



Your guide to the successful application of the CILIP brand

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I.0 Welcome

Introduction

This guide explains how to use the CILIP logo and how to successfully reproduce the CILIP brand and identity.

With your help we hope to achieve a consistent 'look and feel' to CILIP branded materials.

In order to gain maximum impact from the CILIP brand it is important that the guidelines are followed carefully and used consistently.

This document covers use of the logo and brand in print and on a computer screen.

The key elements are available on a CD which can be requested from the CILIP Corporate Marketing Team. They will happily answer any questions and provide additional assistance for queries not covered here.

See section 8.0, 'Contact us'.

These guidelines are also available online:
www.cilip.org.uk/brand



1.2 Who we are



CILIP: who we are

The Chartered Institute of Library and Information Professionals is the leading professional body for librarians, information specialists and knowledge managers.

CILIP speaks out on behalf of the profession to the media, government and decision makers.

CILIP provides practical support for members throughout their entire careers, helping them with their academic education, professional qualifications, job hunting and continuing professional development.

CILIP is a registered charity, no. 313014

For more information visit
www.cilip.org.uk/aboutcilip

2.0 The logo: permissions for use

The CILIP logo is a registered trademark and may only be used by:

1. CILIP for its own purposes i.e. publications, the CILIP website etc. and by Special Interest Groups, Branches and Home Nations.
2. Commercial and other organisations with whom we have reached agreement for its use and to whom the Corporate Marketing Team has given written permission (see section 8.0).

The logo must always be accompanied by the 'Chartered Institute of Library and Information Professionals' strapline and the logo must not be altered in any way.

Exception:

On marketing materials where there is a very limited amount of space or a restrictive format. In this instance it may be permissible to use the CILIP logo without the strapline - ***however permissions will need to be by the Corporate Marketing Team*** (see section 8.0)

Note on the use of the word 'CILIP' in text

The logo should never be reproduced, in whole or part, to appear in the body of text nor **added to** another logo.

When 'CILIP' is used as the written word it should always appear as capital letters, not lower case.

When the strapline is written as text it should appear as 'CILIP: the Chartered Institute of Library and Information Professionals' (Note the lowercase 't' in 'the')

4.0 Logo: versions

There are two versions of the logo:

Version 1 (portrait)

Version 2 (landscape)

Version 1



Chartered Institute of
Library and Information
Professionals

Version 1 is the preferred logo which should be used whenever possible.

Version 2 may be used as a last resort to fill a space that won't easily accommodate the preferred portrait version of the logo. If space allows, version 1 should always be used.

For illustrative purposes we are using Version 1 of the logo in these guidelines. All the basic rules apply to Version 2.

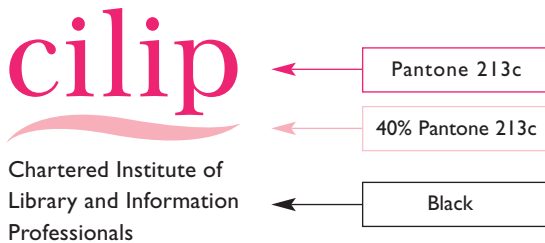
Version 2



Chartered Institute of
Library and Information
Professionals

4.1 Logo: colour

Spot colour (Pantone)



The colour CILIP logo should only be used on a white background or where the background is a tint, ten percent or less, of a colour.

The logos supplied on CD carry all the colour information necessary for use, but if scanning from the supplied hard copy the logo must only be reproduced using the following colour references:

Spot colour

(Used when printing 2 colour)

Black, Pantone 213c, 40% Pantone 213c

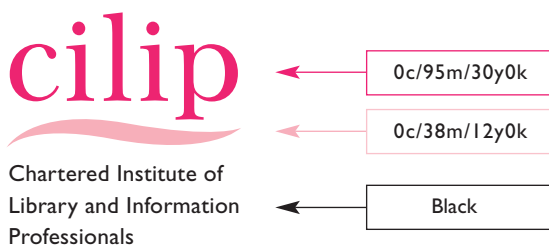
Four colour process

(Used when printing cmyk, i.e when supplying to magazines for reproduction)

