

# BRAND GUIDELINES

Our visual identity

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Please Note: Our guidelines will be subject to change, for any enquiries regarding usage of our brand, please contact [marketing.helpdesk@managers.org.uk](mailto:marketing.helpdesk@managers.org.uk)

Also available, digital guidelines and all logo guidelines.  
Please contact [marketing.helpdesk@managers.org.uk](mailto:marketing.helpdesk@managers.org.uk)



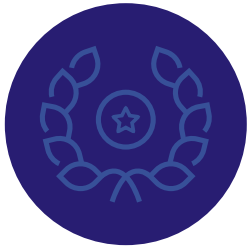
# ABOUT CMI

Our personality, our values and our tone of voice reflect our brand and how we are viewed by our audiences.

3

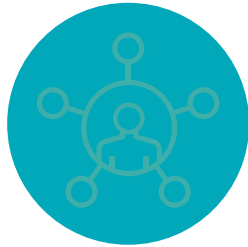
# OUR PERSONALITY

The values that unite us  
and guide the way we work are:



## PROFESSIONAL

To be authoritative and credible we have to be judged by the highest standards. In all things we say and do we are accountable and ethical, always adhering to our code of conduct and practice.



## PRACTICAL

Our knowledge and expertise make us smart and quick to respond in a way that is grounded in the real world. This enables us to simplify complex issues to promote understanding and best practice.



## PASSIONATE

Our energy, enthusiasm and belief in making a positive difference to the skills of managers and leaders means we are always giving our best to deliver value to our stakeholders.



## PROGRESSIVE

We are committed to inclusivity and we look forward with an unshakeable belief that everyone can do better. Sometimes this means challenging the status quo and being controversial but always with the desire to create a better future.

# VISION & MISSION

Our **vision** is to:

CREATE BETTER LED AND  
MANAGED ORGANISATIONS

Our **mission** is to:

INCREASE THE NUMBER AND  
STANDARD OF PROFESSIONALLY  
QUALIFIED MANAGERS

# tone of voice

CMI IS THE HOME OF MANAGEMENT EXCELLENCE IN THE UK. TO SHARE OUR EXPERTISE, THE VOICE WE USE ON OUR WEBSITE IS **PRACTICAL, DIRECT AND PERSONAL.**

## PRACTICAL

Our readers have come to the website to achieve something - whether that is to enquire about membership, look into a CMI qualification or read our thought leadership. We use a style that helps the reader to quickly find the information they're after, and easily digest it.

### We do this by:

- Avoiding very long sentences
- Having a clear call-to-action (CTA)
- Using clear structure and 'signposts' (subheadings, topic sentences)

Bear in mind the need to be inclusive. The vast majority of our readers are first time visitors to the site. Lots of jargon or technical language will make their journeys more difficult.

## DIRECT

Our readers may not know about the value of our proposition, but we certainly do. We have the data to back up our claims and this means we speak with confidence and authority. Matching this with a professional tone ensures our reader leaves with an impression of CMI as experts.

### We do this by:

- Using the active voice, not passive
- Avoiding colloquial phrases and jokes
- Ensuring consistency across the site through the CMI House Style

## PERSONAL

A group or audience segment doesn't read a website, an individual does. We write in a way which makes a connection with the reader, and which makes the information we're sharing specific to them. This personalisation makes the reader more likely to empathise with the message and take up our call to action.

### We do this by:

- Using the first person (we, our), and addressing the reader in the second (you)
- Writing in present tense
- Writing in a way that could be delivered verbally.

# WRITING FOR YOUR AUDIENCE

One of CMI's strengths is the sheer breadth of our community, representing managers in every sector and every stage of their careers. However, this causes an issue when writing for the web. How do you craft a message which is relevant to all sections of our audience?

Simply put, you shouldn't try. CMI has undertaken research to segment our community into key groups, and to understand their motivations and aspirations. A brief summary of this research can be found in the table below. Using this information, you should think about who the primary audience for your content will be, and hone your message to answer the key questions they want answered.

Audience	Characteristics	Motivations	Questions they want answered
<b>Ambitious High Flyers</b>	<ul style="list-style-type: none"> <li>At the early stages of their career</li> <li>Working and Studying</li> <li>Likely to progress through CMI's qualifications</li> </ul>	<ul style="list-style-type: none"> <li>Improving their M&amp;L skills</li> <li>Finding networking and mentoring opportunities</li> <li>Ultimately enhancing their career prospects</li> </ul>	<ul style="list-style-type: none"> <li>What will be the return on my investment in CMI?</li> <li>How will this enhance my career?</li> <li>How can I fit my studies into my busy life?</li> </ul>
<b>Dedicated Managers &amp; Skill Seekers</b>	<ul style="list-style-type: none"> <li>In the middle of their careers</li> <li>Could be worried about promotion prospects</li> <li>Perhaps feel unprepared for current role</li> </ul>	<ul style="list-style-type: none"> <li>Access to CPD to identify and fill skills gaps</li> <li>Opportunity to get Chartered Status</li> <li>Want to be recognised and rewarded as a great manager</li> </ul>	<ul style="list-style-type: none"> <li>How will this enhance my career?</li> <li>How will this lead to recognition within my company?</li> <li>What digital content is available to keep my skills sharp?</li> </ul>
<b>Entrepreneurs</b>	<ul style="list-style-type: none"> <li>Either start or end of careers</li> <li>Keen to start own business</li> <li>Currently studying MBA</li> </ul>	<ul style="list-style-type: none"> <li>Access to mentoring and networking opportunities</li> <li>To be part of a community</li> <li>Access to business leaders</li> </ul>	<ul style="list-style-type: none"> <li>What networking opportunities are available?</li> <li>How will this help me reach my goal?</li> <li>How do I keep progressing my learning?</li> </ul>

# WRITING FOR YOUR AUDIENCE

## How to use this information

Consider which of the three audiences above you're writing for. Have you highlighted how your product or event helps them meet their motivations, and have you answered their questions?

