

passionate; trusted; team; open minded; realistic; honest; empathic; communicative; encouraging; personable; listening; welcoming; partnerships.



# Hints and tips

It's also important to write clearly and simply. This doesn't mean 'dumbing down'. It does mean avoiding overly long words or formal words and complicated sentences.

## TRY TO

Ensure our copy is understood by everyone. As a global organisation some people reading our communications may not have English as a first language. If it helps, imagine that you are reading your text out loud to a whole family – mum, dad, their eight-year-old daughter, ten-year-old son and the grandparents. Wherever possible, everyone needs to understand what we're saying.

Write our name in full on the first instance, this is The Chartered Institute of Logistics and Transport (CILT). From the second mention onwards, this can be abbreviated to CILT.

Be clear and confident and direct about what you are saying. We are leading the world in transport and logistics. Use terms like 'we will' and 'we can'. These are more reassuring than 'we strive to' or 'we may'.

Keep the tone warm, accessible and inclusive – use collective terms like 'us', 'we', 'our'. Imagine you are having a conversation with someone you like and respect rather than writing an essay, report or formal letter.

Use plain, clear English. For example, 'help' instead of 'assist' or 'enable'.

Use familiar language like family, members, friends, and colleagues.

Use contractions such as 'we're' that are better suited to a more supportive, accessible tone of voice. But when making an impactful statement use the expanded form, for example: 'we are'.

Use British English spelling and grammar unless your region has a specific requirement.

Keep sentence structures simple. In other words, aim to make one clear point in each sentence rather than linking multiple thoughts together.

Keep your paragraphs short too so that the text doesn't look overwhelming on the page.

Use subheadings where you can to help guide the reader through your copy and help to clarify the key points you are making.

## TRY NOT TO

Use acronyms, abbreviations and technical language. As a simple guide, if you would need to explain it to someone who doesn't do your job, don't use it.

Talk down to people or use patronising language.

Use 'The Chartered Institute of Transport and Logistics' repeatedly - instead use 'we' or 'our'.

When speaking about our organisation, as an abbreviation, please use CILT, (phonetically: see; eye; el; tea). Please ensure, we're not referred to as SILT (a soil or sediment) or KILT (a traditional Scottish garment).

# Key messages

Key messages are statements we use with our brand for digital and printed applications. Here's some tips on how and when to use them.

## **“Stronger Together”**

Our primary message and this can be used in all applications but must never replace the logo.

## **“Career partner for life”**

When you're creating educational marketing pieces, you can use the key message “Career partner for life”.

## **“Established to promote the art and science of logistics and transport”**

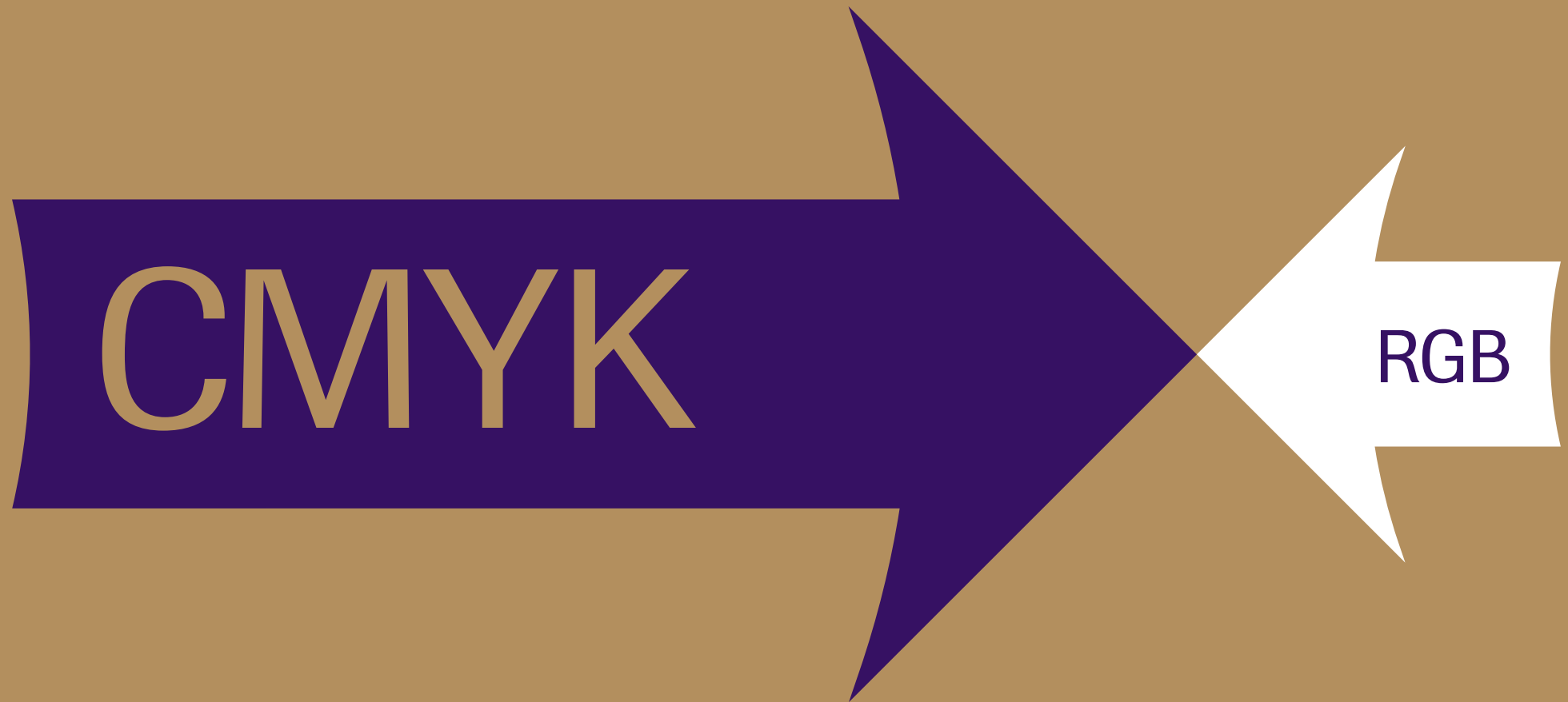
This was created by the Royal Charter and is only ever used on certificates or awards.

## **WHEN TO USE THEM**

All of our key messages should be used in conjunction with and secondary to either the wording The Chartered Institute of Logistics and Transport or CILT logo.

---

# Brand colours



# Primary colours



---

## **CILT PURPLE**

—  
PANTONE® 269  
C:85% M:100% Y:0% K:40%  
R:43 G:11 B:75  
#361163

For most identities, colour along with the name and logo is the most easily recognisable element – especially if you use it as boldly as we use our purple and gold.

Follow these colour specifications carefully and always use the purple and gold across communications.



---

## **CILT GOLD**

—  
PANTONE® 872  
C:10% M:30% Y:60% K:25%  
R:173 G:135 B:79  
#b38e5e

The colours shown here and throughout this manual have not been evaluated by PANTONE® Inc. for accuracy and may not match the PANTONE® Colour Standards. Consult current PANTONE® Publications for accurate colour.

PANTONE® is the property of PANTONE Inc.

---

# Secondary colours

At times it may be necessary to use additional colours. This could include a graph or chart, or even to segment a document into sections. This complimentary palette has been developed to work alongside our primary purple and gold.

**Important note:** Please use this rainbow of colours very carefully and sparingly. The colours should never completely replace or dominate our purple or gold or appear on a front cover.



**CILT YELLOW**

C:0% M:16% Y:100% K:0%  
R:255 G:210 B:0  
#ffd204



**CILT GREEN**

C:33% M:0% Y:100% K:0%  
R:183 G:212 B:31  
#b7d432



**CILT BLUE**

C:85% M:10% Y:0% K:0%  
R:0 G:168 B:229  
#00a8e5



**CILT RUBINE RED**

C:14% M:94% Y:0% K:0%  
R:182 G:37 B:73  
#b72049



**CILT STEEL GREY**

C:0% M:0% Y:0% K:80%  
R:88 G:89 B:91  
#505050



**CILT PALE GREY**

C:16% M:13% Y:13% K:0%  
R:212 G:210 B:210  
#ebebeb

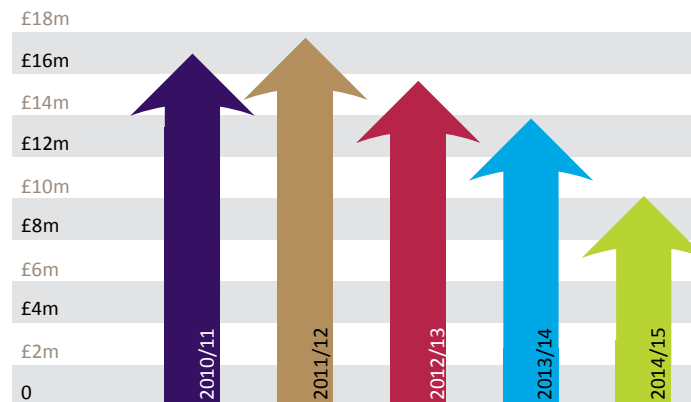
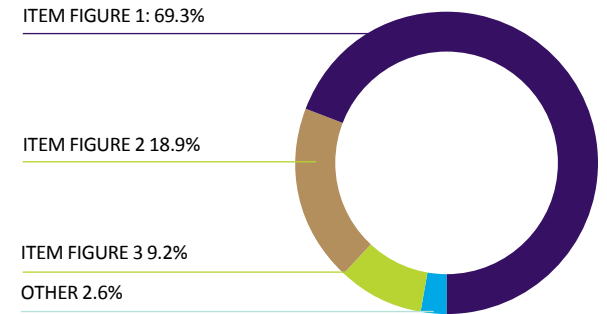
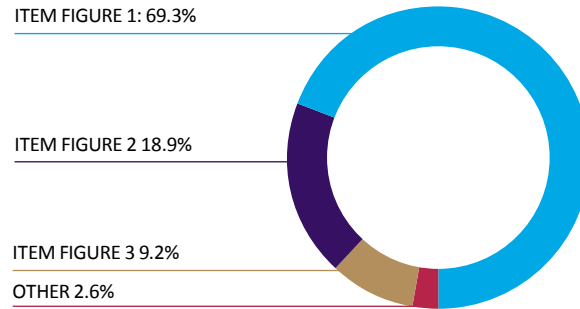
# Secondary colours

## Usage

There are occasions when you may require some additional colours to help extend our palette. In this instance you can use the secondary colours to allow a greater scope.

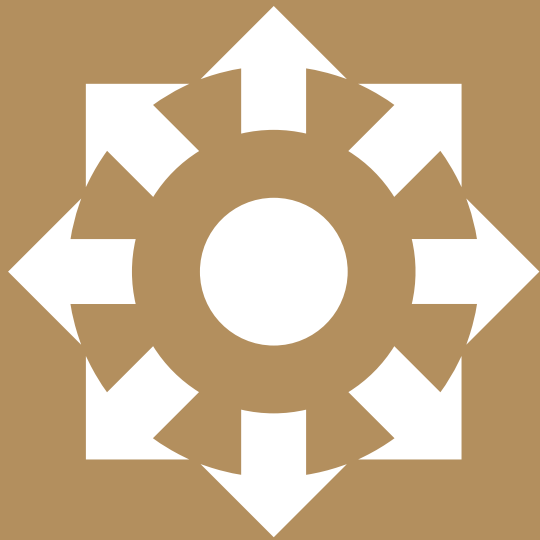
We would only recommend using these for items like charts, diagrams and information graphics only. Our preference is to always use the colours at a 100%.

**Please do not use the secondary colours in headings or within body copy. And never use them to re-colour the logo or graphic devices.**



---

# Brand elements



**The Chartered  
Institute of Logistics  
and Transport**

# Primary logos

For use when printing on our purple background



---

Spot Colour Logo

CILT Logo. Pantone® 872 + Pantone® 269

—

Produced utilising Pantone® spot colours.

---

CMYK Colour Logo

CILT Logo. 4 Colour

—

Produced for printing in four colour.

For use when printing on a white background



---

Spot Colour Logo

CILT Logo. Pantone® 872 + Pantone® 269  
on white

—

Produced utilising Pantone® spot colours.