0% cyan, 95% magenta, 30% yellow, 0% black

Tint on underline - 0% cyan, 38% magenta, 12% yellow, 0% black

4 colour process (CMYK)



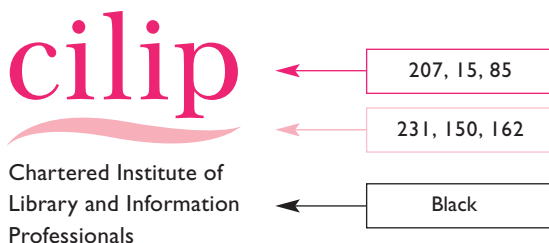
RGB

(Used for PowerPoint presentations or in Word documents)

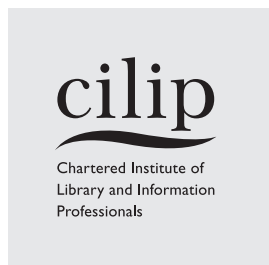
RGB - (207, 15, 85)

Tint on underline - RGB (231, 150, 162)

RGB



4.2 Logo: colour (mono)



✓



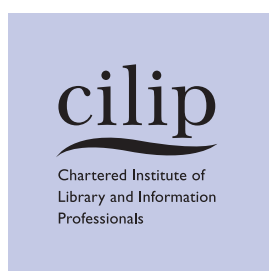
X



✓



X



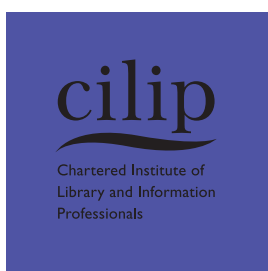
✓



X



✓



X

The following mono versions of the logo are available:

- a black logo to go on a white or light coloured background
- Reversed - a white logo to go on a black or dark colour background, or for example when dropping onto a dark photographic background.

The mono versions of the logos should be used:

- when printing in black and white
- to provide more flexibility with design and colour combinations when printing in colour

Changing the colour of the logo

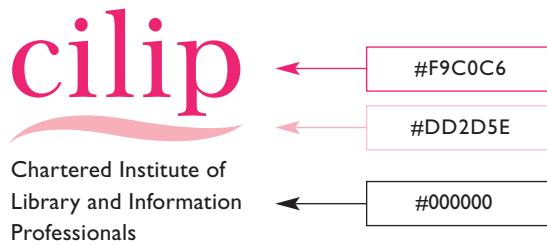
In certain circumstances it may not be possible to follow the logo colour guidelines, i.e. when printing in a single colour or limited range of colours. Only in these circumstances will it be permissible to reproduce the logo in a colour other than in the corporate colour range. Written permission must be given by the Corporate Marketing Team (see section 8.0) who will need to see visual examples of your proposal before giving permission.

These principles also apply to version(2) of the logo. Further examples of logo usage can be found at the end of this publication

Note: the logos should not be placed in a box. The boxes used in this document are to demonstrate background colour only.

4.3 Logo: colour (using online)

Websafe (Hexidecimal)



The logo CD contains the following size logos that have been optimized for use online.

***Note on colour websafe (gif)**

These logos have been redrawn and fully optimised for reproduction on the Web or in email. They should only be used at the sizes supplied as reducing or enlarging will damage their quality and legibility. They should always appear on a white background.

Supplied as gif files:

Small 108 pixels wide

Big 200 pixels wide

The strapline has been removed on three of the web logos due to the limitations for reproduction of the text at these small sizes. Whenever these logos are used, they must be accompanied by the strapline: 'Chartered Institute of Library and Information Professionals' which should be reproduced in black, *Verdana*.

Supplied as gif files:

100 pixels wide

80 pixels wide

60 pixels wide

16 pixels wide

Remember - the strapline must always appear with the logo. Not everyone is familiar with the acronym!

If you require a specific size do not attempt to modify the supplied files, instead contact the Corporate Marketing Team (see section 8.0).

4.4 Logo: positioning and clearance

Exclusion zone



Positioning

The CILIP logo should be positioned in the most prominent or appropriate place possible.

It has been designed to look comfortable either top or bottom, left or right, to give maximum flexibility.

