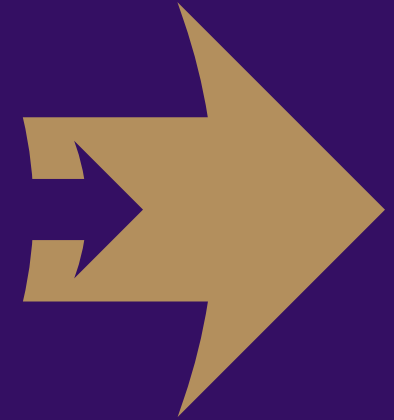




The Chartered  
Institute of Logistics  
and Transport

# Stronger Together

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Partner brand guidelines

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# Guideline usage

Our brand is important. It's how we communicate our achievements and ambitions, and how we cultivate enthusiasm for the work that we do. It's what people recognise and remember, and it shapes how people think and feel about us.

Welcome to our partner brand guidelines. These guidelines should only be used during the tenure of the partnership between [you] the supplier and [us] CILT International.

When a partner is working on joint projects with CILT, the positioning of the partner's logos and the visual style used is as illustrated in the following pages.

Once the contract period has ended you will no longer be entitled to use any aspect of the CILT brand across your communications. Failure to adhere to this could result in legal action.

To ensure that we maintain the integrity of our brand, we must use it consistently and with purpose. Our brand should be utilised carefully by all, internally and externally, to ensure an accurate and consistent representation of who we are and what we do.

These guidelines form a key reference tool to maintain that consistency and brand integrity. As with all guidelines, please use them with care. They are here for your guidance and should be adhered to whenever possible.

## **A human approach**

As our brand develops it is becoming increasingly people focused. We are a membership organisation and exist for the benefit of our members.

We should have a human approach to all our communications, both in terms of the imagery we use, and our language and tone of voice.

People are at the heart of what we do, and should be at the heart of our brand and messaging.

## **Brand check**

Please ensure any partnership pieces are shared with our Brand Manager for approval before being released into circulation, be that a printed piece, or online.



If you have any queries regarding these guidelines, would like to request support files or gain approval please contact us using the details below.

## **Ceri Williams**

Our Brand Manager can help you with access to logos, artwork and templates or any brand queries you may have.

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

E [ceri.williams@ciltinternational.org](mailto:ceri.williams@ciltinternational.org)

W [ciltinternational.org](http://ciltinternational.org)





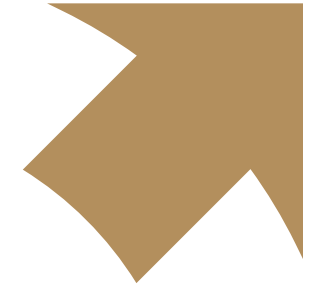
OUR VISION

To be recognised as the first choice professional body for supply chain, logistics and transport.



---

# What we stand for



## What we do. **OUR MISSION**

To create the right programmes and set the right goals to be seen as the leading professional body globally, by those within and outside our profession.

## The way we do it. **STRATEGY**

Our activities are structured under the three pillars of Growth, Capability and Governance.

### › **Growth**

We have created a strong model for growth based on regional development, the addition of new country branches and identifying key markets for expansion.

### › **Capability**

We are passionate about our education and membership services and are striving to strengthen and improve them. We share best practice and learnings throughout our global family and encourage participation and advancement at all levels.

### › **Governance**

Robust and positive leadership of the Institute is vital, and we have created a talented team to further develop our organisation.

## How we're seen. **OUR VALUES**

Our actions and behaviours are underwritten by the following principles:

### › **Global leadership**

We think and act as global leaders of our profession and our industry.

### › **Professionalism**

We set high professional standards in the logistics and transport arena and we adhere to them.

### › **Diversity**

We actively seek engagement from all in our industry whatever their skills, age, gender or nationality.

### › **Dynamism**

Our vibrant energy and progressive attitude are key in our drive for growth.

### › **Inclusivity**

We're "Stronger Together" as a membership body and as a leader in our industry. We act like a global family.

---

# Tone of voice



Hello



Ciao

# Why words matter

We communicate who we are and what we do in three ways; how we behave, how we look and how we sound. If we want more people to engage with CILT, we have to position ourselves in their minds as an organisation that is relevant to them. How we talk about ourselves - our tone of voice - is an effective way of doing this.

Our visual identity – logo, colours and imagery – is not the whole picture. The words we use and the stories we tell about ourselves are crucial to connecting successfully with people: our colleagues, our members, our business partners, our family, potential employees, local community groups, everybody.

## **Consistency is all**

Every time someone comes into contact with us we need to make sure that what we say, and the way we say it, helps people understand what makes us unique. The way we express ourselves has to be consistent for people to trust us. For example, it's no good saying we are supportive if the language we use is cold and remote. If our website is approachable, human and welcoming, but our letters are brisk and full of jargon, we will appear disjointed and people will not respect us. All of our communications must share the same tone of voice.

## **So what is tone of voice?**

Our tone of voice is what we say and how we say it. It's the way we write, how we speak and the words and phrases we choose to use.

What we say is influenced by our principles and aspirations – the messages and ideas we convey.

They should come through in our language and the messages we communicate.

- › Global and supportive
- › Expert and accessible
- › Professional and diverse
- › Inclusive and human
- › Dynamic and progressive



# Putting it into words

Here are some examples of how these qualities can be distilled into meaningful writing that captures who we are as an organisation.

## GLOBAL AND SUPPORTIVE

We are the Chartered Institute of Logistics and Transport. We have a global family of over 35,000 members in over 50 countries that we help support throughout their careers.

Here are some examples of the type of words we can use to convey this in our copy:

family; helpful; team; understanding; encouraging; international; comprehensive; total; inclusive; large-scale; growing; strength; unity.

## EXPERT AND ACCESSIBLE

Transport and logistics help the global economy go around. Through our membership and research we provide the leading international voice for logistics, supply chain and transport policy and issues.

Here are some examples of the type of words we can use to convey this in our copy:

professional; knowledgeable; adept; proficient; practised; open; available; friendly; clear; responsive; leading; experienced; we believe...; in our experience...

## PROFESSIONAL AND ROBUST

With over 100 years of experience within our field, we provide exceptional training and support to our membership and our sector. Our progressive stance on education has enabled us to become one of the leading learning establishments in our field.

Here are some examples of the type of words we can use to convey this in our copy:

specialised; qualified; certified; skilled; experienced; trained; heritage; rigorous; strong; proven track record; respected; forward-looking; reliable; dynamic; visionary.

## INCLUSIVE AND HUMAN

When we work together we are stronger. We don't discriminate on any level and encourage open and transparent conversations throughout our industry. We believe we should treat each other and our planet with the respect they deserve. Our human approach ensures we truly are a global family, and our energy and drive make that family a real success.

