

Choose Chartered

Guidelines for Chartered
mark usage





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Chartered marks

Corporate Chartered mark

This is the mark that firms who have achieved corporate Chartered status are able to display to demonstrate their cultural commitment to professional standards. It represents commitment to professional standards through a framework of qualifications, ethical practice and an ongoing investment in expertise through continuous professional development for its staff.

Individual Chartered mark

This is the mark that individual practitioners who have achieved Chartered status are able to use to demonstrate their academic and professional achievement. It is awarded to an individual who achieves an advanced professional qualification together with relevant sector experience, and commits to an ongoing ethical code of practice and continuous professional development.



Once you have qualified for Chartered status you can communicate this on marketing collateral using either the Chartered logo or Chartered text line. Please see page 10 for usage dimensions.

Individual marks - primary colour



Corporate marks - primary colour





Once you have qualified for Chartered status you can communicate this on marketing collateral using either the Chartered logo or Chartered text line. Please see page 10 for usage dimensions.

Individual marks - single colour white version



Corporate marks - single colour white version



1.2 Chartered marks | Minimum mark



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

Individual marks



Chartered



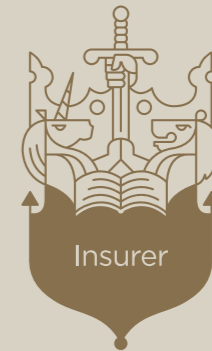
Chartered



Chartered



Chartered



Chartered

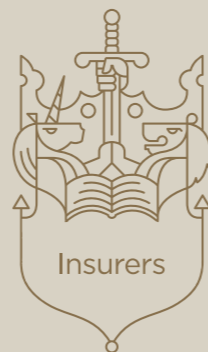
Corporate marks



Chartered



Chartered



Chartered



The Chartered mark should wherever possible be used in its standard form as shown on the previous page 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 minimum mark as shown below has been designed to cater for such eventualities. Do not use the minimum mark any smaller than 20mm. See page 11 for more information.

Individual marks



Chartered



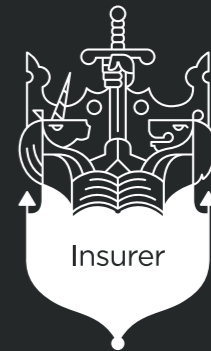
Chartered



Chartered



Chartered



Chartered

Corporate marks



Chartered



Chartered



Chartered



In the event that neither the standard, nor minimum mark can be used, or where you are combining the use of an individual and corporate mark (see page 17), you can opt to use the text line **in place** of the mark.

Individual marks

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.

Corporate marks

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.

It is important that where the text line is used, it does not imply that the title is part of the organisation's legal name as the use of "Chartered" as part of an entity name is not permitted. If you have any queries in this regard please contact us for clarification or refer to the eligibility criteria, item 6 Trading Names and Trading Styles in the Chartered Status Application Guidance Notes document.



Chartered mark usage



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

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

The 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.

