



Chartered
Insurance
Institute

Affiliated

Affiliated Institutes

Guidelines for Affiliated Institute
mark usage



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Affiliated Institute marks

Affiliated Institute mark

This is the mark that organisations who have achieved Affiliated status are able to display to demonstrate their commitment to working with the CII and other affiliated institutes to enhance standards in our united profession

1.1 Affiliated Institute marks | Standard size

Once you have obtained Affiliated Institute status you can communicate this on your website, business cards and other collateral by using the Affiliated Institute logo. Please see page 10 for usage dimensions.

The preferred colours in which the Affiliated mark should appear are either Dark grey or Off-white. These are the primary colours of the Chartered Insurance Institute and both versions are available upon request.

Affiliated Institute mark - dark grey



Affiliated

Chartered
Insurance
Institute

This is the Affiliated mark in Dark grey
(PMS 426 CMYK 95/75/55/95 and RGB 51/51/51).

1.1 Affiliated Institute marks | Standard size

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Affiliated Institute mark – Off-white version



Affiliated

Chartered
Insurance
Institute

This is the Affiliated marks in Off-white
(PMS 7527, CMYK 5/5/15/10 and RGB 214/210/196).

1.2 Affiliated Institute marks | Reduced size

The Affiliated Institute mark should wherever possible be used in its standard form as shown on the previous pages at the minimum size of 40mm as detailed on page 10. However, there may be instances when this is not possible, for example, on a business card.

The Reduced size Affiliated Institute mark as shown below has been designed to cater for such eventualities. Do not use the minimum mark any smaller than 20mm in height. See page 11 for more information.

Affiliated Institute mark



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1.2 Affiliated Institute marks | Reduced size

The Affiliated Institute mark should wherever possible be used in its standard form as shown on the previous pages at the minimum size of 40mm as detailed on page 10. However, there may be instances when this is not possible, for example, on a business card.

The Reduced size Affiliated Institute mark as shown below has been designed to cater for such eventualities. Do not use the minimum mark any smaller than 20mm in height. See page 11 for more information.

Affiliated Institute mark



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1.3 Affiliated Institute marks | Text line

In the event that neither the standard, nor reduced size Chartered mark can be used, you can opt to use the text line **in place** of the mark.

Affiliated Institute mark

The use of the Affiliated Institute logo is the preferable way to communicate your Affiliated Institute status. However, where this is not possible you can use the Affiliated Institute text line:

CII Affiliated Institute

The Affiliated Institute text line can be used in your own organisation style, this includes colour, font, upper and lower case.

CII Affiliated Institute

Affiliated Institute mark usage

2.1 Affiliated Institute marks usage | Standard size

It is important to leave plenty of clear space around the Affiliated Institute brandmark.

This helps it stand out and ensure that any secondary material does not undermine its authority.

The Affiliated Institute brandmark has a recommended area of clear space around it to prevent any secondary material affecting its legibility. This area should be left clear of type, images, shapes and other marks.