- An event page aimed at Ambitious High Flyers could highlight how management education can enhance their career and the networking opportunities that will be available at the event. It could include statistics or case studies on the individual outcomes of studying with us.
- A qualification page aimed at Dedicated Managers and Skill Seekers could set out common skills gaps which this CPD helps to address, and a clear route to attaining Chartered Status. It could also give a preview of our bitesize digital content.
- A thought leadership paper aimed at Entrepreneurs could have personal case studies from business leaders who have started their own businesses and how they maintain their learning progression. It could highlight the networking opportunities that CMI membership provides.

## A caveat

- As useful as this insight is, these generalisations will only go so far. Individual members may identify more closely with one audience group or another, or multiple groups simultaneously. For example, a Skill Seeker may be looking to improve their promotion prospects now, but are also keen to start their own business.
- At this point, we fall back on writing practically and personally; so that the reader can understand the message we're getting across and quickly take away the key points relevant to them.



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# LOGO GUIDE

Just as our logo reflects, we put managers at the heart of all we do. It's bold and authoritative, just like us, and leaves no room for doubt.

WE ARE CMI

# LOGO GUIDE

## Variations

The logo can be used in the following variations and colours.

Our preferred logo is the slate with the magenta dot which is used across all our collateral and platforms. The only exception for this is CMI Women. Otherwise it must stay magenta, slate or white where applicable.

Please see page (11) for misuse.

\* Showing how our logo looks on certain colours from our palette.

We tend to use the whiteout logo on filled colour background and slate. The slate and pink dot logo we will mainly use on white or grey backgrounds.

The compact logo we use mainly on social media.

For reference to all other available logos please see Logo Guidelines or contact [marketing.helpdesk@managers.org.uk](mailto:marketing.helpdesk@managers.org.uk) for any queries.

### Full Logo



The main logo is used in slate with the magenta dot, full slate, or full white. These are the only versions in which it can be used.

### Compact Logo



The compact logo is used mainly on social media, or documents where the full logo will not be a large enough size to be visible.

# LOGO GUIDE

## Logo Alignment

Depending on the type of document that the logo is being situated on, the logo will be justified accordingly.

### CMI Collateral:

With our CMI collateral that consists of reports, infographics, brochures etc, the logo must be situated bottom right.

### Partner Collateral:

CMI Logo must be **TOP RIGHT** on a document that has two or more logos with it, e.g. Partner logos or if CMI is doing a collaborate piece with other companies. If less than two partner logos, CMI logo must be bottom right ( see example).

With pull up banners the logo must be centered, this also applies if the logo is situated inside a drop down lozenge. In some instances where reports or brochures have a drop down lozenge on the cover the logo is also centered.

With the back of reports the logo must always be bottom right (see page 32).

Pull Up Banners - Centered



Brochure - Bottom right



Cover with Partner Logos- Top right



Cover with one partner logo - Bottom right



# LOGO GUIDE

## Logo mechanics

### Exclusion zone

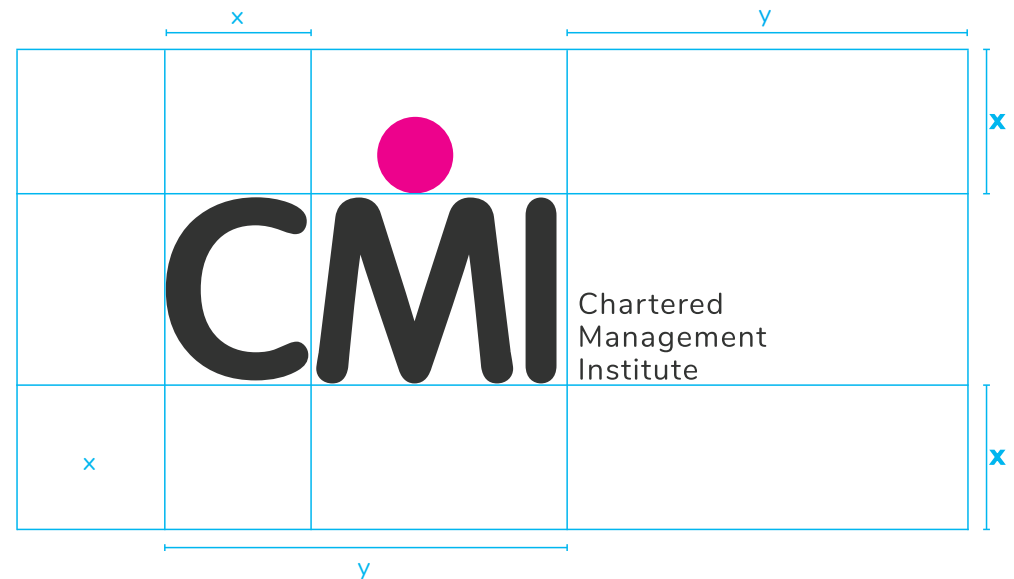
Allow for an exclusion zone as illustrated to the right.

### 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 GUIDE

## 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.

If you do not have our logo, please contact [marketing.helpdesk@managers.org.uk](mailto:marketing.helpdesk@managers.org.uk) for the correct logo version.