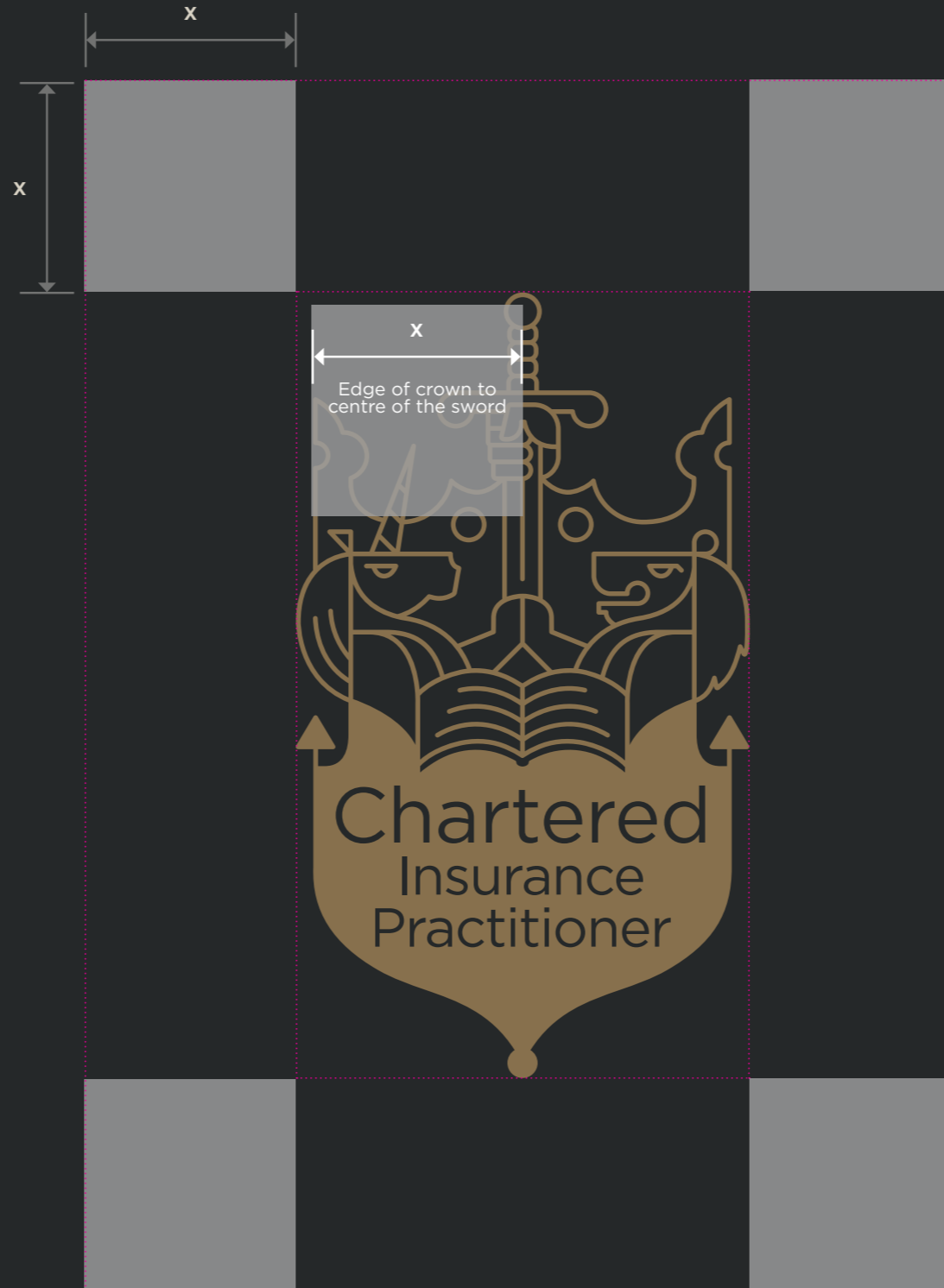
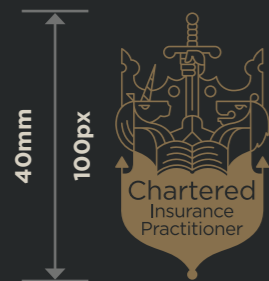
This has been defined as X which is the space from the edge of the crown to the centre of the line in the sword.

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

Minimum size

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

Please do not use the standard brandmark any smaller than 40mm for print or 100px for online (height) for the standard brandmark.



Colour

- The preferred mark is designed to appear in 1 colour (PMS 872C)
- If this is not possible, use PMS Black on light backgrounds and white on black backgrounds.



Example above shown in white.



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

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

The 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.

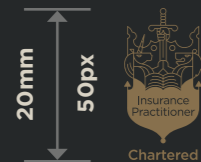
This has been defined as X which is the space from the edge of the crown to the centre of the line in the sword.

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

Minimum size

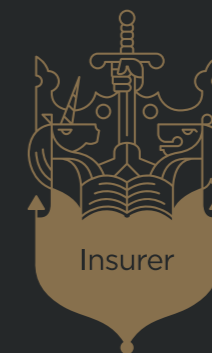
It is important that the Chartered brandmark is not reproduced too small - it must remain legible and clear at all times.

Please do not use the minimum brandmark any smaller than 20mm for print or 50px for online (height) for the minimum brandmark.

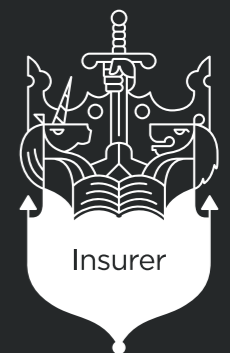


Colour

- The preferred mark is designed to appear in 1 colour (PMS 872C)
- If this is not possible, use PMS black on light backgrounds and white on black backgrounds.



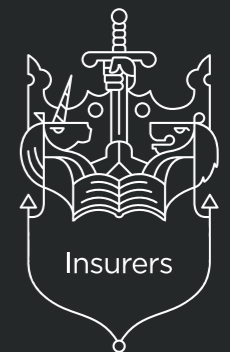
Chartered



Chartered



Chartered



Chartered

Example above shown in white.