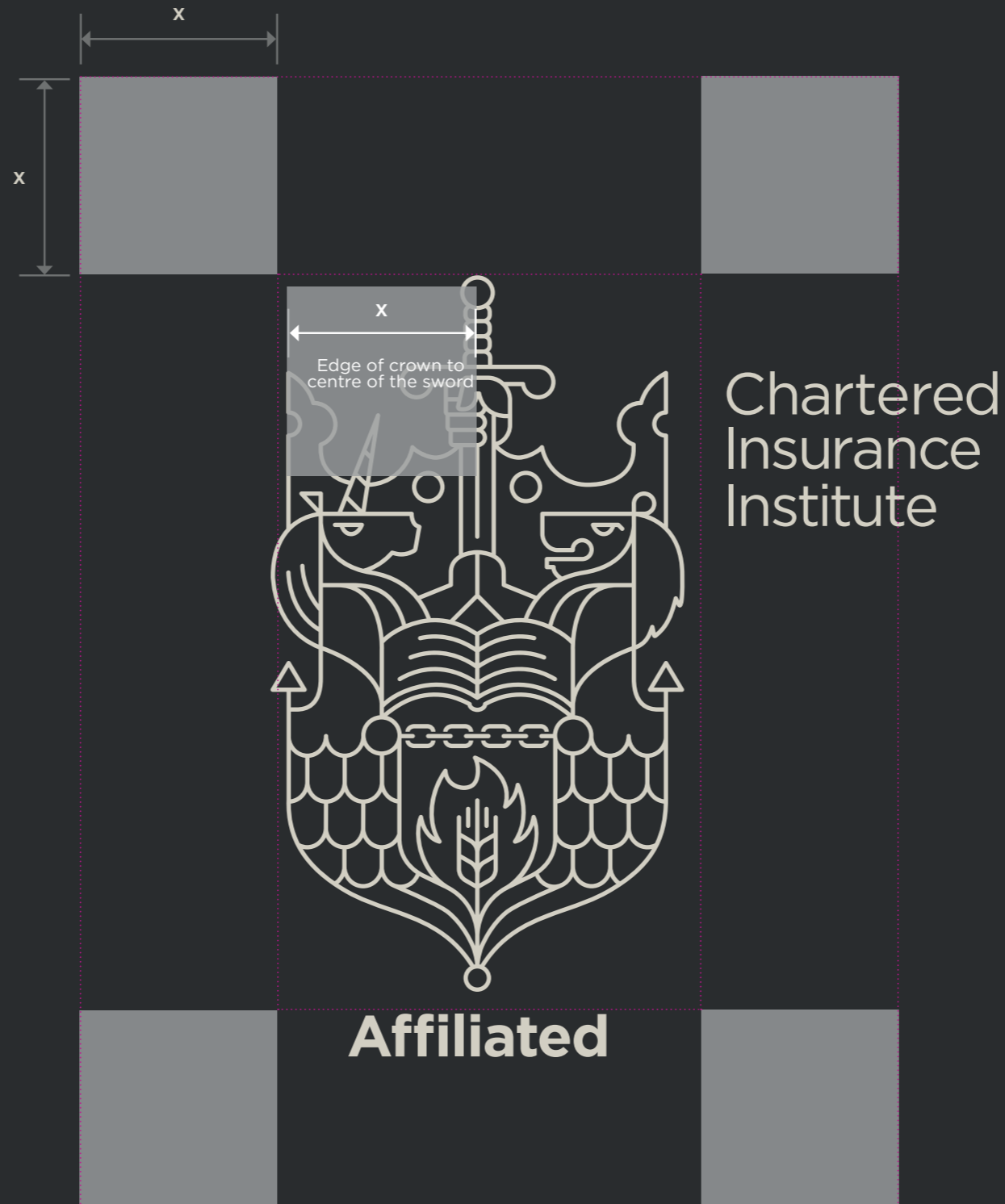
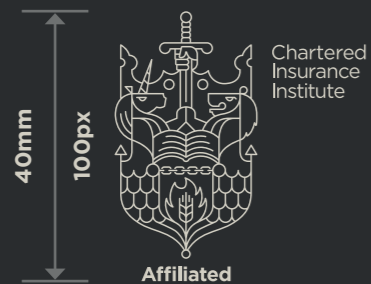
This has been defined as X which is the space from the edge of the crown to the centre of the line in the sword.

Exclusion zones should be maintained each time the Affiliated Institute brandmark is used, including on photographic backgrounds, where an appropriate area of clarity within the image should be used.

Minimum height for the Standard size Affiliated Institute brandmark

It is important that the Affiliated Institute brandmark is not reproduced too small - it must remain legible and clear at all times.

Please do not use the Standard size Affiliated Institute brandmark any smaller than 40mm in height for print or 100px for digital applications.



Colour

The Affiliated mark is designed to appear in 1 colour Dark grey (PMS 426, CMYK 95/75/55/95 and RGB 51/51/51) on light backgrounds or the Off-white version (PMS 7527, CMYK 5/5/15/10 and RGB 214/210/196) on dark backgrounds.

2.2 Affiliated Institute marks usage | Reduced size

It is important to leave plenty of clear space around the Affiliated Institute landmark.

This helps it stand out and ensure that any secondary material does not undermine its authority.

The Affiliated Institute landmark has a recommended area of clear space around it to prevent any secondary material affecting its legibility. This area should be left clear of type, images, shapes and other marks.

This has been defined as X which is the space from the edge of the crown to the centre of the line in the sword.

Exclusion zones should be maintained each time the Affiliated Institute landmark is used, including on photographic backgrounds, where an appropriate area of clarity within the image should be used.

Minimum height for the Reduced size Affiliated Institute landmark

It is important that the Affiliated Institute landmark is not reproduced too small – it must remain legible and clear at all times.