Here are some examples of the type of words we can use to convey this in our copy:

passionate; trusted; team; open-minded; realistic; honest; empathic; communicative; encouraging; personable; listening; welcoming; partnerships; family.

# Our boilerplates

Our boilerplate text is a piece of pre-written copy about CILT that can be used across all of your marketing communications. It can be used when talking about The Institute or as a sign-off.

The Chartered Institute of Logistics and Transport is the leading professional body for everyone who works in supply chain, logistics and transport. We are a global family, representing professionals at all levels across all sectors, dedicated to giving individuals and organisations access to the tools, the knowledge and the connections vital to success in the logistics and transport industry.

Founded in 1919 with a mission to improve industry practices and nurture talent, our Institute supports over 35,000 members in more than 50 countries. Through our educational suite, our strong community and our commitment to high standards, we help professionals at all levels to develop their careers and access better jobs.

# Hints and tips

It's also important to write clearly and simply. This doesn't mean 'dumbing down'. It does mean avoiding overly long or formal words and complicated sentences.

## TRY TO:

- › Ensure our copy is understood by everyone. As a global organisation some people reading our communications may not have English as a first language. If it helps, imagine that you are reading your text out loud to a whole family – mum, dad, their eight-year-old daughter, ten-year-old son and the grandparents. Wherever possible, everyone needs to understand what we're saying.
- › Write our name in full in the first instance, this is The Chartered Institute of Logistics and Transport (CILT). From the second mention onwards, this can be abbreviated to CILT.
- › Be clear and confident and direct about what you are saying. We are leading the world in transport and logistics. Use terms like 'we will' and 'we can'. These are more reassuring than 'we strive to' or 'we may'.
- › Keep the tone warm, accessible and inclusive – use collective terms like 'us', 'we', 'our'. Imagine you are having a conversation with someone you like and respect rather than writing an essay, report or formal letter.
- › Use plain, clear English. For example, 'help' instead of 'assist' or 'enable'.
- › Use familiar language like family, members, friends, and colleagues.
- › Use contractions such as 'we're' that are better suited to a more supportive, accessible tone of voice. But when making an impactful statement use the expanded form, for example: 'we are'.
- › Use British English spelling and grammar unless your region has a specific requirement.
- › Keep sentence structures simple. In other words, aim to make one clear point in each sentence rather than linking multiple thoughts together.
- › Keep your paragraphs short too so that the text doesn't look overwhelming on the page.

- › Use subheadings where you can to help guide the reader through your copy and help to clarify the key points you are making.

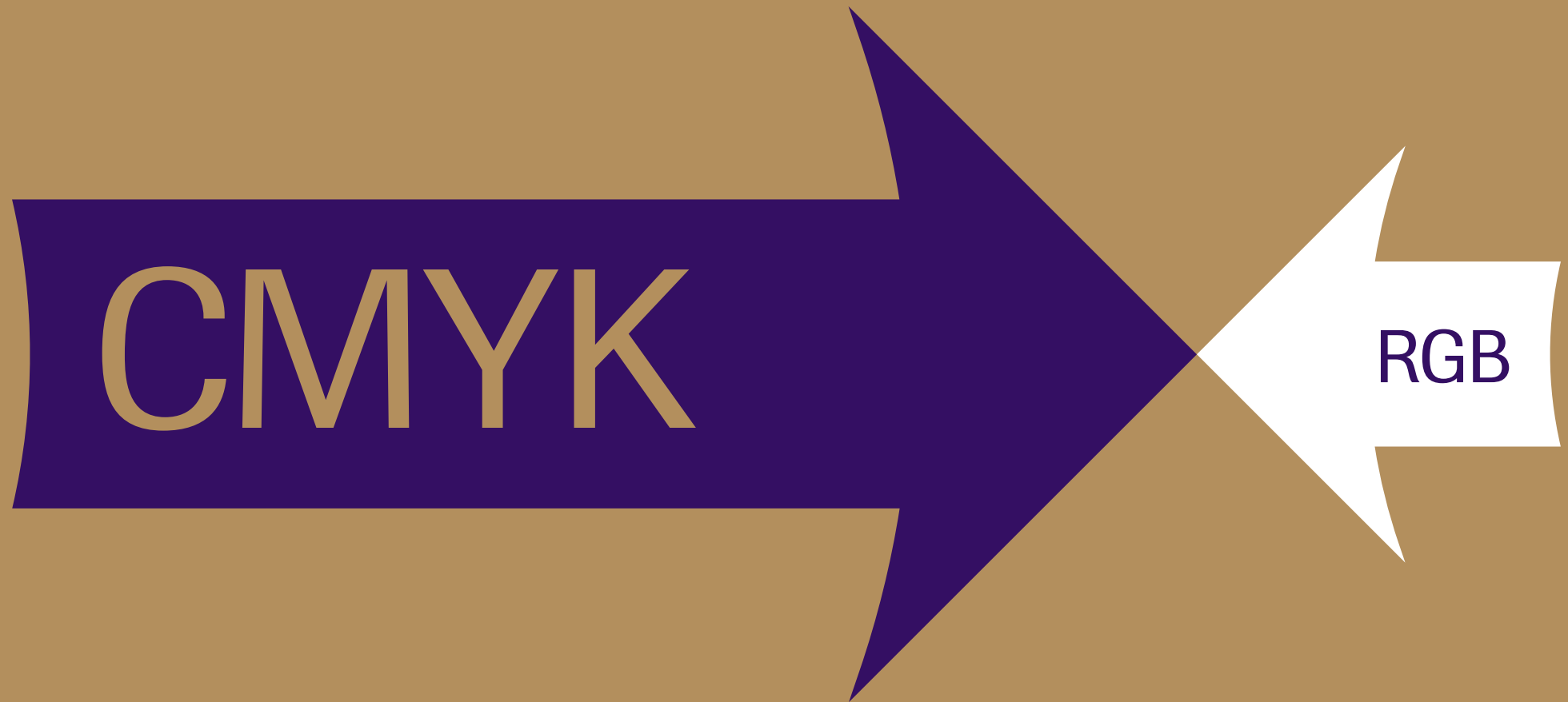
## TRY NOT TO:

- › Use acronyms, abbreviations and technical language. As a simple guide, if you would need to explain it to someone who doesn't do your job, don't use it.
- › Talk down to people or use patronising language.
- › Use 'The Chartered Institute of Logistics and Transport' repeatedly - instead use 'we' or 'our'.
- › When speaking about our organisation, as an abbreviation, please use CILT, (phonetically: see; eye; el; tea). Please ensure, we're not referred to as SILT (a soil or sediment) or KILT (a traditional Scottish garment).



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# Brand colours



# Primary colours



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## **CILT PURPLE**



PANTONE® 269

C:85% M:100% Y:0% K:40%

R:43 G:11 B:75

#361163

Colour is one of the most easily recognisable elements of a brand identity - especially when you use it as boldly as we use our purple and gold.