Individual Chartered mark examples

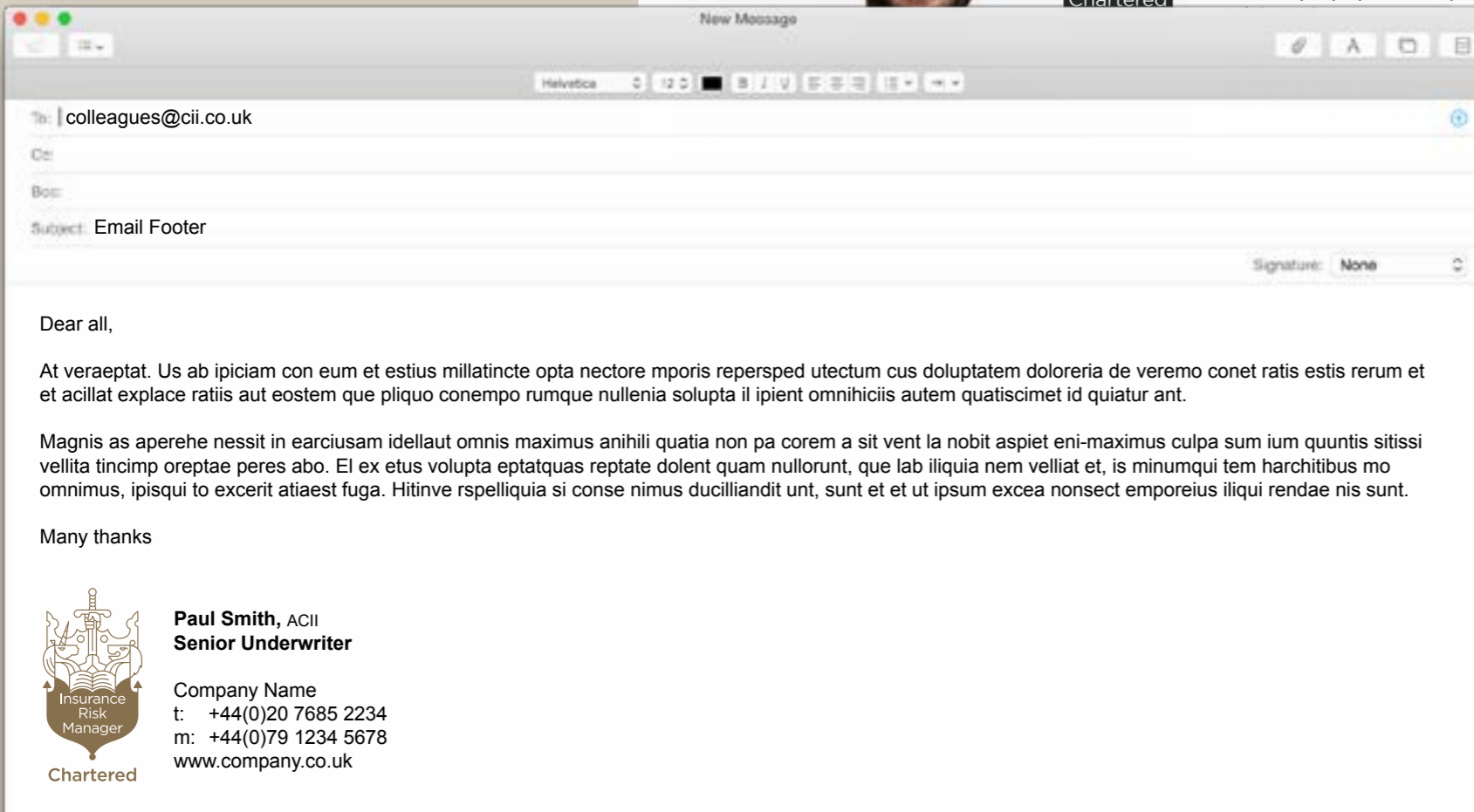


Using the logo

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

- 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.

Email signature



arcusam idellaut omnis maximus anihili quatia non pa corem a
 mus culpa sum ium quontis sitissi vellita tincimp oreptae peres
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 omnimus, ipisqui to excerit atiaest fuga.