Please do not use the Reduced size Affiliated Institute landmark any smaller than 20mm in height for print or 50px for digital applications.



Colour

The Affiliated mark is designed to appear in 1 colour Dark grey (PMS 426, CMYK 95/75/55/95 and RGB 51/51/51) on light backgrounds or the Off-white version (PMS 7527, CMYK 5/5/15/10 and RGB 214/210/196) on dark backgrounds.



Affiliated Institute mark examples

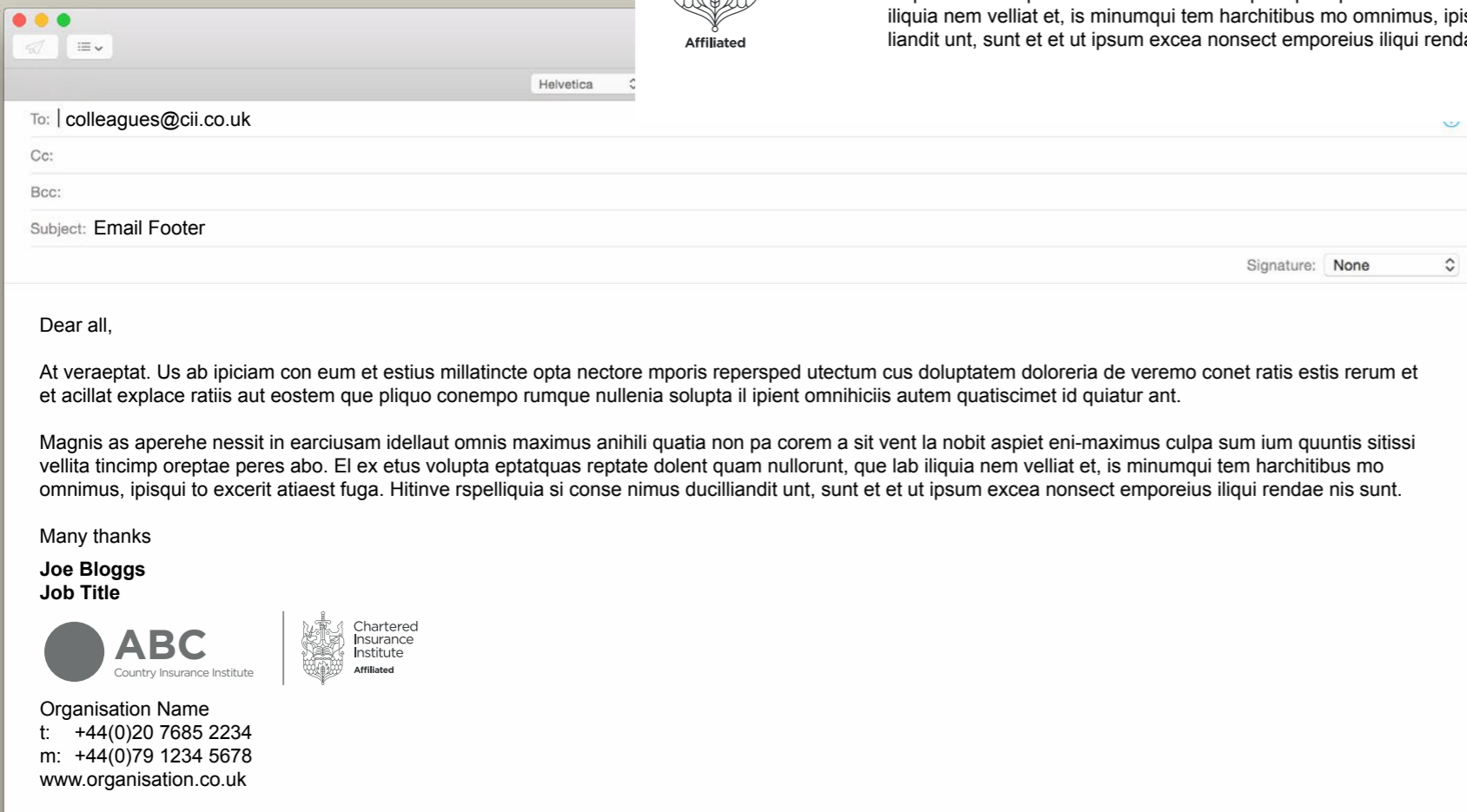
3.1 Affiliated Institute marks | Mark examples

Using the Affiliated Institute mark

In the main, the logo will be used on your organisation's marketing collateral.

