



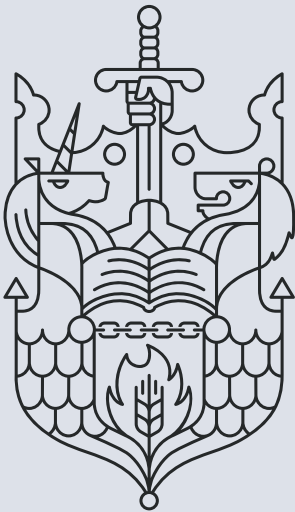
Chartered
Insurance
Institute

Our new brand identity

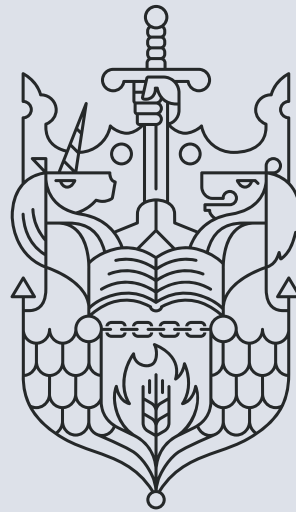


Our strategic manifesto places public trust at the heart of all we do.

To achieve our goals we are committed to being relevant, modern and diverse. Our new brand identity is a distinctive and contemporary illustration of our rich heritage and reflects the credibility that will help to unite our profession and drive confidence in the power of professional standards.

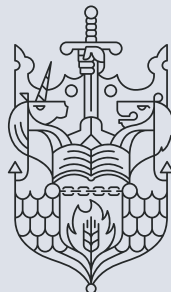


Chartered
Insurance
Institute



Personal
Finance
Society

Standards. Professionalism. Trust.



The Insurance
Institute of
Manchester
Chartered Insurance Institute

A rich heritage

Our new brand identity will help us to define who we are and how we are perceived by our stakeholders. It helps to join up the many parts of the CII family under a common look and feel based on our shared purpose. Our refreshed colour scheme is understated whilst giving the confidence that our heritage affords. We have removed acronyms to help become more instantly recognisable by consumers and more easily communicate what makes us unique.

We have chosen to make a greater feature of our heritage in our new logo, because we believe the principles by which we were established and the history of how we have consistently delivered against them lends credibility and relevance to us and our members.

The first insurance institute was founded in Manchester in 1873, with other insurance institutes established throughout the late 1800's, before coming together in 1897 as The Federation of Insurance Institutes of Great Britain and Ireland. In 1912 the Chartered Insurance Institute was incorporated by Royal Charter.

Following the receipt of a Grant of Arms by patent of the King of Arms in 1933 a Coat of Arms was specially composed to be distinctive of the Chartered Insurance Institute. As a body of *sufficient importance and quality* the Chartered Insurance Institute enjoyed the privileged right to combine a shield, crest and supporters, together the highest expression of Heraldic lore.

A year later the Insurance Hall at Aldermanbury in London was formally opened by King George V as the headquarters for the Chartered Insurance Institute.



Credible & trustworthy

Symbolic meaning

Whilst our new logo is a contemporary redrawing of our original Coat of Arms all of its elements retain symbolic meaning.



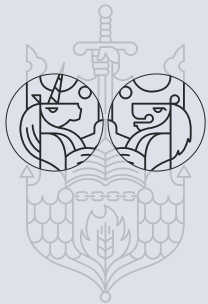
Sword & hand

The hand grasping the blade of the sword of St Pauls, rather than the hilt, is symbolic of the weapon being neutralised. This is aligned to the fundamental purpose of insurance being to mitigate harm and hurt. Protection and preservation are symbolised by the arm (originally in armour) issuing out of a Saxon crown.



Book

The open book between supporters symbolises the Institute's role as a professional body responsible for career guidance, education and the award of qualifications that demonstrate the principles that govern insurance and financial planning practice. The stepped lines of text echo the steps under the original full achievement, which represent the Manchester and Glasgow institutes preceding the establishment of the Chartered Insurance Institute in London.



Supporters

The unicorn and lion (termed 'supporters') represent the national role that the Chartered Insurance Institute plays; the royal lion of England and the unicorn of Scotland. Both creatures are depicted with fish tails, symbolising a sea-lion and sea-unicorn, commemorating the Institute's overseas activities.



Fire, wheat & anchor

The Chartered Insurance Institute's shield of arms illustrates the main original classes of insurance: fire (flame), life (wheat sheaf) and marine (anchor). The horizontal chain symbolises the fourth main class of accident insurance, and more generally the security provided by insurance.

Confidence & trust

By working together as one profession we will drive confidence in the power of professional standards.

We will help to attract ambitious and talented people to the varied and rewarding careers in our profession.

We will provide relevant and accessible learning, inspiring high standards of competence and ethical behaviour.

By engaging with our members we will provide insightful leadership, good practice guidance and a framework for ongoing professional development.

Our profession is international and our membership has a worldwide footprint. The world is constantly changing so our focus will be on the issues and trends that have the potential to impact long-term consumer trust.

International & future focused


For more information
visit cii.co.uk/newbrand



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