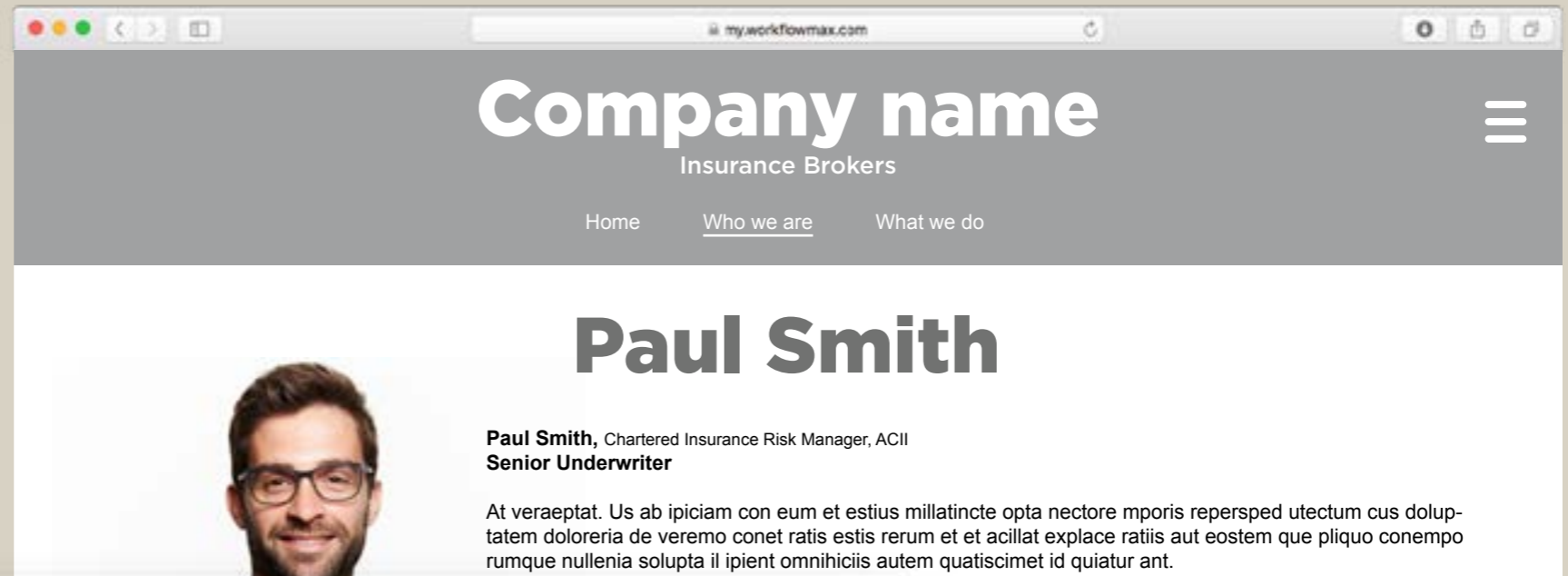
Business cards



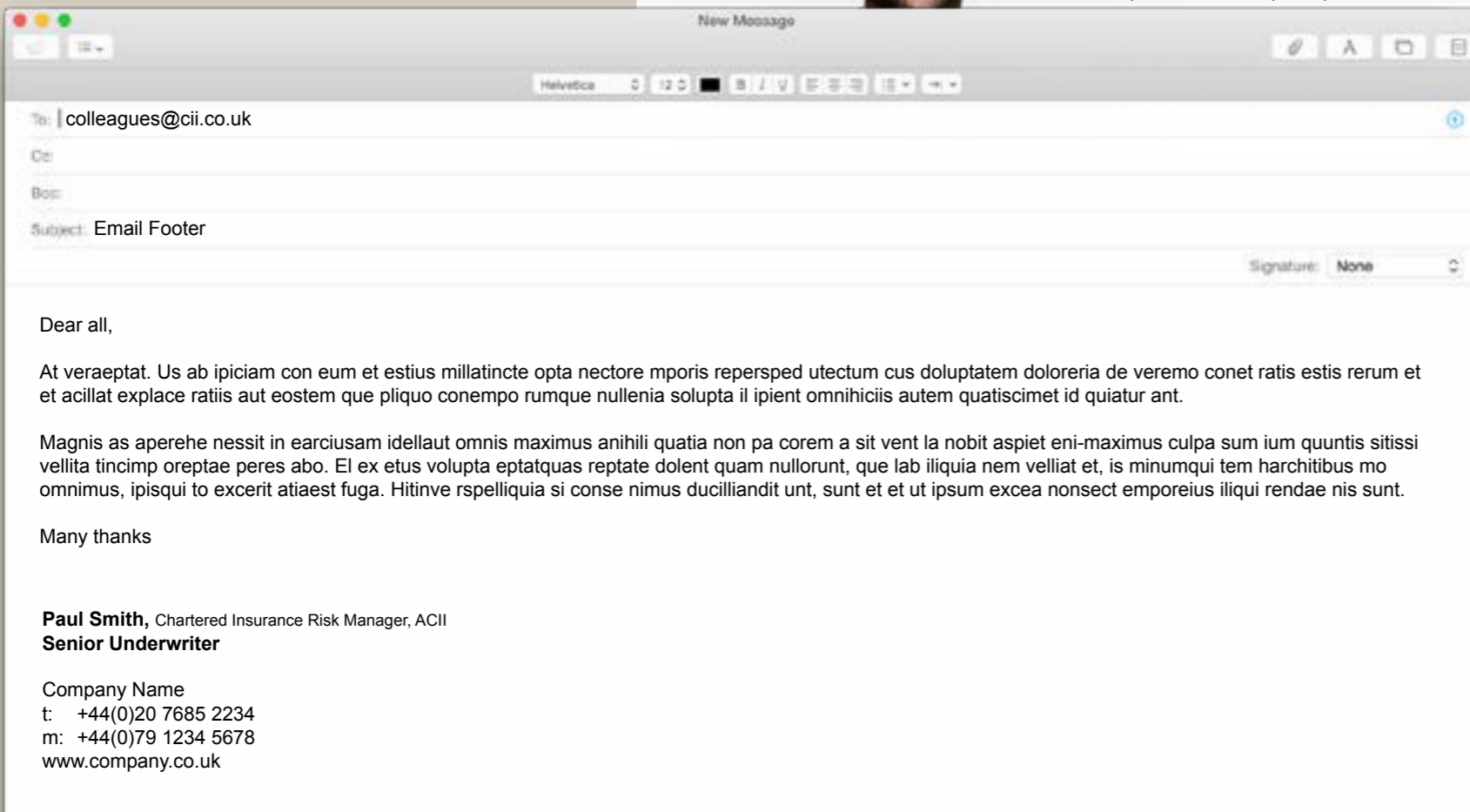


Using the text line

- 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.



