

# Chartered status...

## ...says more about you and your firm

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“ Just being honest is not enough. The essential ingredient is executive integrity. ”

Philip Crosby

# Chartered status...

## ...instructions for Chartered individuals

## Communicating individual Chartered status

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Once you have qualified for Chartered status you can communicate this on marketing collateral using either the individual Chartered logo or individual Chartered text line.

### Summary

- Use the individual Chartered logo to communicate your Chartered status
- If this is not possible you can use the individual Chartered text line
- Do not use the individual Chartered logo and individual Chartered text line together

### Chartered text line

The use of the individual Chartered logo is the preferred means to communicate your Chartered status however where this is not possible you can use the individual Chartered text line:

Chartered Insurance Broker  
 Chartered Insurance Practitioner  
 Chartered Insurance Risk Manager  
 Chartered Insurer  
 Chartered Financial Planner

The individual Chartered text line can be used in your own corporate style, this includes colour, font, upper and lower case.

### Chartered logo

The individual Chartered logo is available in black or white for use on light or dark coloured backgrounds.



### Summary

- Use the individual Chartered logo in gold



PMS 872

C22 M23 Y47 K57  
R133 G113 B77

- If it's not possible to use the individual Chartered logo in gold it can be reproduced in black on light backgrounds and white on dark backgrounds.

### Correct use



PMS 872 (Gold) on white or black background



Black on white background



White on black or dark backgrounds



Black on light backgrounds

### Incorrect use



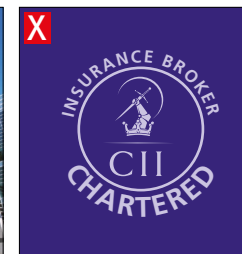
Black on dark colour background



Appearing in a box



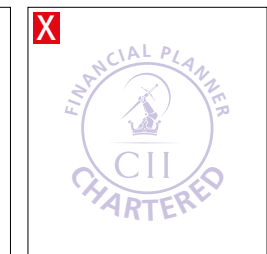
On top of an image or patterned background



A percentage tint of a solid colour



Enlarged section of logo



As a pale tint of a colour on white

Individual Chartered status instructions

**Summary**

- Don't use the individual Chartered logo smaller than 23mm
- If the above is not possible use the individual Chartered text line instead
- Maintain the correct space around the logo.

**Sizing**

The size at which the individual Chartered logo will be displayed will vary depending how and on what it is being used.

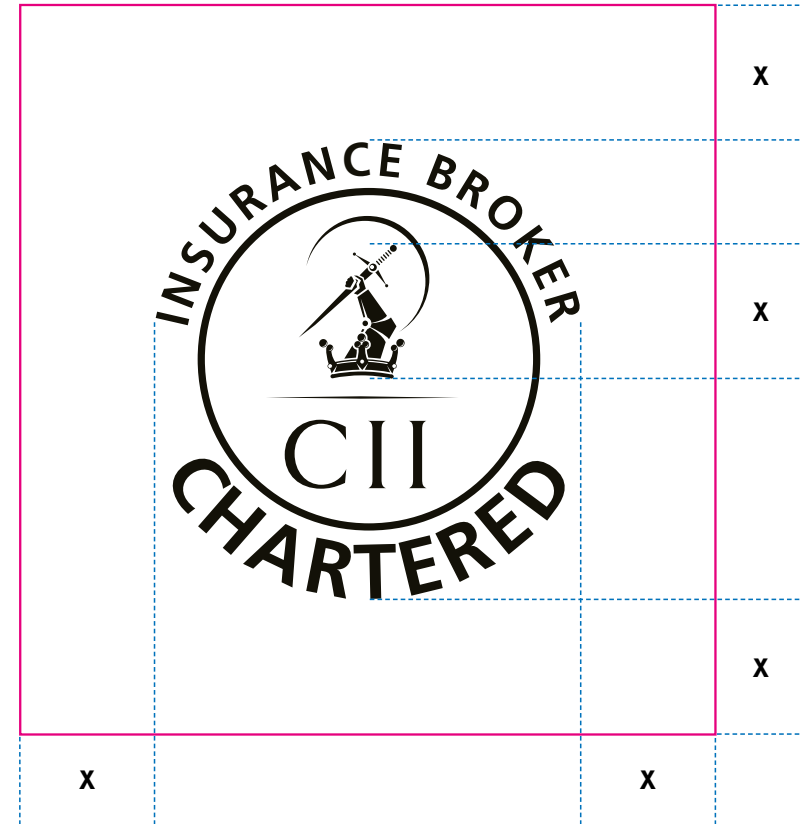
To ensure the individual Chartered logo stands out, a degree of free space around it is required. Do not place text or graphics in this free space.