---

CMYK Colour Logo

CILT Logo. 4 Colour on white

—

Produced for printing in four colour.



# Primary logo applications

For use when printing on an solid light colour or predominately light image.



4 Colour Logo  
CILT Logo. 4 Colour

—  
Produced for printing in 4 Colour.



# Secondary logos

For use when printing on a black background



---

Mono Logos

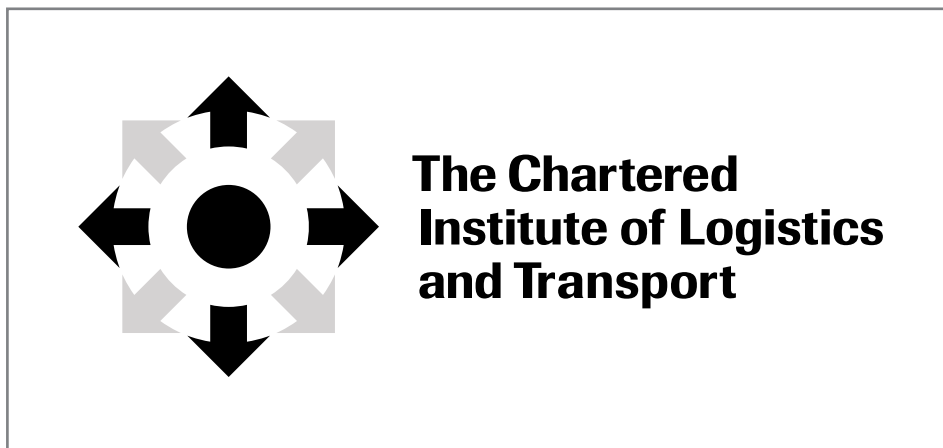
CILT Logo. Mono White for use on black backgrounds

—

Produced for printing in black only.

---

For use when printing on a white background



---

Mono Logos

CILT Logo. Mono Black for use on white backgrounds

—

Produced for printing in black only.

---

# Secondary logo applications

For use when printing on an solid colour or predominately dark image.



White Only Logo  
CILT Logo. White

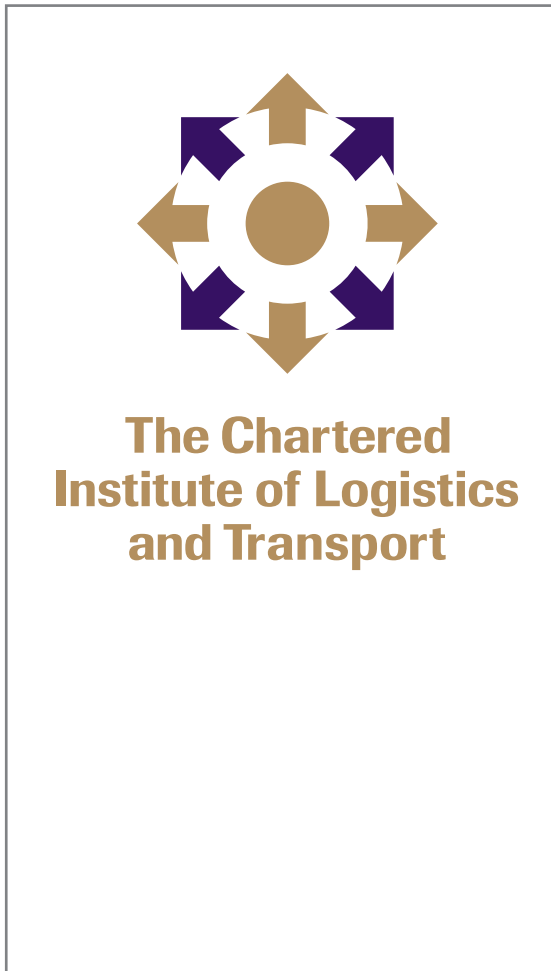
—

Produced for printing in white only.



# Secondary logos

For use when printing in a defined portrait area.



In order to protect the logo and make sure it is always legible and clear on all our material, we have developed a stacked version to ensure maximum visibility.

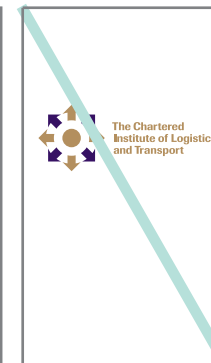
This means that if you have a defined portrait area ie a very long, thin item, that you need to apply the logo to you may use this option.

Please note, this is a secondary logo and should only be used in instances where the primary logo is unsuitable.

Correct logo and orientation



Incorrect logo and orientation



# Exclusion zone



In order to protect the logo and make sure it is always legible and clear on all our material, we have developed an exclusion zone around it.

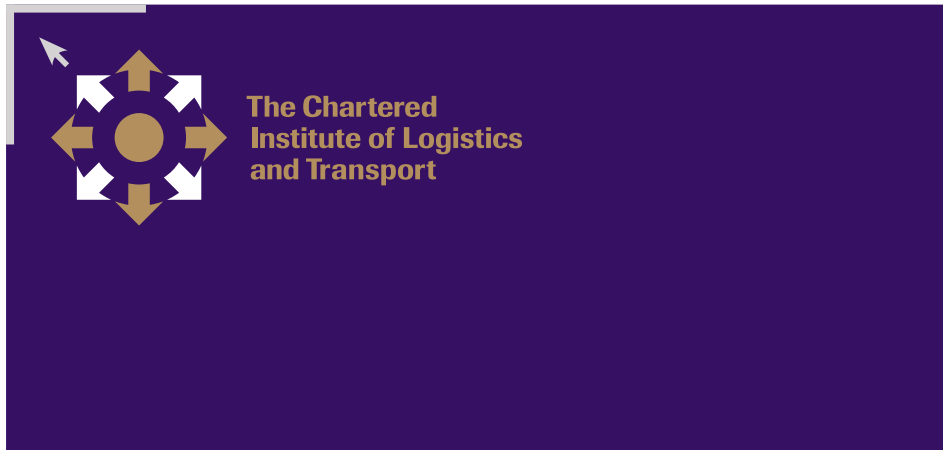
This means that whenever we apply the logo to anything, it should have a clear amount of space surrounding it as shown above.

It is calculated by using the height of one arrow in the logo.

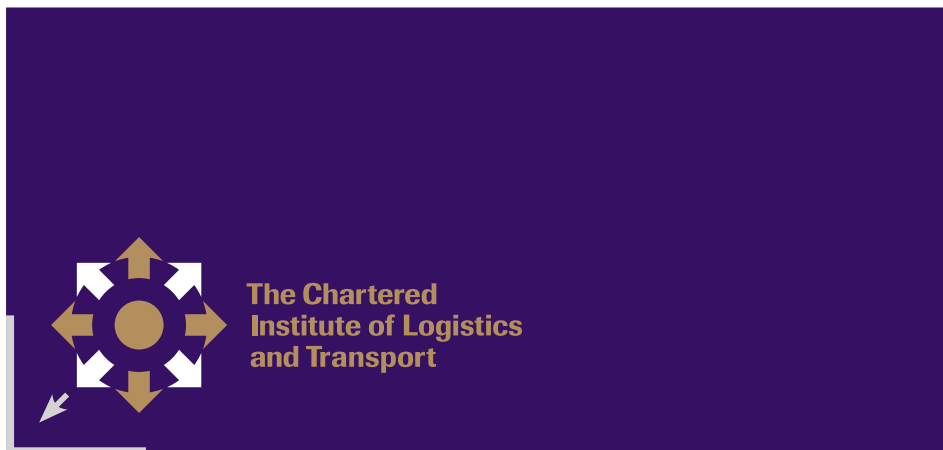
This means it will proportionally have the same amount of space around it regardless of its size.

# Position and size

Logo positioned in the top left corner



Logo positioned in the bottom left corner



## Logo positioning

Due to the shape of our logo, it should always be aligned to either the top left or bottom left corner of any application (this excludes brand giveaways and digital use).

## Minimum size

A minimum size of 40mm wide has been established for all printed material (this excludes brand giveaways and digital use).

40mm



# Incorrect use

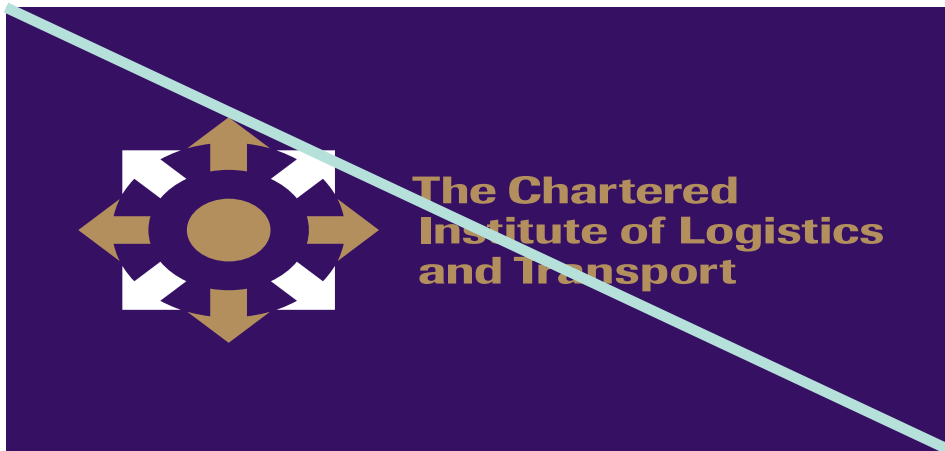
Incorrect typeface



It is important that the our logo is correctly and consistently reproduced.

The logo should not be altered in any way. It must NEVER be re-typed in another typeface, have the relationship between the elements changed, be distorted or appear in any colour other than those specified.

Incorrect proportions

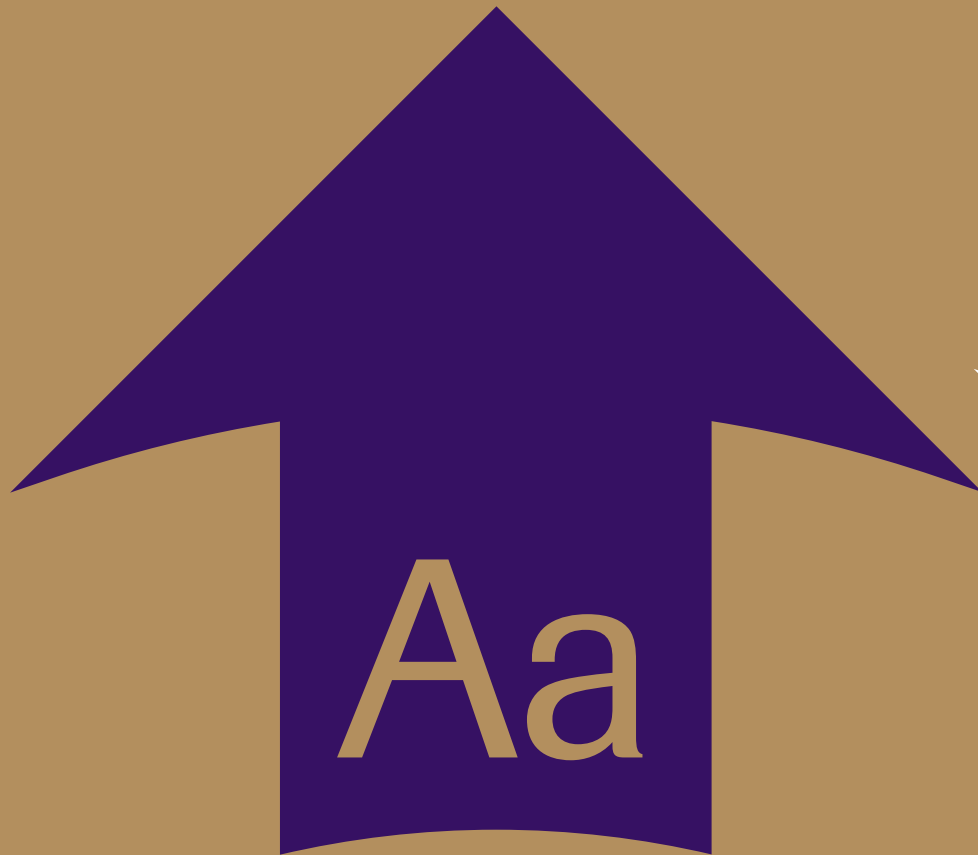


Incorrect relationship



---

# Typography





# Our typeface

---

## Primary typeface

### Imago Regular

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMN**O**PQRSTUVWXYZ  
1234567890 £&@?!/+ (.,:;)

---

## Secondary typeface

### Arial Regular

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMN**O**PQRSTUVWXYZ  
1234567890 £&@?!/+ (.,:;)

---

## Primary typeface

Our primary typeface, which is to be used on all of our professionally printed communications is 'Imago'. Please do not use any other typeface in conjunction with our brand.

