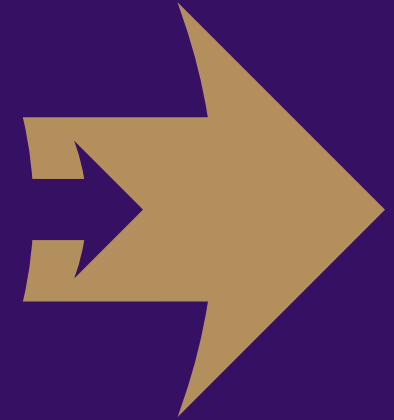




The Chartered  
Institute of Logistics  
and Transport

# Stronger Together

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Joint sponsors brand guidelines

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# Guideline usage

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.

Welcome aboard to our joint sponsor brand guidelines. These guidelines should only be used as part of a joint sponsorship with prior agreement with CILT international. You must be able to prove that an agreement has been made prior to use, failure to do so may result in legal action.

## Brand check

Please ensure any joint sponsorship pieces are shared with our brand manager for approval before being released into circulation be that a printed piece, or online.

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

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## 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

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T +44 (0) 1536 740157  
E [ceri.williams@ciltinternational.org](mailto:ceri.williams@ciltinternational.org)  
W [ciltinternational.org](http://ciltinternational.org)

# Primary logos

For use when printing on our purple background



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CMYK Colour Logo  
CILT Logo. 4 Colour

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

Gold:  
C:10% M:30% Y:60% K:25%  
R:173 G:135 B:79  
#b38e5e

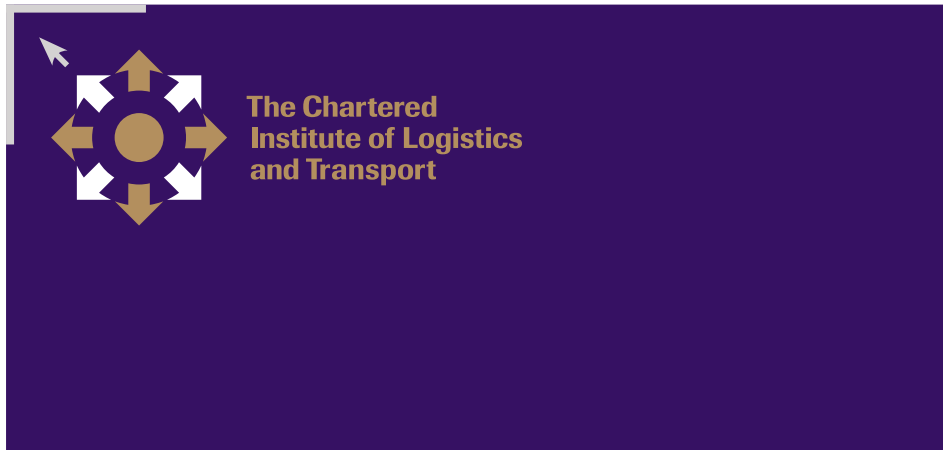
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For use when printing on a white background

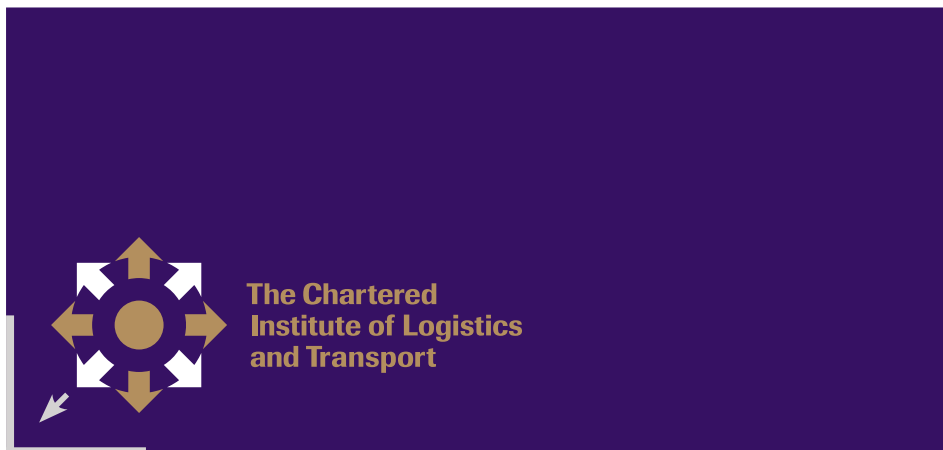


# Position and size

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



# Exclusion zone



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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.

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# 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



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# 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

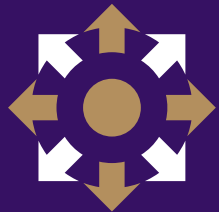
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