**The recommended minimum size at which the individual Chartered logo should appear is 23mm.**

This may not be possible when including the individual Chartered logo on your business stationery or for email sign-offs, where it may need to appear slightly smaller. Every effort should be made to ensure the logo remains legible – where this is not possible, the text line should be used as an alternative (see page 8).

Space around logo



**X = the height of the arm and sword within the logo**

Using the individual Chartered logo

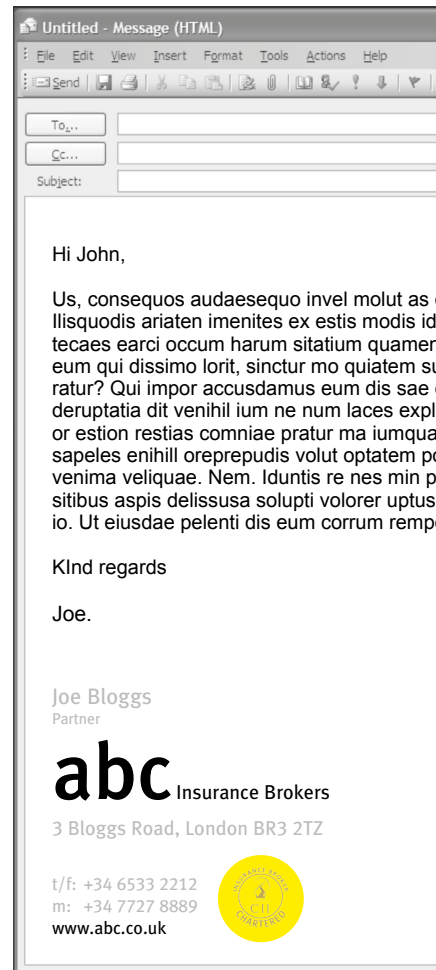
In the main, the individual logo will be used on your personal marketing collateral.

**Summary**

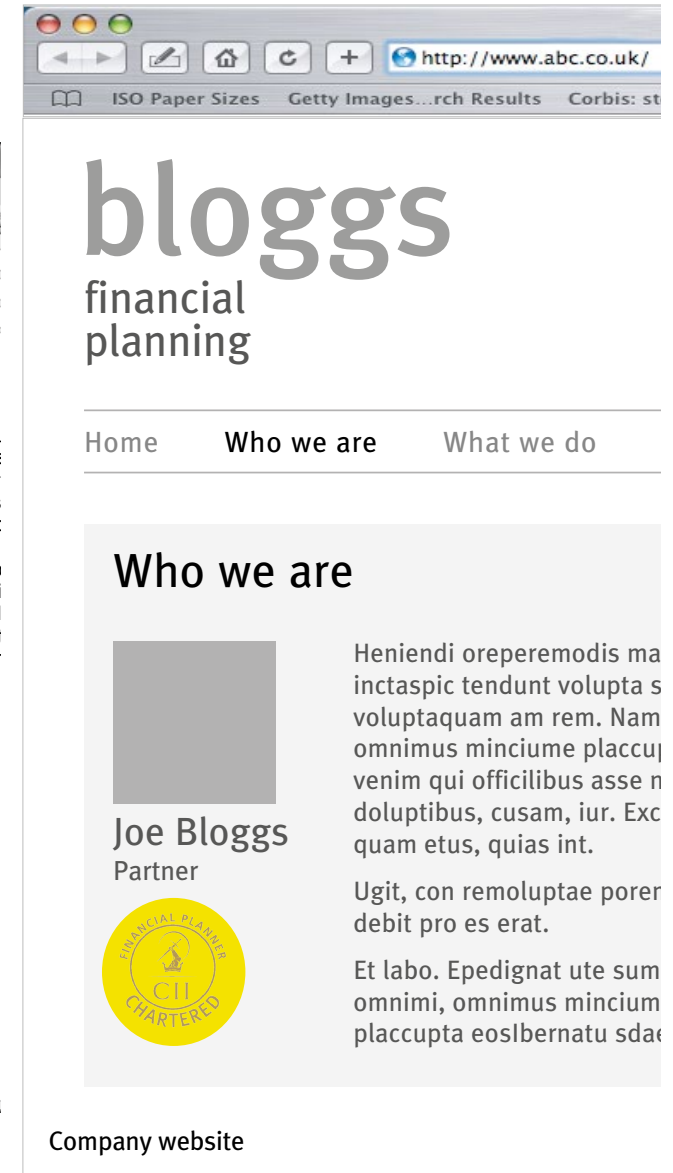
- Use the individual Chartered logo to communicate your status
- Where possible the individual Chartered logo should appear in gold
- If it is not possible to use the individual Chartered logo then use the individual Chartered text line.