Imago is a modern, very legible and professional font that is completely at ease on all our literature and applications.

A range of different weights are available for you to use to ensure a versatile and effective typographic style for our visual identity. These should be used sparingly to ensure that they highlight rather than dominate.

Always ensure that typography is laid out simply and clearly.

All body copy should be set ranged left and never justified.

**Important note:** Please do not use Imago for screen or digital-based applications such as, email signatures, PowerPoint or Word - see note in next column for secondary typeface.

---

## Purchasing Imago

There are many different versions of Imago to cover different language requirements such as Latin, Baltic, Cyrillic, Greek etc. Please select the most appropriate for your region from here: <http://www.bertholdtypes.com/font/imago/be/>

---

## Our secondary typeface

For any digital or screen-based applications such as Word, PowerPoint and Excel, our default font is 'Arial', which is a common system font.

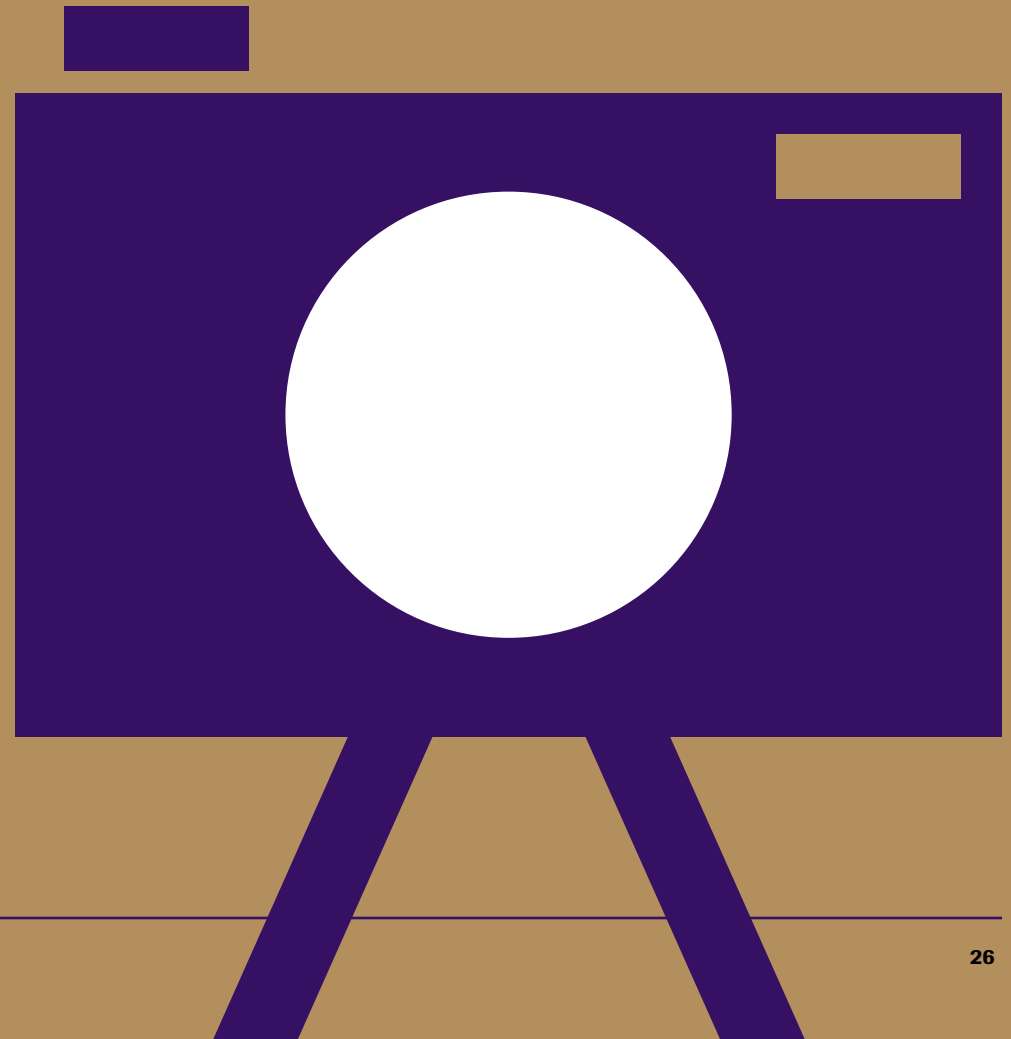
---

## Accessibility

Our audience is diverse and wide spread, many will have English as a second language so it's important that our use of typography is clean, clear and easy to understand. We'd suggest using a minimum size of 10pt for main body copy with a 2pt leading (line spacing).

---

# Photographic style



# Our imagery

Photography is a powerful communication tool and should be used to engage our audience and tell a story about our work.



## Our logo

When using our logo over an image, please ensure there is adequate clear space or refer to page 17 and 19.

---

## Our brand photography

Our photography style is clean, clear and natural to reflect the real life scenarios our audience can relate to. Please do not use montage or clip-art style imagery.

Wherever possible our imagery should show the interaction of people, both professional and the public within a logistic and transport environment.

We're building an image library but for the moment, we tend to use stock photographs, however every effort should be made to portray 'real' people in positive situations who could have benefited from the support that CILT provides. Overly posed, cheesy or obvious 'model' shots should be avoided where possible.

Photos should be used with great care and consideration. By selecting engaging images that have something to say, we can really connect with our audiences and bring our work to life.

---

## Using the correct imagery

Our imagery should reflect the diverse nature of our work, our sectors and most importantly our audience. When designing work for a particular region try to convey a true sense of the place and the people you are talking to.

---

## Image use

Where possible use photos at a large size and give them room to breathe. And feel free to use full page, bleed images or double spread imagery if space allows.

---

## Legal

Please only ever use images that you're licenced to use from either our library, a photo stock library, your photographer or a referenced Creative Commons image, otherwise you risk copyright infringement.



---

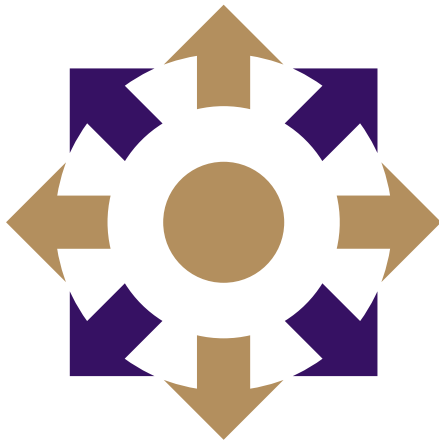
# Graphic style



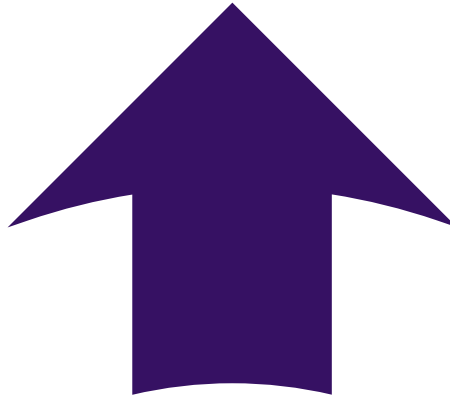
# Our graphic devices

Creative use of our graphic devices can add interest.

Our graphic icon



Our graphic arrow



Our WiLAT symbol



---

## Graphic icon

Our graphic icon is an expression of our brand in its most condensed form. The round shape means global, whilst the arrows signify movement, direction and energy.

---

## Set the devices free

Over the following pages we've shown examples of how the icon, arrow and WiLAT symbol can be used creatively to tell a story, highlight a fact or to help emphasise the importance of our work and explain it in a greater context.

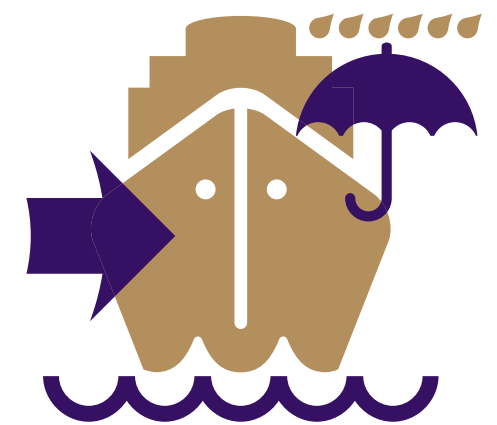
**Important note:** Feel free to experiment with these devices, but never change the basic colour, nature of the shape or its proportions.

All works must carry the logo in full and must be applied correctly. Icons should never replace our logo in any application.

# Illustration

To help explain our work and enable our audience to understand and engage with it, we've developed a signature style for illustration that is simple and bold, one that compliments our logo.

The clear and distinctive style of these illustrations creates brand recognition, strengthening and uniting our visual communications. They can be used alongside photography or to help lift a page when photography is not appropriate, available or necessary.

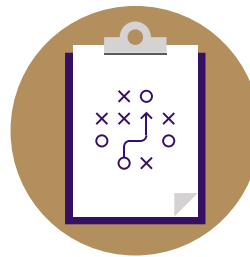


Try combining different elements to create more powerful stories.

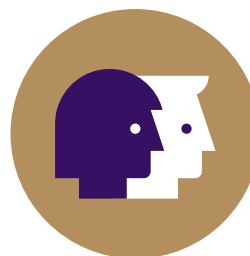
# Infographics

Our graphic arrow can be combined with illustrations to create distinctive and recognisable information graphics or graphs and charts.

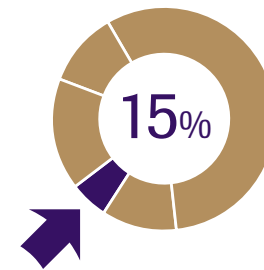
Information graphics should always be used in conjunction with text, captions or other supporting copy to give them context and relevance.



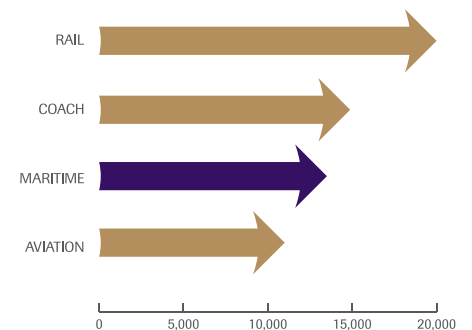
LOREM IPSUM  
DOLOR SIT AMET,  
CONSECTETUR  
ADIPISCING ELIT.  
IN ELEMENTUM  
VENENATIS FELIS  
AT FEUGIAT.



LOREM IPSUM  
DOLOR SIT AMET,  
CONSECTETUR  
ADIPISCING ELIT.  
IN ELEMENTUM  
VENENATIS FELIS  
AT FEUGIAT.



