

LOGO GUIDELINES

Making sure you stand out

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USING THE CMI BRAND

Professional presentation is important to everyone, and when you affiliate yourself with another organisation, you have to be sure it reflects on you in the best possible way. Our members and partners are proud of their relationship with CMI. They want to shout about this to clients, customers, staff and stakeholders so we need to make sure they have the tools to do it.

Here you'll find everything you need to let the world know you're at the top of your game, in a way that works for all.

If you have any queries, please contact your Engagement Manager or email [**engagement@managers.org.uk**](mailto:engagement@managers.org.uk)

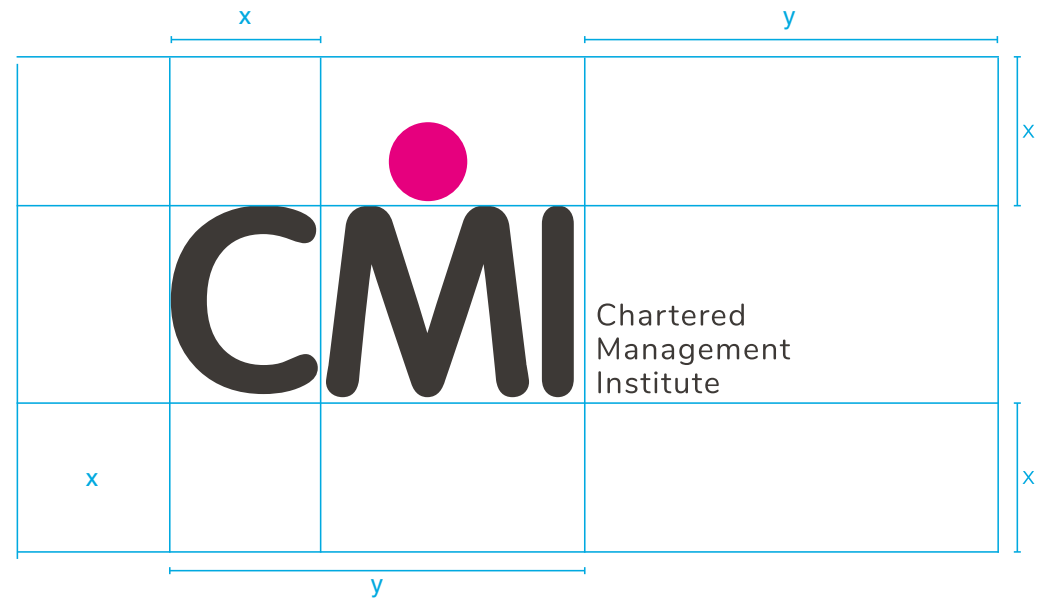
LOGO MECHANICS

EXCLUSION ZONE

Allow for an exclusion zone as illustrated to the right.

MINIMUM SIZE (EXCLUDING FULL TITLE)

In order to maintain legibility, the minimum width of our logo without the full title is 10mm, shown in real size above. (eg promotional items etc).



MINIMUM SIZE



Print – 35 mm

Screen – 175 pixels

MINIMUM SIZE



Print – 10 mm

Screen – 80 pixels

LOGO MISUSE

X NEVER CHANGE THE COLOUR SCHEME



The logo has been specially created to emphasise our organisation – please don't redraw or alter it in any way.

These examples are to show you how misuse of the logo can affect the impact of our brand.

X NEVER RE-CREATE IN A DIFFERENT TYPEFACE



X NEVER DISTORT OR ROTATE THE LOGO. THE RELATIONSHIP BETWEEN ELEMENTS SHOULD REMAIN THE SAME



X ALWAYS PROTECT THE EXCLUSION ZONE



CMi MEMBER LOGO USE:



FOR ALL LOGOS

The descriptor is part of the overall logo and at no point should it be separated.

WHO CAN USE THE CMi LOGO?

