

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 continuing 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 continuing professional development.

1.1 Chartered marks | Standard size Chartered mark

Once you have qualified for Chartered status you can communicate this on marketing collateral using either the Chartered mark or Chartered text line. Please see page 12 for usage dimensions.

Individual marks – primary colour



Corporate marks – primary colour



The Chartered mark in Gold (PMS 872, CMYK 15/25/65/25 and RGB 155/131/79) is the preferred version for members to display their Chartered status. However, there are also two other colour variations to choose from which may better align with your organisation's brand identity. Any of the three colour variations are acceptable to use.

1.1 Chartered marks | Standard size Chartered mark

Once you have qualified for Chartered status you can communicate this on marketing collateral using either the Chartered mark or Chartered text line. Please see page 12 for usage dimensions.

Individual marks – single colour Off-white version



Corporate marks – single colour Off-white version



These are the Chartered marks in Off-white
(PMS 7527, CMYK 5/5/15/10 and RGB 214/210/196).

1.1 Chartered marks | Standard size Chartered mark

Once you have qualified for Chartered status you can communicate this on marketing collateral using either the Chartered mark or Chartered text line. Please see page 12 for usage dimensions.

Individual marks – single colour Dark grey



Corporate marks – single colour Dark grey



These are the Chartered marks in Dark grey
(PMS 426, CMYK 95/75/55/95 and RGB 51/51/51).

1.2 Chartered marks | Reduced size Chartered 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 Reduced size Chartered mark as shown below has been designed to cater for such eventualities. Do not use the minimum mark any smaller than 20mm in height. See page 13 for more information.

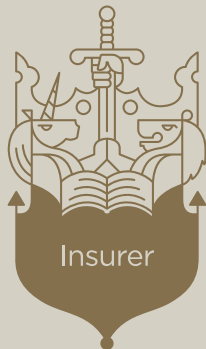
Individual marks



Chartered



Chartered



Chartered



Chartered



Chartered

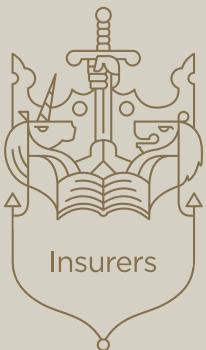
Corporate marks



Chartered



Chartered



Chartered

1.2 Chartered marks | Reduced size Chartered 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 Reduced size Chartered mark as shown below has been designed to cater for such eventualities. Do not use the minimum mark any smaller than 20mm in height. See page 13 for more information.

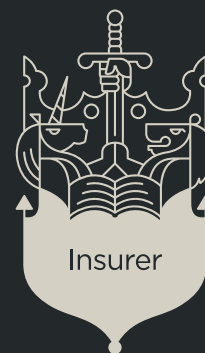
Individual marks



Chartered



Chartered



Chartered



Chartered



Chartered

Corporate marks



Chartered



Chartered



Chartered

1.2 Chartered marks | Reduced size Chartered mark

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The Reduced size Chartered mark as shown below has been designed to cater for such eventualities. Do not use the minimum mark any smaller than 20mm in height. See page 13 for more information.

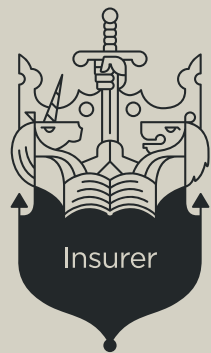
Individual marks



Chartered



Chartered



Chartered



Chartered

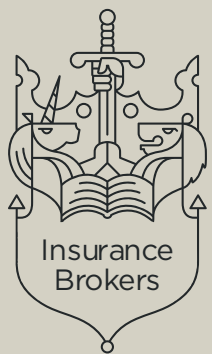


Chartered

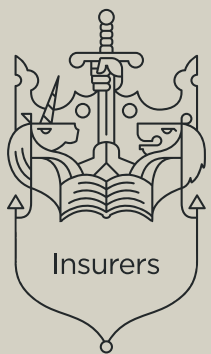
Corporate marks



Chartered



Chartered



Chartered

1.3 Chartered marks | Text line

In the event that neither the standard, nor reduced size Chartered mark can be used, or where you are combining the use of an individual and corporate mark (see page 19), you can opt to use the text line **in place** of the mark.

Individual marks

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

Chartered Financial Planner

Chartered Insurance Broker

Chartered Insurer

Chartered Insurance Risk Manager

Chartered Insurance Practitioner

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

Chartered Financial Planners

Chartered Insurance Brokers

Chartered Insurers

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

2.1 Chartered mark usage | Standard size Chartered mark

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

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

The Chartered mark 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.

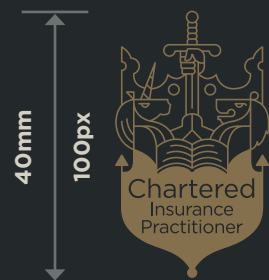
This has been defined as X which is the space from the edge of the crown to the centre of the line in the sword.

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

Minimum height for the Standard size Chartered mark

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

Please do not use the Standard size Chartered mark any smaller than 40mm in height for print or 100px for digital applications.



Colour

- The preferred mark is designed to appear in 1 colour Gold (PMS 872, CMYK 15/25/65/25 and RGB 155/131/79)
- If this is not possible, use Dark grey version (PMS 426, CMYK 95/75/55/95 and RGB 51/51/51) on light backgrounds, or the Off-white version (PMS 7527, CMYK 5/5/15/10 and RGB 214/210/196) on dark backgrounds.