Business cards



Email signature



Company website

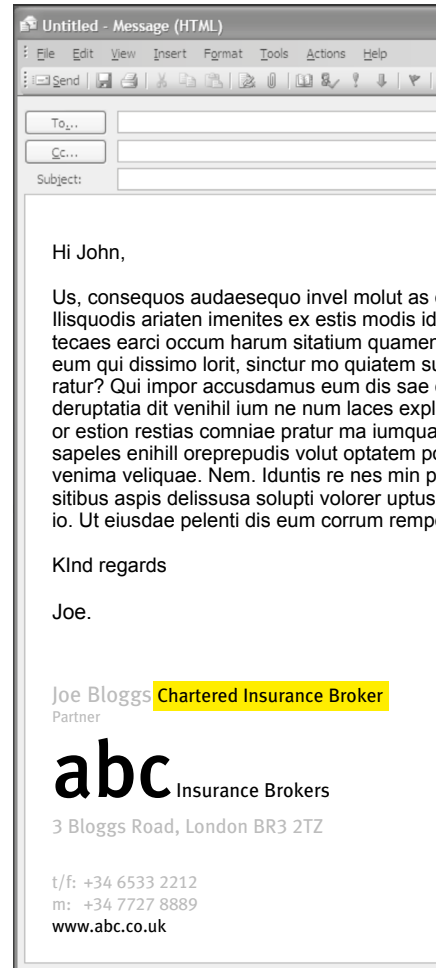
Using the individual Chartered text line

Summary

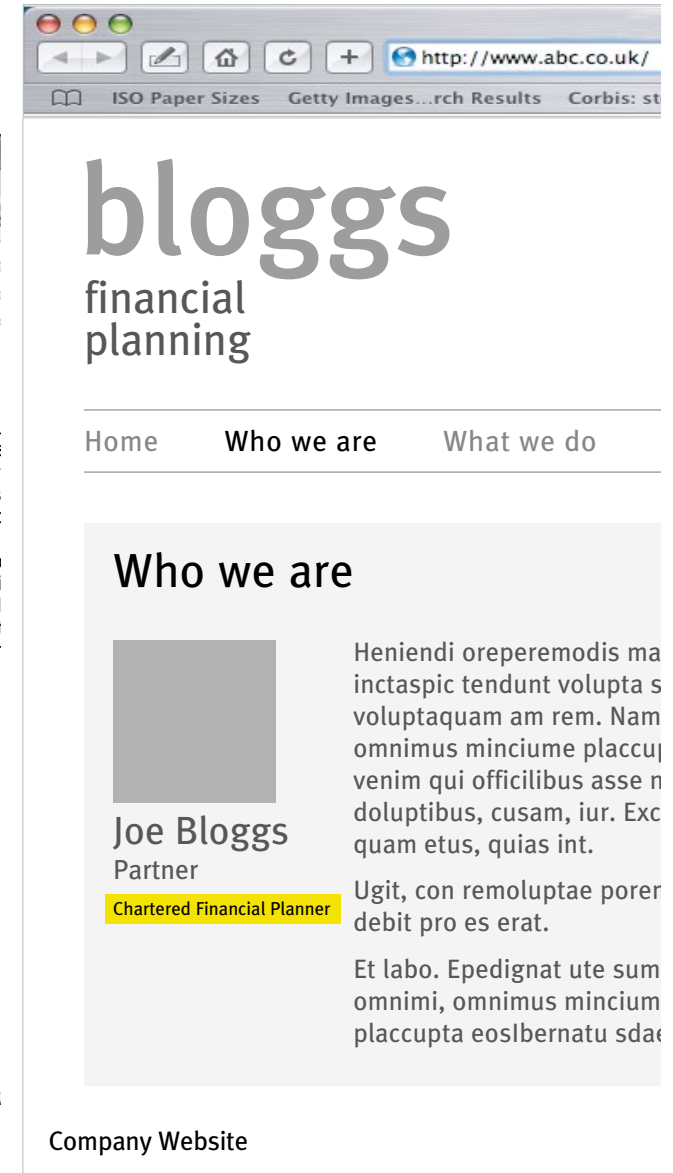
- Use the individual Chartered text line only when it is not possible to use the individual Chartered logo
- Individual Chartered text line can appear in your own corporate font and colour.



