



LOGO GUIDELINES

Making sure you stand out

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USING THE CMI BRAND

Professional presentation is important to everyone, and when you affiliate yourself with another organisation, you have to be sure it reflects on you in the best possible way. Our members and partners are proud of their relationship with CMI. They want to shout about this to clients, customers, staff and stakeholders so we need to make sure they have the tools to do it.

Here you'll find everything you need to let the world know you're at the top of your game, in a way that works for all.

If you have any queries, please contact your Engagement Manager or email engagement@managers.org.uk

LOGO MECHANICS

EXCLUSION ZONE

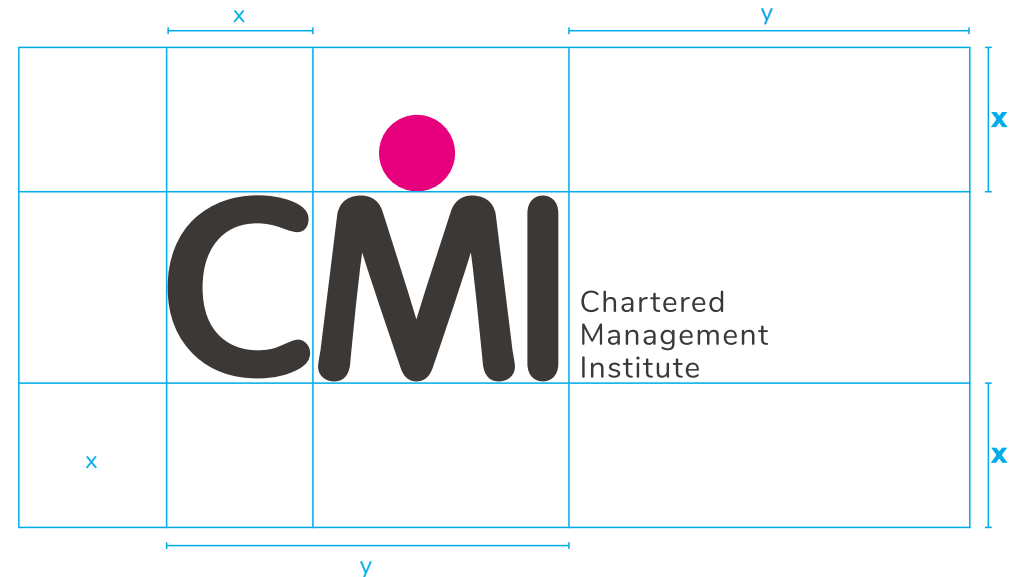
Allow for an exclusion zone as illustrated to the right.

MINIMUM SIZE (INCLUDING FULL TITLE)

In order to maintain legibility, the minimum width of our logo including the full title is 35mm.

MINIMUM SIZE (EXCLUDING FULL TITLE)

In order to maintain legibility, the minimum width of our logo without the full title is 10mm. (eg promotional items etc).



MINIMUM SIZE



Print – 35 mm

Screen – 175 pixels

MINIMUM SIZE



Print – 10 mm

Screen – 80 pixels

LOGO MISUSE

The logo has been specially created to emphasise our organisation – please don't redraw or alter it in any way.

These examples are to show you how misuse of the logo can affect the impact of our brand.

X NEVER CHANGE THE COLOUR SCHEME



X NEVER RE-CREATE IN A DIFFERENT TYPEFACE



X NEVER DISTORT OR ROTATE THE LOGO. THE RELATIONSHIP BETWEEN ELEMENTS SHOULD REMAIN THE SAME



X ALWAYS PROTECT THE EXCLUSION ZONE



CMI MEMBER LOGO USE:



FOR ALL LOGOS

The descriptor is part of the overall logo and at no point should it be separated or hidden.

WHO CAN USE THE CMI MEMBER LOGO?

Members at the following grades:

- Associate (ACMI)
- Member (MCMCI)
- Fellow (FCMI)
- Chartered Member (CMgr MCMCI)
- Chartered Fellow (CMgr FCMI)
- Companions (CCMI)

WHERE CAN THE LOGO BE USED?

- On your individual business card
- Within your biographical profile on your organisation's website and promotional material
- In your personal email footer
- On your personal stationery

WHERE YOU CANNOT USE THE LOGO

- The homepage of your organisation's website
- Within any marketing or promotional materials where it could be interpreted that your organisation, not you, has a relationship with CMI.