Follow these colour specifications carefully and always use the purple and gold across communications.



---

## **CILT GOLD**



PANTONE® 872

C:10% M:30% Y:60% K:25%

R:173 G:135 B:79

#b38e5e

The colours shown here and throughout this manual have not been evaluated by PANTONE® Inc. for accuracy and may not match the PANTONE® Colour Standards. Consult current PANTONE® Publications for accurate colour.

PANTONE® is the property of PANTONE Inc.

# Secondary colours

At times it may be necessary to use additional colours. This could include a graph or chart, or even to segment a document into sections. This complementary palette has been developed to work alongside our primary purple and gold.

**Important note:** Please use this rainbow of colours very carefully and sparingly. The colours should never completely replace or dominate our purple or gold or appear on a front cover.



**CILT YELLOW**

C:0% M:16% Y:100% K:0%  
R:255 G:210 B:0  
#ffd204



**CILT GREEN**

C:33% M:0% Y:100% K:0%  
R:183 G:212 B:31  
#b7d432



**CILT BLUE**

C:85% M:10% Y:0% K:0%  
R:0 G:168 B:229  
#00a8e5



**CILT RUBINE RED**

C:14% M:94% Y:0% K:0%  
R:182 G:37 B:73  
#b72049



**CILT STEEL GREY**

C:0% M:0% Y:0% K:80%  
R:88 G:89 B:91  
#505050



**CILT PALE GREY**

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



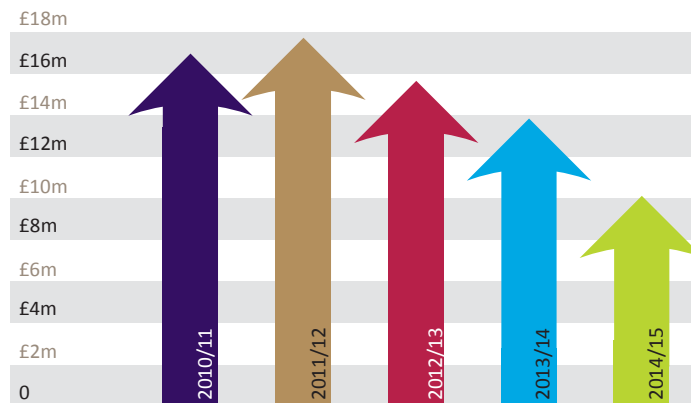
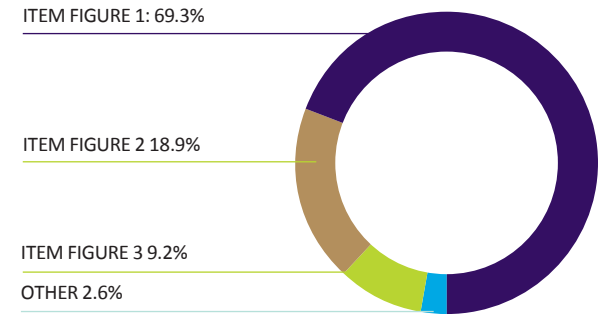
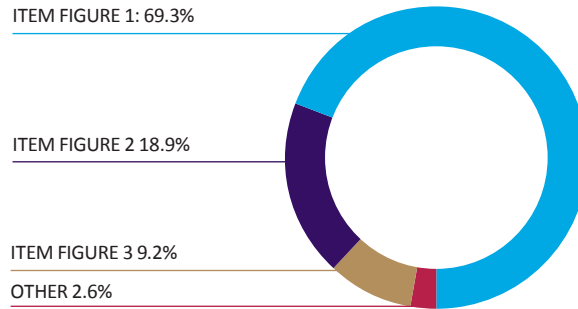
# Secondary colours

## Usage

There are occasions when you may require some additional colours to help extend our palette. In this instance you can use the secondary colours to allow a greater scope.

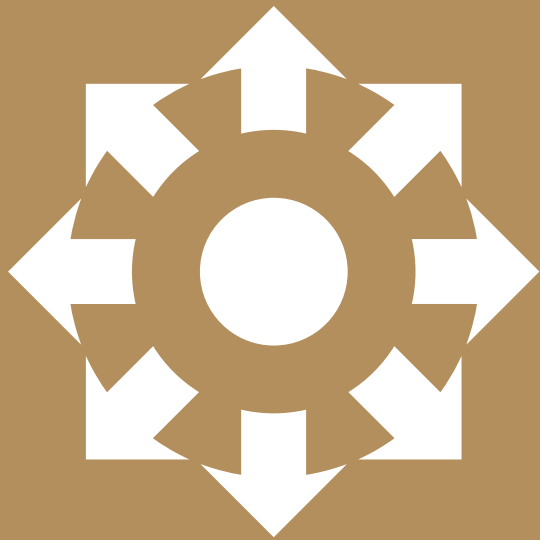
We would only recommend using these for items like charts, diagrams and information graphics. Our preference is to always use the colours at 100%.

**Please do not use the secondary colours in headings or within body copy and never use them to re-colour the logo or graphic devices.**



---

# Brand elements



**The Chartered  
Institute of Logistics  
and Transport**

# Primary logos

For use when printing on a white background.



## Spot colour logo

CILT logo Pantone® 872 + 269 on white

–

Produced using Pantone® spot colours.

## Colour logo

CILT logo four colour CMYK or RGB on a white background

–

Produced for production in four colour.

## A note on logos

Like your own brand, 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 as detailed within this document.

You may use your logo with ours however, we expect you to maintain a clear zone around our logo as detailed in the examples at the end of this document.

For use only when printing on a CILT purple background.



## Spot colour logo

CILT logo Pantone® 872 and white on Pantone® 269 purple

–

Produced using Pantone® spot colours.

## CMYK colour logo

CILT logo four colour

–

Produced for production in four colour.

# Primary logo applications

For use when printing on a solid light colour or predominately light image.



Colour logo

CILT logo four colour CMYK or RGB

—

Produced for production in 4-colour print or screen.



# Secondary logos

For use when printing on a black background.



---

## Mono logos

CILT logo mono white for use on black backgrounds

—

Produced for printing in black only.

For use when printing on a white background.



---

## Mono logos

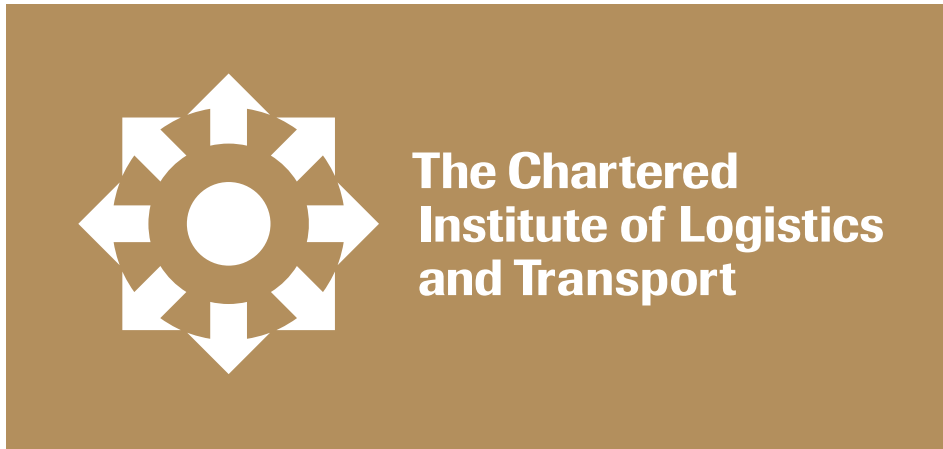
CILT logo mono black for use on white backgrounds

—

Produced for printing in black only.