Members at the following grades:

- Associate (ACMI)
- Member (MCMi)
- Fellow (FCMI)
- Chartered Member (CMgr MCMi)
- Chartered Fellow (CMgr FCMI)
- Companions (CCMI)

WHERE CAN THE LOGO BE USED?

- On your individual business card
- Within your biographical profile on your organisation's website and promotional material
- In your personal email footer
- On your personal stationery

WHERE YOU CAN'T USE THE LOGO

- The homepage of your organisation's website
- Within any marketing or promotional materials where it could be interpreted that your organisation, not you, has a relationship with CMi

Please Note: You should only use the CMi logo provided depicting your specific relationship. The CMi logo can only be used with prior permission by CMi.

For more info contact marketing.helpdesk@managers.org.uk or your Engagement Manager.

MEMBER VERSIONS



CMI CENTRE LOGO USE:

WHO CAN USE THE CMI LOGO?

All current CMI Approved, Registered or Recognised Centres. Approved satellites or approved multi sites can use also use the logo.

However, for CMI Approved and Recognised Centres please also see bespoke logos on page 9.

WHERE CAN CENTRES USE THE LOGO?

The logo can be used on the Centre's letterhead, corporate stationery, advertisements, marketing materials and website.

WHO CANNOT USE THE LOGO?

- Organisations who are not Approved, Registered or Recognised Centres
- Centres that are currently going through the approval process
- The logo cannot be used for any products, services or events which are not part of their agreement with CMI.
- Unapproved satellites or unapproved multi sites centres cannot use the logo

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For more info contact marketing.helpdesk@managers.org.uk or your Engagement Manager.



CMI STRATEGIC PARTNER LOGO USE:

WHO CAN USE THE STRATEGIC PARTNER VERSION?

All current CMI Strategic Partners.

WHERE CAN STRATEGIC PARTNERS USE THE LOGO?

The logo can be used on the partners letterhead, corporate stationery, advertisements, marketing materials and website. It should be restricted to materials that directly relate to CMI products, services and events.

WHO CANNOT USE THE CMI LOGO?

- Organisations who are not Strategic Partners.
- Prospective partners who have not yet signed a partnership agreement with CMI
- The logo cannot be used for any products, services or events which are not part of their agreement with CMI

Please Note: You should only use the CMI logo provided depicting your specific relationship. The CMI logo can only be used with prior permission by CMI.

For more info contact marketing.helpdesk@managers.org.uk or your Engagement Manager.



CMI HE PARTNER LOGO USE:

WHO CAN USE THE HE PARTNER VERSION?

All current CMI Higher Education Partners. Approved satellites or approved multi sites can use the logo.

WHERE CAN HE PARTNERS USE THE LOGO?

The logo can be used on the partners letterhead, corporate stationery, advertisements, marketing materials and website. It should be restricted to materials that directly relate to CMI products, services and events.

WHO CANNOT USE THE CMI LOGO?

- Organisations who are not HE Partners.
- Prospective partners who have not yet signed a partnership agreement with CMI
- The logo cannot be used for any products, services or events which are not part of their agreement with CMI
- Unapproved satellites or unapproved multi sites centres cannot use the logo

Please Note: You should only use the CMI logo provided depicting your specific relationship. The CMI logo can only be used with prior permission by CMI.

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CMI CHARTERED MANAGER ASSESSMENT CENTRE LOGO USE:

WHO CAN USE THE CHARTERED MANAGER ASSESSMENT CENTRE LOGO?

All current Chartered Manager Assessment Centres.

WHERE CAN ASSESSMENT CENTRES USE THE LOGO?

The logo can be used on the Assessment Centre's letterhead, corporate stationery, advertisements, marketing materials and website. It should be restricted to materials that directly relate to the Chartered Manager award.

WHO CANNOT USE THE CMI LOGO?

- Organisations who are not Chartered Manager Assessment Centres.
- Centres that are currently going through the approval process.
- The logo cannot be used for any products, services or events which are not part of their agreement with CMI.