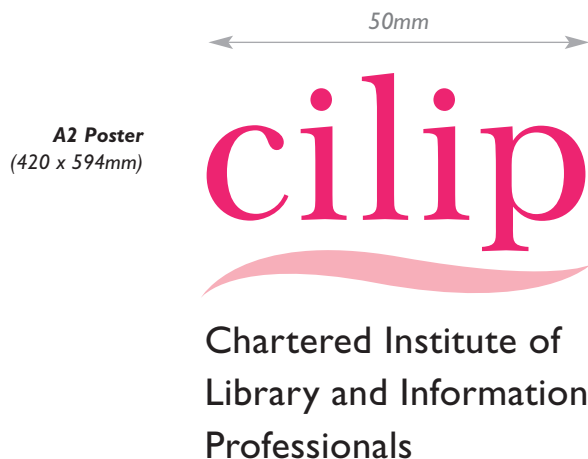
Clearance

Minimum clearance around the logo at any given size is determined by the length of the letter p within the logo and no text, image or graphic elements should appear within this area.

Exclusion zone



4.5 Logo: suggested sizes



Suggested sizes

The size the logo appears on a page is determined by many variables; whether the logo is used as a stand-alone promotion, in a supporting role, a recognition of affiliation or reversed white mono logo on a photographic image.

We have therefore recommended the following sizes for use on a variety of popular print document formats. These recommended sizes are based on the logo being placed on a white background.

Minimum size

The minimum size should only be used in extreme situations, such as when the space for the logo is restrictive i.e. on a pen or pin-badge.

Version 1

The logo must not be reduced to a width of under 14mm.

Version 2

The logo and strapline must not be reduced to a combined width of under 24mm

Minimum sizes

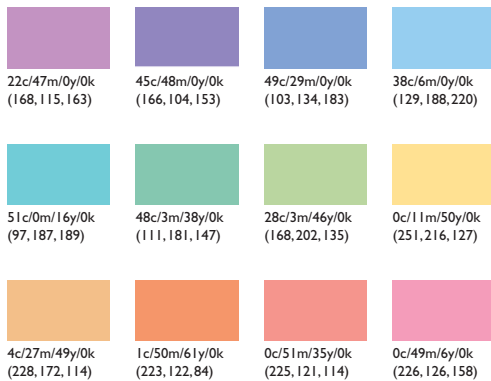


5.0 Colour Palette

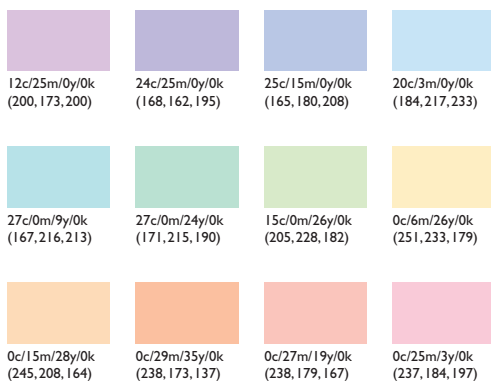
Primary (useful for 'fun' visually striking materials)



Secondary (useful for 'business' or more informative materials).



Soft (useful when a more subtle quality is required)



The CILIP brand does not only consist of the logo. It also includes colour palette and typeface. The combination of these three elements form 'the brand'.

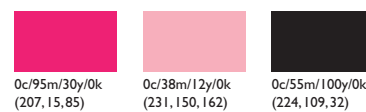
The CILIP brand is not defined by a single colour. Although the logo is primarily pink this should not be thought of as the dominant colour when designing materials.

A series of accent colours have been created to allow flexibility in design, yet strength through a common visual identity. These are suggested colours to help quickly and easily select a combination that may be appropriate.

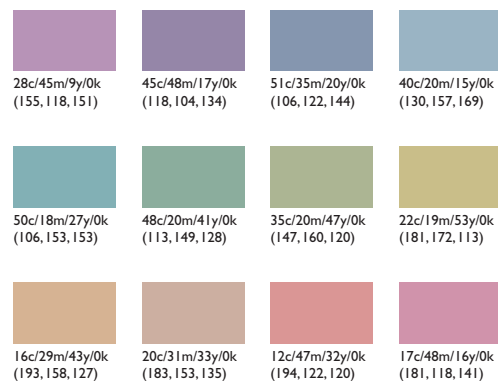
If the task has been given to a professional designer, or the specifics of the project dictate that these swatches are not appropriate, custom colours may be created and used; providing the logo is clear and legible and that all the previous rules concerning the logo have been followed.