# Secondary logo applications

For use when printing on a solid colour or predominately dark image.



White only logo  
CILT logo white

—  
Produced for printing in white only.



# Exclusion zone



In order to protect the logo and make sure it is always legible and clear on all our material, we have developed an exclusion zone around it.

This means that whenever we apply the logo to anything, it should have clear space surrounding it as shown left.

It is calculated by using the height of one arrow from the logo.

This means it will proportionally have the same amount of space around it regardless of its size.



# 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 or 120px wide has been established for all printed material (this excludes brand giveaways and digital use).

40mm



# Incorrect use

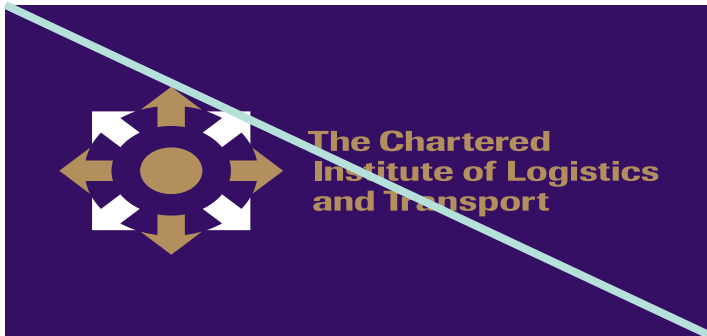
Incorrect typeface



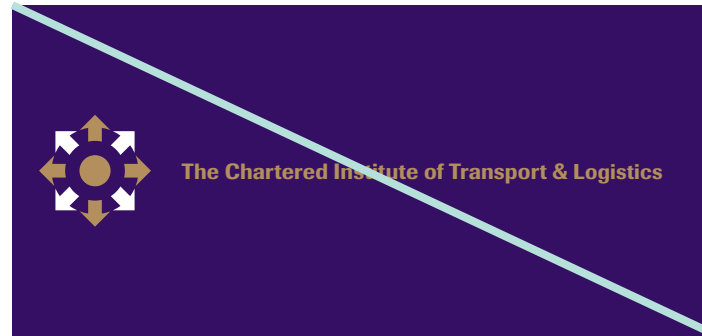
In conjunction with a country name



Incorrect proportions



Incorrect relationship



---

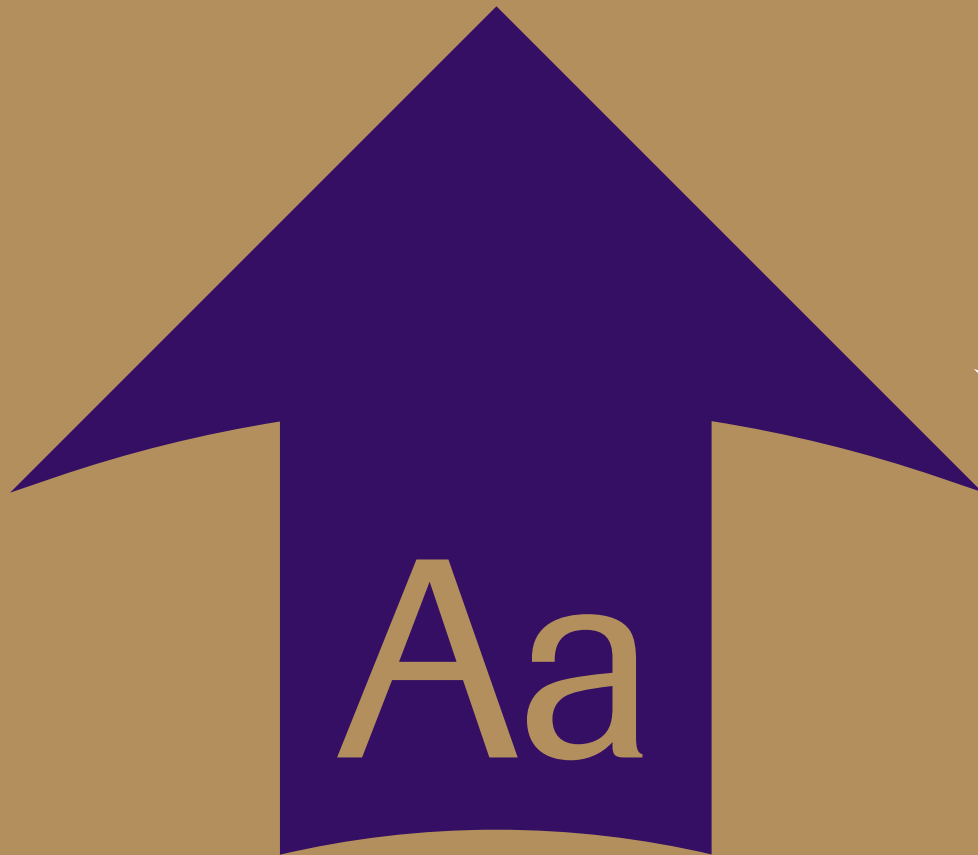
It is important that our logo is correctly and consistently reproduced.

The logo should not be altered in any way. It must NEVER be re-typed in another typeface, have the relationship between the elements changed, be distorted or appear in any colour other than those specified.

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# Typography



# Using the CILT typefaces

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## Primary typeface

### Imago Regular

abcdefghijklmnopqrstvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890 £&@?!/+ (.,:;)

---

## Secondary typeface

### Arial Regular

abcdefghijklmnopqrstvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890 £&@?!/+ (.,:;)

---

## Primary typeface

Our primary typeface, which is to be used on all of our professionally printed communications is 'Imago'. Please do not use any other typeface in conjunction with our brand.

Imago is a modern, very legible and professional font that is completely at ease on all our literature and applications.

A range of different weights are available for you to use to ensure a versatile and effective typographic style for our visual identity. These should be used sparingly to ensure that they highlight rather than dominate.

Always ensure that typography is laid out simply and clearly.

All body copy should be set ranged left and never justified.

**Important note:** Please do not use Imago for screen or digital-based applications such as email signatures, PowerPoint or Word - see note in next column for secondary typeface.

