

# *CIPS Brand Guidelines*

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# *1. About our brand*

## 1.00 About our brand

- our name
- who we are
- what we do

# Persona

## Our name

Our full name should be expressed as the:

**Chartered Institute of Procurement & Supply or  
CIPS (pronounced sips).**

*Note: we have dropped the 'The' from the beginning of our name so if you are writing the Chartered Institute of Procurement & Supply in a sentence 'the' needs a lower case t.*

Remember to use the ampersand (&) between Procurement & Supply.

Our full name should be used at the start of a communication piece followed by (CIPS) in brackets. Just the initial letters CIPS can then be used after that.

## Who we are

The Chartered Institute of Procurement & Supply (CIPS) is the leading independent global body representing the procurement and supply profession. CIPS is the world's largest organisation dedicated to the profession. Our community includes senior business people, high ranking civil servants and leading academics. We are the voice of procurement and supply over the globe. CIPS has local operations in Europe, Africa, Australasia, Middle East and Asia Pacific.

## What we do

Procurement and supply has a major impact on organisational profitability and efficiency, and CIPS offers a 'one stop shop' for Procurement and Supply excellence in people, processes and performance.

## 2. *Our logo*

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- what is CPD?
- CPD icon usage

## 2.01 About our logo

# Marque

The **CIPS logo** is the primary symbol of our visual identity and should be thought of as our “signature.” It is essential that it is used correctly and should be applied to all communication pieces.

Our full logo consists of our full name, the acronym **C-I-P-S** which is how we are mostly known, plus a circular graphic which incorporates a stylised version of the CIPS initials and represents the global nature of our organisation. The full logo should be used on all corporate stationery.

*The full logo  
should be used  
on all corporate  
stationery.*





## 2.02 Preferred usage – preferred versions

# Full colour

We have two full colour logo versions, so be sure to use the appropriate logo for the right application.

The **full logo** should be used in external documents and towards those not familiar with CIPS. The **shortened** version of the logo should be used internally, in member correspondence and towards those who know CIPS well. This consists of the circular graphic and our initials.

### Colour formats

The full colour logo is available in Pantone®, CMYK and RGB colour formats. The Pantone® version consists of Pantone® 281 and Pantone® Process Cyan.

### Print based applications

For print based applications use the 2-colour Pantone® logo whenever possible. When only CMYK printing is available use the CMYK logo. These versions of the logo are available in .eps format.

### Screen and Microsoft® Office based applications

For screen based and Microsoft® Office applications use the RGB logo. This version of the logo is available in .jpg and .png formats.

### Full logo (preferred version)

Use this version in preference to any other version of the logo.

File formats .eps .jpg .png



### Shortened logo (preferred version)

Use this version if space does not permit for the full logo to be used.

File formats .eps .jpg .png



## 2.02 Preferred usage – alternative versions

# Alternative

Our **alternative** logo versions are for when the full colour logos cannot be used.

### Colour formats

The alternative logos are available in mono blue, black or white colour versions. The Pantone® version consists of Pantone® 281.

### Print based applications

Only use these logos when the **preferred** full colour Pantone® and CMYK logos cannot be used. These versions of the logo are available in .eps format.

### Screen and Microsoft® Office based applications

Only use these logos when the **preferred** RGB logos cannot be used. These versions of the logo are available in .jpg and .png formats.

### One colour blue

Use this version when the application requires a one colour logo.

[File formats .eps .jpg .png](#)

### One colour white

Use this version when the application requires a simplified logo in white and the background is too dark to allow use of the full colour logo or the alternative one colour blue version.

[File formats .eps .png](#)

### One colour black

Use this version when the application requires a simplified logo in black.

[File formats .eps .jpg .png](#)

Full logo (alternative versions)



Shortened logo (alternative versions)





## 2.03 Regional versions – preferred versions

# Round the world

Currently we have offices in Australasia, Africa, Middle East and North Africa, China and Asia Pacific. A logo is available for use in each region and again there is a full logo and a shortened version.

### Colour formats

The full colour logo is available in Pantone®, CMYK and RGB colour formats. The Pantone® version consists of Pantone® 281 and Pantone® Process Cyan.

### Print based applications

For print based applications use the 2-colour Pantone® logo whenever possible. When only CMYK printing is available use the CMYK logo. These versions of the logo are available in .eps format.

### Screen and Microsoft® Office based applications

For screen based and Microsoft® Office applications use the RGB logo. This version of the logo is available in .jpg and .png formats.