Email signature



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.

Business cards





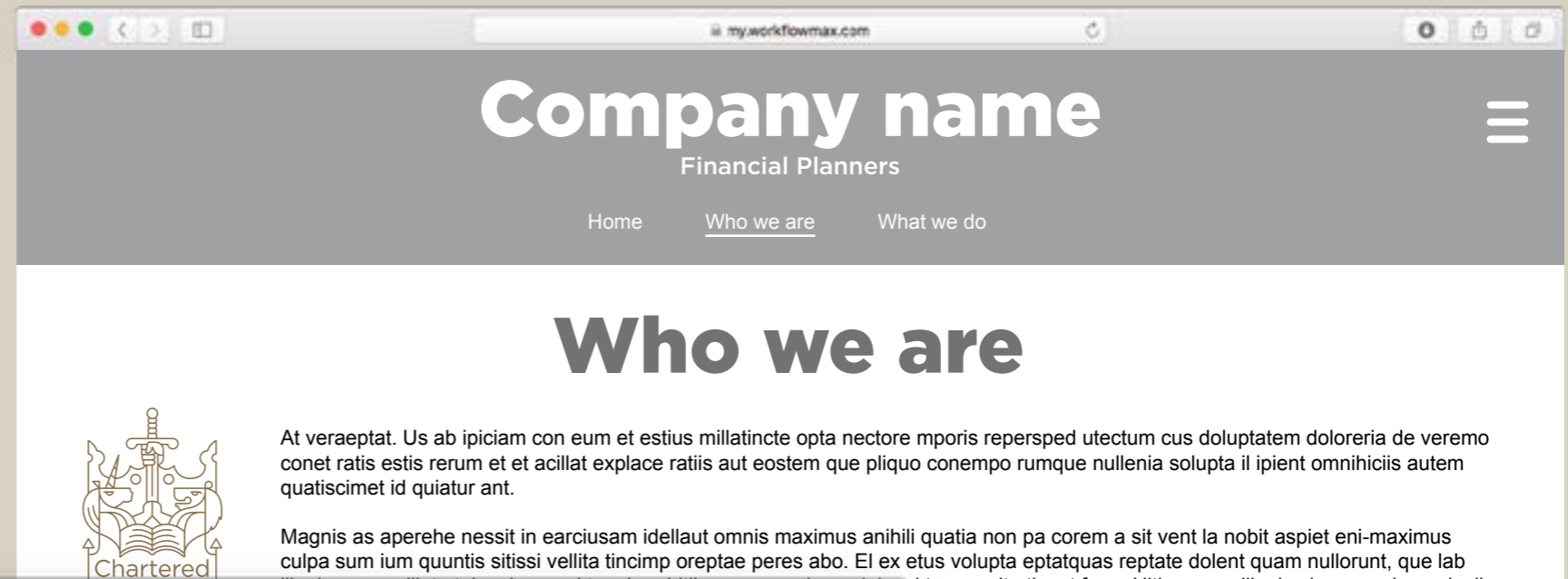
Corporate Chartered mark examples



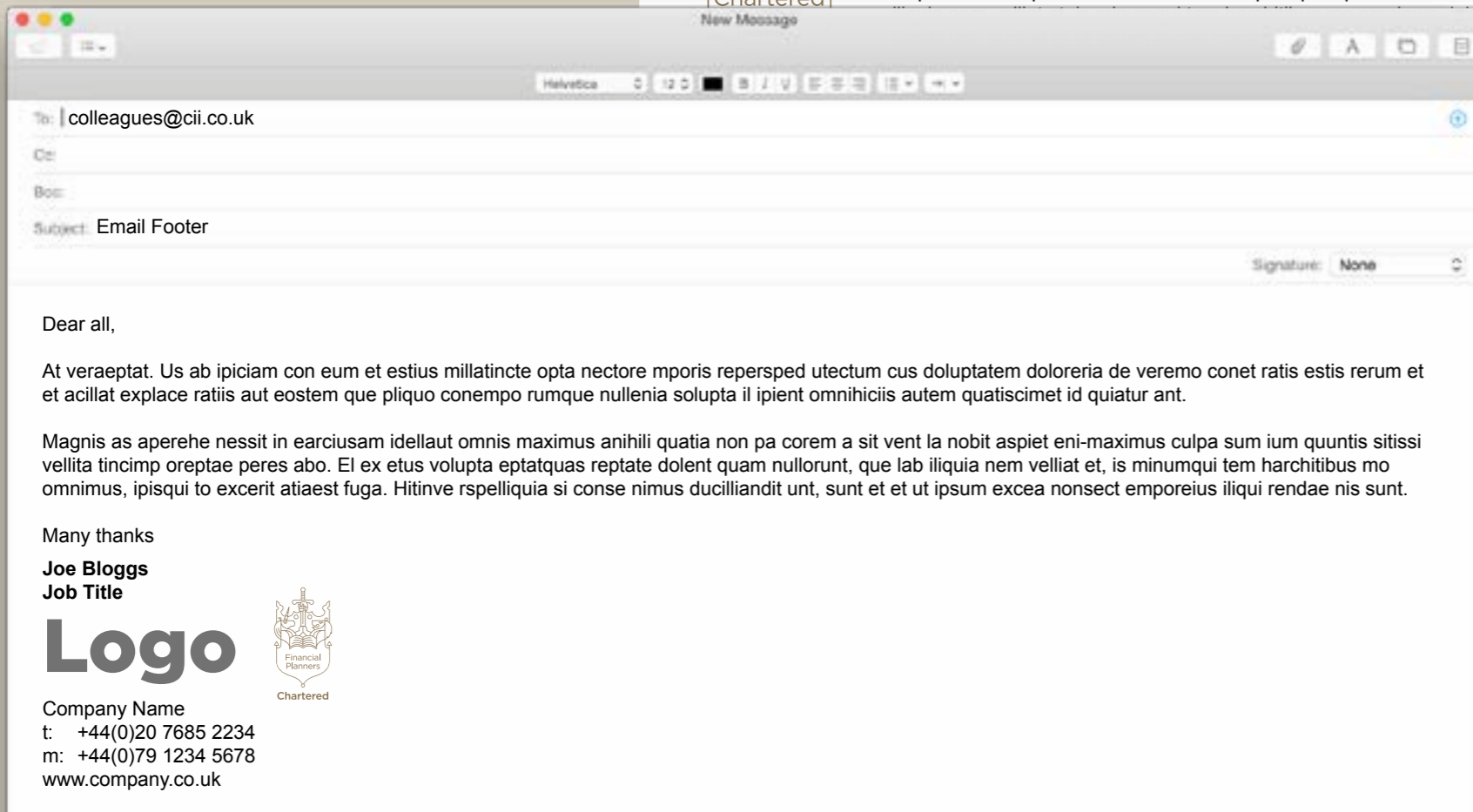
Using the logo

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

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