---

## Purchasing Imago

There are many different versions of Imago to cover different language requirements such as Latin, Baltic, Cyrillic, Greek etc. Please select the most appropriate for your region from here: <http://www.bertholdtypes.com/font/imago/be/>

---

## Our secondary typeface

For any digital or screen-based applications such as Word, PowerPoint and Excel, our default font is 'Arial', which is a common system font.

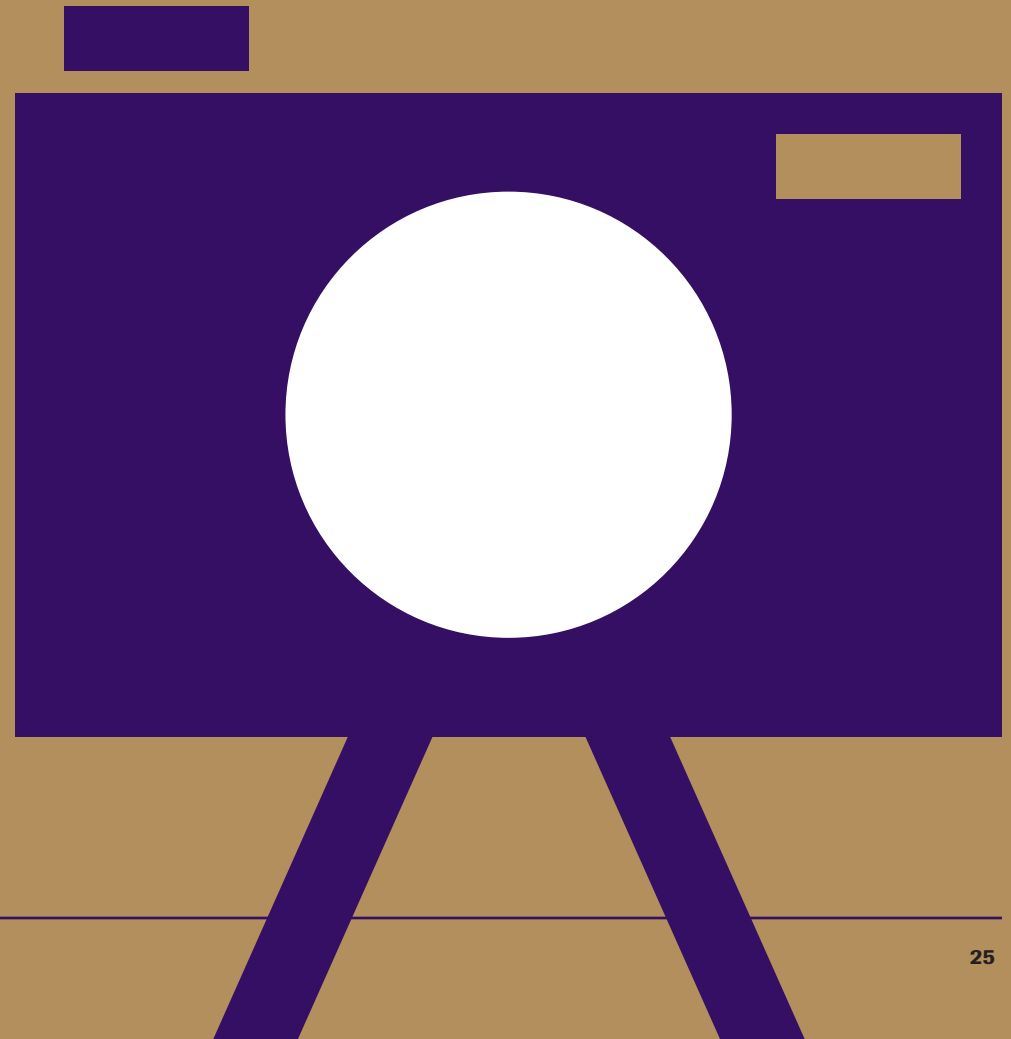
---

## Accessibility

Our audience is diverse and wide spread, many will have English as a second language so it's important that our use of typography is clean, clear and easy to understand. We'd suggest using a minimum size of 10pt for main body copy with a 2pt leading (line spacing).

---

# Photographic style



# Our imagery

Photography is a powerful communication tool and should be used to engage our audience and tell a story about our work.



## Our logo

When using our logo over an image, please ensure there is adequate clear space or refer to page 17 and 19.

---

## Our brand photography

Our photographic style is clean, clear and natural to reflect the real life scenarios our audience can relate to. Please do not use montage or clip-art style imagery.

Wherever possible our imagery should show the interaction of people. Every effort should be made to portray 'real' people in positive situations who could have benefited from the support that CILT provides. Overly posed, cheesy or obvious 'model' shots should be avoided where possible.

We have a library of images that we're developing on our Flickr channel: <https://www.flickr.com/photos/ciltinternational/albums>. You are welcome to use these in your own communications or to develop your own.

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.

---

## Using the correct imagery

Our imagery should reflect the diverse nature of our work, our sectors and most importantly our audience. When designing work for a particular region try to convey a true sense of the place and the people you are talking to.

---

## Image use

Where possible use photos at a large size and give them room to breathe. Feel free to use full page, bleed images or double spread imagery if space allows.

---

## Legal

Please only ever use images that you're licenced to use from either our library, a photo stock library, your photographer or a referenced Creative Commons image, otherwise you risk copyright infringement.









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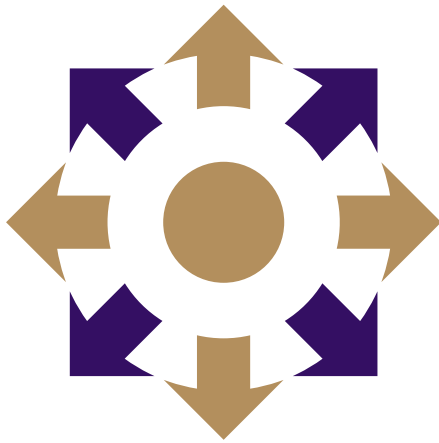
# Graphic style



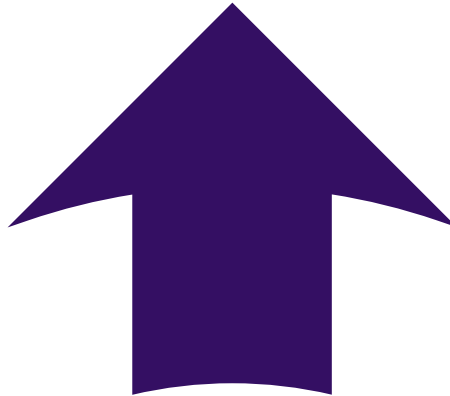
# Our graphic devices

Creative use of our graphic devices can add interest.

Our graphic icon



Our graphic arrow



Our WiLAT symbol



---

## Graphic icon

Our graphic icon is an expression of our brand in its most condensed form. The round shape means global, whilst the arrows signify movement, direction and energy.

