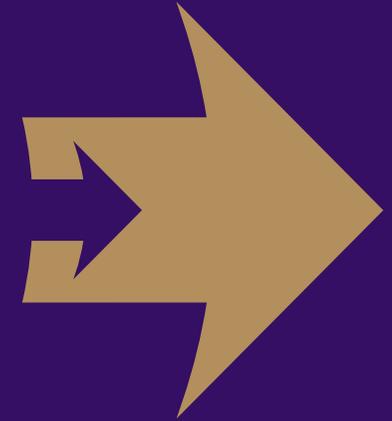


The Chartered
Institute of Logistics
and Transport



We are CILT

Centenary celebration guidelines

I'm connected.
I'm recognised.

I AM CILT

Celebrating 100 years supporting transport
and logistics professionals



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.”

Celebrating our centenary in style

We are celebrating much more than 100 years of existence. As a membership organisation, everything we do is about supporting our members and their development as industry professionals. The Centenary provides a perfect opportunity to reinforce our values, and promote the benefits of belonging to the Institute, and being part of our shared future.

As we celebrate our heritage, we take the opportunity to remind members and potential members why we remain relevant, and how we can support them (and the work the do), today and tomorrow.

Over the course of the year we will be focussing on our members around the world, and their individual membership stories.

Our initial awareness campaign supports this with simple positive messaging communicating why our members are proud to be part of CILT and what their membership means to them. The campaign offers simple, succinct and powerful messaging, is human, inclusive and representative of our membership, and uses real people with real messaging on the benefits of belonging.

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 centenary campaign

This campaign has now been released internationally with the lines:

I am connected.

I am recognised.

I am CILT

We will be releasing new variations of this theme on a regular basis, starting weekly, for the rest of the year, on the International website, International social media platforms and across other media. We will then release the artwork for these campaigns to our branches to use locally.

But, we would love it if branches could also create their own variations of this campaign – using the approved structure but with local imagery and locally relevant messaging.

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

We believe this can be a powerful and flexible global campaign, celebrating our members, our achievements and our hopes for the future, as well as promoting the benefits of Institute membership.

We would like all branches to launch the campaign on their local websites and social media platforms by **17 April**.

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 to be used over the course of the year including letterheads, email sign-offs, PowerPoint presentations and event banners.

Putting it into words

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

These are some initial ideas but please develop the concept locally according to your own market needs and in support of local member benefits.

SAMPLE HEADLINE COPY

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

We are stronger together.
We are CILT

OUR CELEBRATION STRAPLINE

Celebrating 100 years supporting
transport and logistics professionals

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 celebrations 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?

International are providing a range of initial 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.



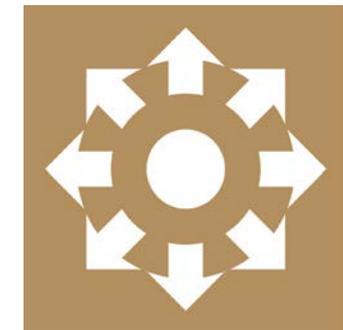
Our avatar for this year



The Centenary social media avatar / logo

To show we're all part of one global family and celebrating our 100th year, we're all going to change our social media avatars to have the gold background with the white graphic icon.