Email signature

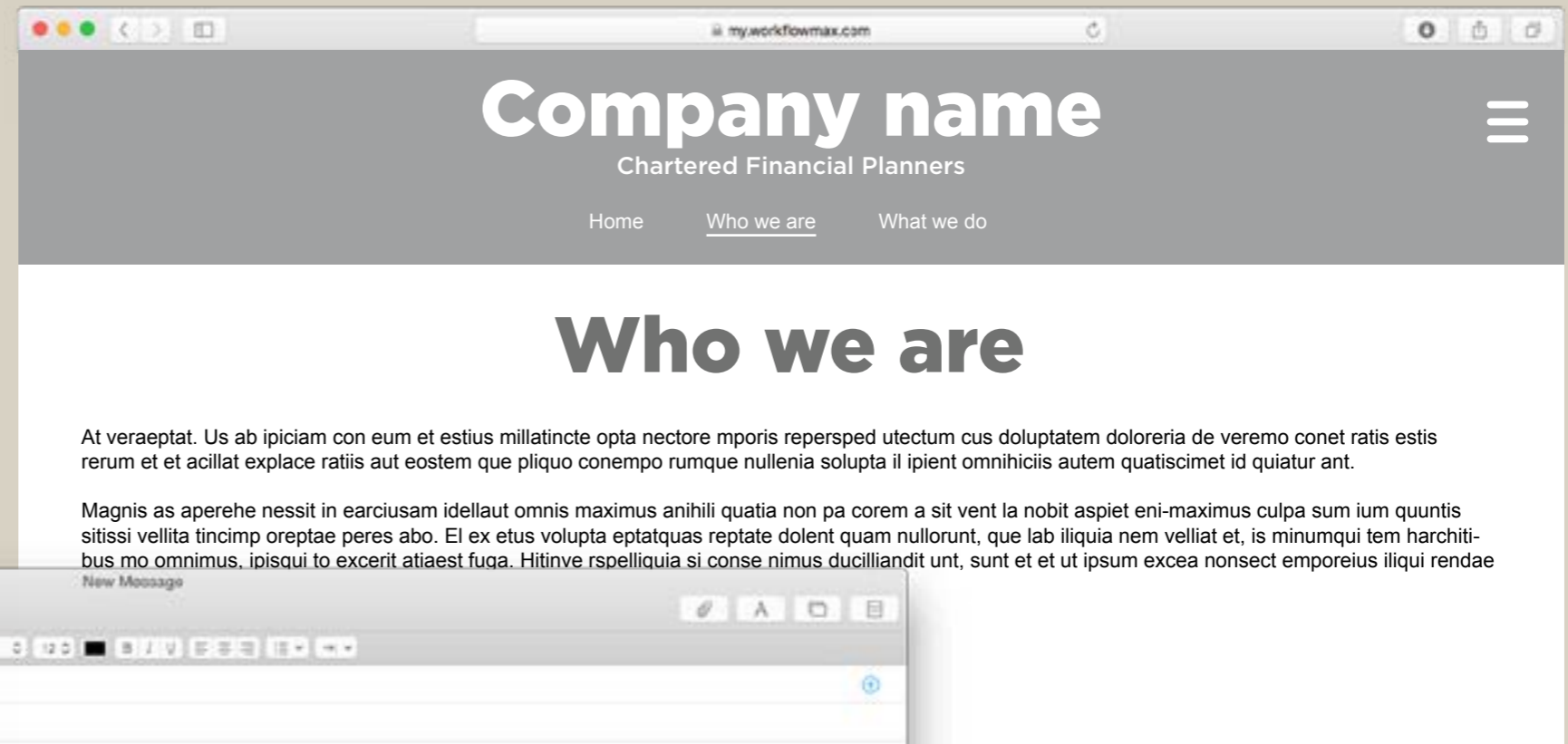


Business cards

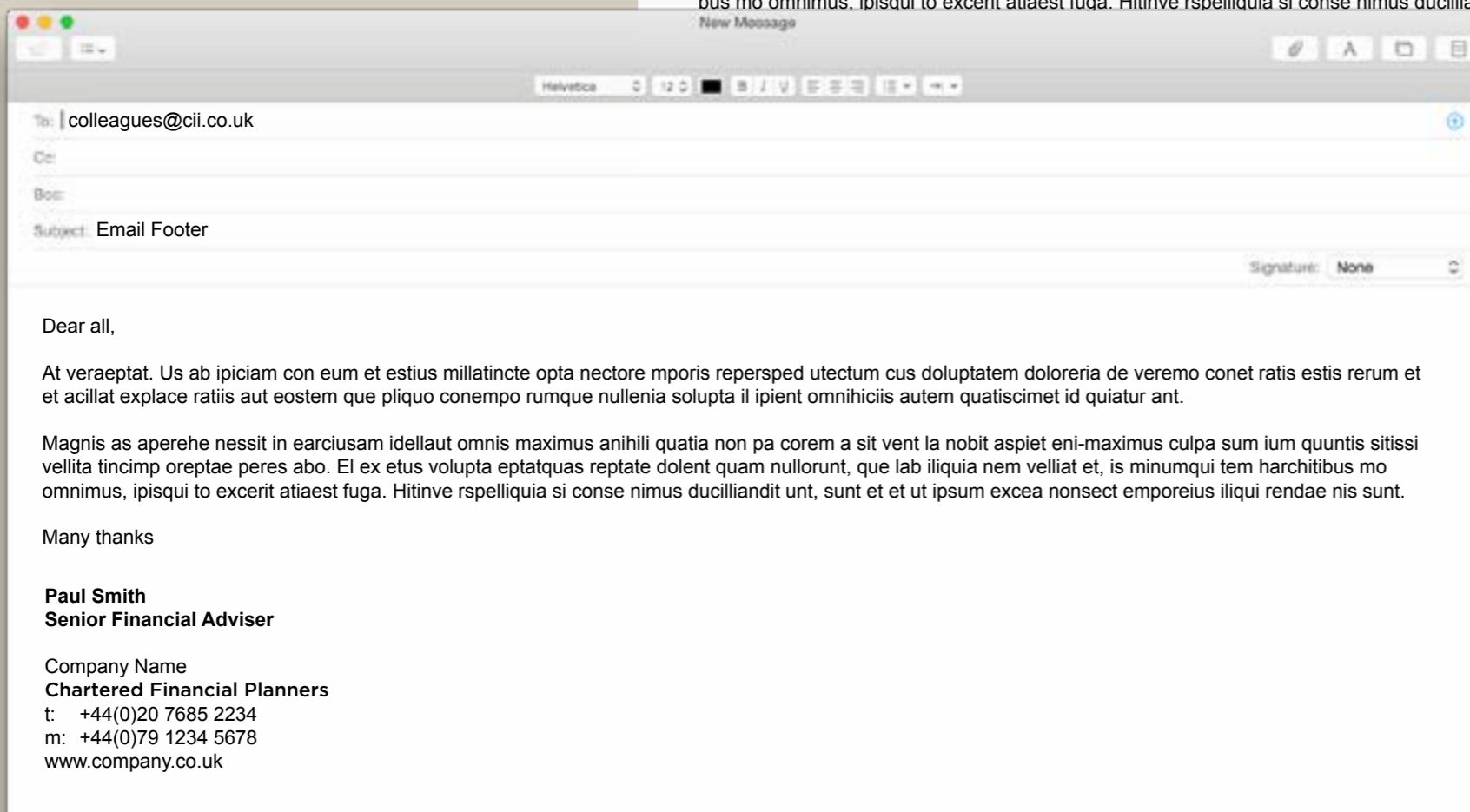


Using the text line

- 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.
- The text line must not imply that the title is part of the organisation’s legal name as the use of “Chartered” as