Please Note: You should **ONLY** use the relevant CMI logo that depicts your specific relationship with us.

If you are unsure or need further assistance, please contact your **Engagement Manager**, or email engagement@managers.org.uk

MEMBER VERSIONS

The links to colour versions of each individual logo are available for download. Please see the links below.



[CMYK](#)
(For Print) [RGB](#)
(For Digital /Web) [Whiteout](#)



[CMYK](#)
(For Print) [RGB](#)
(For Digital /Web) [Whiteout](#)



[CMYK](#)
(For Print) [RGB](#)
(For Digital /Web) [Whiteout](#)



[CMYK](#)
(For Print) [RGB](#)
(For Digital /Web) [Whiteout](#)



[CMYK](#)
(For Print) [RGB](#)
(For Digital /Web) [Whiteout](#)



[CMYK](#)
(For Print) [RGB](#)
(For Digital /Web) [Whiteout](#)

CMi CENTRE LOGO USE:

WHO CAN USE THE CMi CENTRE LOGO?

All current CMi Approved, Registered or Recognised Centres. Approved satellites or approved multi sites can use also use the logo. However, for CMi Accredited and Recognised Centres please also see bespoke logos on page 9.

WHERE CAN THE CMi CENTRE LOGO BE USED?

The logo can be used on the Centre's letterhead, corporate stationery, advertisements, marketing materials and website.

WHERE YOU CANNOT USE THE LOGO

- Organisations who are not Approved, Registered or Recognised Centres
- Centres that are currently going through the approval process
- The logo cannot be used for any products, services or events which are not part of their agreement with CMi.
- Unapproved satellites or unapproved multi sites centres cannot use the logo

Please Note: You should **ONLY** use the relevant CMi logo that depicts your specific relationship with us.

If you are unsure or need further assistance, please contact your **Engagement Manager**, or email engagement@managers.org.uk

The links to colour versions of this logo are available for download. Please see the links below.



CMYK RGB Whiteout
(For Print) (For Digital /Web)

CMI STRATEGIC PARTNER LOGO USE:

WHO CAN USE THE STRATEGIC PARTNER VERSION?

All current CMI Strategic Partners.

WHERE CAN STRATEGIC PARTNERS USE THE LOGO?

The logo can be used on the partners letterhead, corporate stationery, advertisements, marketing materials and website. It should be restricted to materials that directly relate to CMI products, services and events.

WHERE YOU CANNOT USE THE LOGO

- Organisations who are not Strategic Partners.
- Prospective partners who have not yet signed a partnership agreement with CMI
- The logo cannot be used for any products, services or events which are not part of their agreement with CMI

Please Note: You should **ONLY** use the relevant CMI logo that depicts your specific relationship with us.

If you are unsure or need further assistance, please contact your **Engagement Manager**, or email engagement@managers.org.uk

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CMYK **RGB** **Whiteout**
(For Print) (For Digital /Web)

CMI HE PARTNER LOGO USE:

WHO CAN USE THE CMI HE PARTNER LOGO?

All current CMI Higher Education Partners.
Approved satellites or approved multi sites can use the logo.

WHERE CAN THE CMI HE PARTNER LOGO BE USED?

The logo can be used on the partners letterhead, corporate stationery, advertisements, marketing materials and website. It should be restricted to materials that directly relate to CMI products, services and events.

WHERE YOU CANNOT USE THE LOGO

- Organisations who are not HE Partners.
- Prospective partners who have not yet signed a partnership agreement with CMI
- The logo cannot be used for any products, services or events which are not part of their agreement with CMI
- Unapproved satellites or unapproved multi sites centres cannot use the logo

Please Note: You should **ONLY** use the relevant CMI logo that depicts your specific relationship with us.

If you are unsure or need further assistance, please contact your **Engagement Manager**, or email engagement@managers.org.uk

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CMYK RGB Whiteout
(For Print) (For Digital /Web)

CMI CHARTERED MANAGER ASSESSMENT CENTRE LOGO USE:

WHO CAN USE THE CHARTERED MANAGER ASSESSMENT CENTRE LOGO?

All current Chartered Manager Assessment Centres.

WHERE CAN ASSESSMENT CENTRES USE THE LOGO?

The logo can be used on the Assessment Centre's letterhead, corporate stationery, advertisements, marketing materials and website. It should be restricted to materials that directly relate to the Chartered Manager award.

