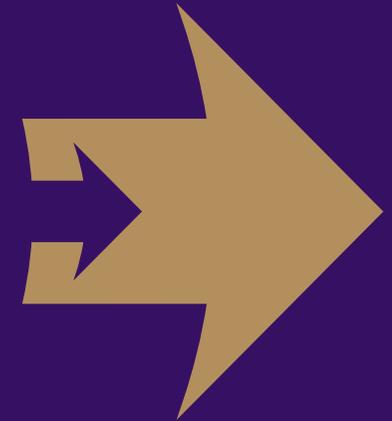




The Chartered
Institute of Logistics
and Transport

We are CILT



Digitalisation and Industry 4.0

I can access the latest thinking.
I stay relevant in an evolving industry.

I AM CILT

Together we're shaping the future
of logistics and transport.



Our Digitalisation and Industry 4.0 campaign

Our world is changing. Digital technologies have advanced more rapidly than any innovation in our history, disrupting societies and transforming the way we learn and communicate, the way we work, even the way we think. In response to this challenge, and in line with Dato' Radzak Malek's Presidential Strategy, we are launching our Digitalisation and Industry 4.0 Campaign.

In these times of change, staying relevant has never been more important. Through this campaign we aim to raise awareness of the transformation our industry is facing, highlighting future trends and helping members understand the implications for their current work and future career. From industry news and interviews with thought leaders, to networking and learning opportunities, this campaign gives our members access to the tools, the knowledge and the connections they need to adapt and thrive in this time of disruption.

Building upon the success of the I AM CILT campaign, we will use the same open and honest messaging, photography, and storytelling to create engaging communications about the impact of technology on our members and the future of our industry. Over the coming months we will be focusing on these issues in our communications and social media content, bringing in to focus the changes affecting our members and transforming the industry we all share.

We as an Institute are proud of our heritage, but we are also proud of how we have changed. We must continue to look forward. We must keep innovating and developing for the future, ensuring every CILT member is prepared for the road ahead.

We hope this work inspires all branches to get involved by sharing the international messaging or using these instructions to create your own local content.

Ceri Williams

Our International Brand Manager can help you with access to our Brand Hub for support files or with 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 Digitalisation and Industry 4.0 campaign

When should you use the campaign?

As the world changes, it is our responsibility as an Institute to keep our members up to date. The current set of trends in logistics and transport, as in all industries, promise to fundamentally alter how we work. Communicating our understanding of this, and our preparedness to help members adapt to new circumstances, is vital.

Our new Digitalisation and Industry 4.0 campaign has been created to highlight these issues within the context of transport and logistics. It should not replace or be used on all of your communications. Overuse will make it less distinct and reduce its impact.

Examples of appropriate use could include but are not limited to:

1. Webinars and online events supporting the theme
2. Email newsletters / e-shots
3. Social media campaigns supporting the theme
4. Industry 4.0 areas / online member zones
5. Event and member recruitment opportunities
6. Brochures or promotional collateral

Who can use the campaign?

Branches are welcome to use the content we have already created verbatim, adapt the campaign to suit local requirements, or create new versions from scratch. Variations of the Digitalisation campaign must use the approved structure but with local imagery and locally relevant messaging.

About these guidelines

Over the next few pages are examples of the International campaign and guidelines on how to put together your own variations.

Getting hold of artwork files

The following resources are available on the Document Management System (DMS) for all branches to use:

- Artwork for website and social media banners
- Social media post graphics
- Newsletter headers
- Email signature banners
- Word document headers
- PowerPoint presentations.

Access the DMS here:

<https://www.ciltinternational.org/downloads-page/>

Bringing your headlines to life

Here are some examples of how you can bring the Digitalisation campaign language style to life.

SAMPLE HEADLINE COPY

The following ideas illustrate how you can create simple headlines when communicating how CILT can help members and potential members prepare for Industry 4.0, highlighting the benefits membership of the Institute provides.

