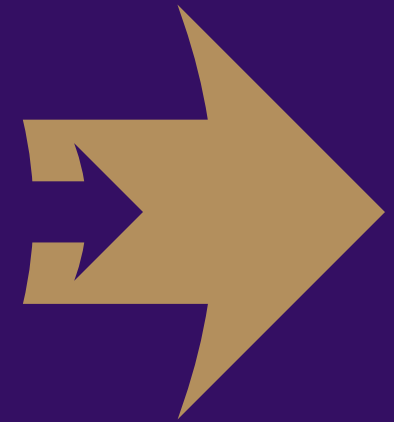




The Chartered
Institute of Logistics
and Transport

Stronger Together



Joint sponsor brand guidelines

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 to our joint sponsor brand guidelines. These guidelines should only be used as part of a joint sponsorship with prior agreement from CILT International. You must be able to prove that an agreement has been made prior to use, and 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 or gain approval please contact us using the details below.

Ceri Williams

Our Brand Manager can help you with access to logos 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

Primary logos

For use when printing on a white background.



Spot colour logo

CILT logo Pantone® 872 + 269 on white

–

Produced using Pantone® spot colours.

Colour logo

CILT logo four colour CMYK or RGB on a white background

–

Produced for production 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 ours however, we expect you to maintain a clear zone around our logo as detailed in the examples at the end of this document.

For use only when printing on a CILT purple background.



Spot colour logo

CILT logo Pantone® 872 and white on Pantone® 269 purple

–

Produced using Pantone® spot colours.

CMYK colour logo

CILT logo four colour

–

Produced for production in four colour.

Primary logo applications

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



Colour logo

CILT logo four colour CMYK or RGB

—

Produced for production in 4-colour print or screen.



Secondary logos

For use when printing on a black background.



Mono logos

CILT logo mono white for use on black backgrounds

—

Produced for production in black only.

For use when printing on a white background.



Mono logos

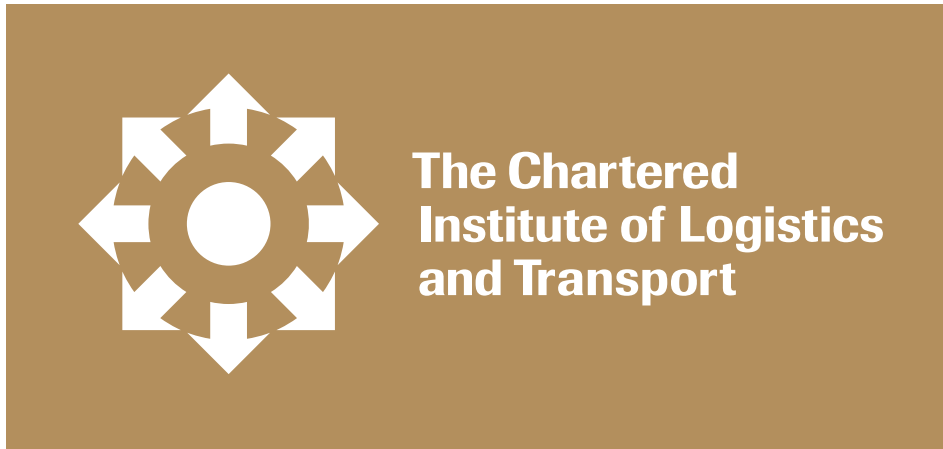
CILT logo mono black for use on white backgrounds

—

Produced for production in black only.

Secondary logo applications

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



White only logo
CILT logo white

—
Produced for production in white only.



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 or 120px wide has been established for all printed material (this excludes brand giveaways and digital use).

40mm or 120px



Exclusion zone



In order to protect the logo and make sure it is always legible and clear on any joint marketing content, we have developed an exclusion zone around it.

This means that whenever you apply our logo to your collateral, it must maintain clear space surrounding it as shown left.

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.

Incorrect use

Incorrect typeface



It is important that 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



Our boilerplate

Our boilerplate text is a piece of pre-written copy about CILT that can be used across any joint marketing communications. It can be used when talking about The Institute or as a sign-off.

The Chartered Institute of Logistics and Transport is the leading professional body for everyone who works in supply chain, logistics and transport. We are a global family, representing professionals at all levels across all sectors, dedicated to giving individuals and organisations access to the tools, the knowledge and the connections vital to success in the logistics and transport industry.

Founded in 1919 with a mission to improve industry practices and nurture talent, our Institute supports over 35,000 members in more than 50 countries. Through our educational suite, our strong community and our commitment to high standards, we help professionals at all levels to develop their careers and access better jobs.

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

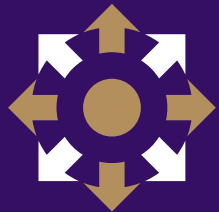
International Brand Manager

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