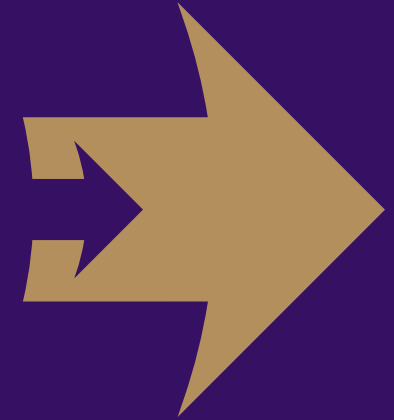




**The Chartered
Institute of Logistics
and Transport**

We are CILT



Training partner guidelines

I learn, I adapt,
I succeed.

I AM CILT

Celebrating 100 years of excellence
in transport and logistics education



Our centenary

This year the Chartered Institute of Logistics and Transport reaches its Centenary. One hundred years dedicated to improving standards, providing education, and supporting professionals across the world.

We as an organisation are proud of our heritage, but we are also proud of how we have changed. From our first days as the Institute of Transport, we have grown to become CILT, the leading professional body for everyone working in supply chain, transport and logistics. We have grown from one branch to thirty-five, supporting over 35,000 professionals across the world. Most importantly, we have embraced the cultural changes of the last century.

As we celebrate our Centenary and all that we have achieved, we also look to our future.

In the words of International President, Sir Peter Hendy CBE:

“CILT is a remarkable organisation, a reassuringly constant presence in an ever-changing world. This Centenary year we celebrate our heritage, but we also rededicate our Institute to our core values, and to the task of upholding them for the next 100 years.”

Thank you for being our partner

Partnership branding is a strategic agreement between CILT and training and development partners to work together to achieve a desired goal.

What can you do as part of the partnership?

- Be associated with a high profile campaign run by the leading international professional body for everyone who works within supply chain, logistics and transport.
- Use our logo and your logo as part of your partnership materials, for as long as you remain an accredited training provider
- Use the imagery and styling detailed within this document, for as long as you remain an accredited training provider

Where could you use the training partner centenary celebration styling?

- Printed collateral (e.g. flyers, brochures, posters etc)
- Media relations activity (e.g. press releases, briefings, presentations, in interviews) but please check the release with us first
- Websites (e.g. on home page, blog / news page, or a page listing partnerships or CSR) to promote the value of CILT and try to sign-post to our and your website content

- On social media platforms, such as Facebook and Twitter

- In conference, speeches, training sessions and lectures

We would prefer if you don't:

The CILT logo may NOT be used to endorse products, promotions or educational initiatives which are not CILT-approved training courses.

Implementation of the centenary campaign

The CILT Centenary campaign was released earlier this year with the lines:

I am connected.

I am recognised.

I am CILT

We are releasing new variations of this theme on a regular basis on the CILT International and country websites, CILT International and country social media platforms and across other media. Many of our country branches are now creating their own variations of this campaign, using the approved structure but with local imagery and locally relevant messaging.

We have now released 2 Training Provider variations of the campaign with artwork which is available for you to use locally. Over the next few pages are guidelines on how to put together your own variations of the campaign.

Putting it into words

Here are some examples of how you can bring to life the centenary training partners language style

These are some initial ideas but please feel free to develop the concept locally according to your own market needs.

SAMPLE HEADLINE COPY

I don't just dream,
I create my own future.
I am CILT

I learn, I adapt,
I succeed.
I am CILT

I'm internationally recognised.
My qualifications match my ambition.
I am CILT

Today I'm a student.
Tomorrow I will change the world.
I am CILT

I study at my own pace,
I'm in control.
I am CILT

I'm qualified,
I'm capable.
I am CILT

I have the knowledge,
I have the contacts.
I am CILT

I have the support,
I'm choosing a better future
I am CILT

My qualifications are recognised around
the world. I'm in control of my future.
I am CILT

OUR TRAINING CELEBRATION STRAPLINE

Celebrating 100 years of excellence
in transport and logistics education

This must be used on all of your communications and should not be changed or adapted so we have one consistent message.

VERBS WE'D SUGGEST USING

The campaign works as both We are CILT or I am CILT but must be consistent within each variation.

I am / I believe / I'm working towards /
I dream / I make or do / I create.

Our imagery

Photography is a powerful communication tool and that's why we're putting our members and their stories at the heart of our Centenary celebrations.



Our brand photography

Our photography style is clean and clear and the images we've used for the centenary training celebrations show real people, our members, in genuine situations. Please do not use montage or clip-art style imagery.

To focus the attention on our members, we've used a cut-out style to celebrate our rich and diverse family.

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.

Creating your own images

Make sure the images are of good quality and taken with a professional camera. Try to make sure everything is in focus and the lighting is natural. You may need a design professional to help cut them out and this is easiest if the photographs are taken on a pale / white background.

Our colours

These colours are already part of our CILT colour palette we've just pulled them out here so they're easy to find.