---

## Set the devices free

Over the following pages we've shown examples of how the icon, arrow and WiLAT symbol can be used creatively to tell a story, highlight a fact or to help emphasise the importance of our work and explain it in a greater context.

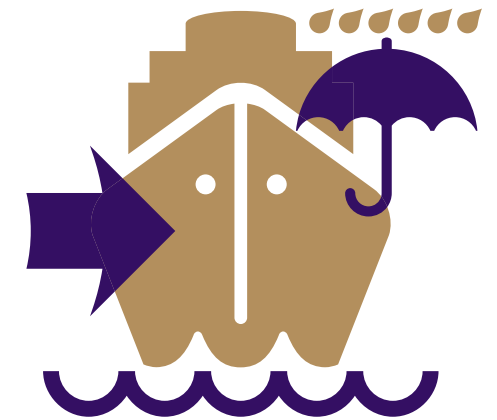
**Important note:** Feel free to experiment with the use of these devices, but never change the basic colour, nature of the shape or its proportions.

All works must carry the logo in full and must be applied correctly. Icons should never replace our logo in any application.

# Illustration

To help explain our work and enable our audience to understand and engage with it, we've developed a signature style for illustration that is simple, bold, and complements our logo.

The clear and distinctive style of these illustrations creates brand recognition, strengthening and uniting our visual communications. They can be used alongside photography or to help lift a page when photography is not appropriate, available or necessary.

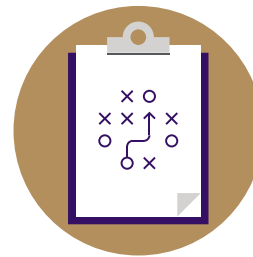


Try combining different elements to create more powerful stories.

# Infographics

Our graphic arrow can be combined with illustrations to create distinctive and recognisable information graphics or graphs and charts.

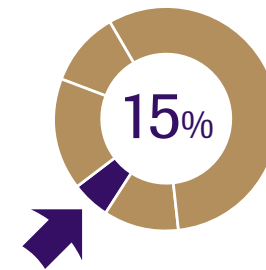
Information graphics should always be used in conjunction with text, captions or other supporting copy to give them context and relevance.



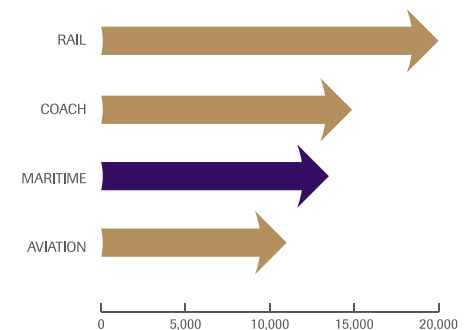
LOREM IPSUM  
DOLOR SIT AMET,  
CONSECTETUR  
ADIPISCING ELIT.  
IN ELEMENTUM  
VENENATIS FELIS  
AT FEUGIAT.



LOREM IPSUM  
DOLOR SIT AMET,  
CONSECTETUR  
ADIPISCING ELIT.  
IN ELEMENTUM  
VENENATIS FELIS  
AT FEUGIAT.

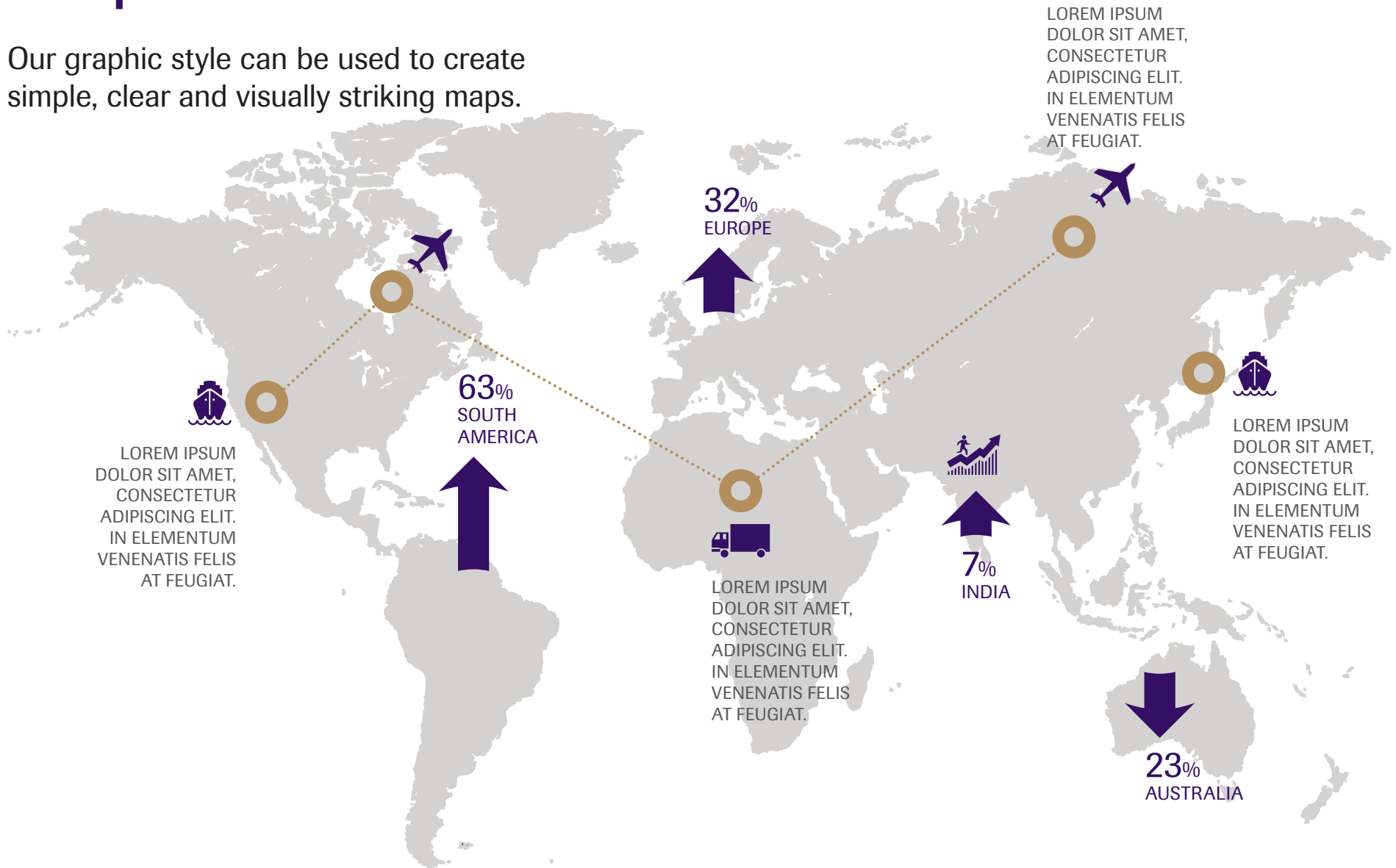


LOREM IPSUM  
DOLOR SIT AMET,  
CONSECTETUR  
ADIPISCING ELIT.  
IN ELEMENTUM  
VENENATIS FELIS  
AT FEUGIAT.