Business cards



Email Signature



Company Website



# Chartered status...

## ...instructions for Chartered firms

## Corporate Chartered status instructions

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The corporate Chartered logo is to be used to communicate to your clients when your company achieves Chartered status. Ideally the corporate Chartered logo should be displayed in gold PMS 872. If this is not possible it can also appear in black, white or a dark colour in your corporate colour palette.

### Summary

- Use the corporate Chartered logo to communicate your Chartered status
- If this is not possible you can use the corporate Chartered text line
- Do not use the corporate Chartered logo and corporate Chartered text line together.

### Chartered text line

The use of the corporate Chartered logo is preferable to communicate your Chartered status however where this is not possible you can use the corporate Chartered text line:

Chartered Insurance Brokers  
Chartered Insurers  
Chartered Financial Planners

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

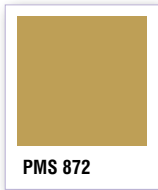
### Chartered logo

The corporate Chartered logo is available in black or white for use on light or dark coloured backgrounds.



### Summary

- Use the corporate Chartered logo in gold



C22 M23 Y47 K57  
R133 G113 B77

- If it's not possible to use the corporate Chartered logo in gold, it can be reproduced in black on light backgrounds and white on dark backgrounds.

### Correct use



PMS 872 (Gold) on white or black background



Black on white background



White on black or dark backgrounds



Black on light backgrounds

### Incorrect use



Black on dark colour background



Appearing in a box



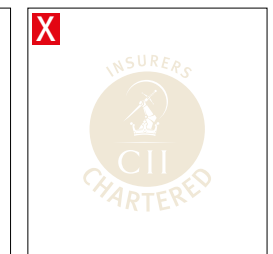
On top of an image or patterned background



A percentage tint of a solid colour



Enlarged section of logo



As a pale tint of a colour on white

Corporate Chartered status instructions

**Summary**

- Don't use the corporate Chartered logo smaller than 23mm
- If it's not possible use the corporate Chartered text line instead
- Maintain the correct space around the corporate Chartered logo.

**Sizing**

The size at which the corporate Chartered logo will be displayed will vary depending how and on what it is being used.

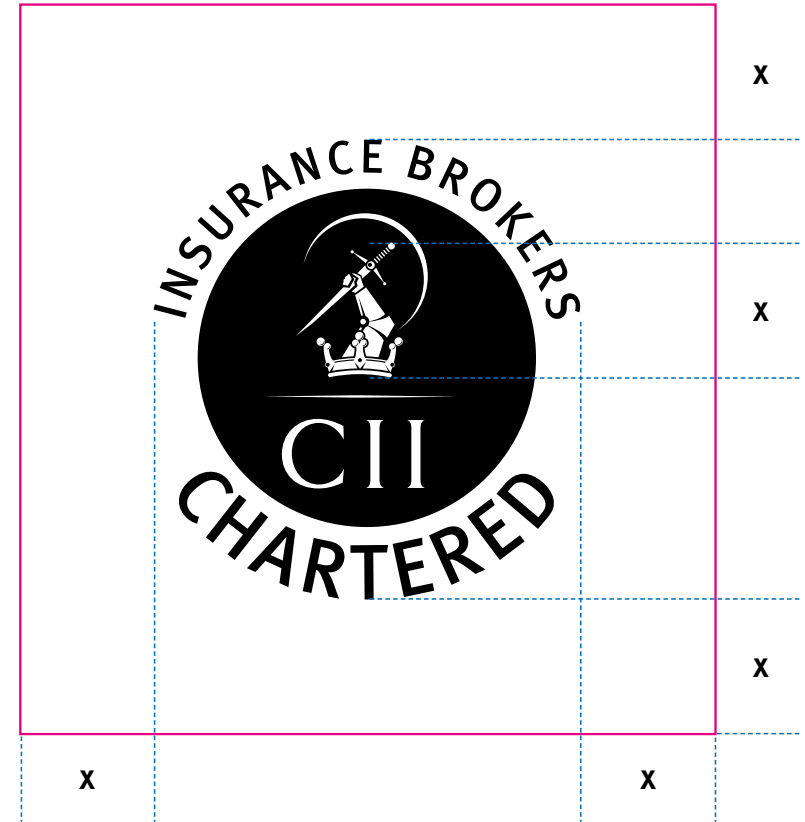
To ensure the corporate Chartered logo stands out, a degree of free space around it is required. Do not place text or graphics in this free space.