- Use the Affiliated Institute mark to communicate your organisation's status
- Where possible the Affiliated Institute mark should appear in dark grey
- If it is not possible to use the Affiliated Institute mark then use the Affiliated Institute mark text line.

Email signature



To: | colleagues@cii.co.uk

Cc:

Bcc:

Subject: Email Footer

Signature: None



Dear all,

At veraeptat. Us ab ipiciam con eum et estius millatincte opta nectore mporis repersped utectum cus doluptatem doloreria de veremo conet ratis estis rerum et et acillat explace ratiis aut eostem que pliquo conempo rumque nullenia solupta il ipient omnihiciis autem quaticimet id quiatur ant.

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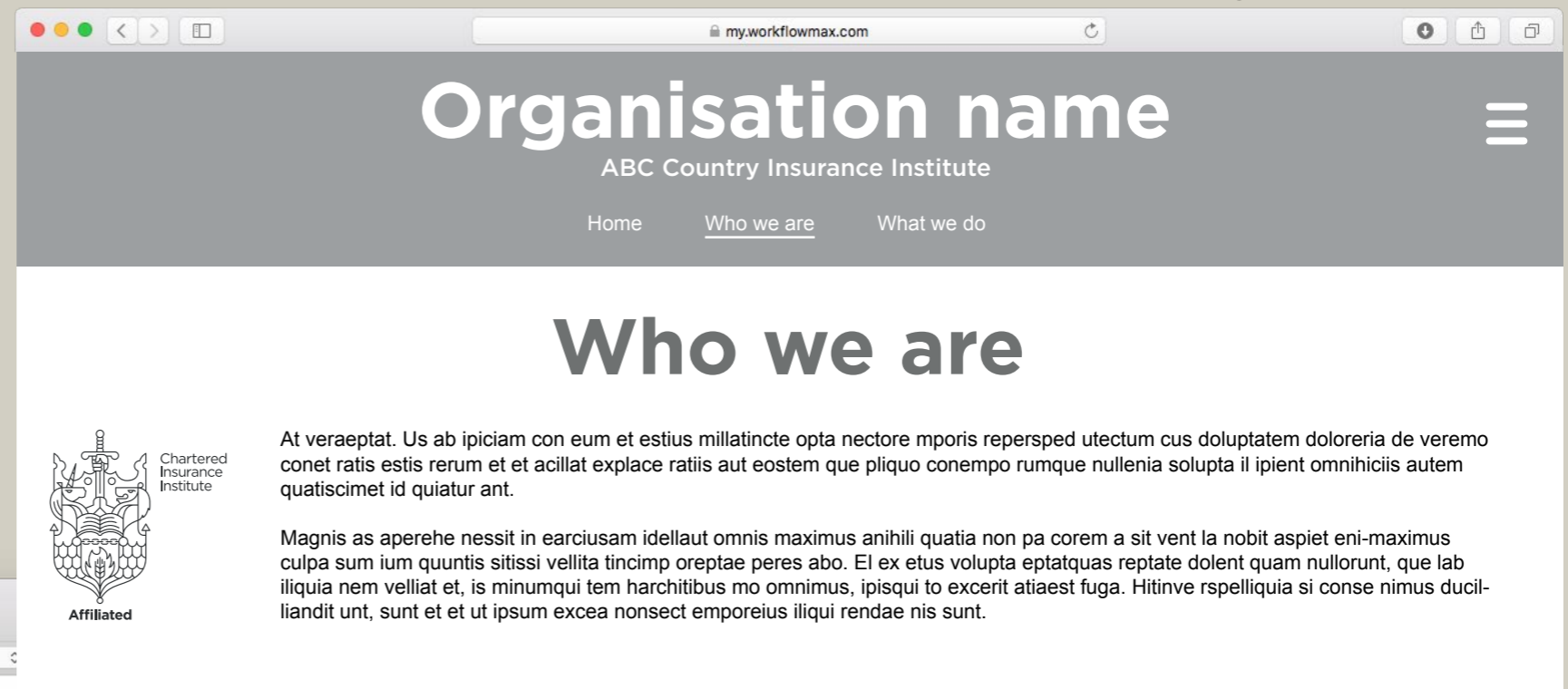
Many thanks

Joe Bloggs
Job Title

Organisation Name
t: +44(0)20 7685 2234
m: +44(0)79 1234 5678
www.organisation.co.uk

Organisation information




my.workflowmax.com

Organisation name

ABC Country Insurance Institute


Home Who we are What we do

Who we are

 At veraeptat. Us ab ipiciam con eum et estius millatincte opta nectore mporis repersped utectum cus doluptatem doloreria de veremo conet ratis estis rerum et et acillat explace ratiis aut eostem que pliquo conempo rumque nullenia solupta il ipient omnihiciis autem quaticimet id quiatur ant.

