Dear CILT Brand Guardian,

Your complete set of CILT Brand Guidelines has been despatched, and if it hasn’t already arrived, should be with you shortly. Please let me know if you have not received your copy within the next few days so we can track the delivery.

Please take time to familiarise yourself with the guidelines and encourage everyone within your branch to refer to and use the guidelines for all communication purposes. The guidelines cover every part of creating a CILT compliant piece of work whether that’s an email, a social media account, a letter or a leaflet. You will find advice on which colours and fonts to use, how to position your logo, our graphic and photographic style, proper formatting for internal and external documents and instructions for writing prose in the CILT tone of voice.

Artwork to support the layouts and templates described in the guidelines is available on the DMS. Every branch has at least one DMS account but please let me know if you would like us to provide you with an individual account for accessing branch artwork materials.

We will be sharing details of a Brand Awareness webinar shortly to support local application of the brand , and will follow up later in the year with a brand audit to assess how we are performing against our target of communicating a single consistent brand globally.

It’s great to have you on board as a Brand Guardian and we are looking forward to working with you in developing and applying one consistent and recognisable CILT brand across our international network.

In the meantime, please contact me if you have any queries or require further information.

Best regards

Ceri

**Ceri Williams**

International Marketing, Governance and Communications Manager

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