Please feel free to develop concepts locally according to your own sector needs and in support of specific, local initiatives. It is important to do this in the context of how we're supporting our members through the change, rather than focusing on the change itself.

The campaign works as both We are CILT or I am CILT but must be consistent within each variation.

My membership keeps me up to date.
I'm prepared for a changing world.

My CPD programme reflects my needs.
I keep pace with a dynamic industry.

I'm in touch with future trends.
I give my business an edge.

I'm ready for the new normal.
I'm part of our industry's future.

I'm enhancing my skills.
I'm future-proofing my career.

When the world changes, I change.
I'm prepared for tomorrow.

I can access the latest thinking.
I stay relevant in an evolving industry.

My learning adapts to a changing profession.
I'm investing in my future.

DIGITAL CAMPAIGN STRAPLINE

For this campaign only, we have adapted our strapline to emphasise the progressive and inclusive nature of the CILT brand:

Together we're shaping the future of logistics and transport.

This must be used on all of your Digitalisation campaign communications and should not be changed or adapted so we have one consistent message.

Please do not use this strapline on any communications outside of the digital campaign. Instead, please use the standard strapline 'Over 100 years devoted to excellence in transport and logistics'.

Our imagery

Photography is a powerful communication tool and that's why we continue to put our members and their stories at the heart of CILT.



Digitalisation campaign photography

Our photographic style is clean and clear and the images we've used for the Digitalisation campaign show real people, our members. 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. Some of the images include a small hand-held device that links the member to their role / sector and helps tell the story about technology that they may use.

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.

Supporting images

Sometimes it may not feel quite right to use a people-based image, for example when promoting an event. In cases such as these, please source high quality images and layer them with our digital mesh globe graphic to link them back into the wider Digitalisation campaign.

What's available?

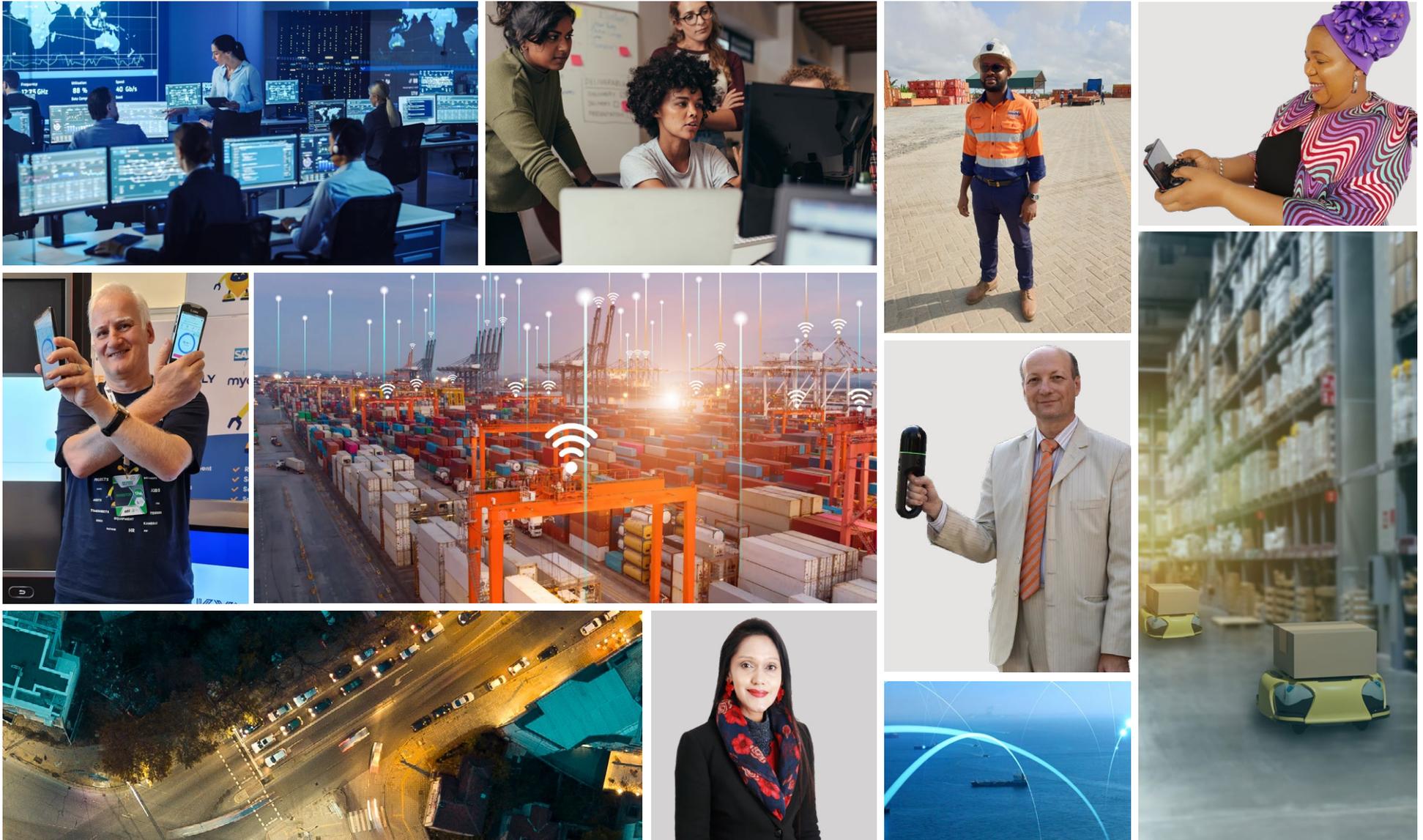
We have already curated a range of images to reflect the diverse nature of our work, our sectors, our members and most importantly our audience. You're welcome to use these or create your own.

