Dear CILT Branch and Brand Guardians,

Hard copies of the full set of Brand Guidelines have now been distributed, and soft copies are available in the Brand Hub on the DMS.

We hope you have now had time to familiarise yourselves with the guidelines, and are beginning to work towards Brand compliance in all your branch activities.

To assist with this task we will be holding Brand Workshops on Wednesday 12 May. There will be two sessions to choose from. One at 07:00 GMT (08:00BST) and another at 14:00 GMT (15:00 BST).

The workshops will examine:

* The Concept of Brand
* The Function of Brand
* Representation of a Brand
* Caring for and developing our Brand
* Resources available

The session will also include an interactive Brand Clinic for considering and discussing live examples of CILT applications.

We would like each branch to nominate one participant for the workshop. An edited recording of the session will be circulated afterwards for sharing more widely within your branch.

The person nominated should be either your Brand Guardian or another member responsible for ensuring Brand compliance within the branch.

Later in the year we will be holding a brand audit to assess how we are performing against our target of communicating a single consistent brand globally, so we hope all branches will take advantage of this opportunity.

Please could you now send the name and email address of the person your branch is nominating to me at ceri.williams@ciltinternational.org by Monday 12 April latest.

Best regards

Ceri

**Ceri Williams**

International Marketing, Governance and Communications Manager

**E:**  [ceri.williams@ciltinternational.org](ceri.williams%40ciltinternational.org)

**CILT International Office**

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Registered Charity Number:313376

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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Dear CILT Branch,

Consistent and accurate representation of a single CILT brand has never been more important as we work to maintain and build our membership, and develop international recognition of CILT as the leading global professional body for everyone who works in supply chain, logistics and transport.

Over the past 12 months we have updated our main brand guidelines, sponsor guidelines and partner guidelines to:

•           Emphasize the human approach in our communications

•           Include our own photography rather than stock imagery

•           Include more examples of our own communication layouts

•           Update our messaging following the I am CILT campaign

•           Include specific examples from conferences and events

•           Reflect general developments in the application of the brand

We have also developed a separate membership guidelines document to build on the success of the centenary campaign for membership purposes.

We now plan to print the guidelines and provide each branch with one full set of Brand Guidelines to be held in the local office and referred to on all communication projects. The initial set of guidelines will be provided free of charge, but if the guidelines are lost or damaged there will be a charge to replace them.

We would like one person per branch to be responsible for keeping and maintaining the guidelines folder, and this will become an item for audit on branch visits.

Future revisions to the guidelines in the short to medium term will be issued in e format for branches to print out locally and insert into the folder.

We aim to distribute the guidelines in January. Once everyone has had an opportunity to consider and apply the guidelines we will be completing an audit later in the year to assess how consistently we are using our brand across all branches.

Please could you now complete the attached form with the details of the person who will be responsible for holding the guidelines in your branch and return it to tobias.williams@ciltinternational.org by Wednesday 23 December 2020.

Best regards

Ceri

**Tobias Williams**

International Administrator

**E:**  tobias.williams@ciltinternational.org

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