#### Australasia

#### Full logo (preferred versions)



#### Shortened logo (preferred versions)



#### Africa



## 2.03 Regional versions – preferred versions *continued*

Full logo (preferred versions)

Shortened logo (preferred versions)

Middle East &  
North Africa



Asia Pacific



China



## 2.03 Regional versions – alternative versions

# Mono

Our **alternative** logo versions are for when the full colour logos cannot be used.

### Colour formats

The alternative logos are available in mono blue, black or white colour versions. The Pantone® version consists of Pantone® 281.

### Print based applications

Only use these logos when the **preferred** full colour Pantone® and CMYK logos cannot be used. These versions of the logo are available in .eps format.

### Screen and Microsoft® Office based applications

Only use these logos when the **preferred** RGB logos cannot be used. These versions of the logo are available in .jpg and .png formats.

### One colour blue

Use this version when the application requires a one colour logo.

**File formats** .eps .jpg .png

### One colour white

Use this version when the application requires a simplified logo in white and the background is too dark to allow use of the full colour logo or the alternative one colour blue version.

**File formats** .eps .png

### One colour black

Use this version when the application requires a simplified logo in black.

**File formats** .eps .jpg .png

Full logo (alternative versions) (example)



Shortened logo (alternative versions) (example)



## 2.04 Corporate logos

# Awarding Body

The CIPS **Awarding Body** (AB) is an integral part of CIPS and sits within the Professional Development directorate.

The AB's remit includes:

- Global regulatory compliance within PDs product portfolio
- Global governance for PDs product portfolio
- Independent verification against CIPS standards.

The AB logo symbolises the ABs approval of a product or agreement and represents integrity and adherence to a set of rigorous standards.

### Use of the logo

The AB logo is for CIPS internal use only. Written permission must be given by the AB prior to use of the AB logo. The logo should only be used on products which have been recognised by the AB or if the AB has validated a standard. Third parties may not use the logo. Please check before you proceed, by contacting the CIPS Marketing Department

The logo can only be used on stationery, marketing materials and regulated qualification certificates issued by the AB. Use of the logo on unregulated qualifications will be considered on a case by case basis by the AB.

### Study centres

Study centres are not permitted to use the AB logo in their marketing materials and should only use the study centres logo issued to them.

### Preferred versions



### Alternative versions



Always use the **preferred version** of the logo if possible. If the background is too dark to allow use of the preferred version use the **alternative white** version. If colour printing is not available use the **alternative black** version.

**File formats** .eps .jpg .png



*Study centres are not permitted to use the AB logo in their marketing materials and should only use the study centres logo issued to them.*

## 2.04 Corporate logos

# Corporate Services Limited

This logo is for use on invoices only.

If you require usage, please check with CIPS Finance Department

### Preferred versions



Always use the **preferred version** of the logo if possible. If the background is too dark to allow use of the preferred version use the **alternative white** version. If colour printing is not available use the **alternative black** version.  
[File formats .eps .jpg .png](#)

### Alternative versions



## 2.04 Endorsement logos

# Endorsement

These logos are for use by Study Centres running approved CIPS courses only and where a certain standard of criteria has been met.

For further information on criteria visit: [www.cips.org/en/Qualifications/offercipsqualifications](http://www.cips.org/en/Qualifications/offercipsqualifications)

The logo used will depend on the level of approval that the Centre has achieved. The basic level to be achieved being Approved Centre moving up through Centre of Merit to Centre of Excellence.

**To achieve the minimum level a Centre will have:**

- gone through the full centre approval process including site visit
- received a certificate confirming their approved status
- an annual audit from a CIPS appointed auditor.

**These logos are not to be used by Study Centres that:**

- have received a letter of Study Centre registration
- do not have an annual CIPS audit.

If you are not sure whether you are entitled to display the CIPS logo, please check your most recent correspondence from CIPS. If it refers to your centre as 'Registered', you must not use the logo on any marketing or other materials.

**Preferred versions**

**Full colour**

Always use the **preferred version** of the logo if possible. If the background is too dark or if colour printing is not available use the alternative versions.

**File formats** [.eps](#) [.jpg](#) [.png](#)





## 2.04 Endorsement logos *continued*

### Alternative white versions

#### One colour white

Use this version when the application requires a simplified logo in white and the background is too dark to allow use of the full colour logo.