CILT PURPLE

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



CILT GOLD

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



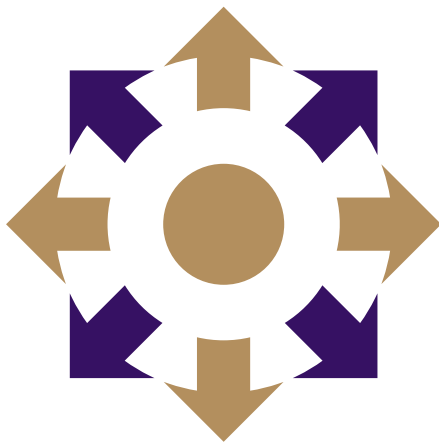
CILT PALE GREY

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

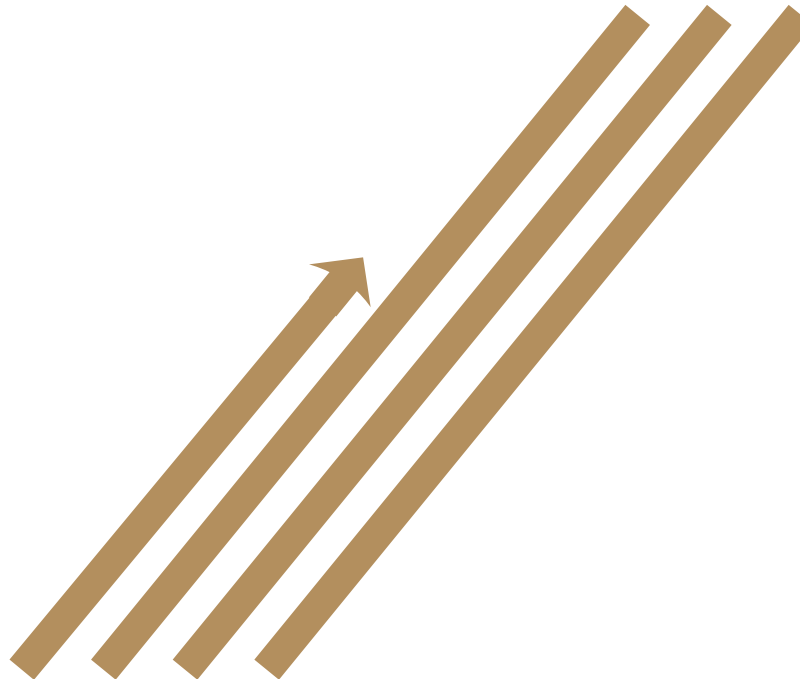
Our graphic devices

Creative use of our graphic devices helps add interest and a dynamic look and feel to our communications.

Our graphic icon



Our Centenary arrows



Graphic icon

We have used the white on gold version for our avatar on social media. This version may also be used on other communications, or you may continue to use the original purple and gold version. Please note that whilst the Avatar may be reproduced in gold and white, the full CILT logo should maintain its original colours.

Our Centenary arrows

These linear shapes and the arrow head (from our graphic icon) illustrate the forward thinking and progressive outlook of CILT. They can be used to add a dynamic look and feel to your Centenary communications.

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

Our logo

For use when printing on a white 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.

A note on logos

Like your own brand, we're working hard to protect our logo, to ensure it is easily recognisable, and that we are easily recognised by it.

The logo must not be altered in any way and must always be used consistently as detailed within this document.

You may use your logo with our our's however, we expect you to maintain a clear zone around or logo as detailed in the examples at the end of this document.

For use when printing on our purple 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.

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 and 113px for digital use.