NEVER CHANGE THE COLOUR SCHEME



NEVER RE-CREATE IN A DIFFERENT TYPEFACE



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



ALWAYS PROTECT THE EXCLUSION ZONE



## Our other logos



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## TYPE & COLOUR

From bold colours to bold type, our brand is forever making an impact. Bright colours to contrast against one another making what we offer eyecatching and striking.

# TYPOGRAPHY

## Main brand typefaces

### Nunito Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm  
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy  
Zz  
(.,:;!£'A3\$&@\*) 0123456789

Restricted access to Nunito Extra Bold

### Nunito Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp  
Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz  
(.,:;!£'A3\$&@\*) 0123456789

### Nunito - Body Text

Our primary typeface embodies all of our best traits: clear, modern and professional.

Nunito (regular)  
Used for ALL body text and subtitles  
beneath headlines.

#### Nunito (Bold)

Can also be used to emphasise certain words in body text (where applicable)

### NUNITO BOLD - Header Text

Nunito is used for header text. It should only be used for capitalisation and not for lowercase or body text.

### ARIAL - Default font (Internal google docs)

Where Helvetica is unavailable, we use Arial as its closest match.

Minimum font size must be 8pt.

A large, bold, dark grey uppercase 'A' and lowercase 'a' in the Nunito typeface. The 'A' has a wide base and a sharp peak. The 'a' has a thick, rounded bowl and a short, curved tail.

Nunito Bold

A large, regular weight, dark grey uppercase 'A' and lowercase 'a' in the Nunito typeface. The 'A' has a wide base and a sharp peak. The 'a' has a thick, rounded bowl and a short, curved tail.

Nunito Regular



# TYPOGRAPHY

Using our brand typefaces

## CHARTERED MANAGER

Excellence in Leadership and Management

Chartered Manager is the highest status that can be achieved in the management profession. As shown by the remarkably high net promoter score of +67 and satisfaction and retention rates of 93%. **Read more on the Chartered Manager report.**

Nunito Bold

Nunito Regular

Nunito Regular

Nunito Bold

# CMI COLOUR PALETTE

## Main Colours

The CMI brand is all about achieving maximum impact, and nothing stands out like our colour palette. Our main colours inject lots of life and brightness across the brand.

Our EMERALD shade must only be used for regional events only.

Tints of main colours are used by design ONLY.

MAGENTA	MANGO	MINT	EMERALD	CYAN	INDIGO	VIOLET
C0 / M100 / Y0 / K0	C2 / M42 / Y100 / K0	C100 / M0 / Y30 / K2	C86 / M15 / Y100 / K3	C83 / M1 / Y0 / K0	C97 / M100 / Y0 / K28	C65 / M94 / Y20 / K8
RGB 209 / 0 / 116	RGB 244 / 161 / 30	RGB 0 / 154 / 166	RGB 0 / 150 / 64	RGB 0 / 173 / 233	RGB 33 / 7 / 106	RGB 143 / 45 / 112
HEX #D10074	HEX #F4A11E	HEX #009AA6	HEX #009640	HEX #009FE3	HEX #21076A	HEX #712C6F
PANTONE	PANTONE	PANTONE	PANTONE	PANTONE	PANTONE	PANTONE
226 C	1375 C	320 C	347 C	2995 C	2755 C	512 C

# CMi COLOUR PALETTE

## Functional Colours

Our functional colours are to support the brand by contrasting against the main colour palette, as well as being used for standard text and backgrounds.

SLATE is mainly used for body text and header text. DOVE and HEATHER can be used for background colours or where text is on a coloured background. This helps to compliment lighter colours too.

### SLATE

C69 / M63 / Y62 / K58

RGB 52 / 51 / 51

HEX #333333

#### PANTONE

Black C

### HEATHER

C19 / M16 / Y13 / K0

RGB 214 / 211 / 215

HEX #DFDBE0

#### PANTONE

5315 C

### DOVE

C7 / M5 / Y6 / K0

RGB 240 / 239 / 239

HEX #EFEFEF

#### PANTONE

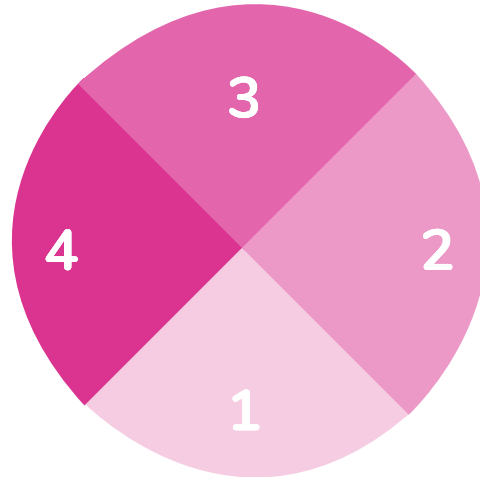
663 C

# CMi COLOUR PALETTE - FOR DESIGN USE ONLY

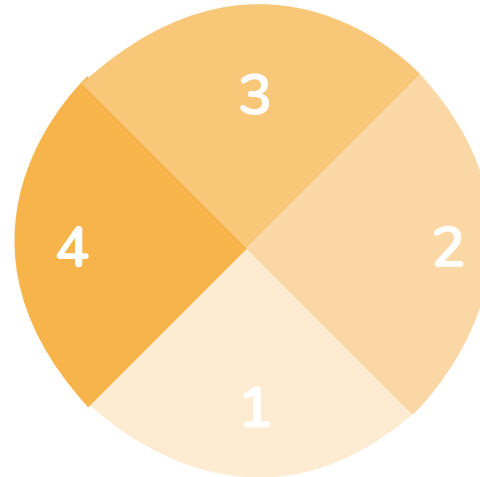
## Tints/Shades

See pages 16/17 for full standard version of each colour.