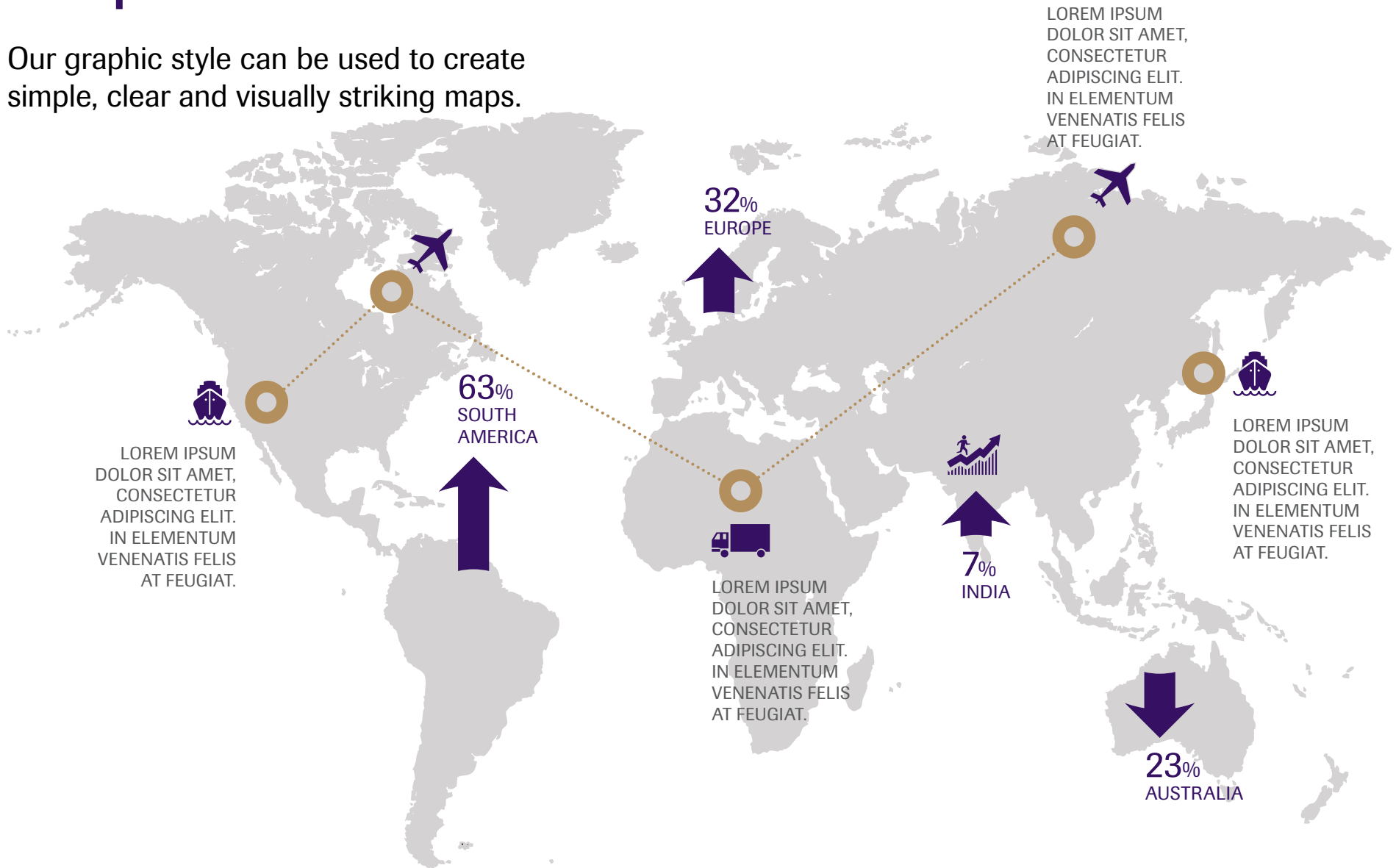
LOREM IPSUM  
DOLOR SIT AMET,  
CONSECTETUR  
ADIPISCING ELIT.  
IN ELEMENTUM  
VENENATIS FELIS  
AT FEUGIAT.





# Maps

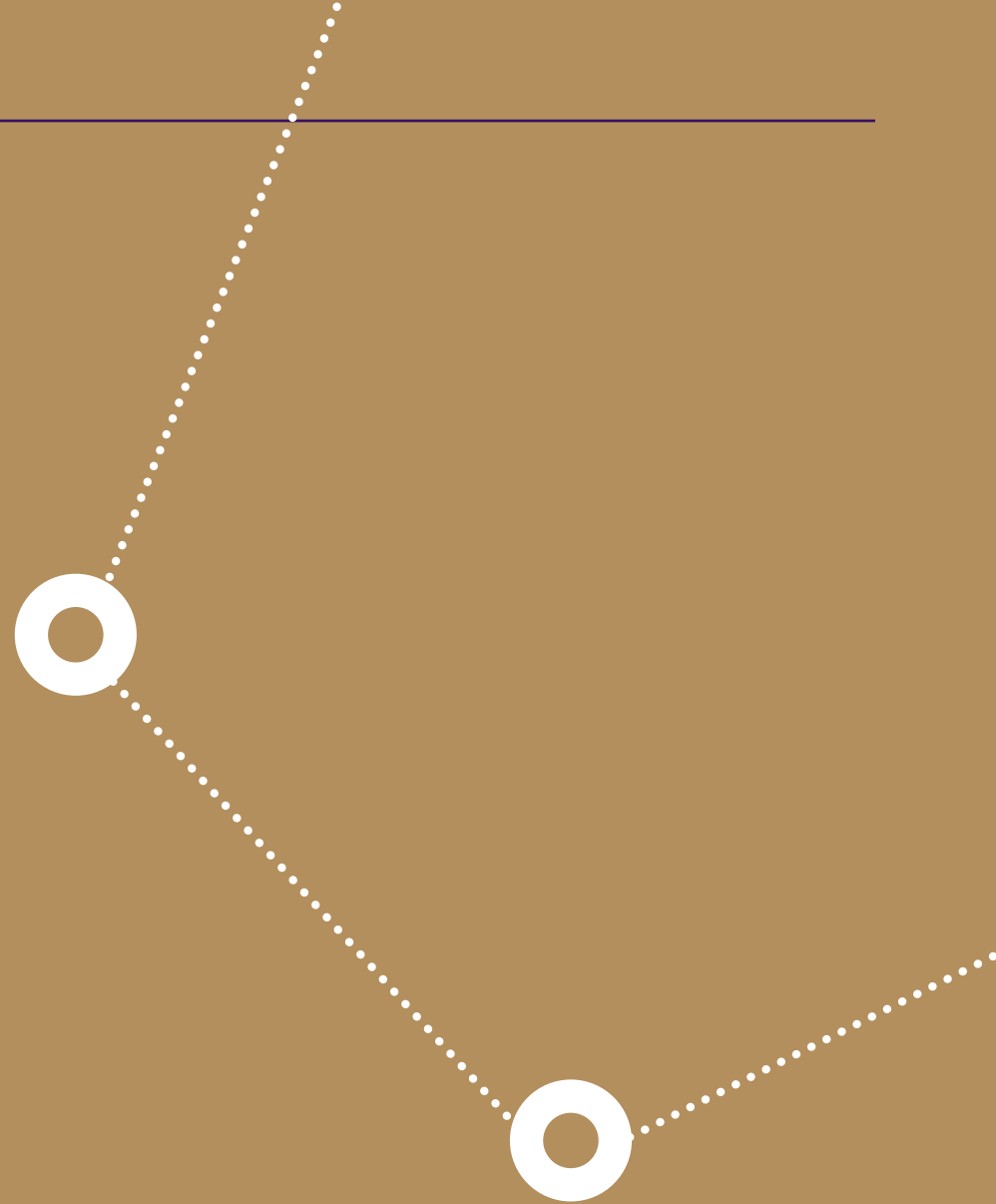
Our graphic style can be used to create simple, clear and visually striking maps.



---

# Brand Framework

It is important that we make it clear to our members where and who communications are coming from.



# Communication distinctions



Depending on your communication requirements, our membership also needs to understand where their communication piece is coming from and what action to take.

## International

We make a distinction between the International operation of CILT and our branches so that our members are aware that there is a global family, with local branches they can contact.


## Branches

We have branches in 33 countries around the world. Each branch provides a unique offering to their membership. At times we need to make the distinction of the precise location of the branches in order for members to know who they should get in touch with.

## Special Interest Groups

Within our global brand, we have special interest groups including Women in Logistics and Transport (WiLAT), Young Professionals and the Senior Members Network. These groups provide focused, specialist support to our membership. From time to time we use different communication methods to illustrate these groups, but the lead communication should always come from our CILT global brand.


# Our WiLAT Logo



The Chartered  
Institute of Logistics  
and Transport

Title of your  
communication

ciltinternational.org  
wilat.org



Women in Logistics  
and Transport



The Chartered  
Institute of Logistics  
and Transport

Title of your  
communication

ciltinternational.org  
wilat.org



Women in Logistics  
and Transport

To protect our integrity, no other special interest group logos should ever be placed alongside the CILT logo. And no other new logos or marks should be created or used with our brand.

The only logo that can be used in association with our brand, is for the Special Interest Group for Woman in Logistics and Transport (WiLAT).

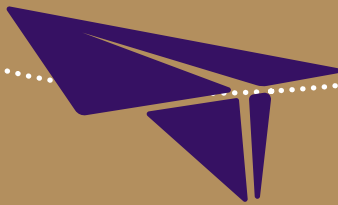
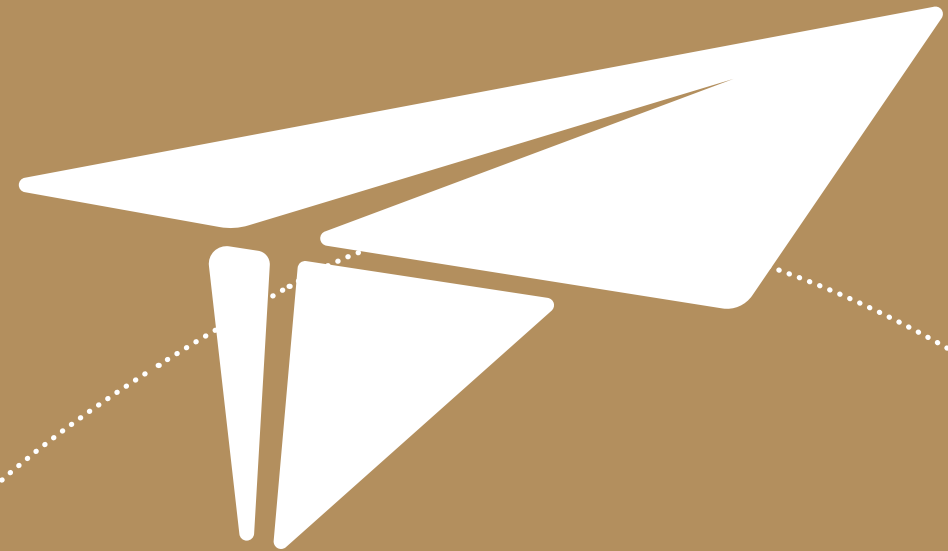
The WiLAT logo should always be secondary to our CILT logo. Whilst the essence and integrity of the WiLAT logo is important to us, it must never override our brand.

On a single-sided communication, or for a WiLAT specific publication, the WiLAT logo should be placed at the base of a communication, away from our main brand. For a two or more page document, where our brand is the lead, the WiLAT logo should be placed on the inside of the communication.

---

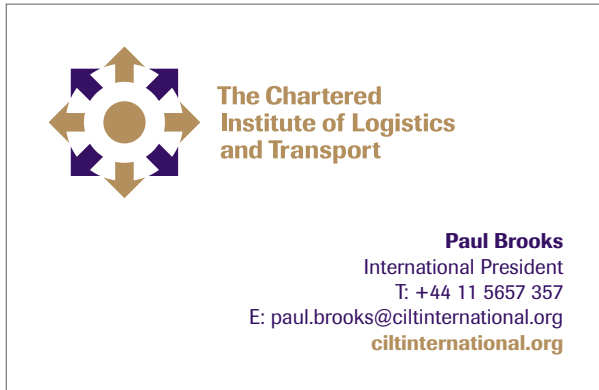
# Stationery

A business card or a letterhead can often be the first way someone may come into contact with our brand. It is important that no matter where in the world that happens, our membership understands who we are and who is communicating with them.