**The recommended minimum size at which the corporate Chartered logo should appear is 23mm.**

This may not be possible when including the corporate Chartered logo on your business stationery or for email sign-offs, where it may need to appear slightly smaller. Every effort should be made to ensure the logo remains legible – where this is not possible, the corporate Chartered text line should be used as an alternative (see page 14).

Space around logo



**X = the height of the arm and sword within the logo**

Using the corporate Chartered logo on marketing communications

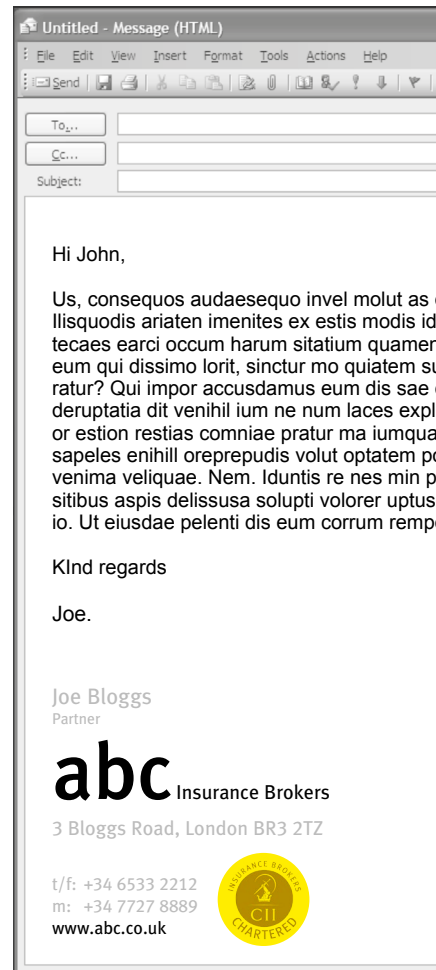
In the main, the corporate Chartered logo will be used on your company’s marketing collateral

**Summary**

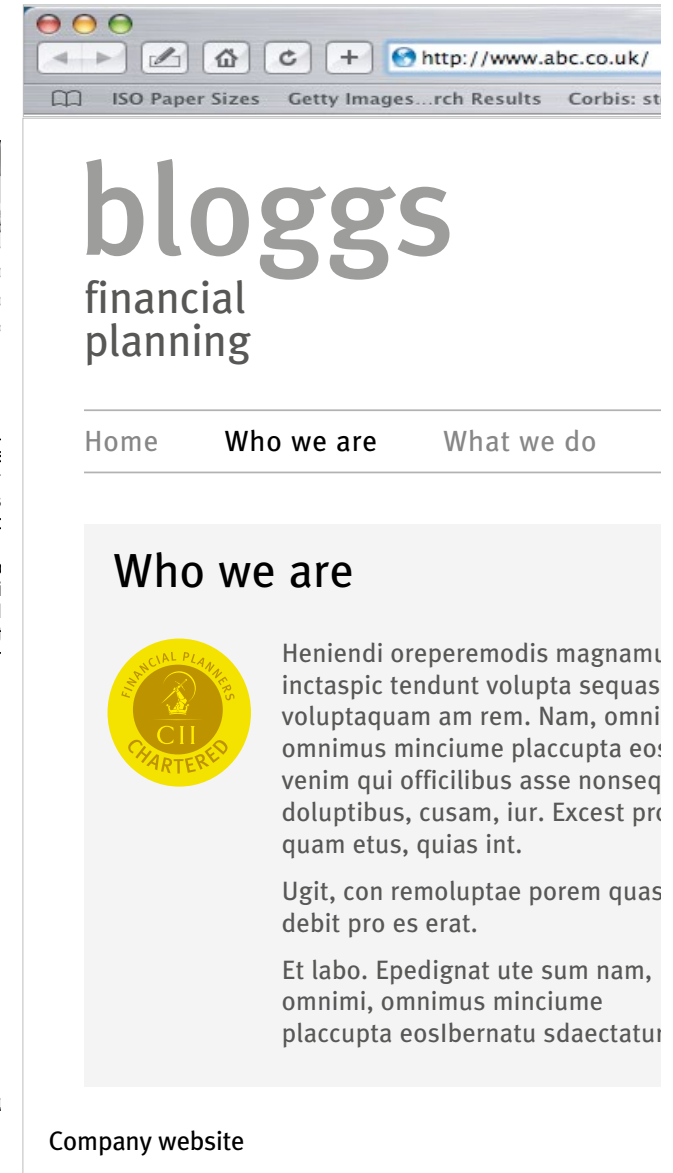
- Use the corporate Chartered logo to communicate your status
- Where possible the individual Chartered logo should appear in gold
- If it is not possible to use the corporate Chartered logo then use the corporate Chartered text line instead.