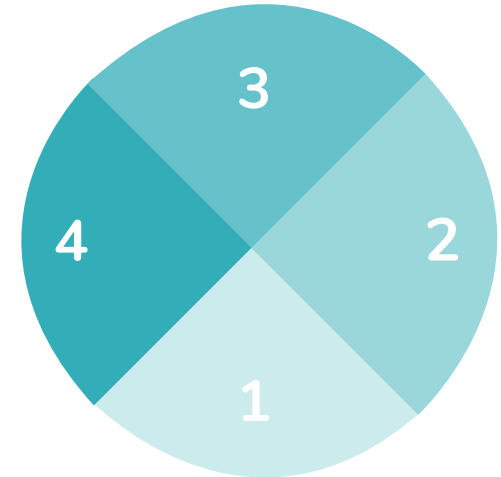
Within our brand, we can use various shades of our primary and secondary colours. They are for use on mainly our isometric icon style or certain graphics where we need to use different shade colours whether it be lighter or darker.



4	CMYK - 12 88 0 0 RGB - 218 51 144 HEX - #DA3390
3	CMYK - 11 72 0 0 RGB - 227 102 172 HEX - #E366AC
2	CMYK - 4 52 0 0 RGB - 237 153 199 HEX - #ED99C7
1	CMYK - 2 28 0 0 RGB - 246 204 227 HEX - #F6CCE3



4	CMYK - 2 34 77 0 RGB - 246 180 75 HEX - #F6B44B
3	CMYK - 2 25 60 0 RGB - 248 199 120 HEX - #F8C778
2	CMYK - 1 19 41 0 RGB - 251 215 165 HEX - #FBD7A5
1	CMYK - 1 19 21 0 RGB - 253 236 210 HEX - #FDECD2

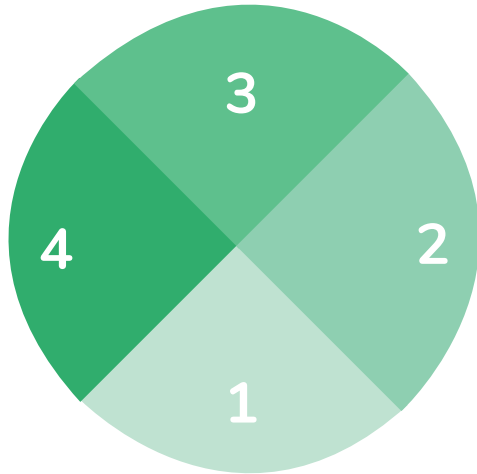


4	CMYK - 71 7 30 0 RGB - 51 174 184 HEX - #33AEB8
3	CMYK - 59 0 24 0 RGB - 102 194 202 HEX - #66C2CA
2	CMYK - 44 0 17 0 RGB - 153 215 219 HEX - #99D7DB
1	CMYK - 21 0 10 0 RGB - 204 235 237 HEX - #CCEBED

# CMi COLOUR PALETTE - FOR DESIGN USE ONLY

## Tints/Shades

See Pages 16/17 for full standard version of each colour.



4

CMYK - 76 6 77 0  
RGB - 51 165 97  
HEX - #33A561

3

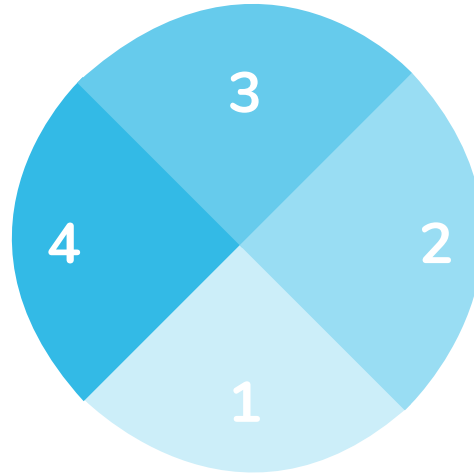
CMYK - 62 0 59 0  
RGB - 102 188 136  
HEX - #66BC88

2

CMYK - 45 0 39 0  
RGB - 153 210 176  
HEX - #99D2B0

1

CMYK - 25 0 21 0  
RGB - 204 233 215  
HEX - #CCE9D7



4

CMYK - 68 2 5 0  
RGB - 51 186 230  
HEX - #33BAE6

3

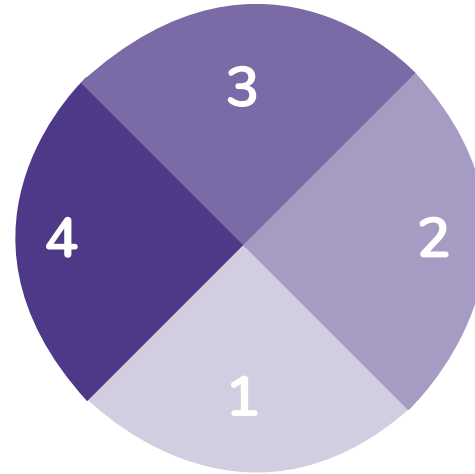
CMYK - 57 0 6 0  
RGB - 102 203 236  
HEX - #66CBEC