[File formats .eps .png](#)



### Alternative black versions

#### One colour black

Use this version when colour printing is not available or the application requires a simplified logo in black.

[File formats .eps .jpg .png](#)



## 2.04 Accreditation logos

# Accreditation logos

These logos are for use by Education Centres i.e. Universities running courses that have CIPS approved content that can lead to either MCIPS or an exemption.

The **Accredited** logo is for a centre teaching an approved course that will lead to MCIPS.

*If in doubt  
please check before  
you proceed, by  
emailing CIPS  
Education Network  
Support Manager:  
enm@cips.org*

### Preferred versions

#### Full colour

Always use the **preferred version** of the logo if possible. If the background is too dark or if colour printing is not available use the alternative versions.

**File formats** .eps .jpg .png



### Alternative white versions

#### One colour white

Use this version when the application requires a simplified logo in white and the background is too dark to allow use of the full colour logo.

**File formats** .eps .png



### Alternative black versions

#### One colour black

Use this version when colour printing is not available or the application requires a simplified logo in black.

**File formats** .eps .jpg .png



## 2.04 Corporate logos

# Accreditation logos

CIPS Corporate Training builds skills, knowledge and capability within procurement and supply chain teams to help organisation's achieve sustainable value.

A Corporate Delivery Partner is seen as an extension of the CIPS Corporate Training and provides high quality delivery of our Corporate Products such as our qualifications programmes, skills training, Corporate Certification and our exclusive Corporate Award Programme.

In order to use the Corporate Delivery Partner Logo, you must comply with the following:

- you will need to maintain your 'Approved' Study Centre Status
- you will have received a letter confirming that you are a 'Corporate Delivery Partner'.
- take part in our annual review process
- ensure that all tutors used on the CIPS Corporate Programmes have been approved by CIPS through the Micro-teach process

The Logo may be used on any communications connected to CIPS Training delivery such as your website, letter headings, proposals, sales literature etc.

**If in doubt please check before you proceed**, by emailing CIPS Education Network Support Manager: [enm@cips.org](mailto:enm@cips.org)

### Preferred versions

#### Full colour

Always use the **preferred version** of the logo if possible. If the background is too dark or if colour printing is not available use the alternative versions.

[File formats .eps .jpg .png](#)



### Alternative white versions

#### One colour white

Use this version when the application requires a simplified logo in white and the background is too dark to allow use of the full colour logo.

[File formats .eps .png](#)



### Alternative black versions

#### One colour black

Use this version when colour printing is not available or the application requires a simplified logo in black.

[File formats .eps .jpg .png](#)



## 2.04 Combined Accreditation/Endorsement logos

# Combined Accreditation/Endorsement

These logos are for use by study centres that have combined approval for delivering CIPS qualifications and delivering CIPS Corporate Training.

In order to use the combined Corporate Delivery Partner and 'Approved', Centre of Merit or Centre of Excellence, you must comply with the following:

- you will need to maintain your Study Centre Status
- you will have received a letter confirming that you are a 'Corporate Delivery Partner'
- take part in our annual review process
- ensure that all tutors used on the CIPS Corporate Programmes have been approved by CIPS through the micro-teach process

The logo may be used on any communications connected to CIPS Training delivery such as your website, letter headings, proposals, sales literature etc.

### Preferred versions

#### Full colour

Always use the **preferred version** of the logo if possible. If the background is too dark or if colour printing is not available use the alternative versions.

[File formats .eps .jpg .png](#)



## 2.04 Corporate logos continued

### Alternative white versions

#### One colour white

Use this version when the application requires a simplified logo in white and the background is too dark to allow use of the full colour logo.

[File formats .eps .png](#)



### Alternative black versions

#### One colour black

Use this version when colour printing is not available or the application requires a simplified logo in black.

[File formats .eps .jpg .png](#)



## 2.05 Exclusion zone

# Breathing space

The exclusion zone is the minimum clear space maintained around our logos to ensure that they are easily identifiable as well as visible and legible wherever they appear.

It also defines the minimum distance between the logo and the edge of a printed page.

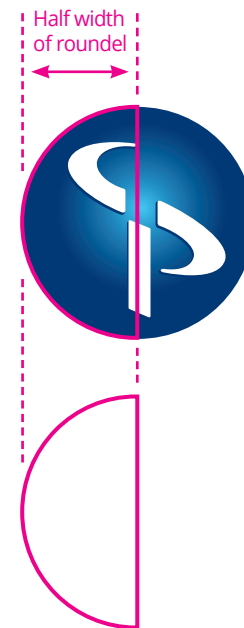
The clear space around our logo is equal to half the diameter of the roundel graphic of the CIPS logo. Do not position any text, graphic elements, or other visual marks inside the recommended clear space.