Please Note: You should only use the CMI logo provided depicting your specific relationship. The CMI logo can only be used with prior permission by CMI.

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ACCREDITED TRAINING PROVIDER AND RECOGNISED TRAINING PROVIDER LOGOS

WHO CAN USE THE ACCREDITED OR RECOGNISED VERSION OF THE CMI LOGO?

- Any organisation that has had its in-house management and leadership development accredited or recognised by CMI.

WHERE CAN THE LOGO BE USED?

- The logo can be used on the organisation's letterhead, corporate stationery, advertisements, marketing materials and website.

HOW TO USE THE LOGO

By way of explanation and to raise awareness of what accreditation and recognised are the logos should be used, where possible, with the following text:

ACCREDITED LOGO

'This programme meets the rigorous quality standards to achieve CMI Accreditation' **or** 'This organisation provides management development programmes that meet the rigorous quality required to achieve CMI Accreditation'

RECOGNISED LOGO

'This programme meets the rigorous quality standards to achieve CMI Recognised' **or** 'This organisation provides management development that meets the rigorous quality standards to achieve CMI Recognised.'

WHO CANNOT USE THE CMI LOGO?

- Organisations who have not had their training recognised or accredited by CMI
- Any organisation who is currently going through the process of having their in-house training accredited or recognised before sending out the logo.

Please Note: You should only use the CMI logo provided depicting your specific relationship. The CMI logo can only be used with prior permission by CMI.

For more info contact marketing.helpdesk@managers.org.uk or your Engagement Manager.

ACCREDITED TRAINING PROVIDER



RECOGNISED TRAINING PROVIDER



CMI CORPORATE PARTNER LOGO

WHO CAN USE THE CORPORATE PARTNER VERSION?

All current CMI Corporate Partners.

WHERE CAN THE CORPORATE PARTNER LOGO BE USED?

The logo can be used on the partners letterhead, corporate stationery, advertisements, marketing materials and website. It should be restricted to materials that directly relate to CMI products, services and events.

WHO CANNOT USE THE CMI LOGO?

- Organisations who are not Corporate Partners.
- Prospective partners who have not yet signed a partnership agreement with CMI
- The logo cannot be used for any products, services or events which are not part of their agreement with CMI

Please Note: You should only use the CMI logo provided depicting your specific relationship. The CMI logo can only be used with prior permission by CMI.

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CMI WOMEN LOGO USE:

WHERE CAN THE CMI WOMEN LOGO BE USED?

The logo can be used for events that are CMI Women themed. It can also be used on CMI Women collateral. e.g Banners, leaflets, brochures etc.

WHO CANNOT USE THE CMI WOMEN LOGO?

- The logo cannot be used for any products, services or events which are not part of CMI.



Chartered Management Institute (CMI)

The Chartered Management Institute (CMI) works with business and education to inspire people to unleash their potential and become skilled, confident and successful managers and leaders.

With a wealth of practical qualifications, events and networking opportunities on offer throughout the UK and Asia-Pacific, CMI helps people boost their career prospects and connect them with other ambitious professionals in any industry and sector.

In fact, CMI has more than **90,000** people training to be better managers right now.

Backed by a unique Royal Charter, CMI is the only organisation allowed to award Chartered Manager status – the ultimate management accolade.

CMI's thought leadership, research and online resources provide practical insight on critical issues for a **143,000** plus membership community and anyone looking to improve their skills, nurture high-performing teams and help pave the way for the next generation of managers and leaders.

For more information, please visit www.managers.org.uk

Chartered Management Institute on LinkedIn, Facebook, Twitter and Instagram.



Twitter: @cmi_managers



Facebook: www.facebook.com/bettermanagers



LinkedIn: Chartered Management Institute



Instagram: @cmi_managers



INVESTORS IN PEOPLE™
We invest in people Platinum



Chartered Management Institute

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#BetterManagers