2

CMYK - 42 0 6 0  
RGB - 153 221 243  
HEX - #99DDF3

1

CMYK - 23 0 4 0  
RGB - 204 238 249  
HEX - #CCEE9F



4

CMYK - 85 87 6 1  
RGB - 77 57 136  
HEX - #4D3988

3

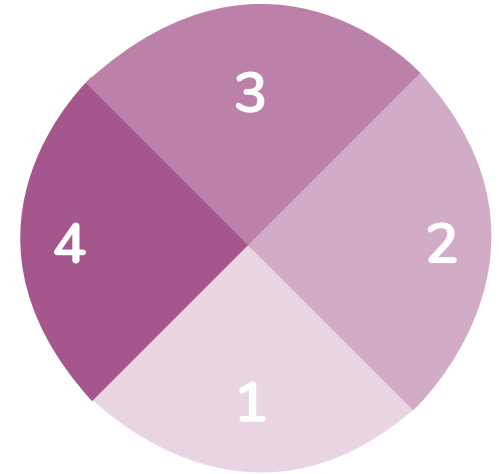
CMYK - 61 62 6 0  
RGB - 122 106 166  
HEX - #7A6AA6

2

CMYK - 40 40 7 0  
RGB - 166 156 195  
HEX - #A69CC3

1

CMYK - 20 20 4 0  
RGB - 211 205 225  
HEX - #D3CDE1



4

CMYK - 40 75 15 1  
RGB - 165 87 141  
HEX - #A5578D

3

CMYK - 30 57 12 0  
RGB - 188 129 169  
HEX - #BC81A9

2

CMYK - 19 39 8 0  
RGB - 210 171 198  
HEX - #D2ABC6

1

CMYK - 9 20 5 0  
RGB - 233 213 226  
HEX - #E9D5E2

# 19

## PHOTOGRAPHY & ICONOGRAPHY

Our photography is set to make an impact and be inspiring to our audience. We want to be influential and stand out from the crowd.

# PHOTOGRAPHY

## Image selection

When choosing a photograph, you are looking for something that adds value to the information you're communicating. Put yourself in the position of your target audience and look for something relevant and up-to-date. Stay away from clichéd images that you'd see everywhere as these are often overused, highly posed and not relatable.

When you've found an image you like, ask yourself the following:

- ▷ Is it relevant?
- ▷ Is it eye-catching?
- ▷ Is it aspirational?
- ▷ Is it full colour?
- ▷ Is it high-resolution?

If yes to the above, you're on the right lines for choosing a good image.

### Guidance for CMI Staff

For sourcing imagery on the drive please go to <https://drive.google.com/drive/folders/1NSa8QAvgNJgZ5tvbHwY8X-0cxR1Vbxgp> where it is sectioned by theme.

### OR

Visit [gettyimages.co.uk](https://www.gettyimages.co.uk) to source imagery. Images titled 'Royalty Free' or 'Elite' require payment as these are not part of our agreement. Please contact [marketing.helpdesk@managers.org.uk](mailto:marketing.helpdesk@managers.org.uk) for more details and for approval on imagery, we can assist you from there.

## DON'T



## DO



Where possible we want to use imagery of people who have had real experiences with us, instead of cliché imagery that doesn't convey our message.

We also look for face on imagery as this is more engaging to the viewer.

We want our images to be bright and punchy whilst also relating to where it will be placed. We don't want it to be too literal or reflect something that isn't real as this can get repetitive.

With imagery relating to a specific subject like graduation, we still want to use eye-catching imagery.

Generic subjects can be hard but with the right type of image it can portray it in a more appealing way.

# PHOTOGRAPHY

## Wider selection of imagery

These images are the style of imagery that will be using going forward with the brand. Bright, bold and eyecatching and using more real experiences rather than generic stock imagery.

Where possible we want to use imagery of our learners or people who have had a positive experience with us.

### PEOPLE



### LEARNING



### GENERAL





# ICONOGRAPHY

## Linear Selection : Web/Print

When choosing iconography we use linear style for web and print. This format is very versatile across the business. The linear style must have rounded caps on corners (as seen in the examples).

There is no restriction to the colours that are used. We predominantly use magenta.

The thickness of the circle to the icon must be roughly matched. If it is being used as a feature element or enlarged then it doesn't need to be in a circle. There are no restrictions when it comes to scaling icons, as this will depend on the space around where it will be placed/the content of the page.

**flaticon.com:** Sourcing for web purposes

**gettyimages.co.uk:** Sourcing for print

### Guidance for CMI Staff

\*Refer to Icon Library where we have an array of iconography go to [https://drive.google.com/drive/folders/1apUF80HxU1X\\_T\\_EqN5KnyK7TCFSBt9c](https://drive.google.com/drive/folders/1apUF80HxU1X_T_EqN5KnyK7TCFSBt9c)

If unsure or need Marketing to source please contact [marketing.helpdesk@managers.org.uk](mailto:marketing.helpdesk@managers.org.uk)



Stand alone icon in full colour (used for highlighting awards)



Filled colour circle with white icon



Outline colour circle with people element icon, we can also use two colours on these where applicable



Filled circle with icon that has an opacity applied

### Standard functional icons we use:

[https://drive.google.com/drive/folders/1qEIDLb0tQ04isgCc2jei\\_bK5cgCyDicg](https://drive.google.com/drive/folders/1qEIDLb0tQ04isgCc2jei_bK5cgCyDicg)



Email Addresses



To identify cost



Linking to applications (PDF's, drive links etc)



Contact Numbers (Fax, home, mobile etc)



To identify time



Linking to websites

## THE BREXIT CHALLENGE

### WHAT DOES IT MEAN FOR A MANAGER?

3 quick questions to help us prepare you for the future ▶

Example of iconography on a banner or page.