# Business cards – International

## Dual language



Front design



Back design

## Single language & brand message



Front design



Back design

## Size

85mm x 55mm

## Colours

For 2-colour  
PANTONE® 269 and PANTONE® 872

For 4-colour  
C:85% M:100% Y:0% K:40% and  
C:10% M:30% Y:60% K:25%

## Paper

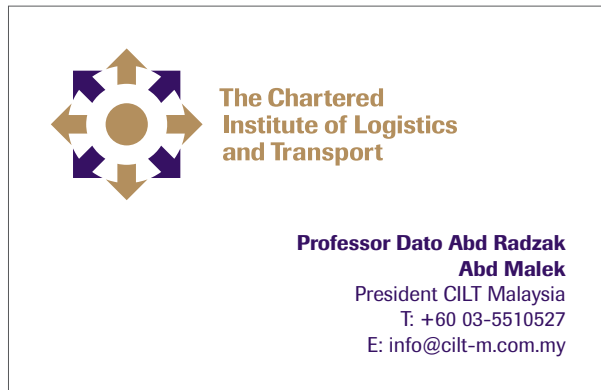
The whitest paper stock available from your local supplier, with a smooth, uncoated finish

## Content

- Name
- Prefix of the word 'International' and your Job Title
- Key phone number(s)
- Email address
- Correct website url - this should match your email address/where you're based

# Business cards – Branch

## Local job title & brand message



Front design



Back design

When communicating from a local branch, we use either our local language or English.

### Size

85mm x 55mm

### Colours

For 2-colour

PANTONE® 269 and PANTONE® 872

For 4-colour

C:85% M:100% Y:0% K:40% and

C:10% M:30% Y:60% K:25%

### Paper

The whitest paper stock available from your local supplier, with a smooth, uncoated finish

### Content

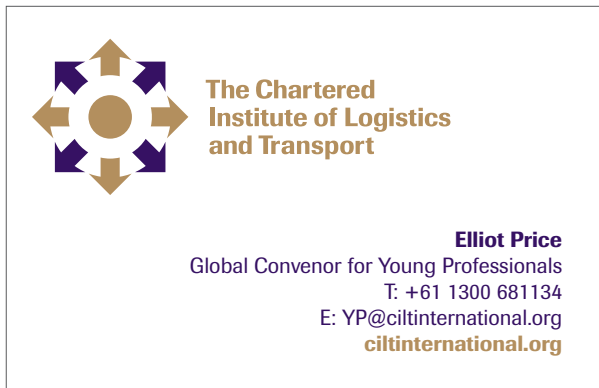
- Name
- Job Title followed by country office
- Key phone number(s)
- Email address
- Correct website url - this should match your email address / where you're based

# Business cards – Special Interest Groups

## SIG & Local job title



Front design – with SIG details



Back design – with local contact details

If we're talking about our relationship with a special interest group (SIG), we don't use any identifiers other than our job titles. The only exception to this rule is WiLAT.

If you have another job title you can use this double-sided version (see right), or use our brand message on the reverse (see previous page).

### Size

85mm x 55mm

### Colours

For 2-colour  
PANTONE® 269 and PANTONE® 872

For 4-colour  
C:85% M:100% Y:0% K:40% and  
C:10% M:30% Y:60% K:25%

### Paper

The whitest paper stock available from your local supplier, with a smooth uncoated finish

### Content

- Name
- Job Title including special interest group and either the international prefix or country office
- Key phone numbers
- Email address
- Correct website url - this should match your email address/where you're based



# Business cards – WiLAT

## SIG & Local job title



Front design – with SIG details



Back design – with local contact details

The WiLAT logo was developed in 2013 to promote our industry to female members and to encourage and support their career development.

It is the only SIG which may carry it's own logo. The WiLAT logo should always be secondary to the master CILT logo.

### Size

85mm x 55mm

### Colours

For 2-colour  
PANTONE® 269 and PANTONE® 872

For 4-colour  
C:85% M:100% Y:0% K:40% and  
C:10% M:30% Y:60% K:25%

### Paper

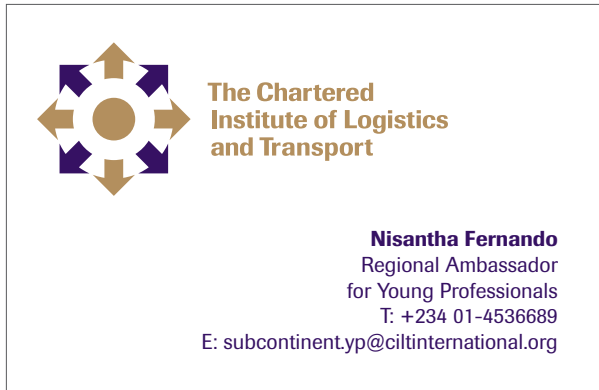
The whitest paper stock available from your local supplier, with a smooth uncoated finish

### Content

- Name
- Job Title including special interest group and either the international prefix or country office
- Key phone numbers
- Email address
- WiLAT logo
- Correct website url - this should match your email address/where you're based

# Business cards – optional photograph

## Photographic option



Front design



Back design

We'd prefer not to use photographs on our business cards but if there are market specific reasons, please do so as per the example here.

### Size

85mm x 55mm

### Colours

For 2-colour  
PANTONE® 269 and PANTONE® 872

For 4-colour  
C:85% M:100% Y:0% K:40% and  
C:10% M:30% Y:60% K:25%

### Paper

The whitest paper stock available from your local supplier, with a smooth uncoated finish

### Content

- Name
- Job Title including special interest group and either the international prefix or country office
- Key phone numbers
- Email address
- Black and white photograph
- Correct website url - this should match your email address/where you're based

# Letterhead – International

## International office example



We use the address details and our signature strip to make it clear where and who a letter is from.

### Size

210mm x 297mm

### Colours

For 2-colour  
PANTONE® 269 and PANTONE® 872

For 4-colour  
C:85% M:100% Y:0% K:40% and  
C:10% M:30% Y:60% K:25%

### Paper

The whitest paper stock available from your local supplier, with a smooth uncoated finish

### Content

- Signature strip including job title, special interest group and the international prefix
- International office address including telephone number, email and international website url

Signature strip: name; job title; international prefix

International office address

# Letterhead – Branch

## Branch office example



Signature strip: name; job title; country office

Country office address

We use the address details and our signature strip to make it clear where and who a letter is from.

### Size

210mm x 297mm

### Colours

For 2-colour  
PANTONE® 269 and PANTONE® 872

For 4-colour  
C:85% M:100% Y:0% K:40% and  
C:10% M:30% Y:60% K:25%

### Paper

The whitest paper stock available from your local supplier, with a smooth uncoated finish

### Content

- Signature strip including job title, country office and special interest group
- Country office address including name of country office, country office address, telephone number, email, branch website url and any country specific legal requirements such as charity registrations; plc; llp; ltd; srl etc

# Letterhead – Special Interest Group

## Special Interest Group sample



We use the address details and our signature strip to make it clear where and who a letter is from.

### Size

210mm x 297mm

### Colours

For 2-colour  
PANTONE® 269 and PANTONE® 872

For 4-colour  
C:85% M:100% Y:0% K:40% and  
C:10% M:30% Y:60% K:25%

### Paper

The whitest paper stock available from your local supplier, with a smooth uncoated finish

### Content

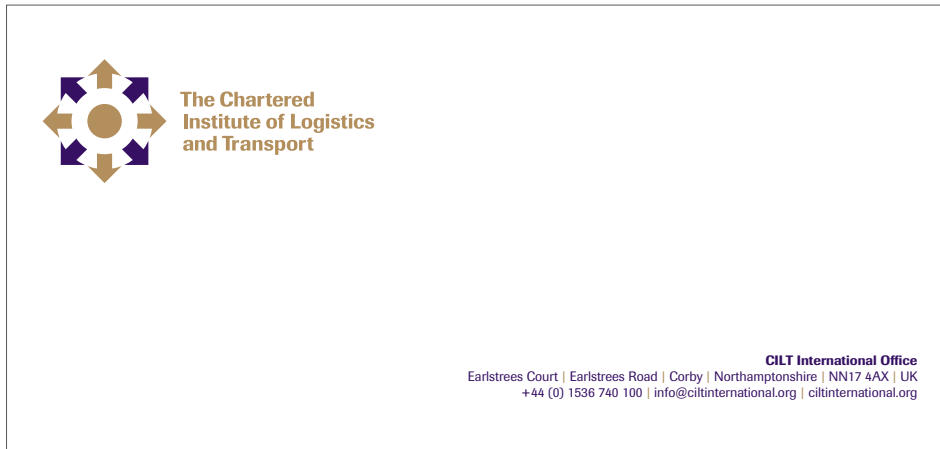
- Signature strip including job title, special interest group and international prefix or country office
- International or country office including appropriate address, telephone number, email, branch or international website url and any country specific legal requirements such as charity registrations; plc; llp; ltd; srl etc

Signature strip: name; special interest group; job title; international prefix or country office

International or country office address

# Compliments slips – International

## International compliments slip sample



In our address details we make clear where the compliments slip is from.

### Size

210mm x 99mm

### Colours

For 2-colour  
PANTONE® 269 and PANTONE® 872

For 4-colour  
C:85% M:100% Y:0% K:40% and  
C:10% M:30% Y:60% K:25%

### Paper

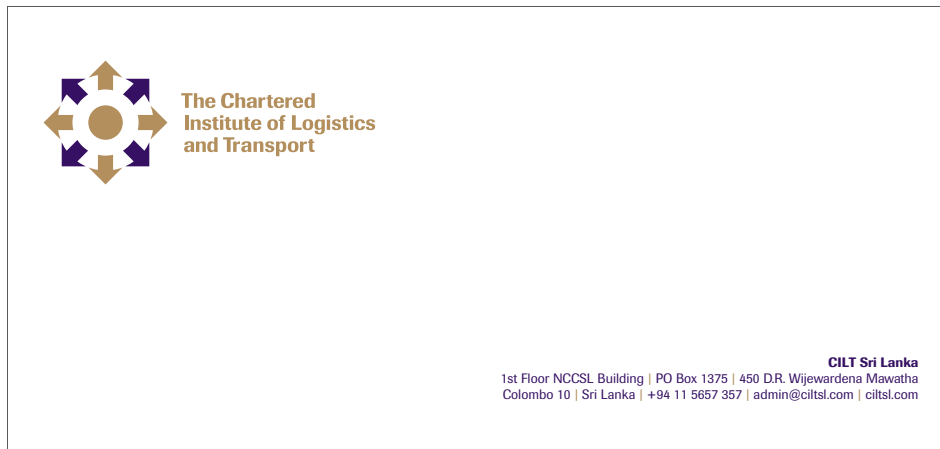
The whitest paper stock available from your local supplier, with a smooth uncoated finish

### Content

- International office address
- Telephone number
- Email
- Website url

# Compliments slips – Branch

## Branch compliments slip sample



In our address details we make clear where the compliments slip is from.

### Size

210mm x 99mm

### Colours

For 2-colour  
PANTONE® 269 and PANTONE® 872

For 4-colour  
C:85% M:100% Y:0% K:40% and  
C:10% M:30% Y:60% K:25%

### Paper

The whitest paper stock available from your local supplier, with a smooth uncoated finish

### Content

- Office and location
- Address
- Telephone number
- Email
- Branch website url

---

# Slide presentations

Making an impact with your presentations has never been more important. Our new PowerPoint templates have been designed to balance maximum impact with ease of use.





# PowerPoint – cover slides

International and branch front slide



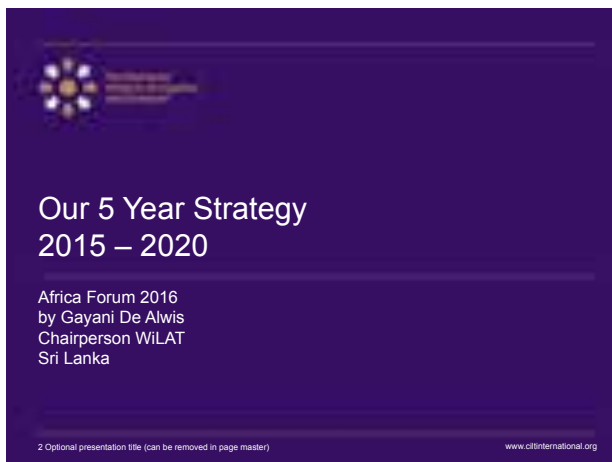
International and branch image introduction slide



International and branch optional text introduction slide



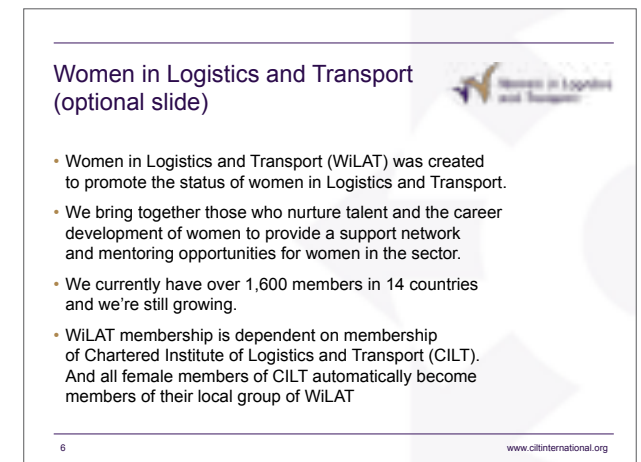
WiLAT front slide



WiLAT image introduction slide



WiLAT optional text introduction slide



# PowerPoint – internal slides

Text slide

Agenda

- Vision and values
- Three pillars action plans
- Regional strategy
- Growth agenda
- New countries
- Partnerships
- Required resources

7 [www.citinternational.org](http://www.citinternational.org)

Text and inset image slide

Sample text and image

- Which best practice ideas will you be implementing in 2016?
- What resources are required to support the capability growth within your own country and do you have them?



