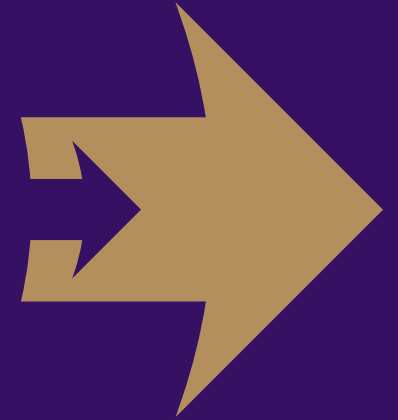




**The Chartered
Institute of Logistics
and Transport**

We are CILT



Membership guidelines

I'm connected.
I'm recognised.

I AM CILT

Over 100 years devoted to excellence
in transport and logistics



Our membership campaign

The landscape has shifted massively over the last few years for membership organisations like ours. Technological capabilities and member expectations are ever-changing. To allow us to best serve our membership and to grow our organisation, it has never been more important that we communicate effectively and clearly.

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, logistics and transport. We have grown from one branch to thirty-five, supporting over 35,000 professionals across the world.

We have embraced the cultural changes of the last century, but we must continue to look forward. We need to keep innovating and developing for the future.

We should be asking ourselves questions about how we fit into today's world. What are we offering our membership that's different, and how can we provide real value.

With this in mind, we are building upon the success of the centenary campaign, using open and honest messaging and photography, personalisation and storytelling to create successful and engaging membership communications.

“We are not just a logistics organisation, we are a people organisation”

Dato Abd Radzak Abd Malek,
International President

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

Ceri Williams

Our International 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

E ceri.williams@ciltinternational.org
W ciltinternational.org

Implementation of the membership campaign

When should you use the campaign?

Communicating and showcasing our value to current and potential members has never been more important. The membership campaign should only be used when talking to our members and communicating the benefits of membership. It should not replace or be used on all of your communication. Overuse will make it less distinct and reduce its impact.

Examples of this could include but are not limited to membership recruitment or retention communications such as:

1. Email newsletters / e-shots
2. Event and member recruitment opportunities
3. Membership areas / online member zones
4. Brochure or promotional collateral
5. Keynote presentations delivered at events, seminars or for students about to graduate

Who can use the campaign

Branches are welcome to use the content we have already created verbatim, adapt the campaign to suit local requirements, or create new versions from scratch. Variations of the membership campaign must use the approved structure but with local imagery and locally relevant messaging.

Training Providers who act on our behalf or as partners are also welcome to use the campaign. Again the campaign can and should be adapted to suit the local market and audience.

About these guidelines

Over the next few pages there are guidelines on how to put together your own variations of the membership campaign. There are also a few ideas to get you started.

This is a powerful and flexible global campaign, celebrating our members and promoting the benefits of Institute membership.

Getting hold of artwork files

The following resources are available to all branches to use indefinitely.

Artwork for website and social media banners for an initial selection of campaigns is now available on our Document Management System (DMS). Artwork is also available for other applications including the membership benefits brochure, email sign-offs, PowerPoint presentations and event banners.

Putting it into words

Make sure you consider our core member benefits when thinking about your recruitment or retention communications.

When creating your own communications, focus on the key benefits of Institute membership. Themes that you're welcome to include are as follows, but are not limited to:

- 1. Recognition** – members can get noticed for their knowledge, skills and commitment to personal career development. Membership entitles people to use CILT's world-class educational suite and post-nominals, recognised globally by employers and clients as representing the highest standards in professionalism and best practice.
- 2. Learning** – CILT's educational suite covers all aspects of supply chain, logistics and transport, and is recognised the world over as the industry standard in teaching and best practice.

3. Community – joining CILT's rich and diverse community helps members to build networks with professionals working in all sectors of our industry, enabling them to take charge of their careers. Whether they are looking for an expert or a mentor, insight or advice, the CILT family can help.

4. Influence – The collective knowledge, experience and skills of our 35,000 strong membership form an invaluable resource, sought out and relied upon by policy makers, corporate organisations and individuals the world over. At local, national, regional and global levels, we are at the forefront of professional influence and best practice advocacy.

5. Events – even in this age of digital communication, nothing beats meeting face to face. Membership provides access to the most influential events, people and conversations in logistics and transport.

6. Special interest groups –

Next Generation Forum – provides enhanced networking and support opportunities for members in the early stages of their career.