40mm / 113px



Bringing it all together

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

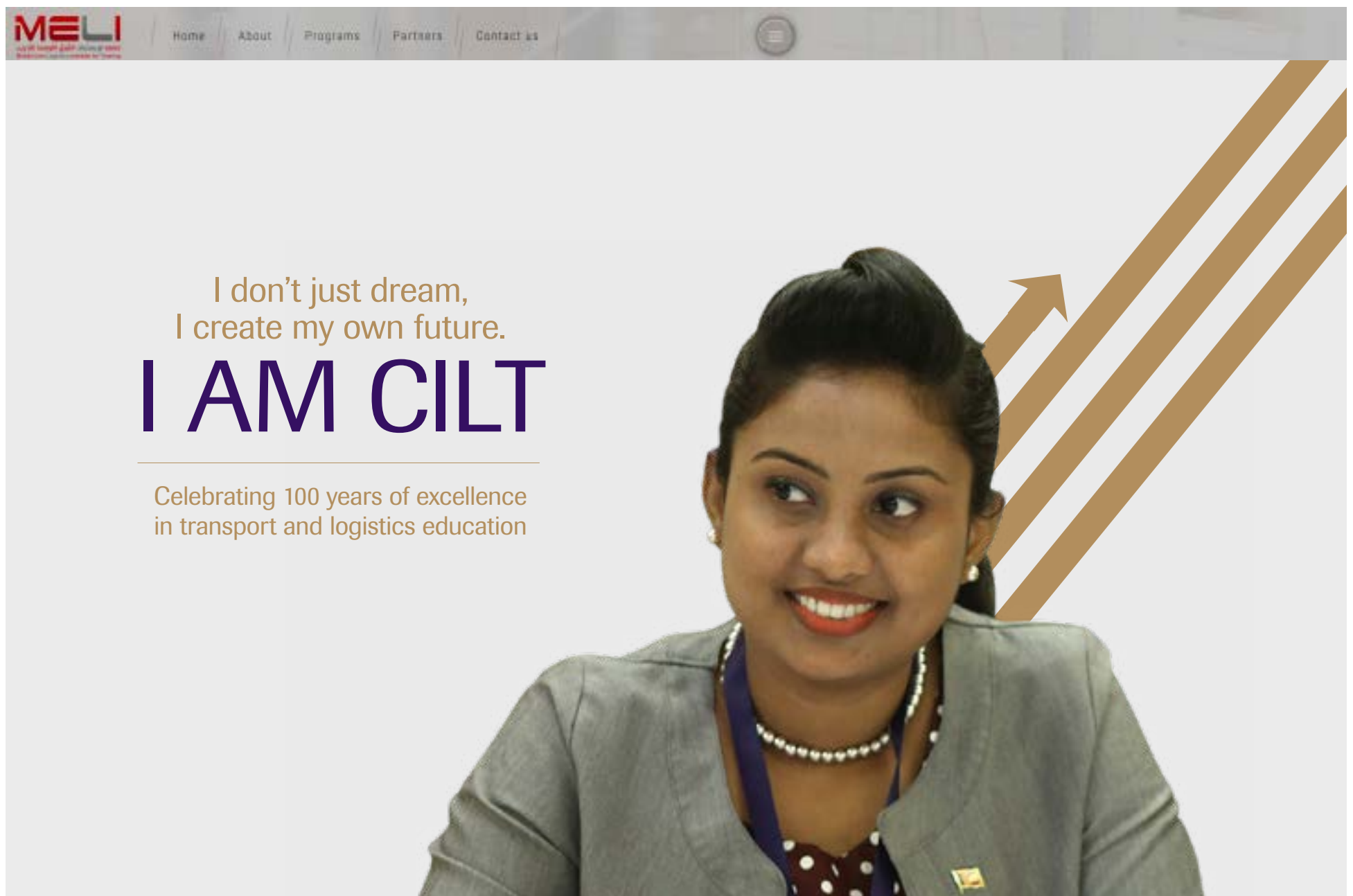



The image shows a Twitter profile for the Middle East Logistics Institute (MELI). The header features a large image of a woman smiling, with the text "I don't just dream, I create my own future. I AM CILT" and "Celebrating 100 years of excellence in transport and logistics education". The profile bio states: "Middle East Logistics Institute (MELI), envisions being the leading-edge academic institute in the region. contact us +966136195659 marketing@meli.edu.sa". The tweet displayed is from MELI Logistics, celebrating the centenary of The Chartered Institute of Logistics and Transport (CILT) with the text "I learn, I adapt, I succeed. I AM CILT".

Header Image: A woman smiling, with the text "I don't just dream, I create my own future. I AM CILT" and "Celebrating 100 years of excellence in transport and logistics education".

Profile Bio: Middle East Logistics Institute (MELI), envisions being the leading-edge academic institute in the region. contact us +966136195659 marketing@meli.edu.sa

Tweet: I learn, I adapt, I succeed. I AM CILT. Celebrating 100 years of excellence in transport and logistics education.





The Chartered
Institute of Logistics
and Transport


**COURSE TITLE WOULD
LOOK LIKE THIS**

03 June 2019 | City, Country


I don't just dream,
I create my own future.

I AM CILT

Celebrating 100 years of excellence
in transport and logistics education



Discover more: websiteurl.com



Book today visit: websiteurl.com

Course Title

run by Company Name

About CILT

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Learning outcomes

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CILT courses

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Course objectives

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About training provider

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Training provider location

Intelligent Business School
Clever Street
London LW1 1HP
United Kingdom

How to book

To find out more companyurl.com


Company Name
Any useful contact details
+ 44 (0) 123 456 7889 email@companyurl.com



The Chartered
Institute of Logistics
and Transport

I AM CILT

Celebrating 100 years of excellence
in logistics and business education



Title


This should not replace the usual CILT letterhead for official communications


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Working in partnership with:






The Chartered
Institute of Logistics
and Transport

I AM CILT

Celebrating 100 years of excellence
in logistics and business education



Title


This should not replace the usual CILT letterhead for official communications

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Working in partnership with:



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

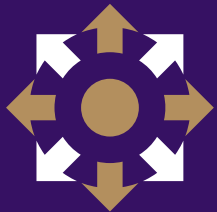
International Brand Manager

The Chartered Institute
of Logistics and Transport

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Corby, Northants NN17 4AX
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W ciltinternational.org



**The Chartered
Institute of Logistics
and Transport**