8 [www.citinternational.org](http://www.citinternational.org)

Table slide

Sample table

REGION	Gross Domestic Product (GDP)	%
East Asia & Pacific Total	19,906,894,823,445	27%
Europe & Central Asia Total	22,228,489,109,570	30%
Latin America & Caribbean Total	6,045,306,134,596	8%
Middle East & North Africa Total	2,778,421,571,856	4%
North America Total	18,626,768,562,832	25%
South Asia Total	2,354,663,256,824	3%
Sub-Saharan Africa Total	1,627,632,298,128	2%

9 [www.citinternational.org](http://www.citinternational.org)

Infographic style slide

Sample info graphic

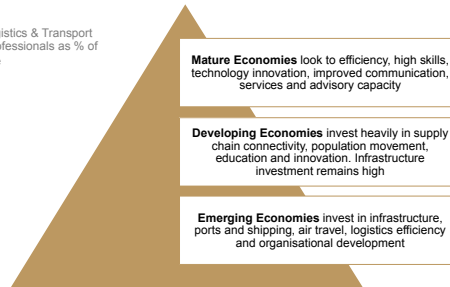


10 [www.citinternational.org](http://www.citinternational.org)

Graphic / diagram slide

Sample graphic

Supply Chain, Logistics & Transport Management / Professionals as % of relevant workforce



- 1-3%** Emerging Economies invest in infrastructure, ports and shipping, air travel, logistics efficiency and organisational development
- 8-12%** Developing Economies invest heavily in supply chain connectivity, population movement, education and innovation. Infrastructure investment remains high
- 8-12%** Mature Economies look to efficiency, high skills, technology innovation, improved communication, services and advisory capacity

11 [www.citinternational.org](http://www.citinternational.org)

Optional sum up or closing slide

Optional closing slide



12 [www.citinternational.org](http://www.citinternational.org)

# PowerPoint – opening and closing

## Opening slide



Presentation title

Event strip includes: conference/event name /location; author; job title including international prefix or country office

## Opening slide

This should include an engaging title for the presentation; the location or event title; the author's name and job title; country office, or special interest group, or the international prefix.

## Closing slide

As with opening slide, we make it clear who has given the presentation and their contact details for anyone who'd like to get in touch after the event. Here we include; the author's name and job title; country office, or special interest group, or the international prefix; any social media channels; local telephone number; email address.

## Special Interest Groups

While the presentation should always lead with our CILT brand, you may wish to tailor your content to your specific audience. In instances like this, we'd suggest using a tone of voice; imagery and content that is appropriate to the audience. In the instance of WiLAT only, the logo may also be used.

## Best practice

Remember the main focus of your presentation is you, not the content.

Keep your presentations clean and simple and avoid too much text. Slides with large amounts of text have less impact and could confuse your audience.

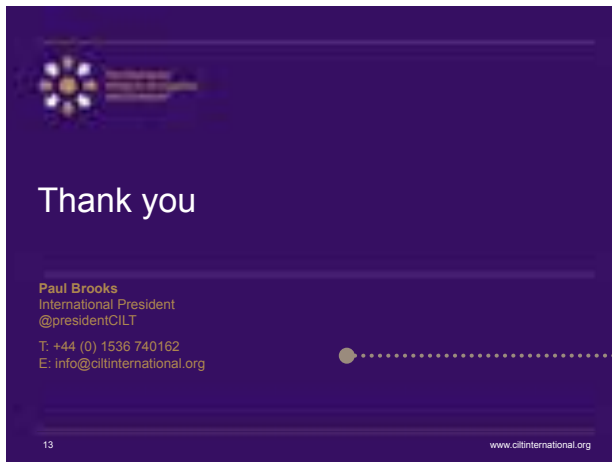
You can find lots of examples of our presentations on SlideShare too: <http://www.slideshare.net/ciltinternational/presentations>

## Please do not...

Use clip-art or word-art as this does not reflect our brand values and does not feel professional. These images and effects are often used elsewhere and usually involve very bright colours which complicate the message.

Why not try using images from our image library on Flickr <https://www.flickr.com/photos/134390998@N06/albums>

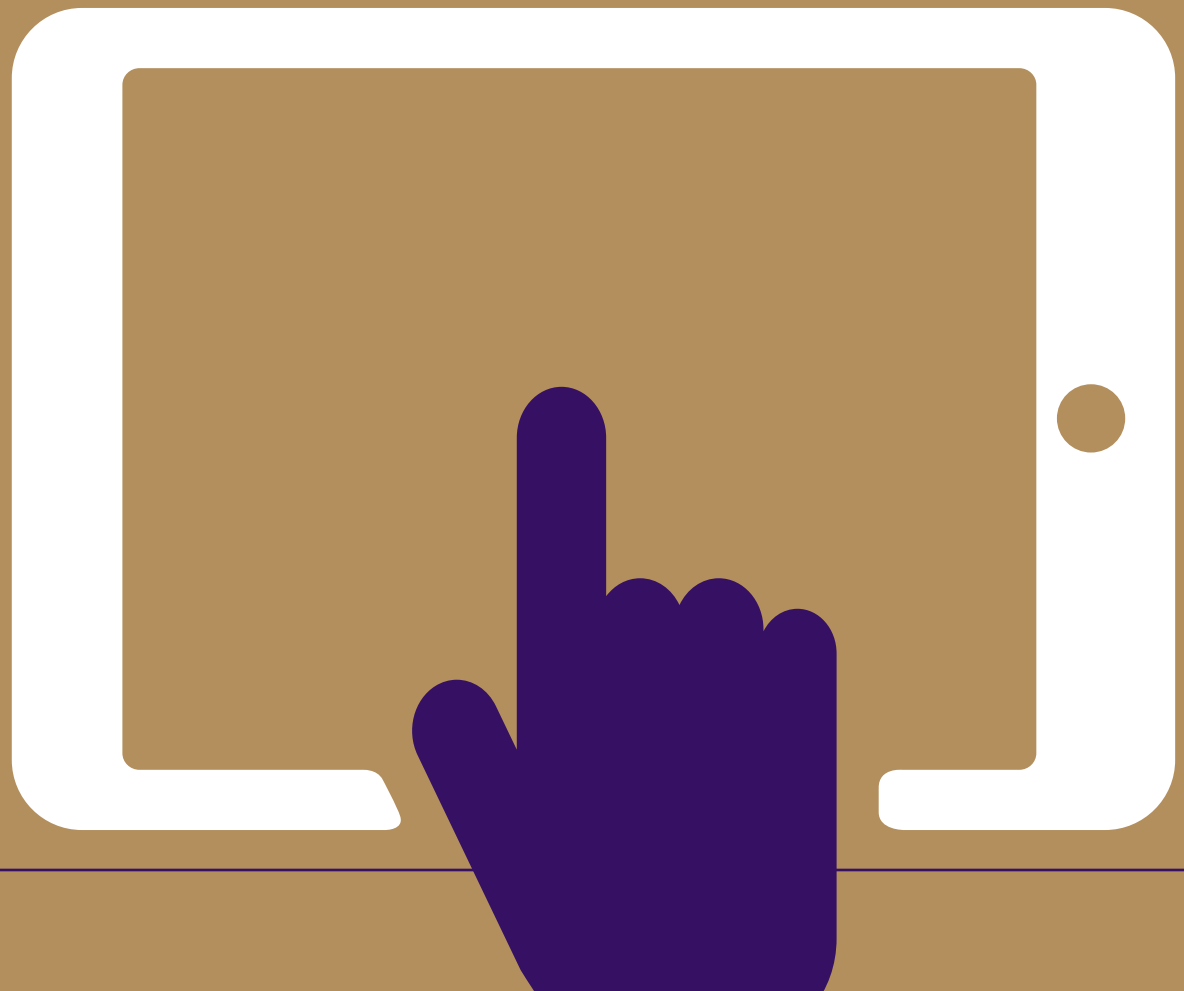
## Closing slide



Signature strip includes: author name; job title; any social media channels; contact details

---

# Digital environments



# Website

Our international homepage



## User centred

We created our new website by placing our end users or visitors to the website at the heart of the project. We identified our key audience and assessed what their needs and wants from the website were and then created a structure, content and design to match these needs.

## CMS – Content Management System

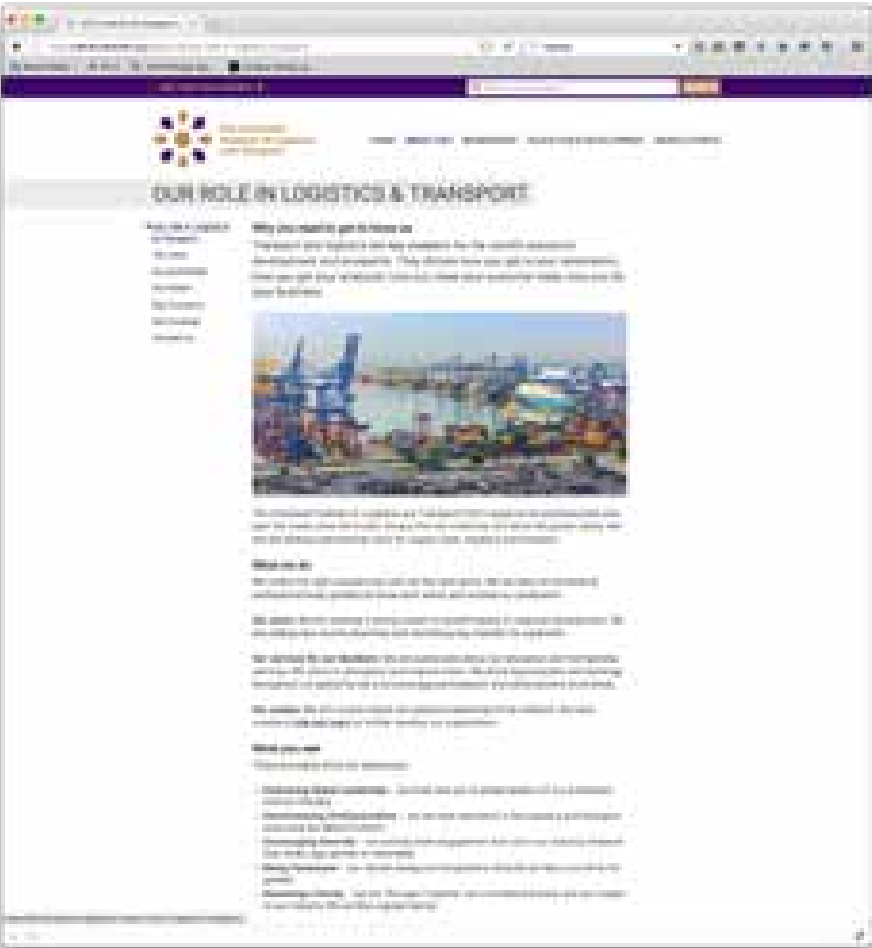
Our CMS has been created in WordPress and open-source PHP-based system. If you'd like to re-use this system for your branch/country please speak to Ceri Williams: [Ceri.Williams@ciltinternational.org](mailto:Ceri.Williams@ciltinternational.org)