You can download images and all the other elements mentioned in these guidelines from our Document Management System (DMS) 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 the images out and this is easiest if the photographs are taken on a pale background.

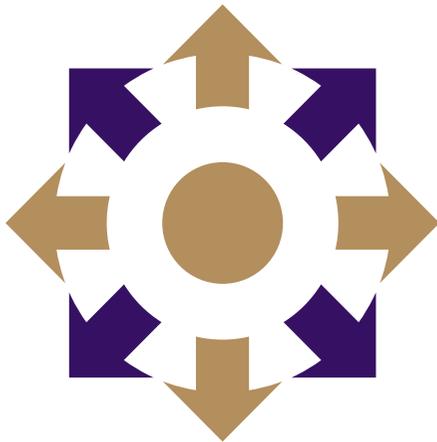
Our imagery



Our graphic devices

Creative use of our graphic devices helps add interest and a dynamic look and feel to our communications.

Our graphic icon



Digital mesh globe



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.

Digital mesh globe

We've created our digital mesh globe as a metaphor to illustrate our ever connected, advancing digital world. The mesh globe can be layered into your campaign communications to add a dynamic look and feel.

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 logo

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

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 pages 17 - 24.

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 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.

Position and size

Logo positioned in the top 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.

Minimum size

A minimum size of 40mm wide has been established for all printed material and 120px for digital use.

40mm / 120px



Logo positioned in the bottom left corner



Check your avatar

Home Moments Notifications Messages Search Twitter Tweet

I'm ready for the new normal.
I'm part of our industry's future.
I AM CILT
Together we're shaping the future
of logistics and transport

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...
#LinkingCEEttotheWorld #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

Trends for you · Change

- Joan Ryan
An eighth MP quits the Labour Party
- #LoveYourPetDay
2,620 Tweets

Please check you're using the correct avatar on social media platforms. This isn't just for this campaign but to show we're all part of one global family. We should all use the same avatar on social media platforms – our graphic icon.