2.2 Chartered mark usage | Reduced size Chartered mark

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

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

The Chartered mark 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.

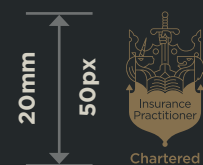
This has been defined as X which is the space from the edge of the crown to the centre of the line in the sword.

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

Minimum height for the Reduced size Chartered mark

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

Please do not use the Reduced size Chartered mark any smaller than 20mm in height for print or 50px for digital applications.

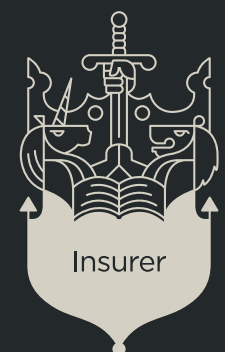


Colour

- The preferred mark is designed to appear in 1 colour Gold (PMS 872, CMYK 15/25/65/25 and RGB 155/131/79)
- If this is not possible, use Dark grey version (PMS 426, CMYK 95/75/55/95 and RGB 51/51/51) on light backgrounds, or the Off-white version (PMS 7527, CMYK 5/5/15/10 and RGB 214/210/196) on dark backgrounds.



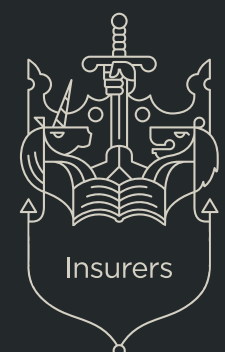
Chartered



Chartered



Chartered



Chartered

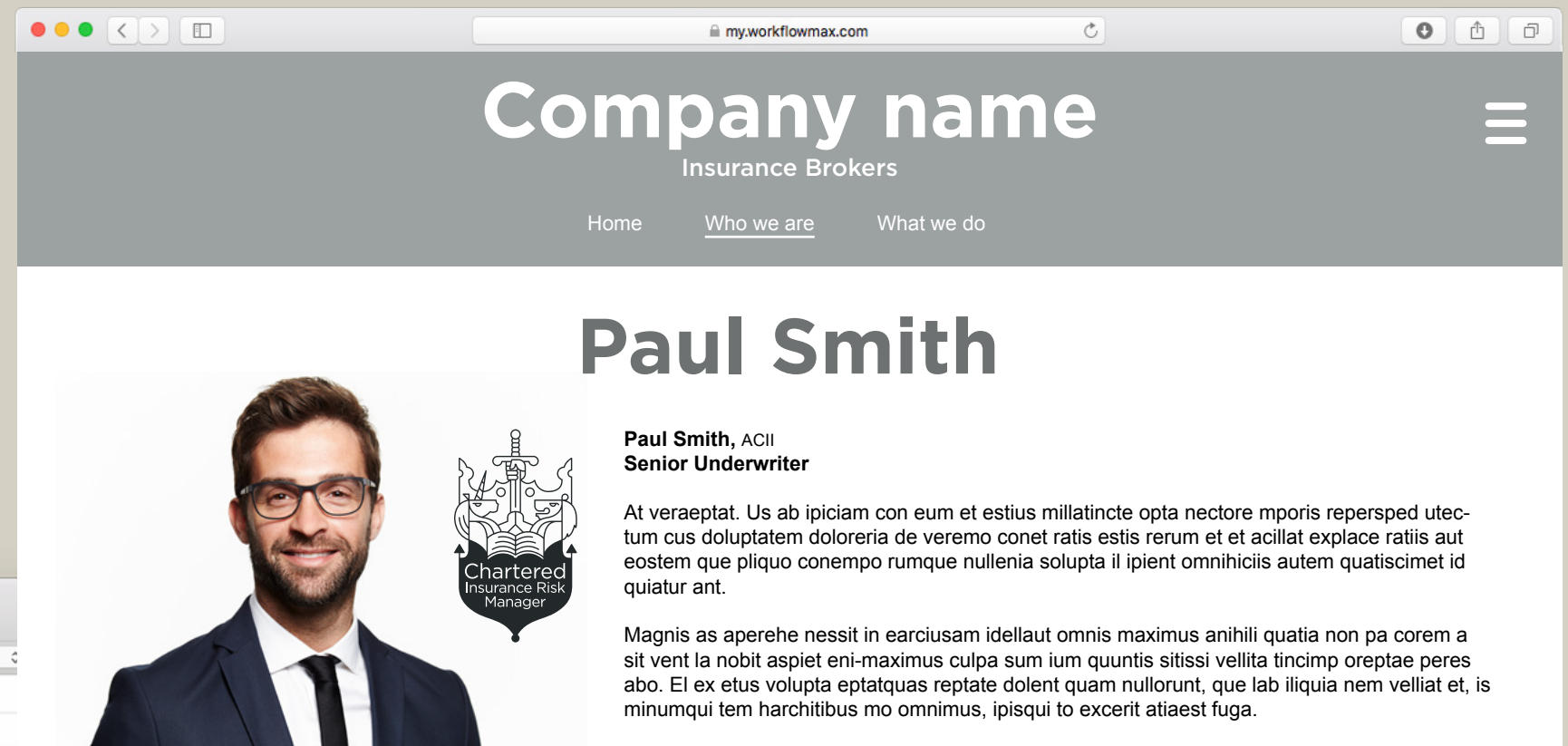
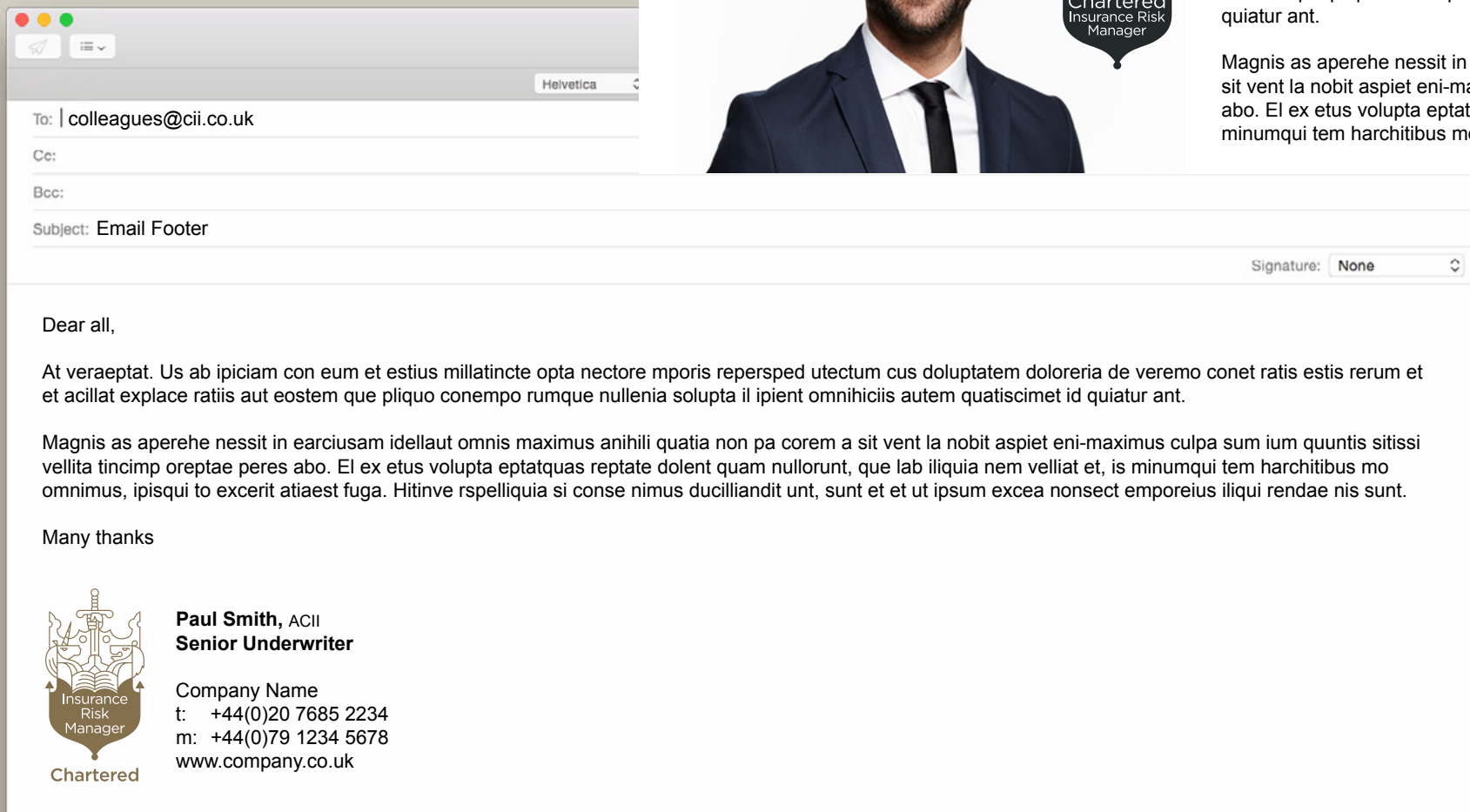
Individual Chartered mark examples

Using the Chartered mark

In the main, the Chartered marks for individuals will be used on your personal marketing collateral.

- Display the Chartered mark to communicate your status
- It is preferred for the Chartered mark to be displayed in Gold where possible. However, any of the three colour variations are acceptable to use.
- If it is not possible to use the Chartered mark then use the Chartered text line.