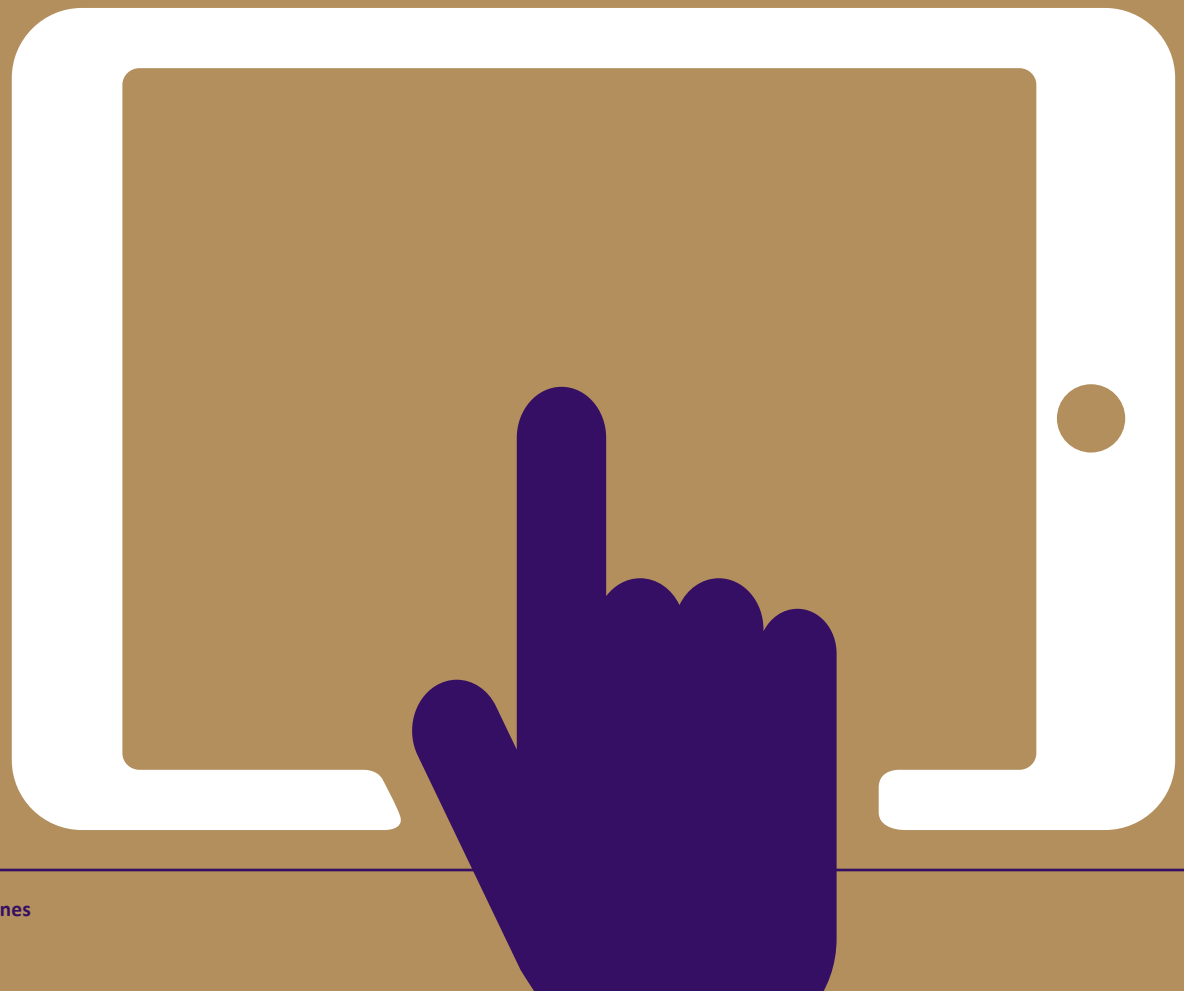
# Maps

Our graphic style can be used to create simple, clear and visually striking maps.



---

# Digital environments





# Social media - Twitter



## Twitter

Naming your account – the Twitter name should begin with your organisation’s name not CILT as per the examples below:

### Twitter account name

We would suggest using: **\*\*company name\*\*** – Official CILT Education Provider. For example: EdCorp – Official CILT Education Provider (or similar depending on status).

### Twitter handle

The Twitter handle / username should be: **@\*\*companyname\*\*\_CILTEd** For example: @EdCorp\_CILTEd

### Mentioning and tagging

Please make sure that when appropriate you use @CILT\_global or #CILT\_global, or the Twitter tag of your country branch if they have one.

## Content

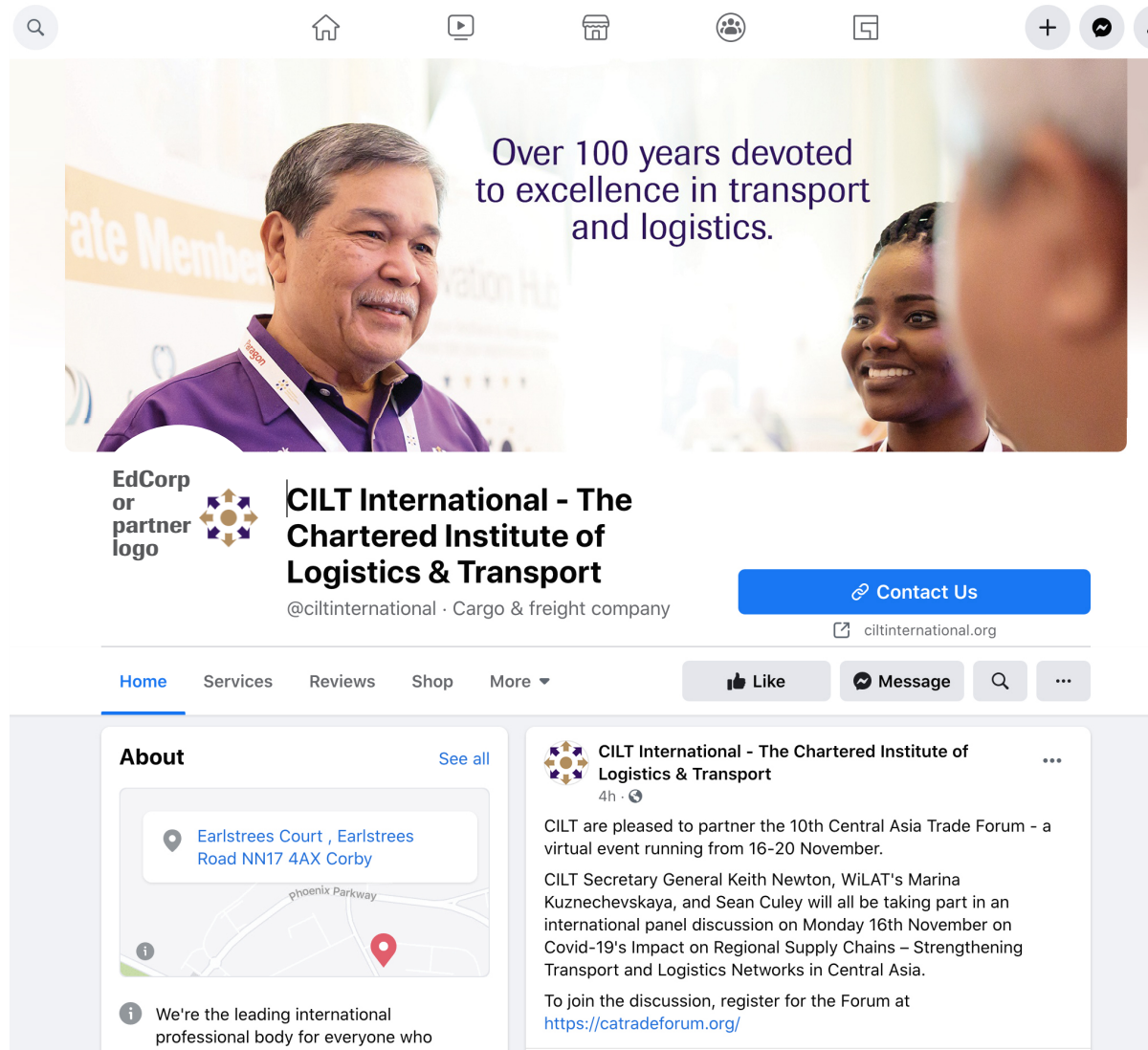
- Please use the correct logo for the avatar.
- In the banner area, please use people-based imagery, which is most appropriate to your channel and audience.