You can download the social media avatar and all the other elements mentioned in these guidelines from our Document Management System (DMS) here: <https://www.ciltinternational.org/downloads-page/>

Bringing it all together

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



Making it your own

You're welcome to customise our Digitalisation and Industry 4.0 campaign styling to suit your local market needs. All of the assets can be accessed and downloaded from our Document Management System (DMS) here: <https://www.ciltinternational.org/downloads-page/>

Website header

The screenshot shows the website header with a navigation bar containing 'FIND YOUR LOCAL BRANCH', a search bar with the text 'What are you looking for?', and a 'SEARCH' button. Below the header is the CILT logo and the text 'The Chartered Institute of Logistics and Transport'. A navigation menu includes 'ABOUT CILT', 'MEMBERSHIP', 'EDUCATION & DEVELOPMENT', and 'NEWS & EVENTS'. The main content area features a large banner with a man in a light blue shirt and glasses standing with his arms crossed. The banner text reads: 'I can access the latest thinking. I stay relevant in an evolving industry. I AM CILT Together we're shaping the future of logistics and transport'. Below the banner are two columns of content: 'NEWS' with a headline 'WiLAT Sri Lanka celebrates five years of the Ignite Mentoring Programme' and a sub-headline 'WiLAT Sri Lanka celebrate the fifth anniversary of the 'ignite' mentoring programme.', and 'LATEST TWEETS:' with two tweets: '@ZBCNewsonline report on AfricaForum19 https://t.co/Ed2z2GhKw0 #Logistics #CILT100 #StrongerTogether https://t.co/pQZCCQIVzA'.

If you have space on your branch website home page, blog or news areas, we'd recommend that you add in some of the new campaign graphics and images to raise awareness of our campaign to support our members as our industry changes.

Social headers



When creating headers for your social media accounts, remember to ensure there is sufficient room for any logos or page furniture of the provider (i.e. Twitter / Facebook) as they do change their criteria from time to time.

Social media post graphics



You may wish to raise awareness of our Digitalisation campaign locally by sharing posts on your social media platforms.

Using the Digitalisation campaign photography and graphics

In the top left example you can see a graphic layout for a social media post. A series of pre-designed layouts are available on the Document Management System (DMS). Or, you may wish to create your own graphic layouts taking inspiration from these guidelines.

Whichever graphic layout you choose, don't forget to add some accompanying text to your post telling people about the campaign.

Supporting images and your own photography

The bottom left example shows how you can use supporting images to create graphics for events and other activities, and tie them in to the campaign using the digital mesh graphic.

Supporting content

Make sure you write some copy to accompany your graphics. This could be information about the campaign, dates and times of an event or even facts about digitalisation.

Hash tags

There may be local hash tags you wish to prioritise, but at the very least we'd suggest using the following:

#IamCILT
#WeAreCILT
#StrongerTogether
#DigitalisationTransformationL&T

Local social media post layout template

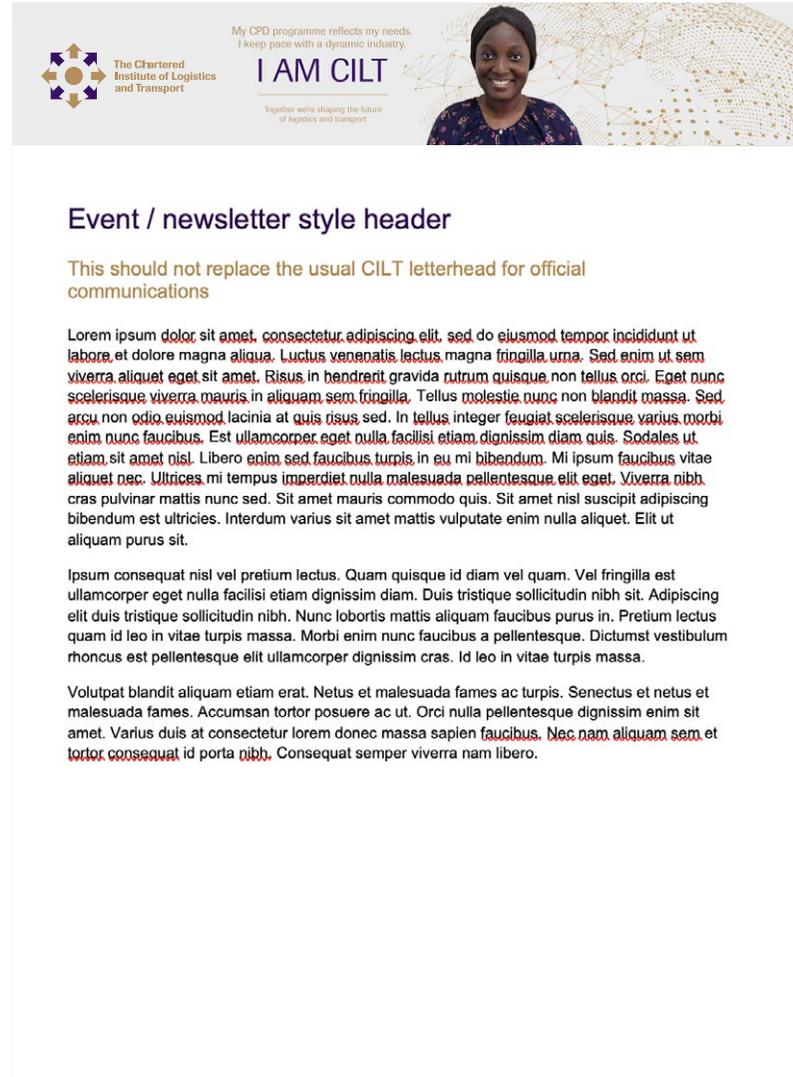
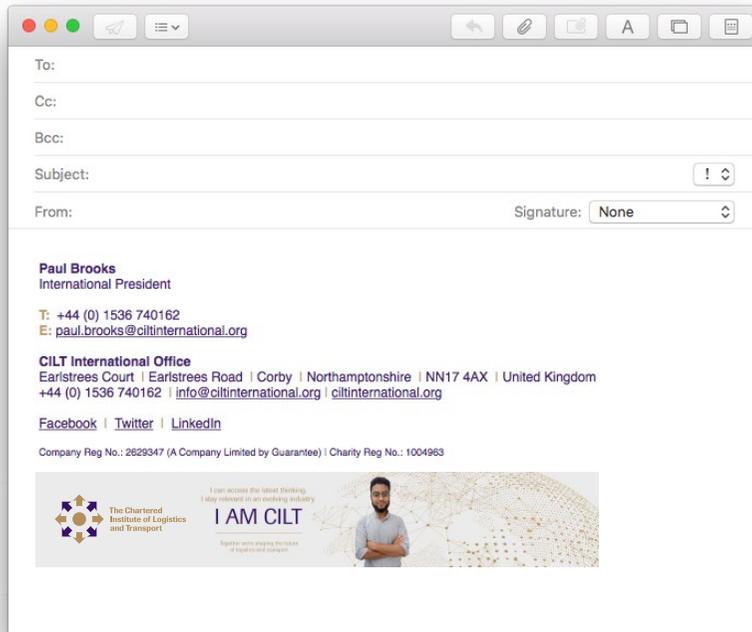


To enable you to make your own local variations of the campaign and promote your events easily for social media posts, we have created a some layout templates in PowerPoint for you to use, which are available on the Document Management System (DMS).

Here's a breakdown of how you can use the template to make your own posts.

1. Choose one of the existing copy lines from page 5, or write your own variation, and enter it into the text box. Ensure your text and spacing matches the hierarchy in these examples.
2. Select an image from the DMS, our Flickr album at <https://flickr.com/photos/134390998@N06/albums>, or one of your own member images.
3. Import your image into the template.
4. Then import the digital mesh globe graphic. Layer in the graphic to your design and 'send it to the back' or 'front' depending on the use case.
5. Export the graphic from PowerPoint as a JPG or PNG file and then upload the image and accompanying text to your chosen social platform.

Email signatures and letterhead banners



Event / newsletter 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.