Business cards



Email signature



Company website

## Using the corporate Chartered logo on marketing communications

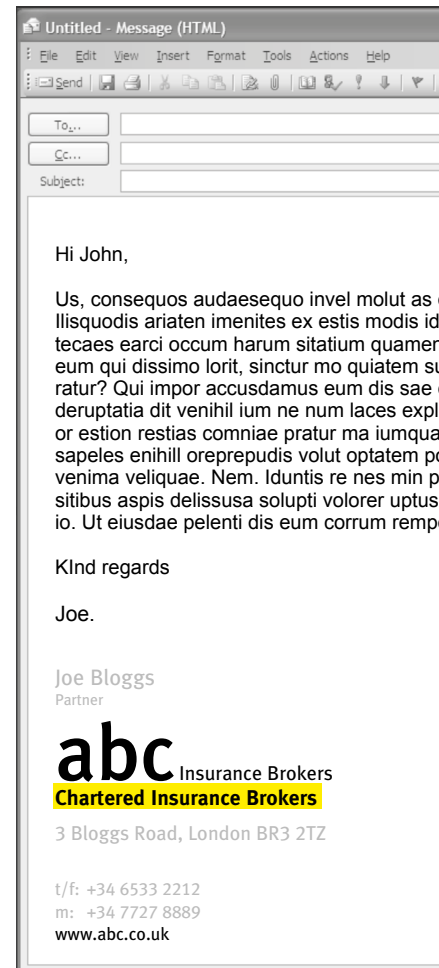
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**Summary**

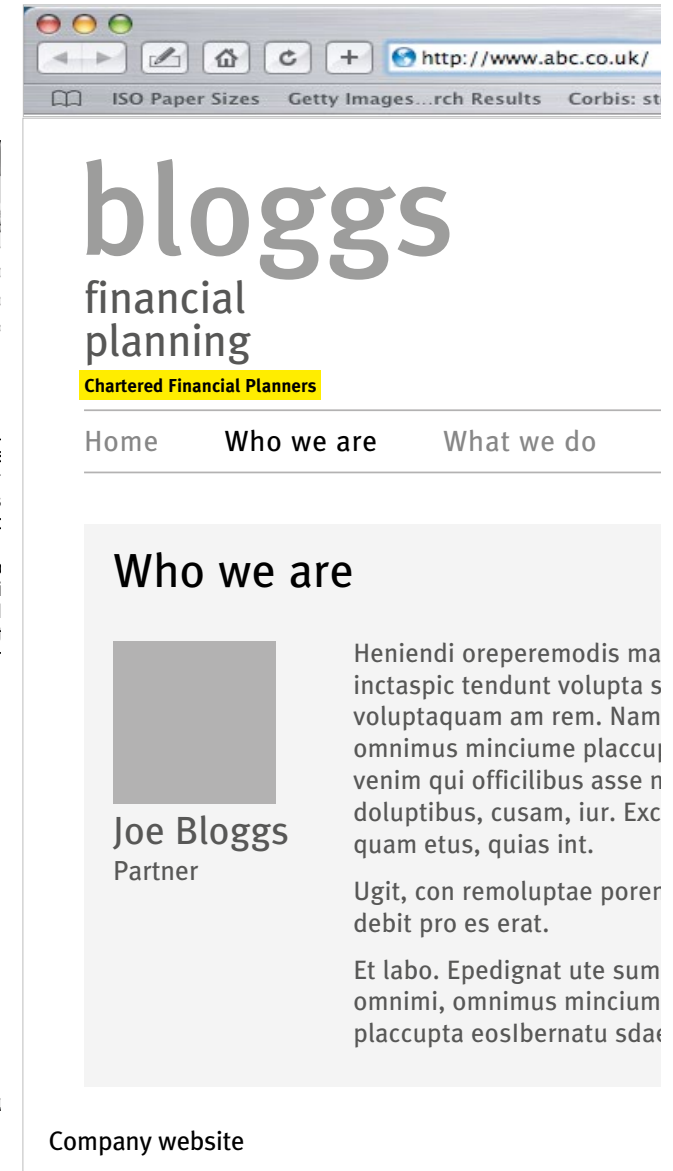
- Use the corporate Chartered text line only when it is not possible to use the corporate Chartered logo
- Corporate Chartered text line can appear in your own corporate font and colour.