part of an entity name is not permitted (see pg 8).



Email signature



Business cards





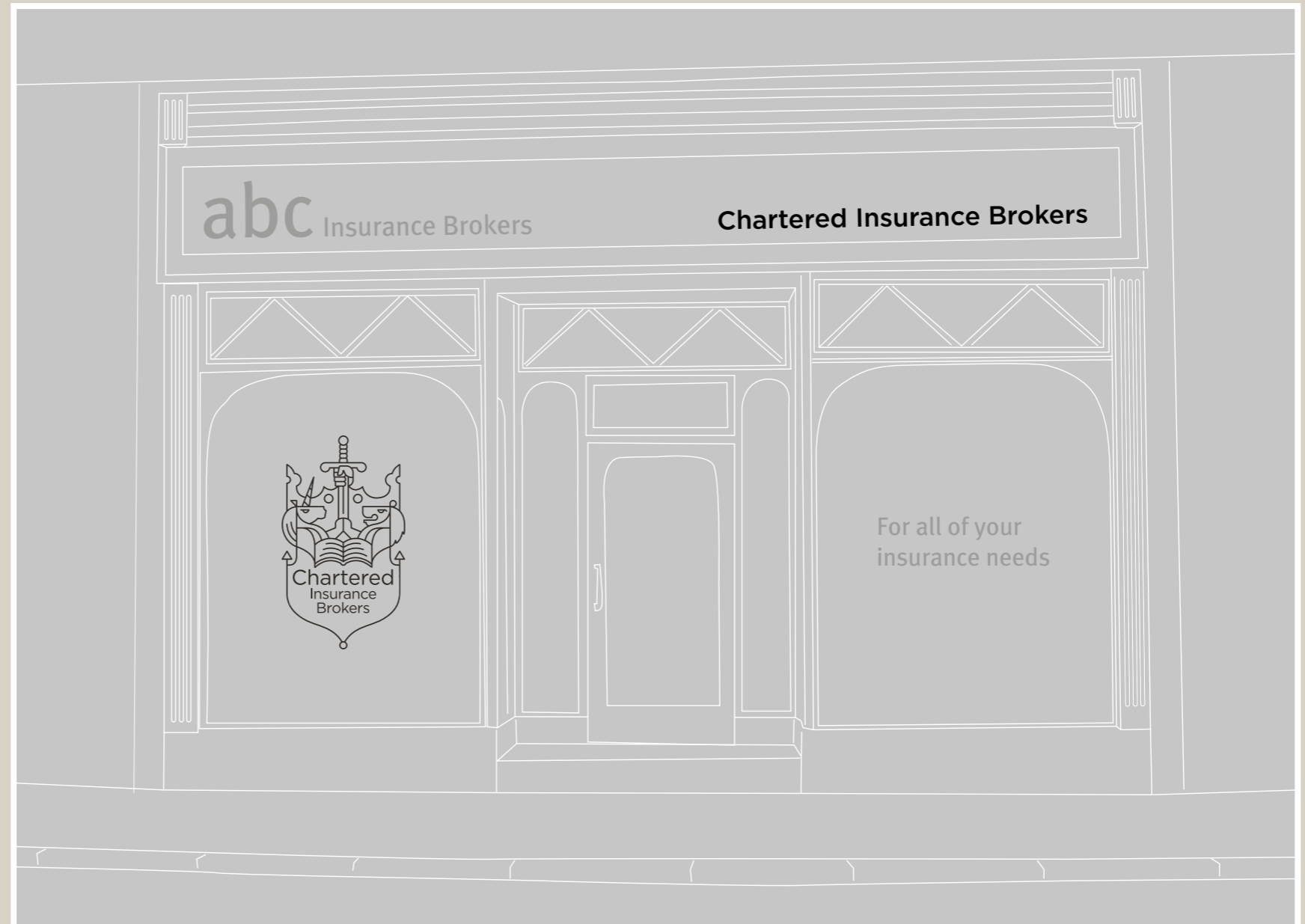
Using the logo on office premises

- 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 PMS 872C 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.

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 legible 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 4457.





Using both marks together



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

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.

Business cards



Individual mark - Corporate text line



Individual text line - Corporate mark