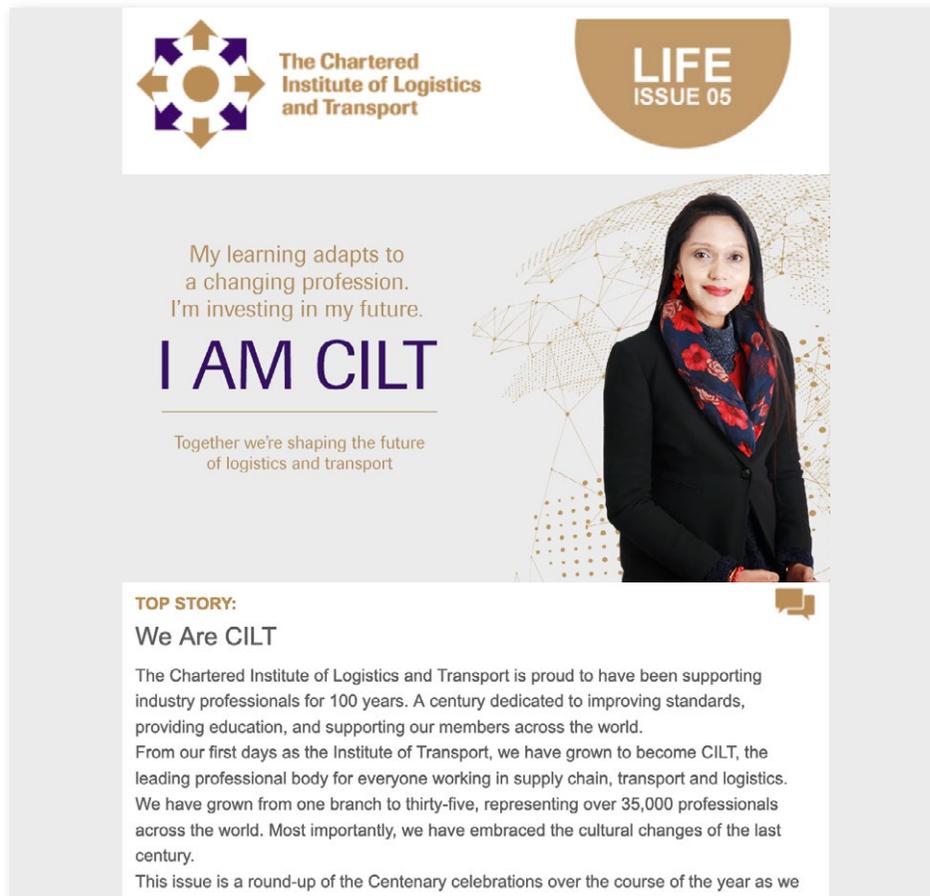
Ipsum consequat nisl vel pretium lectus. Quam quisque id diam vel quam. Vel fringilla est ullamcorper eget nulla facilisi etiam dignissim diam. Duis tristique sollicitudin nibh sit. Adipiscing elit duis tristique sollicitudin nibh. Nunc lobortis mattis aliquam faucibus purus in. Pretium lectus quam id leo in vitae turpis massa. Morbi enim nunc faucibus a pellentesque. Dictumst vestibulum rhoncus est pellentesque elit ullamcorper dignissim cras. Id leo in vitae turpis massa.

Volutpat 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.

Content

- Please ensure you have the correct layout for your content details
- Only ever use one email banner. Think about your key message and don't overwhelm the viewer or make the email look like spam
- Ensure any email banners are not too big and don't dominate the email

Digital newsletters / e-shots



The Chartered Institute of Logistics and Transport

LIFE
ISSUE 05

My learning adapts to a changing profession.
I'm investing in my future.