Email signature



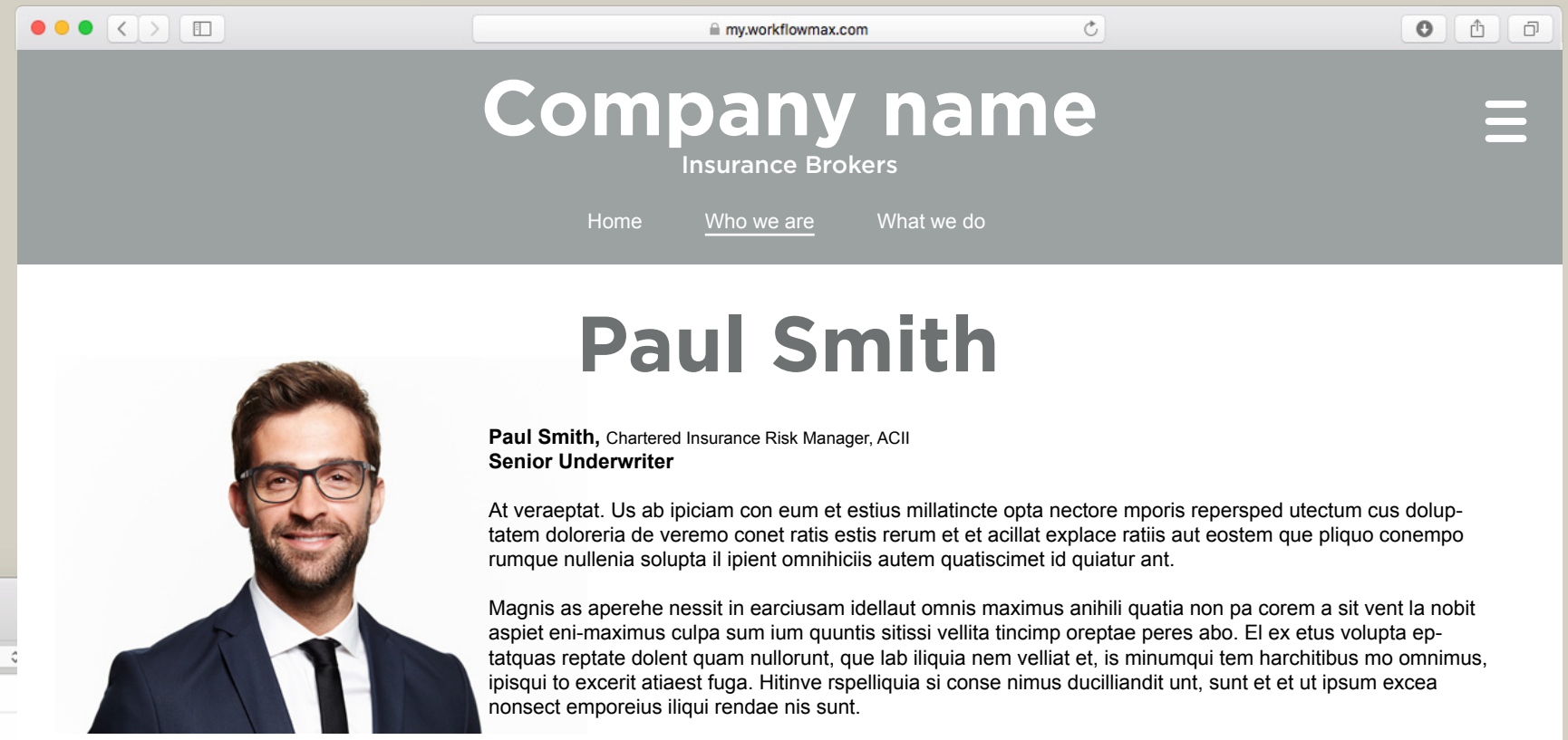
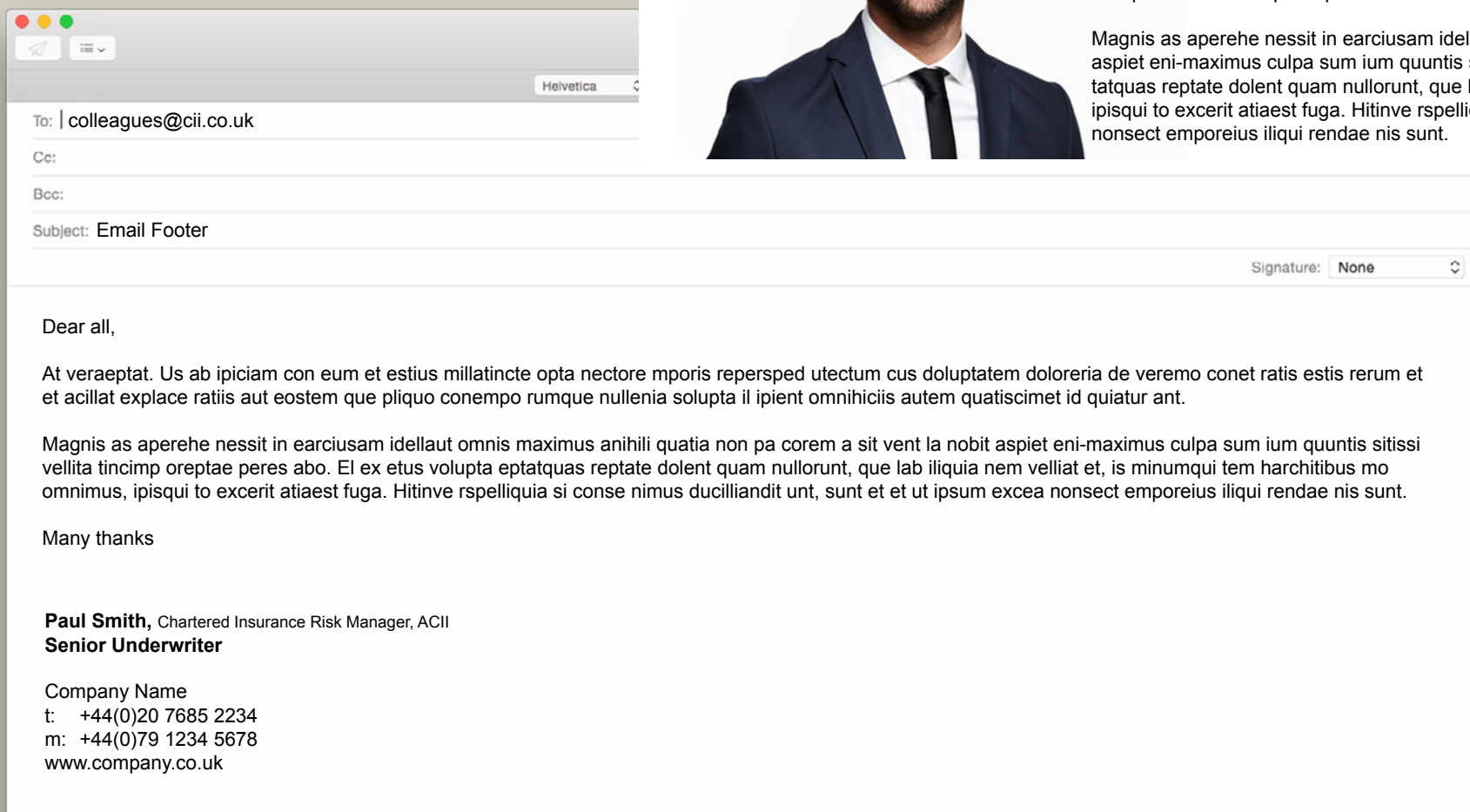
Business cards