WiLAT – is the international women's forum within CILT. WiLAT's mission is to promote the status of women in the supply chain, logistics and transport industry, to bring together those who aid the career development of women, and to provide a support network for women in the sector.

What examples can I see?

Success stories – We've already created a bank of rich, media case studies that celebrate existing members across the world. You're welcome to use these locally, and they can all be found here: <https://www.ciltinternational.org/membership/success-stories/>

Member benefits brochure – We have created a print-ready brochure, which you are welcome to adapt locally for your market needs. The imagery and copy created for this document can be repurposed for print or digital production.

Bringing your headlines to life

Here are some examples of how you can bring to life the membership campaign language style

SAMPLE HEADLINE COPY

The following ideas illustrate how you can create simple headlines when translating our member benefits. Please feel free to develop concepts locally according to your own sector needs and in support of specific, local member benefits.

I'm connected.
I'm recognised.
I am CILT

I have the knowledge.
I have the support
I am CILT.

I'm an expert in supply chain.
I deliver.
I am CILT

I am a leader.
I share my experience.
I am CILT

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

I'm internationally recognised,
I can work anywhere.
I am CILT

I'm connected to thousands
of professionals.
I can learn from the best.
I am CILT

Today I'm a student,
tomorrow I'll change the world.
I am CILT

We're experts in our field.
We're changing perceptions.
We are CILT

We're connected.
We're part of something bigger
than ourselves.
We are CILT

We are stronger together.
We are CILT

MEMBERSHIP STRAPLINE

Over 100 years devoted to excellence
in transport and logistics

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.

We are / we believe / we're working towards / we dream / we make or do / we create.

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 CILT.



Membership photography

Our photographic style is clean and clear and the images we've used for the membership campaign show real people, our members, at genuine events. 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.



What's available?

We have already curated a range of images to reflect the diverse nature of our work, our sectors and most importantly our audience. You're welcome to use these or create your own.

You can download images and all the other elements mentioned in this guidelines from our document management system here:

<http://ciltinternational.org/downloads-page/>

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 imagery



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



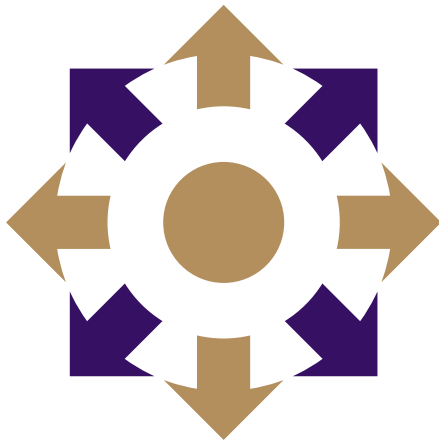
CILT PALE GREY

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

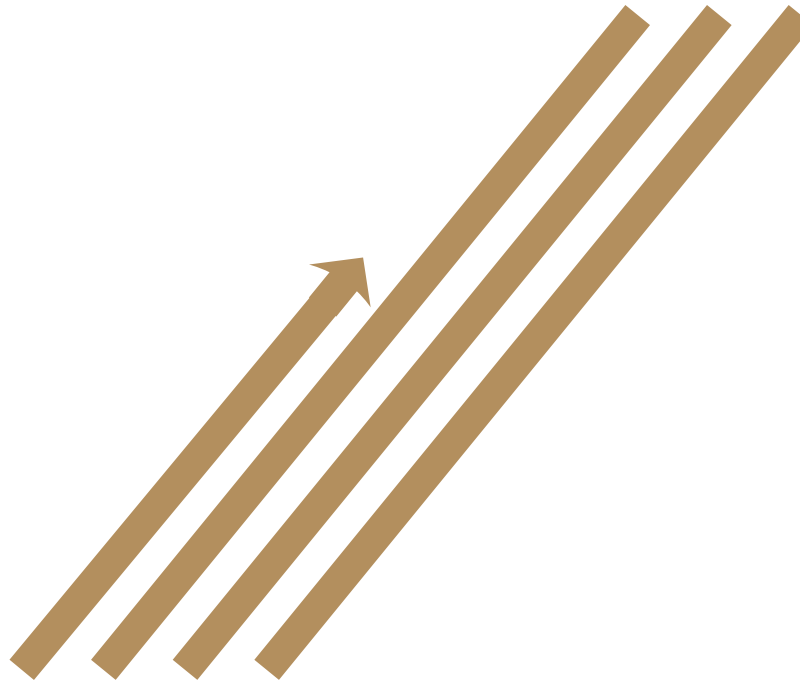
Our graphic devices

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

Our graphic icon



Our membership arrows



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.