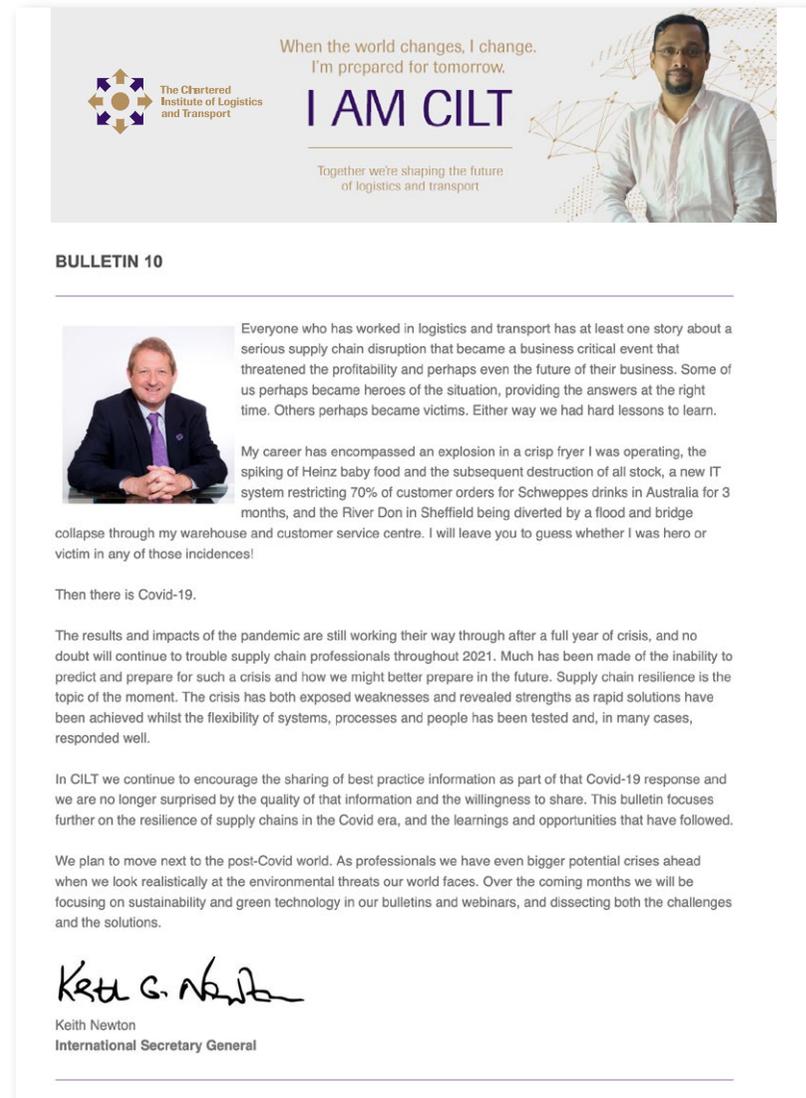
I AM CILT

Together we're shaping the future of logistics and transport

TOP STORY:

We Are CILT

The Chartered Institute of Logistics and Transport is proud to have been supporting industry professionals for 100 years. A century dedicated to improving standards, providing education, and supporting our members across the world. 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, representing over 35,000 professionals across the world. Most importantly, we have embraced the cultural changes of the last century. This issue is a round-up of the Centenary celebrations over the course of the year as we



The Chartered Institute of Logistics and Transport

When the world changes, I change.
I'm prepared for tomorrow.

I AM CILT

Together we're shaping the future of logistics and transport

BULLETIN 10



Everyone who has worked in logistics and transport has at least one story about a serious supply chain disruption that became a business critical event that threatened the profitability and perhaps even the future of their business. Some of us perhaps became heroes of the situation, providing the answers at the right time. Others perhaps became victims. Either way we had hard lessons to learn.

My career has encompassed an explosion in a crisp fryer I was operating, the spiking of Heinz baby food and the subsequent destruction of all stock, a new IT system restricting 70% of customer orders for Schweppes drinks in Australia for 3 months, and the River Don in Sheffield being diverted by a flood and bridge collapse through my warehouse and customer service centre. I will leave you to guess whether I was hero or victim in any of those incidences!

Then there is Covid-19.