## CSS – Cascading Style Sheets

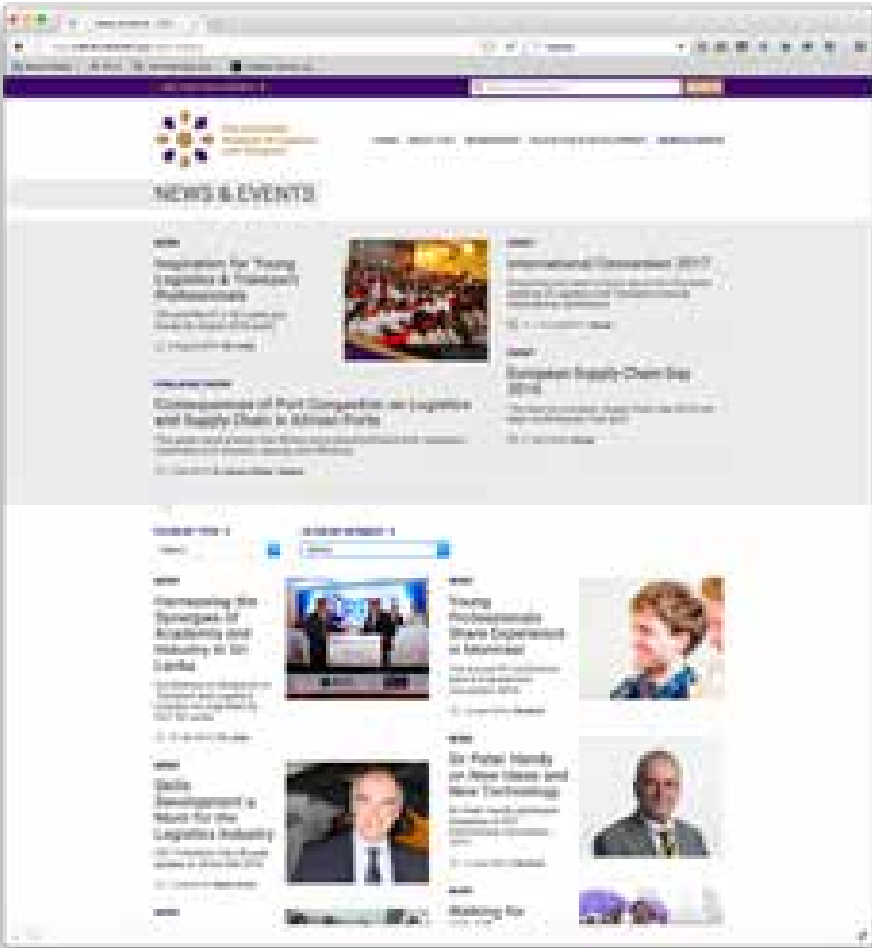
The design or skin of our website can be re-used in conjunction with your own CMS. You are free to re-use these style sheets on your own country websites if you wish.

**You can access the CSS details from here: <http://www.ciltinternational.org/wp-content/themes/cilt/style.css?ver=20160603>**

Text page

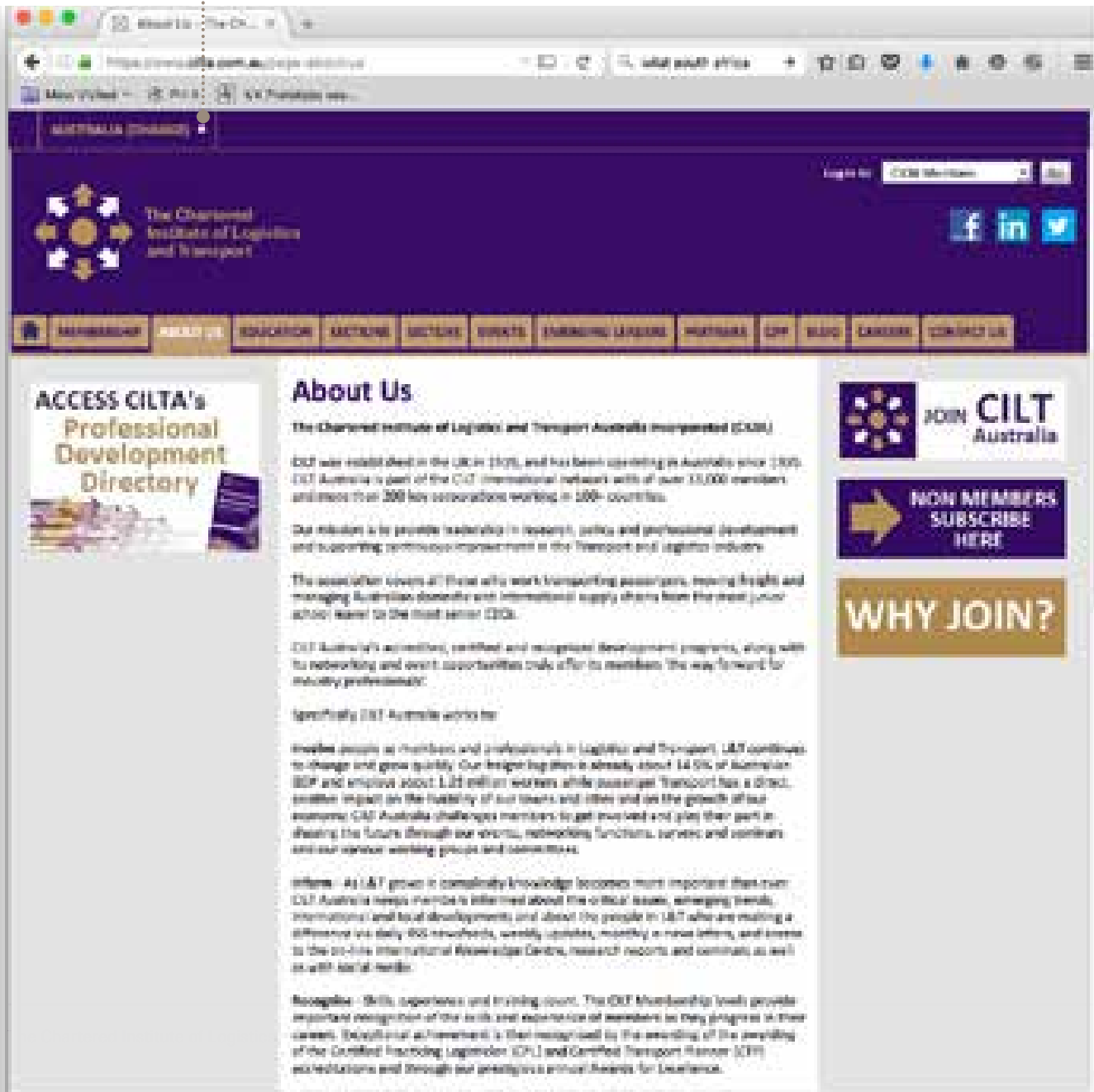


News & Events page



Branch selector bar

Change navigation for branch selector bar



Branch selector bar

As part of our commitment to improving communications with our members we've developed a country selector bar. You can see the example in action on Australia's website at the top where it says: Australia (Change), next to the white arrow.

This has been designed to be non intrusive to your branch website design, while still being on-brand.

The branch selector bar should be carried on all of our branch websites to make clear to users which website they have landed on. Clicking the bar, allows users to see our full family of branches, and enables easy navigation between countries and the international website.

The code for implementing the bar, is free and can be supplied by Ceri Williams: [Ceri.Williams@ciltinternational.org](mailto:Ceri.Williams@ciltinternational.org)

# Social media

## Twitter Account



### Twitter

When creating a new account or if you manage an existing account, please ensure the name and handle helps our members understand who and where you are located.

For example:

- CILT (UK) @ciltuk
- CILT (Ireland) @CILTIRL
- CILT (Nigeria) @ciltnigeria

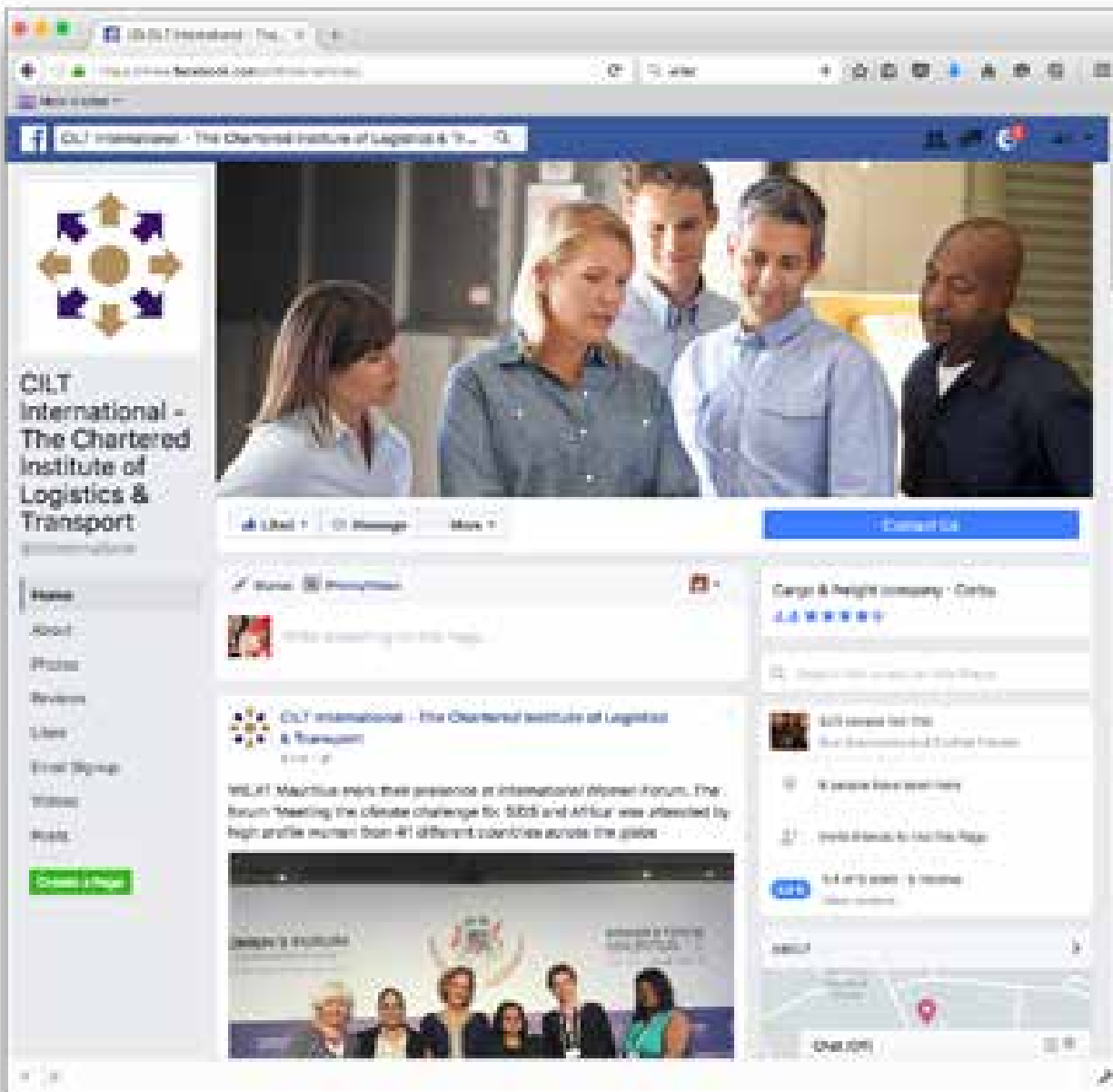
### Content

- Please use the correct logo for the avatar. Here we can use our graphic icon, as our name and handle is always visible so members can easily identify who we are. Ensure you are using our colours for your theme
- In the banner area, please use people-based imagery, which is most appropriate to your channel and audience
- Content should be focused around your audience's requirements with a mix of local and international updates. You should avoid just broadcasting your own content, instead share tweets that may be of interest to your audience to create conversation and dialogue and help build a stronger network.
- Our international account only focuses on key stories of interest to the global membership. Feel free to share these with your local country accounts.
- Try to follow and share relevant content from our other CILT branches, international and special interest groups

Please note, it is not a requirement to have or open social media accounts. Accounts should only be opened if you have resource to maintain and support them, and they're relevant to your target membership. We'd recommend posting a minimum of one to two times per week.