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## DESIGN FEATURES

The following pages show examples of our design features across the brand.

## DESIGN FEATURES

### Using the Lozenge

The lozenge shape can be used across all collateral where relevant. It can also be used in many different formats and orientations.

It can be used in any of our colours.

There are no restrictions as to whether the lozenge can be outlined or filled. We tend to use outlined colour if the shape is filled with an image and if filled with colour we will use text.

Pull Up Banners



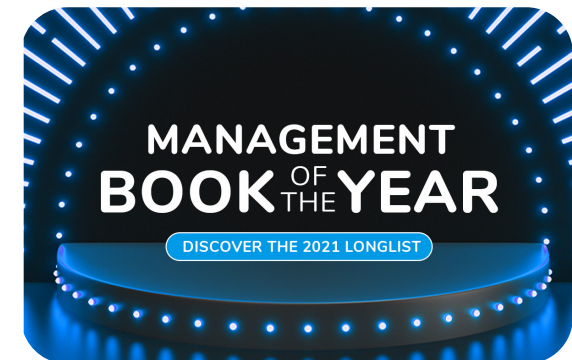
Dual branded Brochure



Example of where lozenge is used in subheader only (1)



Google Slide Template



Lozenge as a call to action button on email

## DESIGN FEATURES

### Lozenge Guidance

When placing the lozenge into documents, it is advised that the curvature and spacing are consistent.

Depending on placement of the lozenge and size of the document the spacing and curvature will differ. We advise the curvature be a minimum of **70mm**. Depending on the orientation of the lozenge the points that you curve will be different.

The lozenge must never go full stretch across a page, it should always have spacing around it (see examples).



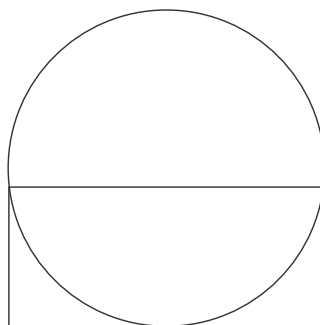
**70mm Curvature**



**A lozenge that would be behind text  
(70mm Curvature)**



Boxes must have a curvature of **5mm** if text is sat within it.



If you can't get the right curvature on a shape, we also use this technique where we merge a circle and rectangle together. You must ensure the circle sits over the rectangle points so it blends.

The text & lozenge size will be adjusted depending on length of header and subheader, however the lozenge must never be less than the guided line.

The lozenge must extend to be in line with any logos whether they sit top or bottom.

# HEADER HERE

Subheader Text

## DESIGN FEATURES

### Spacing Guide



# MOVING THE DIAL ON RACE

A Progress Report on Workplace Inclusion

December 2020

**CMI**  
Chartered  
Management  
Institute  
**RACE**

#### MAIN HEADING

NUNITO Bold.  
Character spacing: 0  
Leading: 50  
Keep the heading in slate or white  
(depending on background colour)  
and same weight, ranged left.

#### SUB HEADING

Nunito Semi-Bold  
Character spacing: +20  
Leading: 30  
Keep the sub heading in  
magenta, slate or white  
(depending on background  
colour) and same weight ranged  
left in line with heading.

## DESIGN FEATURES

### Broken Circle

Alongside our lozenge we also use the 'broken circle'.

The shape consists of an outlined circle where parts are broken up to allow room for text.

There are no restrictions to where the circle is broken but you must ensure that the end caps are rounded. It can be any of our brand colours.

The examples show the different ways in which we use this element.

Depending on the size of the document or circle the thickness will differ. We recommend that the thickness should never go below 5pt.

### Printed Document



**A PARTNERSHIP THAT WORKS FOR YOU**

As the Chartered Management Institute, we are dedicated to increasing the number and standard of professionally qualified managers and leaders. Working with education providers like you, we inspire students to unleash their potential and become skilled, confident and successful managers and leaders.

**CHARTERED MANAGER STATUS**

We are the only professional body in management and leadership able to award Chartered status - the ultimate accolade in the management profession. This is great news for you as it means that we are able to support you in attracting and retaining students by offering them the opportunity to pursue personal and professional aspirations to the highest level.

**FREE MEMBERSHIP FOR STUDENTS AND TUTORS**

By partnering with us you and your learners get membership of CMI, meaning you all benefit from exclusive and free access to:

- ▶ A unique career assessment and self-development centre filled with valuable tools to give students a career advantage
- ▶ Our extensive resource portal where you can use our pre-prepared learning journeys or create your own playlists of resources to compliment your teaching, and can be added to a student's CPD log
- ▶ Live online events to inspire and motivate you and your students
- ▶ CMI Insights - stay ahead of the curve with all the latest management and leadership insights, best practice and research
- ▶ Opportunities to network with over **130,000 members** at events and webinars

**SETTING THE STANDARD**

All of our qualifications are underpinned and mapped to our Professional Standards of management practice. Developed in consultation with leaders from all sectors and backed by our own research the Standard defines a Professional Manager.

**CMI** Chartered Management Institute



The diagram is a circular framework with 'VALUES ETHICS CULTURE' at the center. It is divided into four main quadrants: 'ORGANISATIONAL PERFORMANCE' (top-left, purple), 'PERSONAL EFFECTIVENESS' (top-right, pink), 'INTERPERSONAL EXCELLENCE' (bottom, blue), and 'PROFESSIONAL STANDARDS' (bottom-right, orange). Each quadrant contains several sub-points with icons: 'Achieving results', 'Managing resources and risk', 'Leading change and innovation', 'Building relationships and networks', 'Developing people and capability', 'Managing yourself', 'Making decisions', 'Communicating and influencing', and 'Providing guidance and direction'.