Business cards



Email signature



Company website

## Using the corporate Chartered logo on office premises

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**Summary**

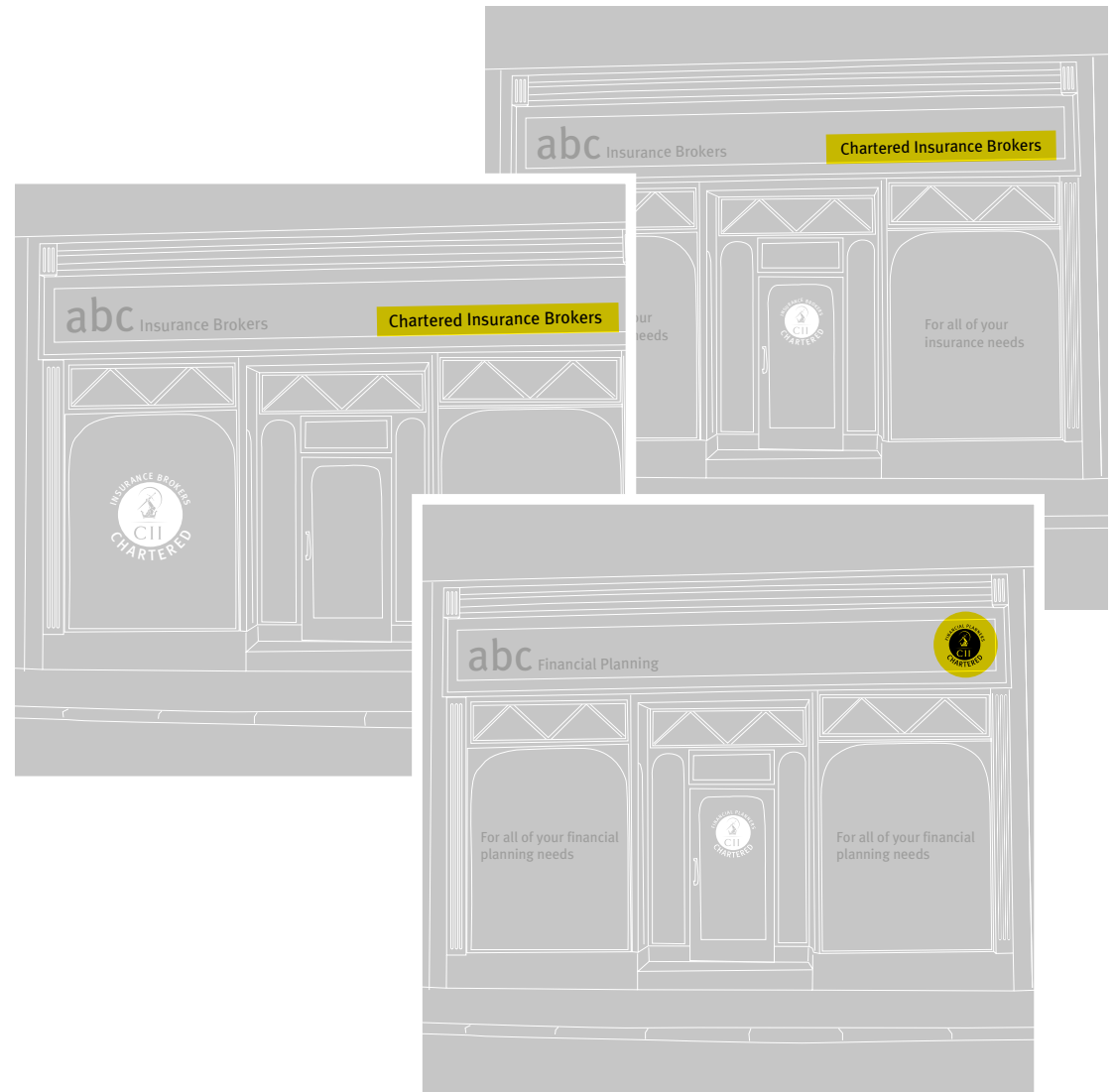
- You may use both corporate Chartered logo and corporate Chartered text line to communicate your status on office premises
- Use the corporate Chartered logo in gold
- If its not possible to use the corporate Chartered logo in gold it can be reproduced in black on light backgrounds and white on dark backgrounds

**Use of the corporate Chartered logo on shop front**

The corporate Chartered logo and corporate Chartered text line can be used together on your office premises to communicate the chartered status of your business. This allows the corporate Chartered text line to be used on your fascia and be readable at a distance by the public.