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



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



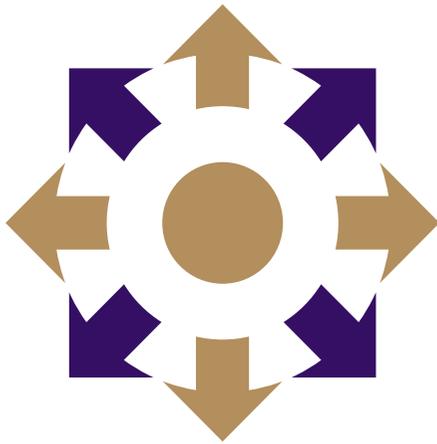
CILT PALE GREY

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

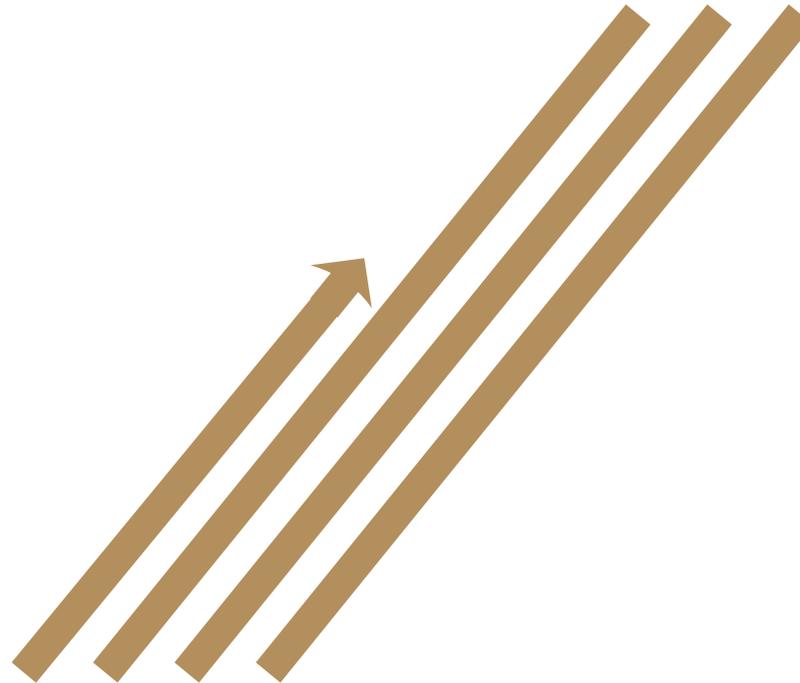
Our graphic devices

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

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 16- 23 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

—

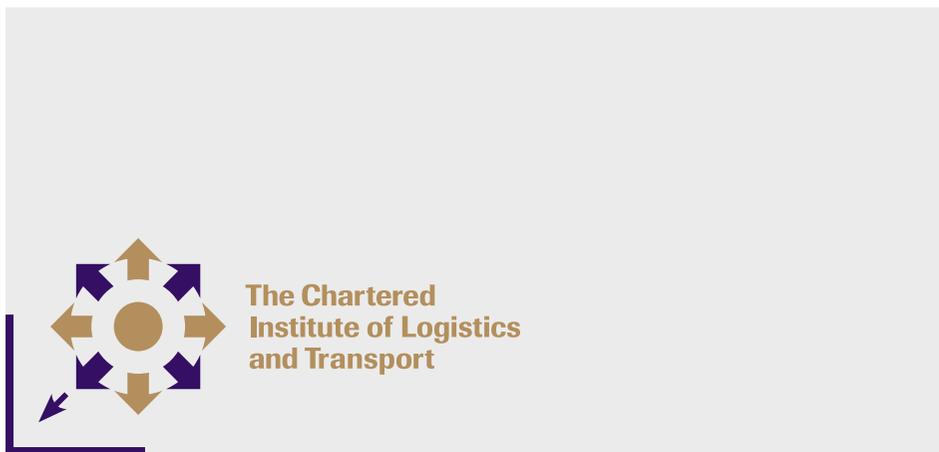
Produced for printing in four colour.