WHERE YOU CANNOT USE THE LOGO

- Organisations who are not Chartered Manager Assessment Centres.
- Centres that are currently going through the approval process.
- The logo cannot be used for any products, services or events which are not part of their agreement with CMI.

Please Note: You should **ONLY** use the relevant CMI logo that depicts your specific relationship with us.

If you are unsure or need further assistance, please contact your **Engagement Manager**, or email engagement@managers.org.uk

The links to colour versions of this logo are available for download. Please see the links below.



CMYK RGB Whiteout
(For Print) (For Digital
/Web)

CMI ACCREDITED TRAINING PROVIDER AND RECOGNISED TRAINING PROVIDER LOGO USE:

The links to colour versions of the below logos are available for download. Please see the links below.

WHO CAN USE THE ACCREDITED OR RECOGNISED VERSION OF THE CMI LOGO?

Any organisation that has had its in-house management and leadership development accredited or recognised by CMI.

WHERE CAN THE LOGO BE USED?

The logo can be used on the organisation's letterhead, corporate stationery, advertisements, marketing materials and website.

HOW TO USE THE LOGO

By way of explanation and to raise awareness of what accreditation and recognised are the logos should be used, where possible, **with the following text:**

ACCREDITED LOGO

'This programme meets the rigorous quality standards to achieve CMI Accreditation' or 'This organisation provides management development programmes that meet the rigorous quality required to achieve CMI Accreditation'

RECOGNISED LOGO

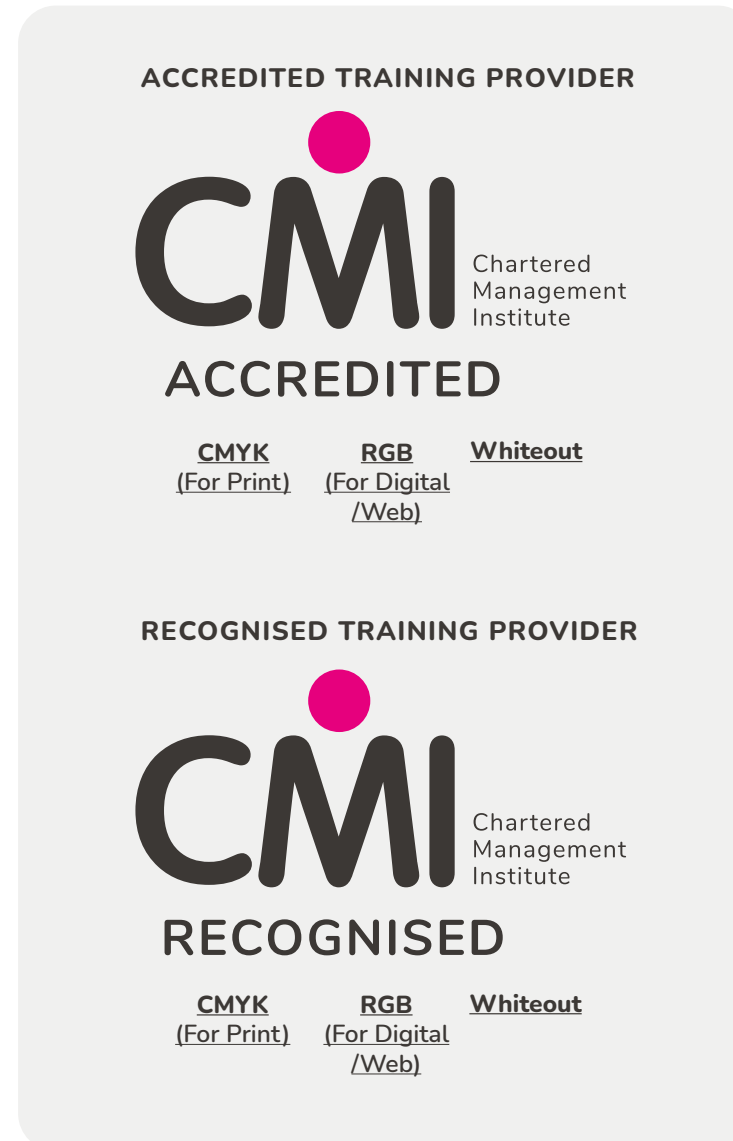
'This programme meets the rigorous quality standards to achieve CMI Recognised' or 'This organisation provides management development that meets the rigorous quality standards to achieve CMI Recognised.'