Our membership 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 Membership 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

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 according to the master brand guidelines (pp 17 - 24 Brand Guidelines)

We never produce secondary or one off logos for events or specific occasions. Whatever we do we do as the Chartered Institute of Logistics and Transport and our logo identifies us

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 120px for digital use.

40mm / 120px



Check your avatar

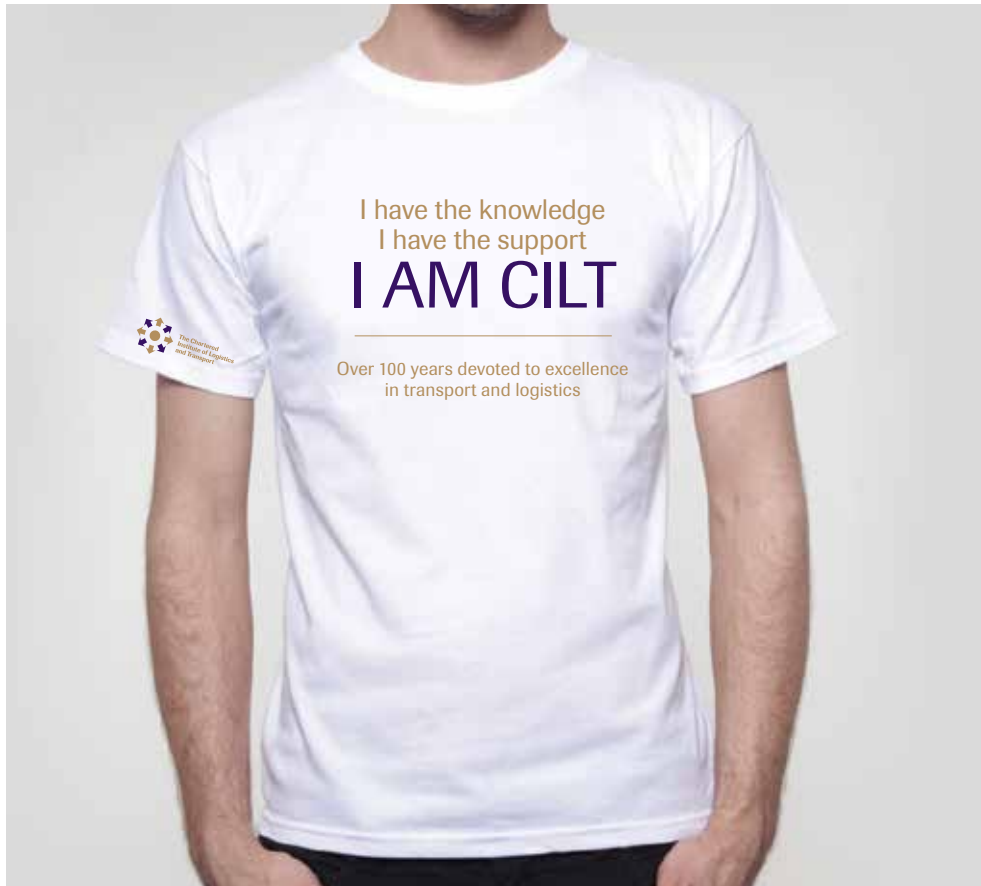


Please check you're using the correct avatar. This isn't just for this campaign but to show we're all part of one global family. We should all use the same avatar for our social media accounts – our graphic icon.

You can download the social media avatar and all the other elements mentioned in these guidelines from our document management system here: <https://www.ciltinternational.org/downloads-page/>

Bringing it all together

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



Making it your own

You're welcome to customise our membership campaign styling to suit your local market needs. All of the assets can be accessed and downloaded from our document management system here: <https://www.ciltinternational.org/downloads-page/>

Social media

I'm part of a global network,
I can learn from the experience of others

I AM CILT

Over 100 years devoted to excellence
in transport and logistics



When creating assets for social media remember to ensure there is sufficient room for any logos or page furniture of the provider (ie Twitter / Facebook) as they do change their criteria from time to time.

I learn, I adapt,
I succeed

I AM CILT

Over 100 years devoted to excellence
in transport and logistics



We are part of something bigger than ourselves

WE ARE CILT

Over 100 years devoted to excellence
in transport and logistics



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

I AM CILT

Over 100 years devoted to excellence
in transport and logistics



I have the knowledge.
I have the contacts.