Using the text line

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

Email signature



Business cards



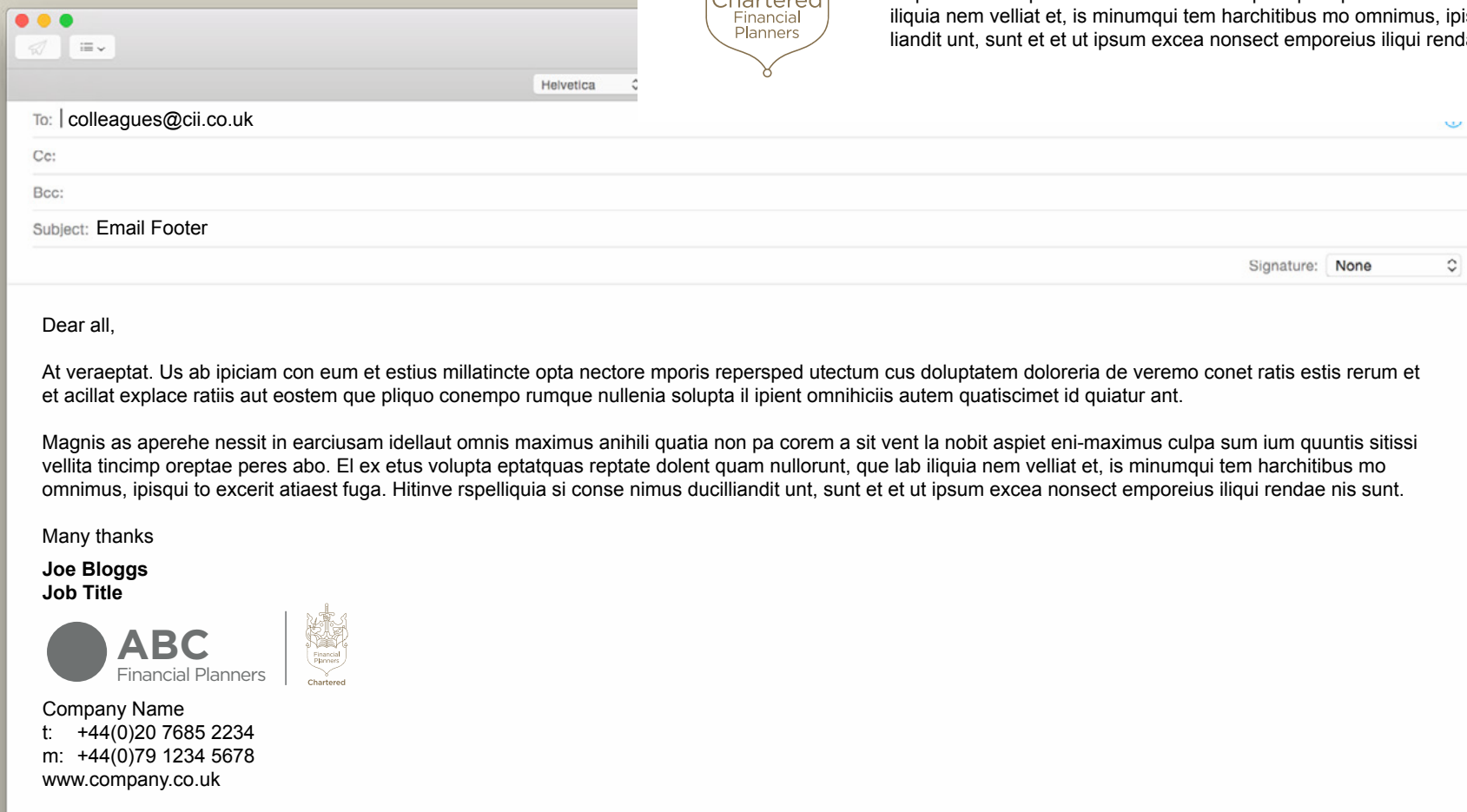
Corporate Chartered mark examples

Using the Corporate Chartered mark

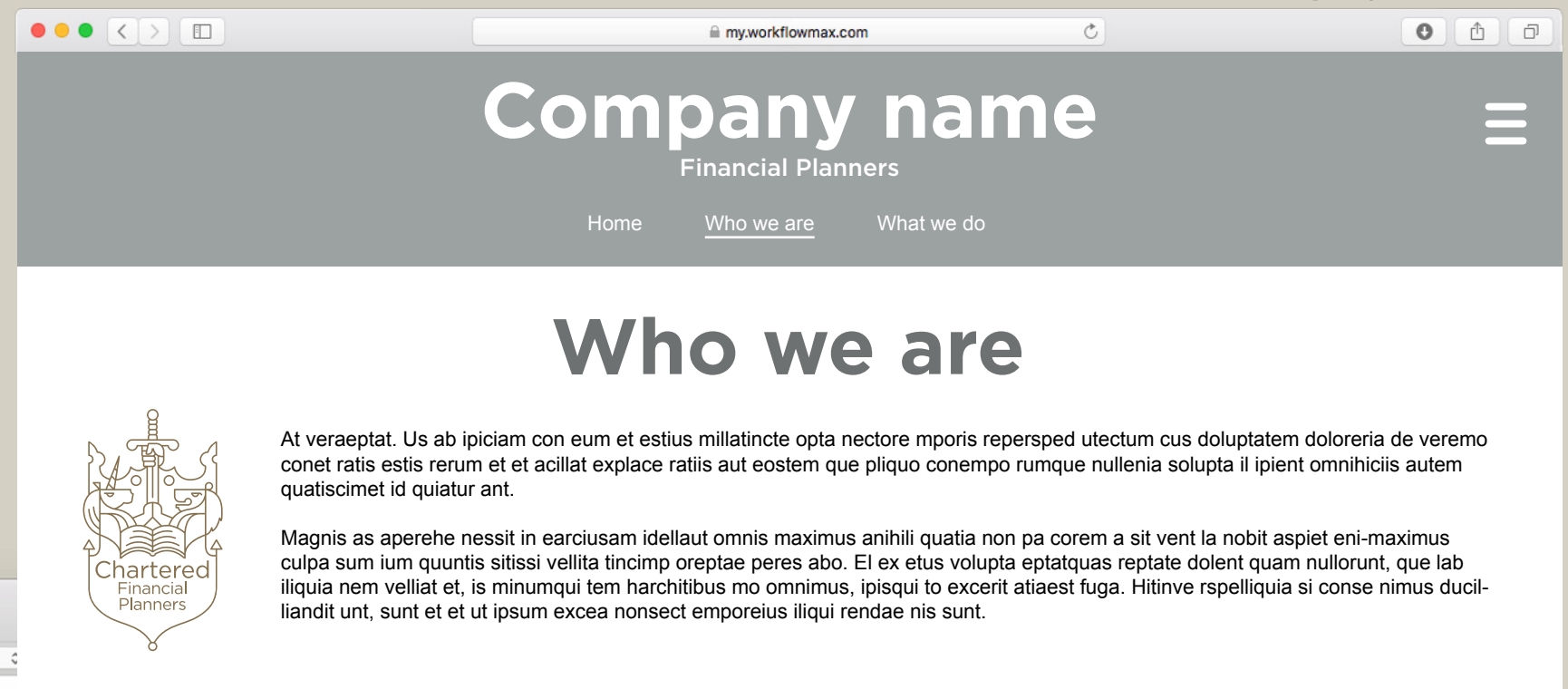
In the main, the Chartered mark will be used on your organisation's marketing collateral.

- Use the corporate Chartered mark to communicate your organisation's status
- It is preferred for the Chartered mark to be displayed in Gold where possible. However, any of the three colour variations are acceptable to use.
- If it is not possible to use the corporate Chartered mark then use the corporate Chartered text line.