A few examples showing the use of the corporate Chartered logo and text line are shown opposite.

For any other usage requirements for this logo, please contact the CII marketing team on 020 7417 4453.



The logo may be used multiple times, but in separate areas of your shop front.

## Using the corporate Chartered logo on office premises

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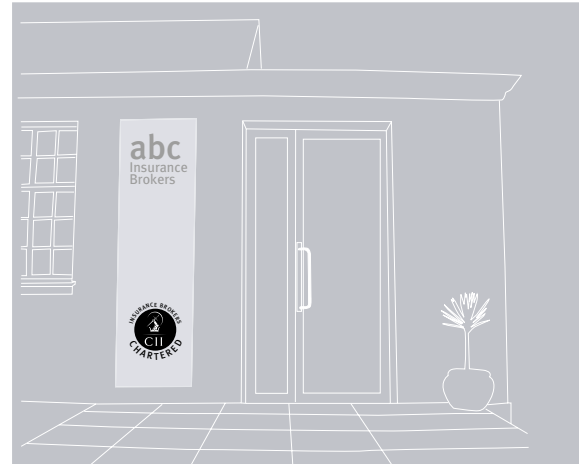
**Summary**

- You may use both the corporate Chartered logo and corporate Chartered text line to communicate your status on office premises
- Use the corporate Chartered logo in gold
- If it's not possible to use the corporate Chartered logo in gold it can be reproduced in black on light backgrounds and white on dark backgrounds.

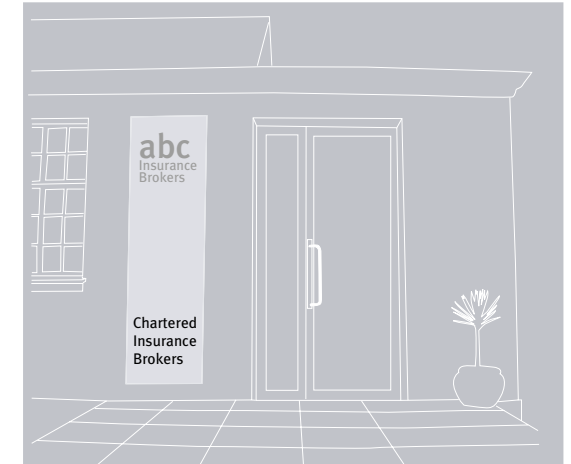
**Use of the logo on shop front**

The logo and text line can be situated individually on signage. Please follow the correct usage instructions on pages 11 and 12.

For any other usage requirements for this logo, please contact the CII marketing team on 020 7417 4453.



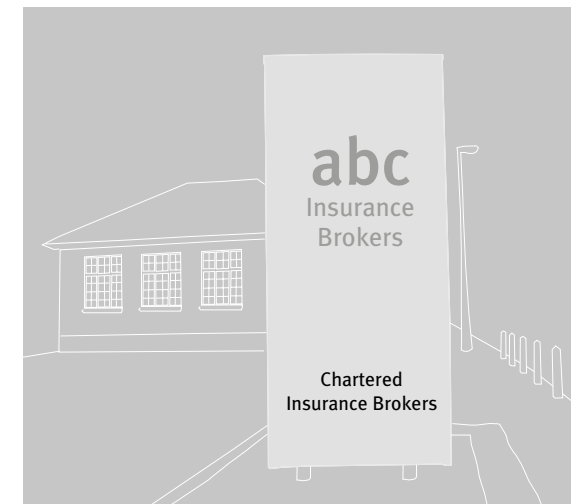
Wall signage using the logo.



Wall signage using the text line.



Free standing signage using the logo.



Free standing signage using the text line.



# Chartered status...

## ...instructions for combining logos

## Using both individual and corporate Chartered logos

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**Summary**

- Do not use both individual and corporate Chartered logos together
- Use a combination of Chartered logo and Chartered text line.

**Individual and corporate logos**

When you need to communicate on a business card both corporate and individual Chartered status a combination of text line and logo must be used, depending on the emphasis you wish to give.

The options shown opposite show the combinations that can be used.

Depending on the emphasis you wish to communicate, corporate or individual, the options are below.

**Option 1****Or****Option 2**