### Social Media Asset



**MANAGEMENT BOOK OF THE YEAR**

**CMI LONGLISTED**

#MBOY2020

The image shows a pink background with a white curved line. On the left is a gold circular badge with 'CMI LONGLISTED' and 'MANAGEMENT BOOK OF THE YEAR'. On the right is a circular inset showing an open book with glowing pages.

### Email Headers



**CELEBRATING**  
NATIONAL APPRENTICESHIP WEEK

**RSVP NOW**

The image shows a header for an email campaign. It features a background image of the London skyline with Big Ben. The text 'CELEBRATING NATIONAL APPRENTICESHIP WEEK' is in large white letters. Below it is a pink button with 'RSVP NOW' in white text.



# DESIGN FEATURES

## CMI House Style Top Tips

There are a selection of copy rules that we specify on, that refer to certain documentation where they would be used.

### Capitalisation:

Use initial capitals only when a job title is immediately before or after a name:

“Chief Executive Ann Francke noted that...” “Niamh Mulholland, Director of Communications, announced that.” Use lower case at all other times: “Ann Francke is the CMI’s chief executive.”

Government has a capital letter only when it is preceded by “the”. “Parliament” should be capitalised, but “parliamentary” should not be.

Website headings should be in sentence case, i.e only the first letter is capitalised. An exception here is if the heading is a phrase or name which should be fully capitalised, e.g “The Better Managers Manual.”

The following CMI-specific phrases should always be capitalised:

- Management and Leadership
- Companion or Companions
- ManagementDirect
- All of our course and publication titles
- Professional Standards

### Ampersand:

When referring to Management/Leadership as a topic or profession, then use ‘&’ and capitalise Management/Leadership. If using as a descriptor then use ‘and’.

### Figures:

Use words for numbers one to nine. Use numerals for 10 and above, or when a unit of measurement is present. Spell out a number when it begins a sentence.

### Time:

Use AM and PM (preceded by a space). Use capital letters for AM and PM.

For example, **10:45 AM** or **6:30 PM**.

### For Digital Events:

Use 24 hour clock. No AM or PM. For example, **10:45** or **18:30**. Time zones would appear after the time e.g **10:45 GMT**.

### Date:

Dates should be written day month year, with no ‘th’ or ‘st’ after the day. E.g **‘17 January 2019’**. There is no need for a comma after a date in the middle of a sentence. **“On 2 February 2020 the Government published...”** rather than **“On 2 February 2020, the Government published...”**

### For Digital Events:

Dates should be written fully including the ‘th’ or ‘st’ after the day. E.g **‘Thursday 17th January’**.

The date can be written short e.g **‘Thu 17 Jan’** if used for social assets where space is limited.

### Writing in a way that could be delivered verbally:

A good way to gauge tone is to imagine you are delivering your content as an oral presentation. Would the pacing and content be easy for an audience to digest? If not, your reader may equally struggle.

### Sentence Length:

Avoid sentences over 25 words. These become difficult to follow and risk losing your reader. You can highlight your sentence and press CTRL+SHIFT+C in Google Documents to show your word count.

Varying between both short, simple sentences and

longer sentences makes your writing more interesting and easy to read. Short sentences deliver impact.

### Call-to-action (CTA):

Make sure you have a clear CTA in mind when you’re planning out your content. Everything before the CTA should build the case in your reader’s head that they should do what you’re telling them to.

### First Person:

Write in the first person: ‘we’, ‘our’; and refer to the reader personally: ‘you’, ‘your’.

### UK Spelling:

Set spelling checkers to English (UK) rather than English (US).

### Active Voice:

As much as possible, write in the active voice: “We developed our professional standards in collaboration...”, rather than “These professional standards were developed by CMI in collaboration...”

### Present tense:

Writing in the present tense wherever possible makes your content seem new and fresh. It also won’t raise questions in your reader’s head about whether your subject is out of date.

- “Our professional standard was developed in collaboration with...” - **Using the past tense here makes you wonder “how long ago was it developed?”**
- “Our professional standard is developed in collaboration with...” - **This highlights the standard is a living, continually updated document.**

### Abbreviations/acronyms:

Spell out the term in full the first you use it, followed by its abbreviation in brackets. Afterwards, use the abbreviation. This is per page.

- First time: "The Department for Education (DfE) produces guidance..."
- Second time: "The DfE then shares this guidance."

### Figures

Use words for numbers one to nine. Use numerals for 10 and above, or when a unit of measurement is present. Spell out a number when it begins a sentence.

### Percentages:

Use the % symbol instead of spelling out percent.

### Commas:

When listing in prose, use an Oxford Comma. This means including a comma after the second to last item. "The ELT meeting was joined by Matt, Tanya, and Steve."

### Exclamation marks:

When writing as CMI, exclamation marks should be avoided. They are at odds with our professional tone.

Possible exceptions to this rule are on our social media channels, certain marketing materials and in personally authored blogs and articles.

### Colloquial language/humour:

Similar to exclamation marks, it is usually not appropriate to use humour or colloquial phrases when writing as CMI.

However, the same exceptions to exclamation marks apply. When writing a blog or article which will be credited under your own name, using humour may be a key way to engage your particular audience.

### Collaboration:

When planning to write your content, consider whether there are other stakeholders within CMI or further afield who you should share a draft of your content with.