The results and impacts of the pandemic are still working their way through after a full year of crisis, and no doubt will continue to trouble supply chain professionals throughout 2021. Much has been made of the inability to predict and prepare for such a crisis and how we might better prepare in the future. Supply chain resilience is the topic of the moment. The crisis has both exposed weaknesses and revealed strengths as rapid solutions have been achieved whilst the flexibility of systems, processes and people has been tested and, in many cases, responded well.

In CILT we continue to encourage the sharing of best practice information as part of that Covid-19 response and we are no longer surprised by the quality of that information and the willingness to share. This bulletin focuses further on the resilience of supply chains in the Covid era, and the learnings and opportunities that have followed.

We plan to move next to the post-Covid world. As professionals we have even bigger potential crises ahead when we look realistically at the environmental threats our world faces. Over the coming months we will be focusing on sustainability and green technology in our bulletins and webinars, and dissecting both the challenges and the solutions.

Keith G. Newton

Keith Newton
International Secretary General

My membership keeps me up to date.
I'm prepared for a changing world.

I AM CILT

Together we're shaping the future
of logistics and transport



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

20

PowerPoint



 The Chartered
Institute of Logistics
and Transport

Presentation title

Event Name & Location
Speaker Name
Speaker Title



 The Chartered
Institute of Logistics
and Transport

I can access the latest thinking.
I stay relevant in an evolving industry.

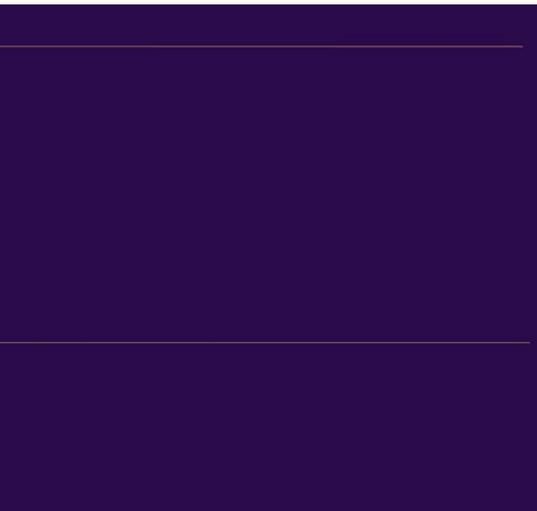
I AM CILT

Together we're shaping the future
of logistics and transport



 The Chartered
Institute of Logistics
and Transport

5 Title | Info | Location ciltinternational.org



 The Chartered
Institute of Logistics
and Transport

Thank you

Name
Title
Social media contact

T:
E:

Supporting the campaign locally

There are many ways you can support this campaign at the local level. But here are three simple approaches.

Share:

- Be sure to share the International awareness campaign posts on your local social media platforms or create your own local variations.
- Share the International recorded film content with your members and other stakeholders.
- Ensure calls for research are communicated with your members.
- Send the CILT International Bulletin to your members and other stakeholders and post it on your website and social media platforms.

Compliance:

- Use the pre-designed campaign banners on your website or create your own local variations.
- Use the pre-designed campaign banners on your social channels or create your own local variations.
- When creating PowerPoint presentations for related subjects, use our pre-designed templates.
- Use the pre-designed email banners to raise awareness of the campaign in all your email communications.

Create:

- Produce your own newsletter or bulletin on the campaign theme, using the international newsletter banners or using your local variations.
- Create your own recorded film or audio content using the campaign theme and messages.
- Host other local events and activities in support of the theme.

What's next?

We actively encourage branches to find other ways of supporting members as our industry changes.

Got some great ideas?

Please do send us your best ideas so we can share them with the branch network.

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

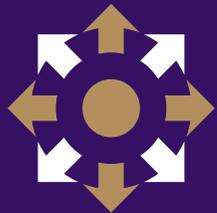
International Brand Manager

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Corby, Northants NN17 4AX
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W ciltinternational.org



**The Chartered
Institute of Logistics
and Transport**