*This distance may sometimes be adjusted for online or exterior signage applications where space is limited, see section 2.07*

This exclusion zone applies to all CIPS logos, preferred and alternative versions.

### Product logos

For CIPS Product logos exclusion zone, please refer to **Section 2.10**.



Full logo –  
exclusion zone





## 2.05 Exclusion zone

Shortened logo -  
exclusion zone



Study centre and  
endorsement  
logos - exclusion  
zone



## 2.06 Scaling and minimum size

# Size matters

The minimum size that all CIPS logos whether preferred or alternative versions can be scaled down to is 20mm wide.

If a size smaller than this is required then the only version of the logo that can be used is the shortened version shown on page 23. This version can be scaled down to a minimum size of 12mm wide.

The scaling and minimum size guidelines apply to all CIPS logos whether preferred or alternative versions.

### Product logos

For CIPS Product logos scaling and minimum size, please refer to **Section 2.10**.

*Please note  
care should be  
taken to always  
maintain the logo's  
aspect ratio when  
scaling.*

### Full logo – minimum size



**Printed media**  
20mm

**Screen media**  
180px



**Printed media**  
20mm

**Screen media**  
180px

## 2.06 Scaling and minimum size

### Shortened logo - minimum size



**Printed media**  
12mm  
**Screen media**  
70px

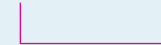


**Printed media**  
20mm  
**Screen media**  
180px

### Study centre and endorsement logos - minimum size



**Printed media**  
20mm  
**Screen media**  
180px



**Printed media**  
20mm  
**Screen media**  
180px

## 2.07 Size and position – printed materials

For applications such as brochures, posters and advertisements the following apply:

### Popular document sizes

For these document sizes use the following logos:

#### 148x210mm (A5)

Use logo size = 40mm wide

#### 210x297mm (A4)

Use logo size = 50mm wide

#### 210x210mm (Square)

Use logo size = 50mm wide

#### 297x420mm (A3)

Use logo size = 75mm wide

#### 420x594mm (A2)

Use logo size = 105mm wide

### Small document sizes

For portrait documents less than 148mm wide and landscape documents less than 148mm high use the following sizes:

#### Page width/height = 120mm to 148mm

Use logo size 40mm wide

#### Page width/height = 100mm to 119mm

Use logo size 35mm wide

#### Page width/height = 80mm to 99mm

Use logo size 30mm wide

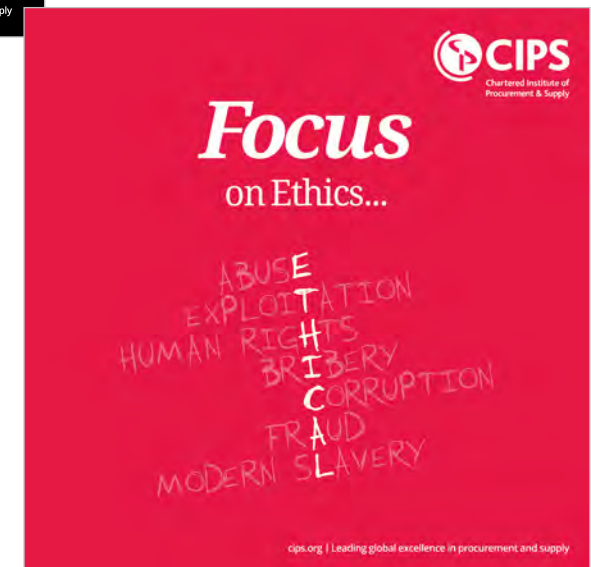
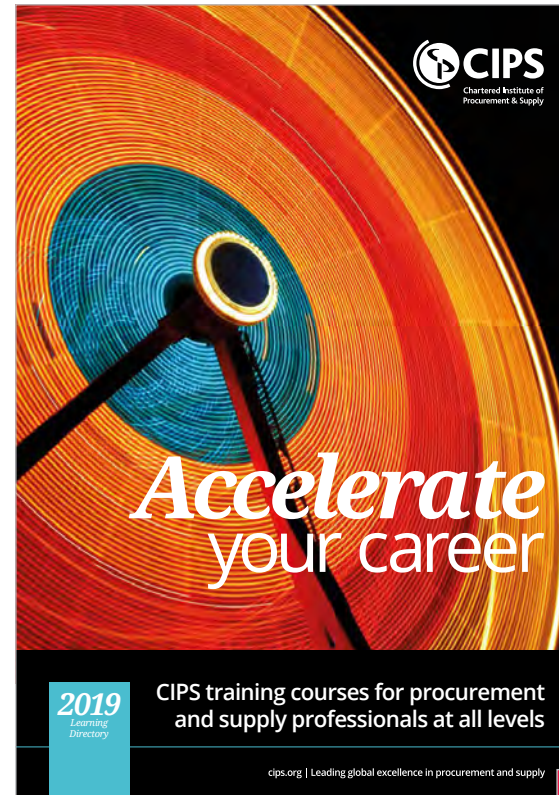
#### Page width/height = 60mm to 79mm