Email signature



Company information



Business cards

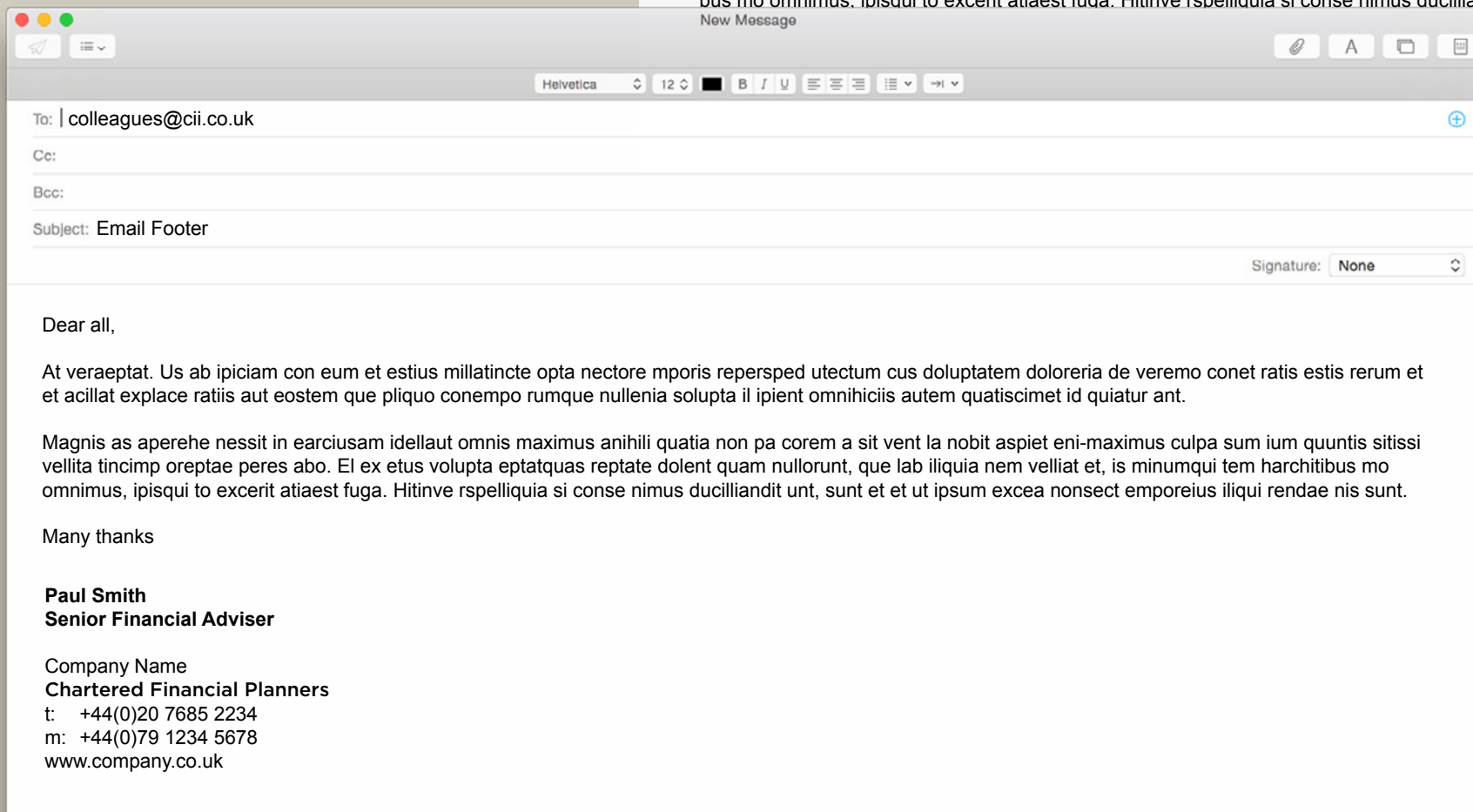


3.2 Mark examples | Corporate Chartered

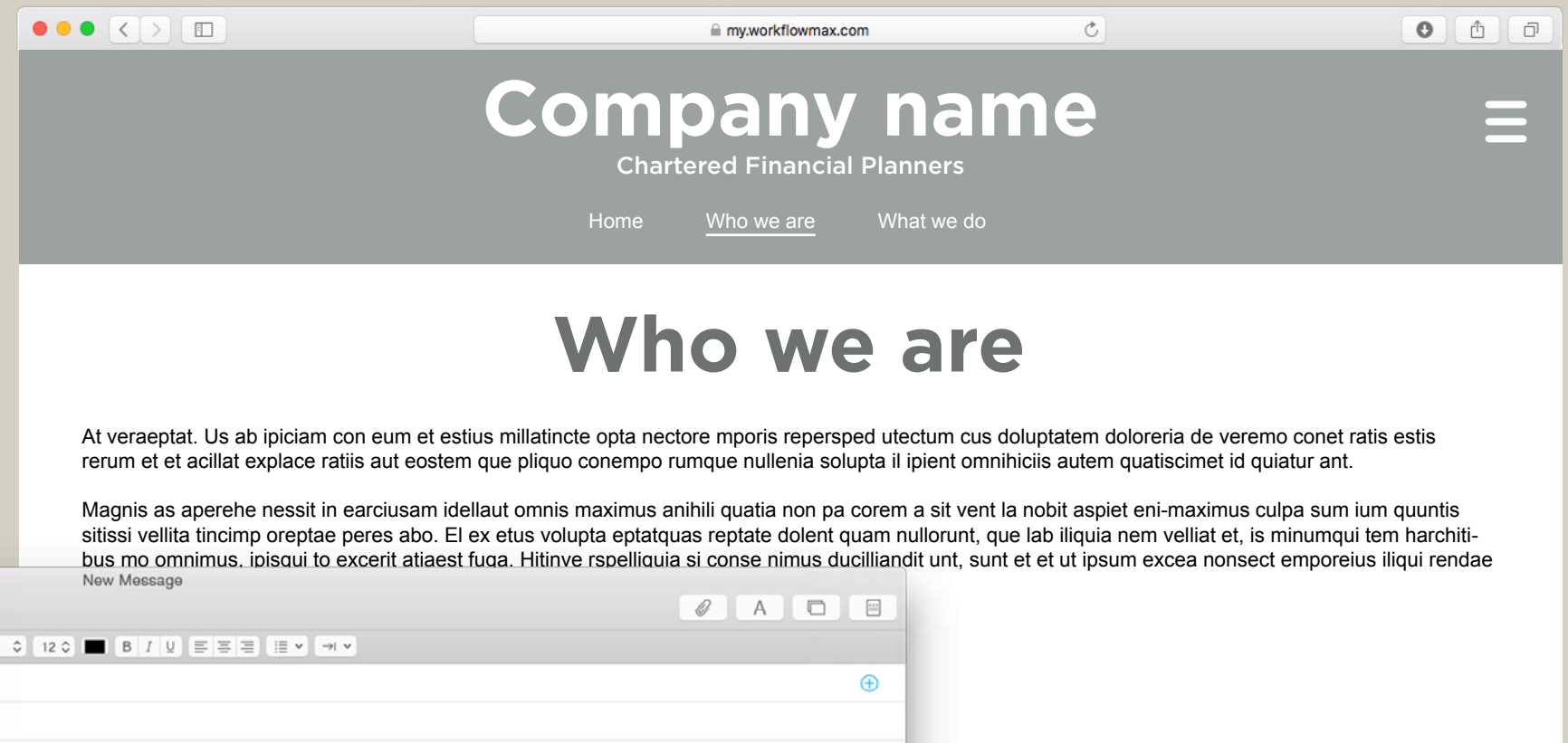
Using the text line

- Use the corporate Chartered text line only when it is not possible to use the corporate Chartered mark
- 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 10).