When selecting any colour combinations always ensure that text is clearly legible and whenever possible seek advice from a professional designer.

CILIP Corporate colours



Dusky (useful when a more neutral quality is required)



6.0 Typography

The following fonts should be used for all CILIP communications. They have good legibility and are widely compatible on PCs and Macs.

For legibility avoid using font size smaller than 10pt. Gill Sans is the preferred CILIP font and should be used whenever possible.

These guidelines have been set with a body copy of 10pt Gill Sans with 14pt leading. The headings are 16pt Gill Sans Bold and Sub headings are 10pt Gill Sans Bold).

Gill Sans

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Gill Sans Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Gill Sans bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Gill Sans bold italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

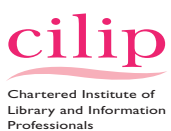
Alternative weights are available for this font and may be used for emphasis or creative effect if required.

If Gill Sans is not available to you, (or a professional graphic designer has not been commissioned) use an alternative Sans Serif font such as Verdana or Arial.

7.0 Examples - the logo (general)



Correct usage of the logo



Never stretch the logo
TIP: Maintain proportions when resizing the logo: don't adjust 'by eye'.



Never skew or apply effects to the logo.



Never rewrite the strapline
TIP: Use Version 1 of the logo if you want the strapline appearing underneath 'CILIP' and Version 2 if you want the strapline appearing to the right of 'CILIP'.

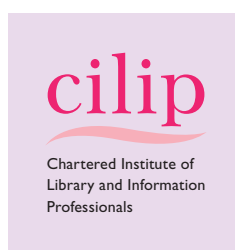


Never separate the logo elements.

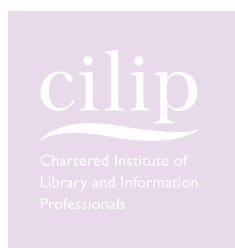
7.1 Examples - the logo on a coloured background



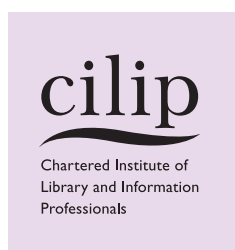
✓



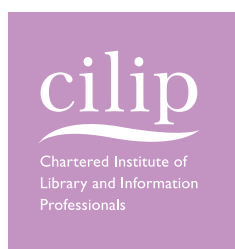
X



X



✓



✓

Never use the colour CILIP logo on a background other than white or **colour 10% tint or less**

TIP: Use a mono logo on a colour background or use a different colour background.

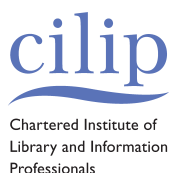
Avoid using the reverse mono logo on a light background

TIP: Use a darker background colour or the black mono logo.

If you are printing with a limited number of colours the mono version of the logo may be printed in the dominant colour (if using the black or white versions are not appropriate). See examples below.

REMEMBER: You will need written permission from the Corporate Marketing Team (section 8.0) to produce the logo in any other colour than the corporate pink or mono (black or white).

Use of the mono logo on brochures using 2 colours



X



✓

Never reproduce the strapline in a different colour to the graphical elements of the logo.

7.2 Examples - the logo on a photographic background



✓

When using the cilip logo on a photographic background the mono versions of the logo should be used (use of the colour logo is not permitted).

The logo should never be placed in a box.

There are no specific rules for placement on a photo but care should be taken to place the logo in an area that is not integral to the understanding of the picture, and best placed in an area that is uncluttered or blurred. Placement should be towards the edge of picture (top, bottom, left or right are permissible)



X

A decision should then be made to whether the logo should be best reproduced in black or white dependent on the background colour of the area chosen.



X



X

The logo should never be placed in a box

8.0 Contact us

CILIP Corporate Marketing Team

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Textphone: 020 7255 0501

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