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Business cards



Organisation name
ABC Country Insurance Institute

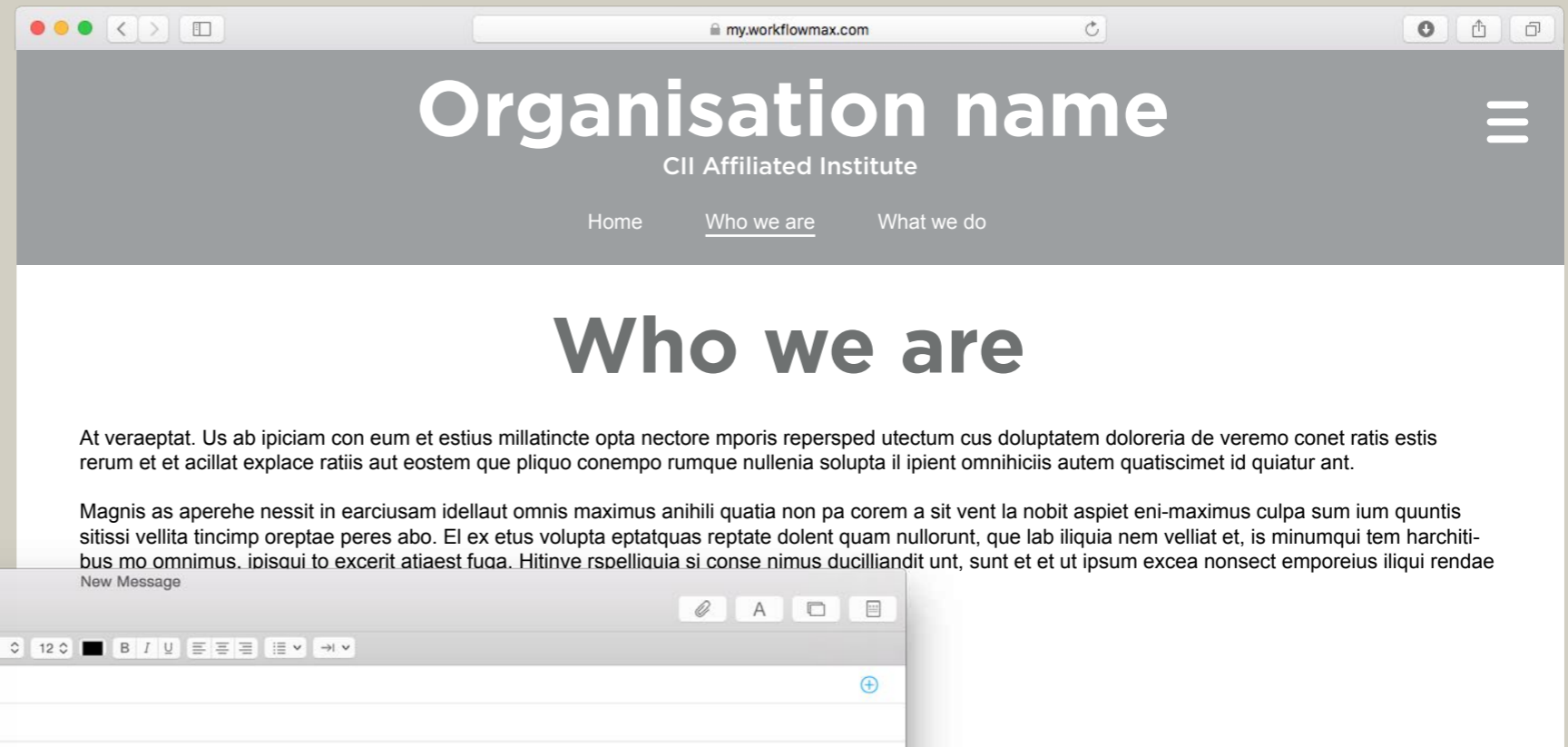
Paul Smith
Senior Underwriter

Organisation Name
t: +44(0)20 7685 2234
m: +44(0)79 1234 5678
www.organisation.co.uk

