

The Chartered Institute of Building **Brand Toolkit**

The CIOB brand identity

All design work carried out on behalf of the CIOB must be designed/approved by the Policy and External Relations team.

The CIOB logo

Here is the new version of the CIOB logo, with 'The Chartered Institute of Building' written out in full underneath the current existing logo. The new CIOB logo **MUST** be used on ALL communications. The new logo is currently UK centric, and will be developed to take into account the international regions. NO variations on this logo will be allowed, e.g. the Portrait CIOB logo.

Corporate members of the Institute may use the approved CIOB logo on items related to their advisory service (See 'Rules and Regulations of Professional Competence and Conduct' www.ciob.org.uk/about/royalcharter).

In order to use the logo, members must be:

- Of Corporate member status (i.e. MCIOB or FCIOB).
- Operating in an individual capacity (i.e. not in a partnership or company).
- Trading under their own name (e.g. John Smith MCIOB, Director) and not under a company name (e.g. Smith and Associates).

Derivations of the logo (e.g. CBC) must also adhere to these guidelines. Do not create any logos yourself.

The CIOB logo has been created for web, print and on the front and back covers of documents, brochures and flyers. The logo is also available in a variety of positive and negative versions as well as a range of colours to suit specific reproduction methods. Logo files are available from the 'Marketing Portal' (see page 17).

Blue

CIOB lettering and lion to use Pantone Reflex blue. The blue logo is the preferred version wherever possible.



Grey

Pantone 430U
(For use in situations where a publication is using colours from the secondary colour palette or multiple colours).



Black

Black only version
(For greyscale print applications).



Reversed out

Reversed white version
(For placing onto dark images or colours).



Exclusion zone and sizes

The CIOB logo has a set 'Exclusion zone' designed to ensure that the logo sits in an area of space and enables the brand to communicate clearly.

The zone is calculated using the height of the CIOB logo for both web and print.

Graphic elements must NOT come any closer to the logo than is indicated by the exclusion zone.

The logo may sit over the top of images; please refer to the 'Dos and don'ts' section for a clearer explanation.

The CIOB logo should never be reproduced smaller than the minimum sizes shown.

The CIOB logo is available in formats that allow the logo to go as large as is needed.

Please come and speak to a member of the Policy and External Relations team if you need more information.



Master logotype exclusion zone



Minimum size

Print



Minimum size

Web

The CIOB logo should not be set any smaller than the specified minimum sizes shown here. This is due to the lion illustration 'filling in' and becoming illegible.

Logo placement in print and web

Print

Placement of the logo in **printed** communications is set at the top right hand edge. In this way the logo is one of the first things the eye is drawn to on a publication.

When considering co-branding, any relevant logos should be added top-left of the publication. They should look visually the same size as the CIOB. The CIOB logo should never be smaller than other logos.

Web

Placement of the logo in **web** communications is set at the top left hand corner of the page, on all web communications including e-mails, web pages and banner ads. The primary reason for this positioning is to ensure that within browser windows and e-mail preview panes the logo will always be visible.

Should the logo be placed top right there is a risk that users with larger screen resolutions will have the logo missing.

Should you wish to place the logo further away from each edge please consult one of the Publications and External Relations team.

Address sign-off

Placement of the logo is set left-aligned, and just above the address sign-off (see example).

Position measurements

- A3 + Minimum of 20mm from each edge.
- A4 Minimum of 13mm from each edge.
- A5 Minimum of 8mm from each edge.
- A6 Minimum of 5mm from each edge.
- DL Minimum of 5mm from each edge.

Should you wish to discuss alternative placement of any co/sub-branded logos, please consult a member of the Policy and External Relations team.



Placement of logo on right hand side of all **print** documents.



Placement of logo on left hand side of a web window.



Placement of logo left-aligned and above the address sign-off.

Dos and don'ts

The CIOB logo is the most valuable brand asset, so for this reason we need to safeguard its usage as much as possible.

The images on the right show some common misuses of the CIOB logo, whilst on the left are examples showing how the logo should be used. This is by no means an exhaustive list, so if you are in doubt as to whether a particular treatment of the logo is allowed then please contact one of the Policy and External Relations team.

DO...



...use the white out logo on dark colours or images.



...observe the exclusion zone.



...use the Reflex Blue version if possible.



...observe the minimum size for print and online.



...place the master logo at the top right print



...place the master logo at the top left online

DON'T...



...change the scale of the logo in any way



...encroach upon the exclusion zone with any text or graphics



...colour the logo in any way.



...use the portrait logo



...add to or alter the lion illustration or logo in any way.



...separate the logo elements in any way.