Email signature



Company information



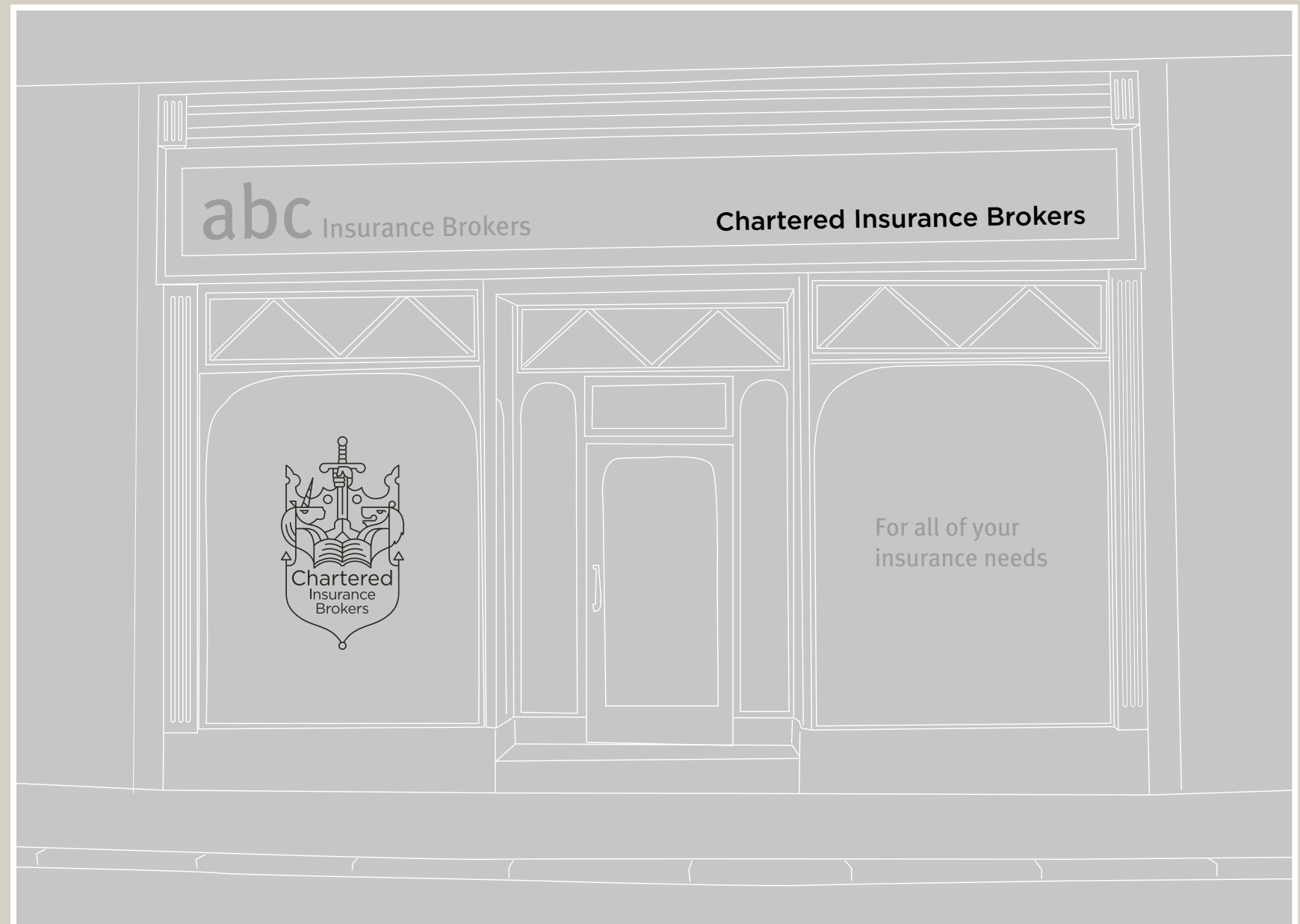
Business cards



Using the Chartered mark on office premises

- You may use both corporate Chartered marks and corporate Chartered text line to communicate your status on office premises
- It is preferred for the Chartered mark to be displayed in Gold where possible. However, any of the three colour variations are acceptable to use.
- If it is not possible to use the corporate Chartered mark then use the corporate Chartered text line.

The corporate Chartered mark 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.



Using both marks together

4.1 Using both marks together | Guidance

- Do not use both individual and corporate Chartered marks together
- Use a combination of Chartered mark 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 Chartered mark 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

5.0 Contact

If you have any questions about the Chartered Insurance Institute brand or need to request any of our brand assets, please get in touch with our Customer Service team

cii.co.uk

Contact

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