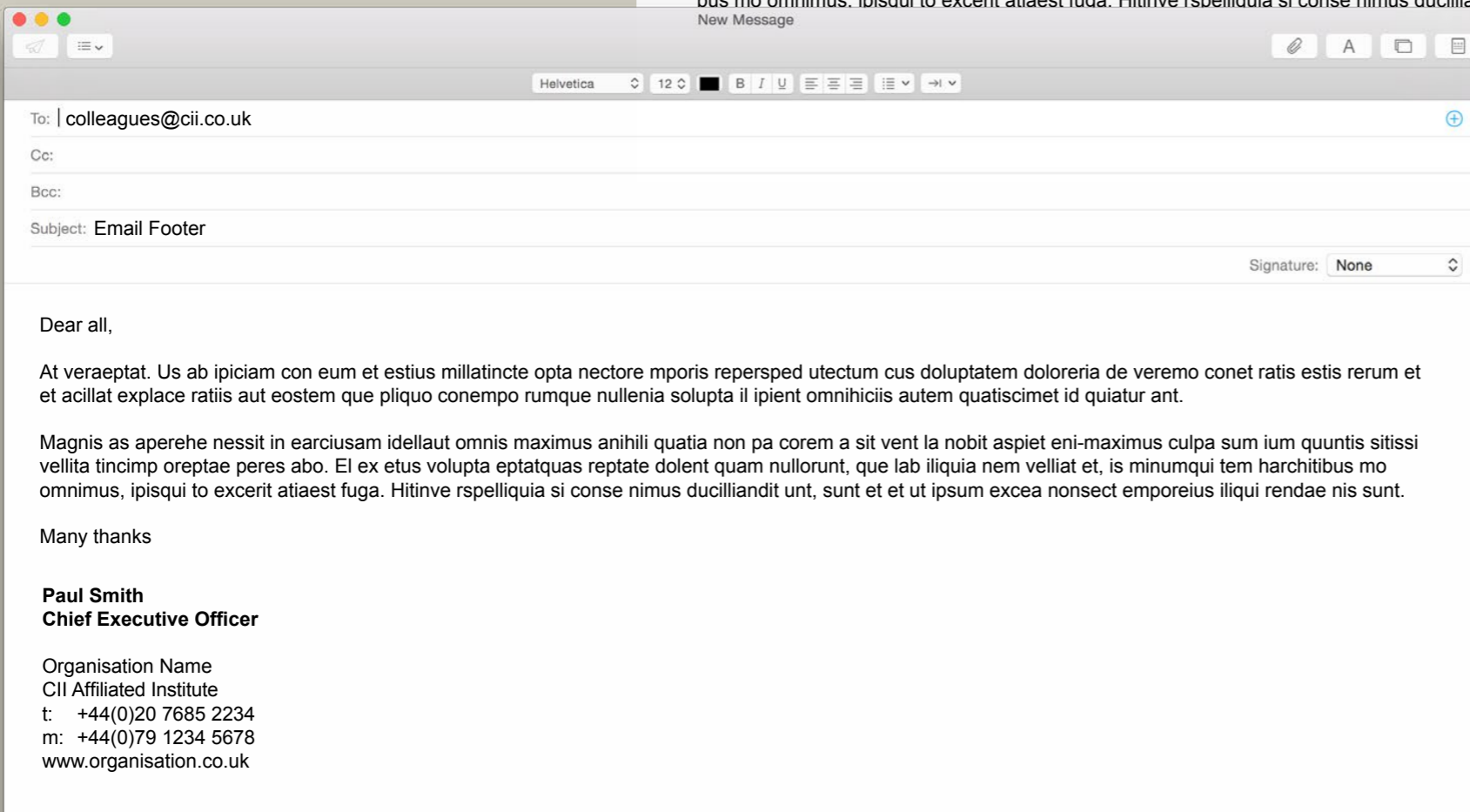


Using the text line

- Use the Affiliated Institute text line only when it is not possible to use the Affiliated Institute mark
- Affiliated Institute text line can appear in your organisation's own font and colour.



Email signature



Business cards



5.0 Contact

If you have any questions about the Chartered Insurance Institute brand or need to request any of our brand assets, please get in touch with our Customer Service team

cii.co.uk

Contact

E. customer.serv@cii.co.uk

T. +44 (0)20 8989 8464

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