## Conditions

Please note that upon termination of the relationship, the Twitter account must be deactivated within 14 days of the notice period as per your contractual agreements with us.

Please note, it is not a requirement to have or open social media accounts. Accounts should only be opened if you have resource to maintain and support them, and they’re relevant to your target membership. We’d recommend posting a minimum of one to two times per week.

# Social media - Facebook



## Facebook

Naming your account – the Facebook name should begin with your organisation's name not CILT as per the examples below:

### Facebook account name

We would suggest using: **\*\*company name\*\*** – Official CILT Education Provider. For example: EdCorp – Official CILT Education Provider (or similar depending on status).

### Content

- Please use the correct logo for the avatar.
- In the banner area, please use people-based imagery, which is most appropriate to your channel and audience.

### Conditions

Please note that upon termination of the relationship, the Facebook account must be deactivated within 14 days of the notice period as per your contractual agreements with us.

Please note, it is not a requirement to have or open social media accounts. Accounts should only be opened if you have resource to maintain and support them, and they're relevant to your target membership. We'd recommend posting a minimum of one to two times per week.

---

# Marketing examples

The following pages show examples of how you can bring all of our brand elements together to create engaging, well-considered and high quality communications.



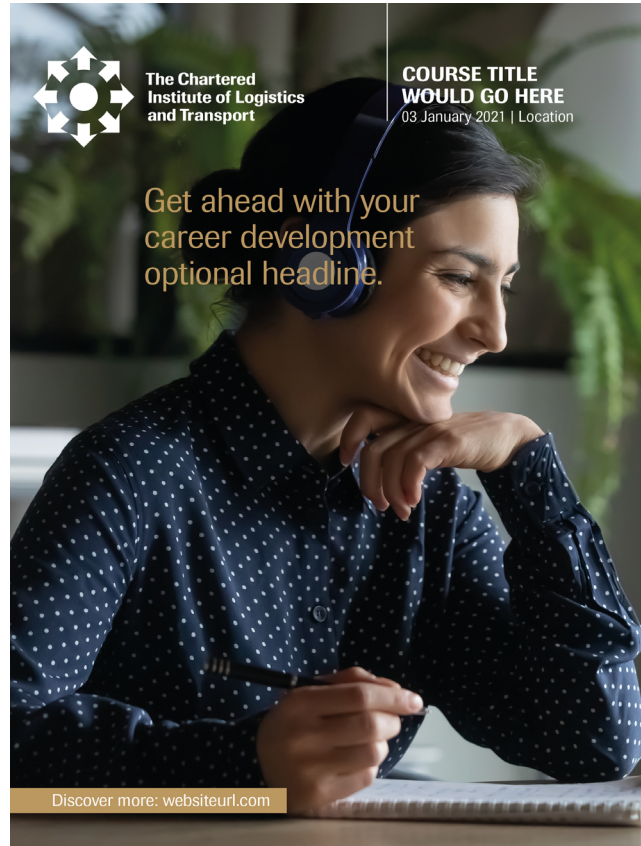


## Sample photographic covers



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When it comes to marketing communications you can get creative - but remember our key brand principles and the importance of using people based imagery.

### Content

- Logo in the correct location on the left-hand side of the document positioned away from the partner logo
- Full bleed people-based images
- Use of the correct logo colour for the type of image
- Clear document titles

### Interactive pdf

If you don't have access to design software or an advertising agency, we have created interactive pdf templates of our A5 2 page leaflets where you can add your company, website address, description of the course content etc. You will also need to download the sample leaflet so you know what content goes where.

## Sample inside spread



### Content

- Correct colours
- Use of our brand font
- Clear hierarchy of text and information
- Use of imagery and pull quote



## Sample photographic covers



### Content

- Logo in the correct location on the left-hand side of the document positioned away from the partner logo
- Full bleed people-based images
- Use of the correct logo colour for the type of image
- Clear document titles

## Sample posters or advertisements



### Size

210mm x 297mm

### Content

- Logo in the correct location on the left-hand side of the document positioned away from the partner logo
- Use of bold illustrations
- Correct colour usage
- Use of the correct logo colour for the type of image
- Correct use of specific urls
- Clear document titles



## Sample display items



### Content

- Logo in the correct location on the left-hand side of the document positioned away from the partner logo
- Use of the correct logo colours
- Correct use of people-based imagery and / or illustration

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# Contact

If you have any queries regarding these guidelines or would like to request support files please contact us using the details below.



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**Ceri Williams**

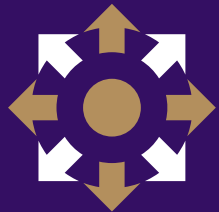
International Brand Manager

The Chartered Institute  
of Logistics and Transport

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

—  
E [ceri.williams@ciltinternational.org](mailto:ceri.williams@ciltinternational.org)

W [ciltinternational.org](http://ciltinternational.org)



**The Chartered  
Institute of Logistics  
and Transport**

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