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

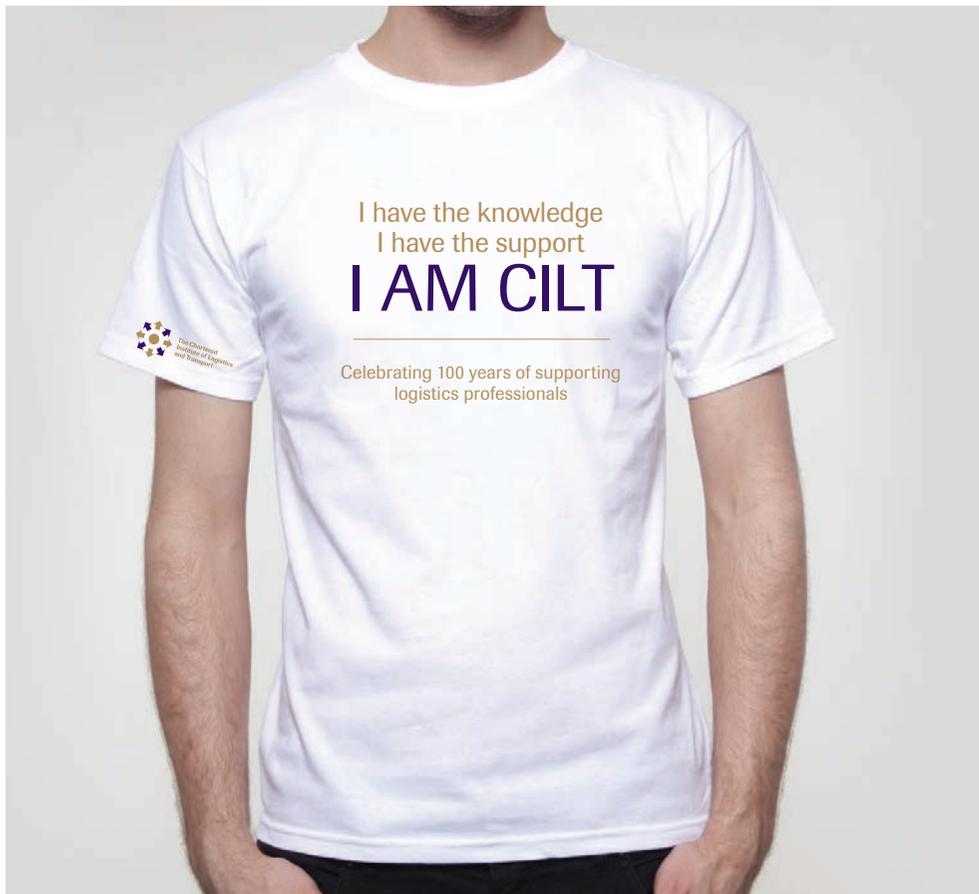
A minimum size of 40mm wide has been established for all printed material and 113px for digital use.

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.



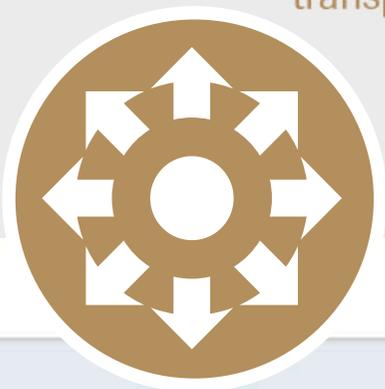
Making it your own

You're welcome to customise our Centenary 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/>

We're experts in our fields.
We're changing perceptions.

WE ARE CILT

Celebrating 100 years supporting
transport and logistics professionals



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...

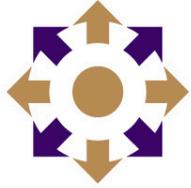
Follow



Find people you know

Import your contacts from Outlook

Connect other address books



The Chartered
Institute of Logistics
and Transport

We believe in collaboration
WE ARE CILT

Celebrating 100 years supporting transport
and logistics professionals



NEWS

WiLAT Sri Lanka celebrates five years of the Ignite Mentoring Programme

WiLAT Sri Lanka celebrate the fifth anniversary of the 'ignite' mentoring programme.

LATEST TWEETS:

.@ZBCNewsonline report on AfricaForum19
<https://t.co/Ed2z2GhKw0> #Logistics #CILT100
#StrongerTogether <https://t.co/pQZCCQIVzA>



The Chartered
Institute of Logistics
and Transport

I'm connected.
I'm recognised.