## Facebook Account



## Facebook

When creating a new account or if you manage an existing account, please ensure the name and handle helps our members understand who and where you are based.

If you can, write our name in full as the Chartered Institute of Logistics & Transport as well, that helps protect our brand name.

For example:

- CILT Australia - The Chartered Institute of Logistics & Transport
- CILT Ireland - The Chartered Institute of Logistics & Transport

## Content

- Please use the correct logo for the avatar. Here we can use our graphic icon, as our name and handle is always visible so members can easily identify who we are.
- Content should be focused around your audience's requirements with a mix of local and international updates. You should avoid just broadcasting your own content, instead share posts that may be of interest to your audience to create conversation and dialogue and help build a stronger network.
- Our international account only focuses on key stories of interest to the global membership. Feel free to share these with your local country accounts.
- In the banner area, please use people-based imagery, which is most appropriate to your channel and audience
- Try to follow and share relevant content from our other CILT branches and special interest groups

Please note, it is not a requirement to have or open social media accounts. Accounts should only be opened if you have resource to maintain and support them, and they're relevant to your target membership. We'd recommend posting a minimum of one to two times per week.

## LinkedIn Accounts



## LinkedIn, Xing or other professional networking sites

When creating a new account or if you manage an existing account, please ensure the name and handle helps our members understand who and where you are based.

For example:

- The Chartered Institute of Logistics & Transport (UK)
- The Chartered Institute of Logistics & Transport (Ireland)

## Content

- Please use the correct logo for the avatar. Here we can use our graphic icon, as our name and handle is always visible so members can easily identify who we are.
- Content should be focused around your audience's requirements with a mix of local and international updates. You should avoid just broadcasting your own content, instead share posts that may be of interest to your audience to create conversation and dialogue and help build a stronger network.
- Our international account only focuses on key stories of interest to the global membership. Feel free to share these with your local country accounts.
- Please use appropriate imagery to your channel and audience within the banner areas
- Try to follow and share relevant content from our other CILT branches and special interest groups

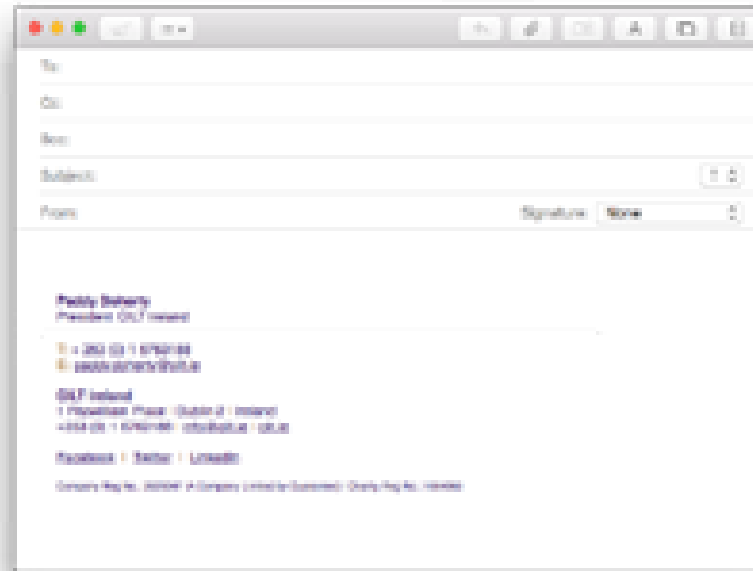
Please note, it is not a requirement to have or open social media accounts. Accounts should only be opened if you have resource to maintain and support them, and they're relevant to your target membership. We'd recommend posting a minimum of one to two times per week.

# Email signatures

International email signature



Branch email signature



Special Interest Group email signature



## Content

- We don't include logos in our email signatures as they can appear as attachments and are more likely to go into people's junk folders.
- Job Title including international prefix, country office or special interest group as appropriate
- Key personal details
- Branch contact details
- Optional social media accounts
- Country specific legal requirements such as charity registrations; plc; llp; ltd; srl etc.

---

# Marketing examples

The following pages show examples of how you can bring all of our brand elements together to create engaging, well-considered and high quality communications.



## Sample photographic covers



When it comes to creating marketing communications you can get creative - but remember our key brand principles and the importance of people.

### Size

210mm x 297mm

### Content

- Logo in the correct location on the left-hand-side of the document
- Full bleed people-based images
- Use of the correct logo colour for the type of image
- Clear document titles

## Sample illustrative covers



Size

210mm x 297mm

Content

- Logo in the correct location on the left-hand-side of the document
- Full bleed people-based images
- Use of the correct logo colour for the type of image
- Clear document titles

## Sample inside spread using illustrations and infographics

Size

210mm x 297mm

Content

- Correct colours
- Use of our brand font
- Clear hierarchy of text and information
- Use of illustrations and infographics



## Sample inside spread using illustrations and colour



### Size

210mm x 297mm

### Content

- Correct colours
- Use of our brand font
- Clear hierarchy of text and information
- Use of illustrations and infographics



## Sample inside spread with imagery and a key message



### Size

210mm x 297mm

### Content

- Use of dynamic people-based imagery
- Use of our brand font
- Clear hierarchy of text and information
- Use of our arrow graphic device

## Conference / event branding



End use

Web and digital banners

Content

- Logo in the correct location on the left-hand-side of the asset
- Clear event title / theme
- Clear event date and location details
- Use of the correct logo colour for the type of image
- Use of bold illustrations
- Correct colour usage

## Sample posters or advertisements



### Size

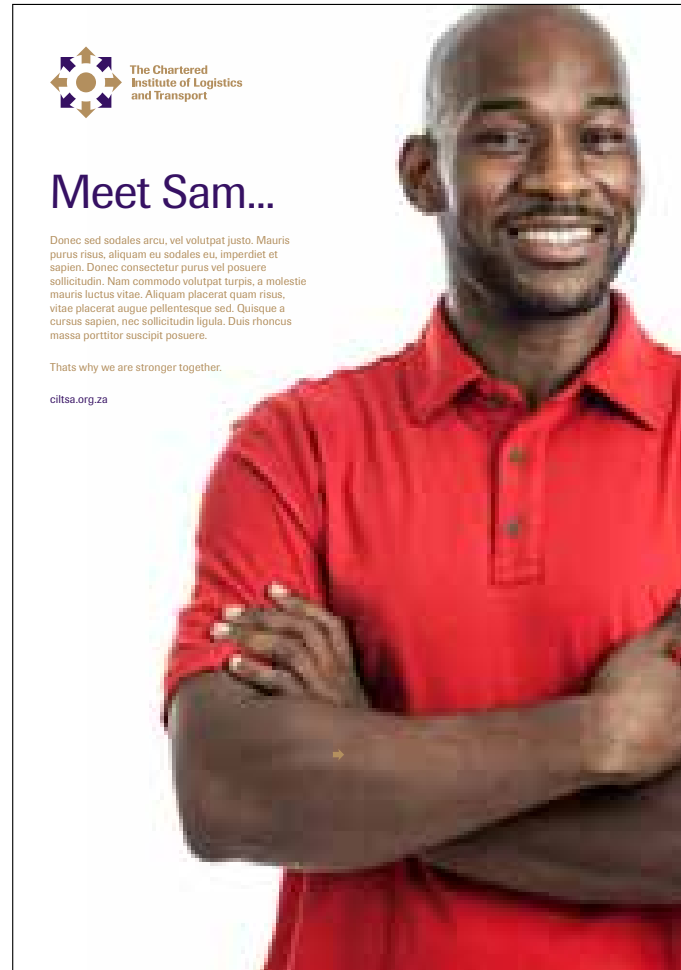
210mm x 297mm

### Content

- Logo in the correct location on the left-hand-side of the document
- Use of bold illustrations
- Correct colour usage
- Use of the correct logo colour for the type of image
- Correct use of specific urls
- Clear document titles



## Sample recruitment posters or advertisements



### Size

210mm x 297mm

### Content

- Logo in the correct location on the left-hand-side of the document
- Use of people imagery
- Correct colour usage
- Use of the correct logo colour for the type of image
- Clear document titles
- Url to denote a call to action and location

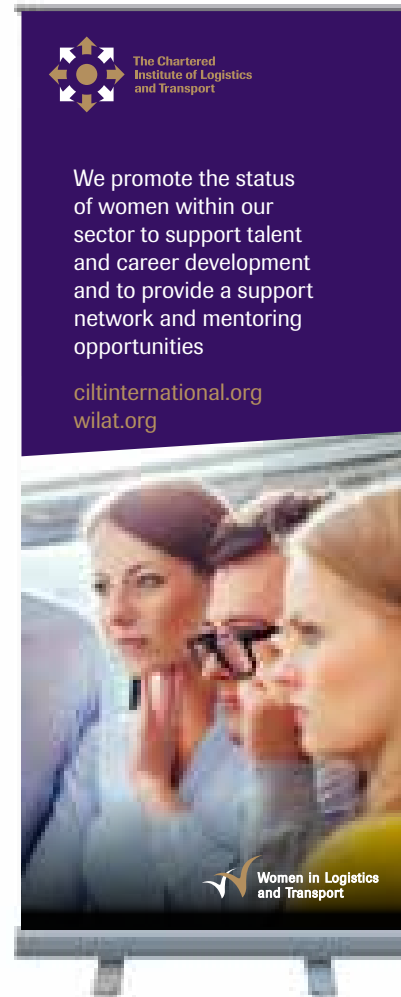
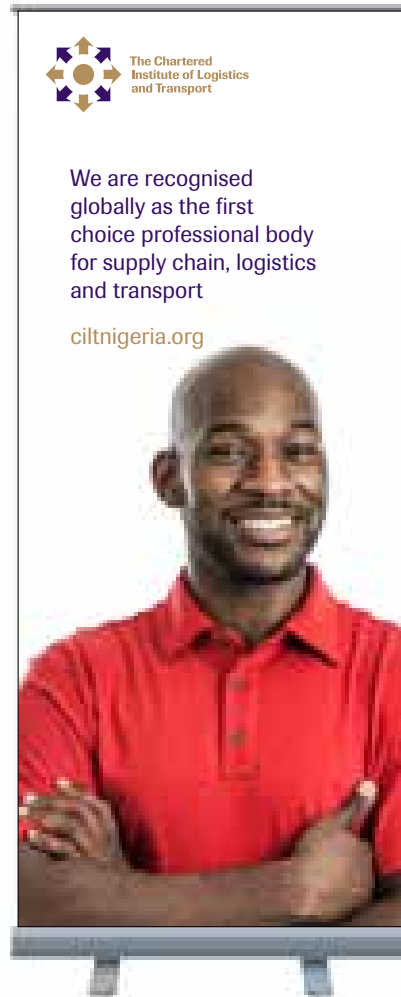
## Sample brand reminders



### Content

- Clear and appropriate logo positioning
- Use of the correct logo colour
- White background/materials to ensure maximum logo impact

## Sample display items



### Content

- Correct logo position on the left-hand-side of the communication
- Use of the correct logo colours
- Correct use of people-based imagery and / or illustration
- Correct use of branch specific urls
- Correct use of the WiLAT logo as a secondary logo from our main brand

---

# Contact

If you have any queries regarding these guidelines or would like to request support files please contact us using the details below.



—  
**Ceri Williams**

Brand Manager

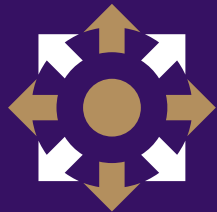
The Chartered Institute  
of Logistics and Transport

Earlstrees Court, Earlstrees Road,  
Corby, Northants NN17 4AX  
United Kingdom

—  
**T** +44 (0) 1536 740157

**E** [ceri.williams@ciltinternational.org](mailto:ceri.williams@ciltinternational.org)

**W** [ciltinternational.org](http://ciltinternational.org)



**The Chartered  
Institute of Logistics  
and Transport**

---