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:

* Emphasise 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](mailto:tobias.williams@ciltinternational.org) by Wednesday 23 December 2020.

Best regards

Ceri