Use logo size 25mm wide

#### Page width/height = less than 60mm

Use logo size 20mm wide

If space is restricted and a size smaller than any of the recommended sizes above is required, the logo can be scaled down to the minimum logo size.



## 2.07 Size and position – printed materials



### Other document sizes

If neither the popular document size logos or the small document size logo guidelines apply to your document please use the following to calculate the size of logo to use:

#### Portrait documents more than 148mm wide

Divide the document **width** by 4 then round the resulting figure to the nearest 5mm.

**Portrait document example:** a document 159mm wide x 200mm high is calculated as follows:

$$159\text{mm} \div 4 = 39.75\text{mm}$$

$$39.75\text{mm} \text{ rounded to nearest 5mm} = 40\text{mm}$$

**So the logo size to use would be 40mm**

#### Landscape documents more than 148mm high

Divide the document **height** by 4 then round the resulting figure to the nearest 5mm.

**Landscape document example:** a document 350mm wide x 255mm high is calculated as follows:

$$255\text{mm} \div 4 = 63.75\text{mm}$$

$$63.75\text{mm} \text{ rounded to nearest 5mm} = 65\text{mm}$$

**So the logo size to use would be 65mm**

These scaling calculation guidelines apply to both the full and shortened, preferred and alternative versions of the CIPS global, regional, Study Centre and endorsement logos.

### Product logos

For CIPS Product logos size calculations, refer to **Section 2.10**

*Please note, care should be taken to always maintain the logo's aspect ratio when scaling.*

## 2.07 Size and position – printed materials

# Position

On printed promotional materials or PDFs, the logo must either sit top right or bottom right.

The logo should be positioned at a distance equal to half the width of the CIPS logo roundel from the right-hand and top edges of the page as illustrated here.





## 2.08 Backgrounds

### Logo backgrounds

Only place the logos on backgrounds that provide good contrast and legibility to ensure that it is clearly recognisable.

The appropriate use of backgrounds applies to all CIPS logos whether preferred or alternative versions.

*The appropriate use of backgrounds applies to all CIPS logos whether preferred or alternative versions.*



## 2.09 Do nots

### Things to avoid

Under no circumstances should you alter any of the CIPS logos in any way. This applies to all CIPS logos both preferred and alternative versions. Here are a few examples of what not to do.

The examples shown here apply to all CIPS logos whether preferred or alternative versions.



DO NOT change the colour of the logos in any way.



DO NOT squash, stretch or distort the logos.



DO NOT rotate the logos.



DO NOT add drop shadows or other effects to the logos.



DO NOT place the logos on a complicated background or a background that reduces their legibility.



DO NOT use the logos in a holding box or other shape.



DO NOT crop the logos.



DO NOT rearrange the parts of the logos.



DO NOT outline any part of the logos.

## 2.10 Product logos

CIPS offer a range of Products to help individuals and organisations achieve world class procurement and supply management. These Products are aimed to improve the skills of staff or enable them to better manage procurement processes, policies and procedure.

Every Product has its own logo and colour classification. All material related to the Product should contain the logo and the relevant colour coding.

Product logos consist of the shortened version of the CIPS logo accompanied by the Product title set in the font Bliss medium.

### Colour formats

All CIPS Product logos are available in Pantone®, CMYK and RGB formats, in full colour only.

### Print based applications

For print based applications use the 3-colour Pantone® logos. When only CMYK printing is available use the CMYK logos. These versions of the logos are available in .eps format.