I AM CILT

Celebrating 100 years supporting transport
and logistics professionals

Discover more: ciltlocalurl.com



I believe in
equality. I am
working towards
our shared future.
I am CILT.

Donec sed sodales arcu, vel volutpat justo. Mauris purus risus, aliquam eu sodales eu, imperdiet et sapien. Donec consectetur purus vel posuere sollicitudin. Nam commodo volutpat turpis, a molestie mauris luctus vitae. Aliquam placerat quam risus, vitae placerat augue pellentesque sed.

Quisque a cursus sapien, nec sollicitudin ligula. Duis rhoncus massa porttitor suscipit posuere. Aliquam lorem lacus, finibus in ullamcorper ac, accumsan in orci. Sed libero dolor, tristique at augue ac, gravida blandit sapien.





The Chartered
Institute of Logistics
and Transport

EVENT NAME
03 June 2019 | City, Country

I'm attending Event Name.
I'm changing perceptions.
I AM CILT

Celebrating 100 years supporting transport
and logistics professionals



Book at: ciltlocalurl.com



The Chartered
Institute of Logistics
and Transport

EVENT NAME
03 June 2019 | City, Country

We're attending Event Name.
We're changing the way we think.
WE ARE CILT

Celebrating 100 years supporting transport
and logistics professionals



Find out more: ciltlocalurl.com



Event style header

This should not replace the usual CILT letterhead for official communications

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Luctus venenatis lectus magna fringilla urna. Sed enim ut sem viverra aliquet eget sit amet. Risus in hendrerit gravida rutrum quisque non tellus orci. Eget nunc scelerisque viverra mauris in aliquam sem fringilla. Tellus molestie nunc non blandit massa. Sed arcu non odio euismod lacinia at quis risus sed. In tellus integer feugiat scelerisque varius morbi enim nunc faucibus. Est ullamcorper eget nulla facilisi etiam dignissim diam quis. Sodales ut etiam sit amet nisl. Libero enim sed faucibus turpis in eu mi bibendum. Mi ipsum faucibus vitae aliquet nec. Ultrices mi tempus imperdiet nulla malesuada pellentesque elit eget. Viverra nibh cras pulvinar mattis nunc sed. Sit amet mauris commodo quis. Sit amet nisl suscipit adipiscing bibendum est ultricies. Interdum varius sit amet mattis vulputate enim nulla aliquet. Elit ut aliquam purus sit.

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Voluptat blandit aliquam etiam erat. Netus et malesuada fames ac turpis. Senectus et netus et malesuada fames. Accumsan tortor posuere ac ut. Orci nulla pellentesque dignissim enim sit amet. Varius duis at consectetur lorem donec massa sapien faucibus. Nec nam aliquam sem et tortor consequat id porta nibh. Consequat semper viverra nam libero.



The Chartered
Institute of Logistics
and Transport

Celebrating 100 years supporting transport
and logistics professionals

33 Address line 1
Address line 2
Town / City
County / Region
POST / ZIP CODE

03 November 2019

Hi Person,

This is a sample letterhead. You do not need to re-print your existing letterheads but you may use the centenary strapline version if you wish.

Totam solores simoloribus dolorerchic tem quamusdam, quati apiet deliti usam volorepelis sitempo ruptati andis exernat ecturis es et aut que omnitas estrumg uidesterio. Pudi ullabor emquunt, volor aliatum que ra nos re alibusame aut omnimust, quam, voluptatqui odit aceri sinvent otatem labo.

Ficit que prehent corum in non consed quo citatem res nobit velitate volupta quatur, nullorum et exceper cimolor ecti is ut arumquo dignim ium exeritassit, ut iunt, autem fugit quis et ad eaquam sus.

