
Brand guidelines

Welcome to the CILT Brand Guidelines. In these pages you'll find everything you need to create compelling, on-brand materials for all CILT communications. The pack consists of four sets of guidelines, the **Master brand guidelines**, the **Partner guidelines**, the **Sponsor guidelines** and the **Membership campaign guidelines**.

The Master guidelines are the mainstay of the package. Inside is detailed every part of creating a CILT brand compliant piece of work, whether that's an email, a letter, a publication or a social media account. You will find advice on which colours and fonts to use, how to position our logo, our graphic and photographic style, proper formatting for internal and external documents, and how to write prose in the CILT tone of voice. There are also instructions on how to acquire CILT materials for use in your work.

The Partner guidelines are for occasions when CILT bodies work closely with another organisation. They explain how a strategic partner or training provider should create their own materials using the CILT logo and branding, and should be shared with **every partner** you work with.

The Sponsor guidelines are for use when a CILT branch or territory is sponsoring or endorsing a third-party activity. They detail how a partner can use our logo on their materials, and should be shared with every sponsor you collaborate with.

Finally, the Membership campaign guidelines are a how-to guide for creating engaging content for membership recruitment and retention. They are based on the successful I am CILT campaign, and provide detail on proper use of materials, imagery and text to create a compelling membership campaign.

Thanks for taking the time to read these guidelines. We hope you find them useful. If you need further assistance or advice, please get in touch with our International Brand Manager at ceri.williams@ciltinternational.org