### Screen and Microsoft® Office based applications

For screen based and Microsoft® Office applications use the RGB logos. These versions of the logos are available in .jpg and .png formats.

### Things to avoid

Under no circumstances should you alter any of the CIPS Product logos in any way. The examples of what not to do on in **Section 2.09** also apply to Product logos.

### Logo backgrounds

Only place the logos on backgrounds that provide good contrast and legibility to ensure that it is clearly recognisable. The examples in **Section 2.09** also apply to Product logos.



### Orange

Pantone 165 / C0, M73, Y99, K0 / R255, G95, B0



### Red

Pantone 192 / C0, M95, Y63, K0 / R232, G6, B73



### Purple

Pantone 254 / C58, M87, Y0, K0 / R150, G35, B153

## 2.10 Product logos



**Turquoise**

Pantone 326 / C88, M0, Y42, K0 / R0, G175, B173



**Turquoise**

Pantone 326 / C88, M0, Y42, K0 / R0, G175, B173



**Lime green**

Pantone 368 / C56, M2, Y100, K1 / R98, G189, B25



**Maroon**

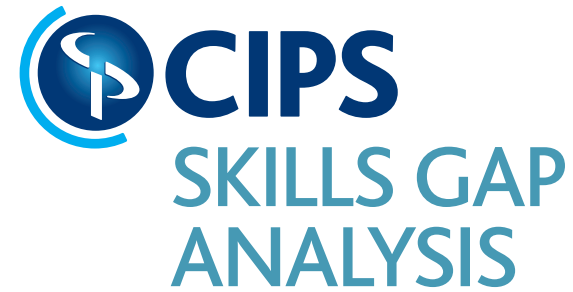
Pantone 220 / C0, M95, Y10, K28 / R178, G1, B92

## 2.10 Product logos



**Lilac**

Pantone 272 / C62, M59, Y0, K0 / R146, G120, B209



**Blue**

Pantone 2727 / C75, M40, Y0, K0 / R61, G133, B198



**Lilac**

Pantone 272 / C62, M59, Y0, K0 / R146, G120, B209



**Gray**

Pantone 5425 / C30, M4, Y0, K31 / R128, G161, B182

## 2.10 Product logos



**Purple**  
Pantone 254 / C58, M87, Y0, K0 / xR150, G35, B153



**Lime green**  
Pantone 368 / C56, M2, Y100, K1 / R98, G189, B25





## 2.10 Product logos – minimum size and clear space

All CIPS Product logo files have been created so that the roundel and CIPS lettering part of the logo together at 100% are 100mm wide.

### Minimum logo size

The minimum size that all CIPS Product logos can be scaled down to is 12% or where the roundel and CIPS part of the logo combined are 12mm wide. This does not apply to CIPS Certification logos whose minimum size is 40%.

*Please note care should be taken to always maintain the logo's aspect ratio when scaling.*

### Exclusion zone

The exclusion zone is the minimum clear space maintained around all CIPS Product logos to ensure that they are easily identifiable as well as visible and legible wherever they appear. It also defines the minimum distance between the logo and the edge of a printed page.

The clear space around CIPS Product logos is equal to the diameter of the roundel graphic of the CIPS logo. Do not position any text, graphic elements, or other visual marks inside the recommended clear space.

*The minimum clear space exclusion zone applies to all CIPS Product logos.*

### Exclusion zone



### Minimum size

For printed and screen media. Does not apply to Certification logos whose minimum size is 40%.

12mm wide



12%



## 2.11 CIPS crest

The Crest shows a 16th Century hand and forearm holding a key with two wards which both refer to the 'Wardrobe'. (The Purchasing Officers' Association, which preceded CIPS had its headquarters at Wardrobe Court).

The two-coloured bar across the centre of the shield conveys the Institute's belief that a contract is an exact picture of the division of an indenture - the epitome of contractual relationship. The three purses on the shield symbolise that the Purchasing Officer is the one who spends money to acquire goods. The male griffins used as supporters are, in legend, guardians of treasure and symbolise the care, vigilance and integrity that members of the Institute show. They are further made distinctive by being decorated with bezants or gold coins, representing the fact that our members play a key role in contributing to their organisation's profitability. The key and purse combined in the badge suggest careful handling of the purchasing role of members, as well as responsibility in regard to public money reaffirming the meaning of the Wardrobe. The motto, 'Pactum Serva' which translates as 'keep thy contract' indicates contractual obligation.