I AM CILT

Over 100 years devoted to excellence
in transport and logistics



Tweets
1,004

Following
594

Followers
1,566

Likes
367

Follow

CILT International

@cilt_global

We're the leading professional body for everyone who works within supply chain logistics and transport.

Corby, England

ciltinternational.org

Joined July 2015

Tweet to CILT International

519 Photos and videos



Tweets

Tweets & replies

Media

Pinned Tweet



CILT International @cilt_global · 23 Aug 2018

Check out the latest edition of CILT Life for write ups, reports and presentations from #CILTConvention18 in Wroclaw mailchi.mp/ciltinternatio...
#LinkingCEEtotheWorld #ElectricCar



Who to follow · Refresh · View all



TestCard @testcard

Follow

Promoted



CILT(UK) @ciltuk

Follow



Kevin Richardson @CILT...

Follow



Find people you know

Import your contacts from Outlook

Connect other address books

16



The Chartered
Institute of Logistics
and Transport

I'm connected.
I'm recognised.

I AM CILT

Over 100 years devoted to excellence
in transport and logistics



Discover more: ciltinternational.org

Founded in 1919 with
a mission to improve
industry practices
and nurture talent,
we are the leading
professional body for
everyone who works
in supply chain,
logistics and transport.

We are a global family of 35,000
members in 35 countries, dedicated
to giving individuals and organisations
access to the tools, the knowledge and
the connections vital to success in the
logistics and transport industry.

Through our educational suite and
our commitment to high standards,
we help professionals at all levels
to grow, to develop their careers
and to access better jobs.



Learning

Our educational suite covers all aspects of supply chain,
logistics and transport, and is recognised the world over
as the industry standard in teaching and best practice.

We offer the complete range of learning, from
highly focused in-work courses, to graduate and
post-graduate study, organised into five levels of
qualification, and tailored to suit local conditions
as and where appropriate. Whether you are
a seasoned operator looking to expand your
skillset, or a student just starting out, we have
the programme for you.

Learning with CILT can take place flexibly,
at your own pace, and you can access a
wide range of CILT courses through taught,
distance learning and e-learning formats.
Modular options are available, as well as
a wide range of short courses.

Our qualifications have been developed to
meet the requirements of logistics and transport
professionals across the world. Each qualification
is rigorously assessed against key knowledge
areas and competencies required by the
industry, and we work closely with local CILT
education experts to align our programmes with
national governmental standards, achieving full
recognition wherever possible. Our approved
training providers further tailor our courses to
include localised case studies and examples,
making your learning locally relevant and
internationally transferable.

For employers, using the course
options that best match the needs
of your business is an ideal way to
ensure your staff are well trained
in the foundations of supply chain,
logistics and transport.



We are constantly developing new content to meet the changing needs of
professionals and the industry, and all our courses are subjected to regular
review by a team of academics and experienced practitioners.







Watch and share the membership film: https://www.youtube.com/watch?v=7a_J0_-kapU





The Chartered
Institute of Logistics
and Transport

Sample cover slide 2020

Country 2020
by Name
Job Title

1 Optional presentation title (can be removed in page master) www.ciltinternational.org

We have the knowledge.
We have the support.

WE ARE CILT

Over 100 years devoted to excellence
in transport and logistics



Stronger Together

- We are the leading global membership organisation for everyone who works in supply chain, logistics and transport.
- We help you and your organisation gain the knowledge and insights you need in the modern world where logistics and transport skills matter.
- We're now in over 30 countries worldwide. Our standards and your membership status are recognised wherever you go and wherever you work.
- We influence and shape government policy across many economies.
- A career partner for life. We start with students and support their careers all the way to becoming professors, government ministers and supply chain directors.


3 www.ciltinternational.org

We are stronger together.

WE ARE CILT

Over 100 years devoted to excellence
in transport and logistics






The Chartered
Institute of Logistics
and Transport


I'm connected.
I'm recognised.

I AM CILT

Over 100 years devoted to excellence
in transport and logistics



Discover more: ciltlocalurl.com




The Chartered
Institute of Logistics
and Transport

We are stronger together.

WE ARE CILT

Over 100 years devoted to excellence
in transport and logistics



Discover more: ciltlocalurl.com



The Chartered
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We have the knowledge.
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Discover more: ciltlocalurl.com

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

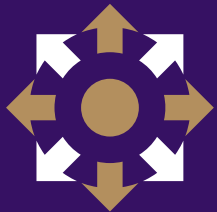
The Chartered Institute
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—

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**The Chartered
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and Transport**