Bus ex eos conetur sint as est, quunt reiciunt aut enda non cupis exped estorem essequaes sinveratqui tem volore evel magnit quunt ad molupta tqunt abor atum quati. Itatet demporemquae poribus moluptaquidi cupti on sequat.

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Best regards

Paddy Doherty
President CILT Ireland

CILT Ireland
1 Fitzwilliam Place | Dublin 2 | Ireland
+353 1 676 3188 | info@cilt.ie | cilt.ie

Company Reg No.: 2629347 (A Company Limited by Guarantee) Charity Registration Number: 313376



The Chartered
Institute of Logistics
and Transport

Presentation Title
Second title if needed

Name
Job Title



Event | City | Country www.ciltinternational.org

We are stronger together.

WE ARE CILT

Celebrating 100 years supporting transport
and logistics professionals



Your title goes here

- Some text

2 Event | City | Country www.ciltinternational.org

We have the knowledge.
We have the support.

WE ARE CILT

Celebrating 100 years supporting transport
and logistics professionals



Banner stands



The Chartered
Institute of Logistics
and Transport

I'm connected.
I'm recognised.

I AM CILT

Celebrating 100 years supporting transport
and logistics professionals



Discover more: ciltlocalurl.com



The Chartered
Institute of Logistics
and Transport

We are stronger together.

WE ARE CILT

Celebrating 100 years supporting
transport and logistics professionals



Discover more: ciltlocalurl.com



The Chartered
Institute of Logistics
and Transport

We have the knowledge.
We have the support.

WE ARE CILT

Celebrating 100 years supporting
transport and logistics professionals



Discover more: ciltlocalurl.com

Other elements of the centenary campaign

CELEBRATING 100 MEMBERS

On the international website we will be sharing 100 individual membership stories from members around the world and over the years.

A new member story will be released every few days until the end of the year and will feature both on the international website and on a CILT YouTube channel.

The focus of these stories will be 'I am CILT because...'

We will be contacting branches shortly for your assistance in nominating members to share their stories.

CELEBRATING CILT VIDEO – WE ARE CILT

We will be producing a short video on the theme of 'We are CILT', in which we will recognise our roots, celebrate our members and the benefits of belonging, and look forward to our tomorrow. We plan to produce this in such a way that it can be used beyond our Centenary year.

RESPONSE VIDEO – I AM CILT BECAUSE...

This will be a compilation of the video clips submitted with member stories based on the theme I am CILT because...

CHARITY EVENT

This is still in planning... More information will follow.

SAVOY HOTEL EVENT

We will be meeting at The Savoy Hotel, London on 3 November to re-enact and celebrate the inaugural meeting of the Institute of Transport held 100 years previous. The event will be shared via a Facebook Live (live video Streaming), and we hope members and branches around the world will join us remotely to celebrate our past and look forward to our future. We also hope to share goodwill messages from all CILT regions around the world.

LOCAL / REGIONAL ACTIVITIES

We will be creating a diary of celebration events around the world so that we can recognise and share in activities across our global family.

We will be contacting branches shortly for more information on local events.

WANT TO KNOW MORE?

Please contact Ceri Williams with any questions, or if you require any further assistance. The International Marketing team, along with our retained Marketing Consultants Pink, will be pleased to give you and your team the support you need to make a success of this exciting campaign.

—
Ceri Williams

The Chartered Institute of Logistics and Transport
Earlstrees Court, Earlstrees Road
Corby, Northants NN17 4AX

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

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

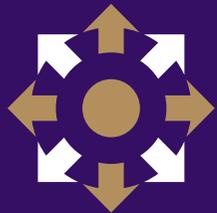
International Brand Manager

The Chartered Institute
of Logistics and Transport

Earlstrees Court, Earlstrees Road,
Corby, Northants NN17 4AX
United Kingdom

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E ceri.williams@ciltinternational.org

W ciltinternational.org



**The Chartered
Institute of Logistics
and Transport**