### Applications

The Crest can be used in the following applications:

1. **Certificates for full members and Fellows**
2. **Graduation Ceremony documents**
3. **Annual Dinner documents**
4. **Annual Reports**
5. **As a watermark on Product certificates**

### Applying the Crest

The Crest of the Institute should be used sparingly and preferably in full colour.

### Layout

There is no restriction of usage of the Crest on these documents, however, the Crest should not dominate. The minimum size for usage is 30mm wide. The Crest must not be distorted, rotated or altered in any way.

### Scaling

When scaling the Crest, care should be taken to always maintain the Crest's aspect ratio. In other words both the horizontal and vertical axis must stay the same percentage figure. It should not be distorted or altered in any way.

### Colour

Ideally, the Crest should be used in full colour or mono, or as a tint of the CIPS corporate blue.



Minimum width 30mm

## 4.02 Our fonts – external usage

### Primary typeface

Our primary typeface is Open Sans, used for all CIPS printed communications and used on [cips.org](https://cips.org).

Open Sans is the typeface used for body copy and can also be used for headlines and subheadlines.

You can find Open Sans in all weights on [Google Fonts](https://fonts.google.com/specimen/Open+Sans).

For our headline font, see following page.

### Primary typeface

Open Sans Light  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

*Open Sans Light Italic*  
*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz*

Open Sans Regular  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

*Open Sans Italic*  
*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz*

Open Sans Semibold  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

*Open Sans Semibold Italic*  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**

**Open Sans Bold**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**

*Open Sans Bold Italic*  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**

**Open Sans Extra Bold**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**

*Open Sans Extra Bold Italic*  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**

## 4.02 Our fonts – external usage

### Secondary typeface

Our secondary typeface is Droid Serif, used for all CIPS printed communications and used on [cips.org](#).

Droid Serif is our headline typeface and highlight font, never as body copy.

You can find Droid Serif in all weights on Adobe Fonts.

### CIPS Logos typeface

Bliss appears only on our logo and MUST only be used with CIPS Marketing Department permission.

#### Droid

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

#### *Droid Bold*

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

#### ***Droid Bold Italic***

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

#### **Droid Bold**

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

## *CIPS photography style*

# Focus

The new CIPS photographic style has evolved to be much more flexible and will be made up of inspirational images. They will include real people doing real things, buildings, still-life and other relevant activities that will engage the audience.

**The new CIPS photography will be compelling, impactful, atmospheric, topical and will create the impression of an inclusive community that you would want to belong to.**

*Avoid photos that appear staged and inauthentic.*

*Try to use photography that creates a positive, seize the moment feeling.*



*\*Compelling*

### *Example style dos*

#### *\*Impactful*



#### *\*Atmospheric*



#### *\*Inspirational*





## CIPS photography style

# Clarity

CIPS photography will convey a sense of:

- Possibility
- Purpose
- Confidence
- Optimism
- Authority
- Intrigue
- Inspiration

Other considerations:

- Depth of field
- Strong point of focus
- Generous free space
- Unexpected angles
- Unstaged, natural environments
- Avoid noise and clutter

*Photography should be free of background or foreground noise and clutter.*

*Try to keep a reasonable amount of space surrounding the subject.*

*\*Unexpected angles*

## Example style dos

**\*Confidence**



**\*Purposeful**



**\*Intriguing**





## CIPS photography style

# Balance

Images of people can be cropped in various ways, ranging from tight head and shoulder shots to half length or full length body shots. Subjects can be looking straight into camera with a natural expression or a reportage style of photography can also be used, capturing real people at work. Backgrounds can be out of focus and abstract or can show elements of the person's business.

**If objects or buildings are in an image with people, there should be one focal point and not be distracting from one another. One way to achieve this strong look is to use compositions that hold the foreground or subject in sharp focus, while allowing the background to go soft or out of focus.**

*Backgrounds can be out of focus and abstract or can show elements of the person's business.*

*Try to keep a reasonable amount of space surrounding the subject.*

*\*Unexpected angles*

## Example style dos

### *\*Inspirational*



### *\*Purposeful*



### *\*Real*



## *CIPS Photography style*

# Be bold, not boring

Avoid staged, false, overused imagery, below is a guide of inappropriate imagery.

**\*Staged**



**\*No focal point**



**\*Cluttered**



**\*Cheesy**



**\*Obvious**



**\*Cliché**



**\*Contrived**



**\*Dull**