WHO CANNOT USE THE CMI LOGO?

- Organisations who have not had their training recognised or accredited by CMI
- Any organisation who is currently going through the process of having their in-house training accredited or recognised before sending out the logo.

Please Note: You should **ONLY** use the relevant CMI logo that depicts your specific relationship with us.

If you are unsure or need further assistance, please contact your **Engagement Manager**, or email engagement@managers.org.uk



CMi CORPORATE PARTNER LOGO USE:

WHO CAN USE THE CORPORATE PARTNER VERSION?

All current CMi Corporate Partners.

WHERE CAN THE CORPORATE PARTNER LOGO BE USED?

The logo can be used on the partners letterhead, corporate stationery, advertisements, marketing materials and website. It should be restricted to materials that directly relate to CMi products, services and events.

WHERE YOU CANNOT USE THE LOGO

- Organisations who are not Corporate Partners.
- Prospective partners who have not yet signed a partnership agreement with CMi
- The logo cannot be used for any products, services or events which are not part of their agreement with CMi

Please Note: You should **ONLY** use the relevant CMi logo that depicts your specific relationship with us.

If you are unsure or need further assistance, please contact your **Engagement Manager**, or email engagement@managers.org.uk

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CMYK RGB Whiteout
(For Print) (For Digital /Web)

CMI WOMEN LOGO USE:

WHERE CAN THE CMI WOMEN LOGO BE USED?

The logo can be used for events that are CMI Women themed. It can also be used on CMI Women collateral. e.g Banners, leaflets, brochures etc.

WHO CANNOT USE THE CMI WOMEN LOGO?

The logo cannot be used for any products, services or events which are not part of CMI.

The links to colour versions of this logo are available for download. Please see the links below.



CMYK RGB Whiteout
(For Print) (For Digital
 /Web)

CMI RACE LOGO USE:

WHERE CAN THE CMI RACE LOGO BE USED?

The logo can be used for events that are CMI Race themed. It can also be used on CMI Race collateral. e.g Banners, leaflets, brochures etc.

WHO CANNOT USE THE CMI RACE LOGO?

The logo cannot be used for any products, services or events which are not part of CMI.

The links to colour versions of this logo are available for download. Please see the links below.



CMYK
(For Print)

RGB
(For Digital
/Web)

Whiteout

CMI BITESIZE LOGO USE:

WHO CAN USE THE BITESIZE LOGO VERSION?

Anyone who is delivering a CMI Bitesize programme.

WHERE CAN THE BITESIZE LOGO BE USED?

The logo can be used on the partners letterhead, corporate stationery, advertisements, marketing materials. It should be restricted to materials that directly relate to CMI products, services and events.

WHERE YOU CANNOT USE THE LOGO

- Organisations who are not delivering bitesize programmes.
- The logo cannot be used for any products, services or events which are not part of their agreement with CMI

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CMYK
(For Print)

RGB
(For Digital
/Web)



CMYK
(For Print)

RGB
(For Digital
/Web)

Whiteout

Chartered Management Institute (CMI)

The Chartered Management Institute (CMI) works with business and education to inspire people to unleash their potential and become skilled, confident and successful managers and leaders.

With a wealth of practical qualifications, events and networking opportunities on offer throughout the UK and Asia-Pacific, CMI helps people boost their career prospects and connect them with other ambitious professionals in any industry and sector.

In fact, CMI has more than **150,000** people training to be better managers right now.

Backed by a unique Royal Charter, CMI is the only organisation allowed to award Chartered Manager status – the ultimate management accolade.

CMI's thought leadership, research and online resources provide practical insight on critical issues for a **200,000** plus membership community and anyone looking to improve their skills, nurture high-performing teams and help pave the way for the next generation of managers and leaders.

For more information, please visit www.managers.org.uk

Chartered Management Institute on LinkedIn, Facebook, X, Instagram and TikTok.



X: @cmi_managers



Facebook: www.facebook.com/bettermanagers



LinkedIn: Chartered Management Institute



Instagram: @cmi_managers



TikTok: @cmi_managers

INVESTORS IN PEOPLE™
We invest in people Platinum



Certificate No FS28404

Chartered Management Institute
77 Kingsway, London, WC2B 6SR
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Registered charity number 1091035
Charity registered in Scotland number SCO38105

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#BetterManagers

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Chartered
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Institute