- Is there a legal or regulatory aspect to your content which a relevant person should consider?
- Have you used CMI statistics or research, and should you check the Research Team is happy with how you've represented this?
- Do other business owners within CMI have responsibility for even a small portion of your content, and would they appreciate the opportunity to feed in?

### Structure and 'signposts' (subheadings, topic sentences)

Consider your structure before writing any content. Use subheadings to help the reader skim through your content to find exactly what they're after.

Use the first sentence of a paragraph to set out what information the reader is going to get from that paragraph. Again, this is key to helping readers skim through large amounts of information:

- "Having been founded in 1947, CMI has enjoyed an eventful history." - *The reader assumes the paragraph will expand on the history of CMI.*
- "However, the road to becoming Chartered isn't an easy one". - *The reader is being warned that the text is about to change in direction - perhaps the previous paragraph explained how beneficial Chartered status is and this one will explain the strict assessment criteria.*
- "Therefore, the Government can no longer ignore accidental managers in the UK." - *The reader knows what conclusion the author is about to make, and the inclusion of "therefore" signals that the case for this has been made in the preceding paragraphs.*

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This list isn't exhaustive. If you have any questions, or if there are particular rules you think should be added to the list, please contact the Marketing helpdesk at [marketing.helpdesk@managers.org.uk](mailto:marketing.helpdesk@managers.org.uk)



## Quote Marks (1)



Font:  
Gill Sans Ultra Bold

### Quote marks

For quote marks (1) we use the above when pulling out quotes or text within documents or infographics in indesign. For quote marks (2) we use on google or word.

### Quote Marks within text

Use double quotation marks when quoting something. Use single quote marks if there is a quotation within a quote. If your sentence finishes on a quote, all punctuation should be included within the quote marks.

- Ann Francke said: “Stay safe.”
- Ann Francke said: “The Chartered Manager then said to me ‘stay safe.’”

### Report footers - Name, weblink ----- page number

Page number placement must always be on the right. With a double page spread, only the number on the right page needs to be added. Page number must remain as numerals (as below).

CMI Manifesto 2019 | [www.managers.org.uk](http://www.managers.org.uk)

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### Guidance on Post-Nominals

Post nominals must be listed in the following order. Only post nominals should be in Nunito Bold and must never be below 8pt.

- ▷ Civil Honours
- ▷ Military Honours
- ▷ Appointments (e.g. MP, QC)
- ▷ Higher Education award (in ascending order, commencing with undergraduate)
- ▷ Membership of academic or professional bodies

Policy or Research Documentation - e.g. Ann Francke OBE CMgr CCMi

Letters to Members - e.g. Ann Francke OBE  
Chief Executive, CMI

Universal post nominals for Ann Francke - e.g. Ann Francke OBE

# DESIGN FEATURES

## Boilerplate Options

Boilerplates are to be displayed on the back page of brochures, booklets, reports etc. that have 4 or more pages.

### 50 Word Option (Where space is limited)

#### Chartered Management Institute (CMI)

CMI is the only chartered professional body in the UK dedicated to promoting the highest standards of management and leadership excellence. With a member community of over 160,000, CMI gives managers and leaders, and their organisations, the skills they need to improve their performance and create an impact.

### 150 Word Option

#### 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 **100,000** 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 **160,000** 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](http://www.managers.org.uk)  
Chartered Management Institute on LinkedIn, Facebook, Twitter and Instagram.

### For the back of research reports

Always use the 100 word option.

#### a. In addition always include the text:

Through in-depth research and policy surveys CMI maintains its position as the premier authority of key management and leadership issues.

#### b. Always include the legal information

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First published <month year>

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British Library Cataloguing in Publication Data A CIP catalogue record for this report is available from the British Library <add new ISBN number unique to each report>

**BEST COMPANIES LOGO AND THE TIMES: BEST-NOT-FOR-PROFIT LOGO MUST BE USED FOR RECRUITMENT PURPOSES ONLY. THESE WILL CHANGE YEARLY.**



### Always include our address

#### On all Documents

Chartered Management Institute  
77 Kingsway  
London  
WC2B 6SR

#### For Accounts

Chartered Management Institute  
Management House  
Cottingham Road, Corby  
Northamptonshire, NN17 1TT

Registered charity number 1091035

Incorporated by Royal Charter

Charity registered in Scotland number SC038105

### Always include the following information

- Website address: [www.managers.org.uk](http://www.managers.org.uk)
- Twitter: @cmi\_managers
- Facebook : [www.facebook.com/bettermanagers](https://www.facebook.com/bettermanagers)
- Linked In: Chartered Management Institute
- Instagram: @cmi\_managers
- The '#' that relates to the document

### and logos

- BSI Logo
- CMI full logo
- Investors in People Platinum logo

**INVESTORS IN PEOPLE™**  
We invest in people Platinum



## DESIGN FEATURES

### Boilerplate Structure on Collateral

See examples that show how we lay out our boiler plates on the back of our collateral.

#### CMI Collateral

Most of the time this will have our 150 word boiler plate option.

We also use the 50 word option where space is limited.

#### Dual Branded

This will usually have the other companies boiler plate on the back if there is room and if this has been provided to us.

#### Logo's

Our logo will always be bottom right, any partnering logos will go bottom left. The design will adapt accordingly.

#### Addresses

The address on our boilerplates must always be our Kingsway address unless stated otherwise.

#### CMI Collateral Landscape (150 Word Option)



#### CMI Collateral (50 Word Option)

#### Dual Branded Structure





# WE ARE CMI

#BetterManagers

[www.managers.org.uk](http://www.managers.org.uk)

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**INVESTORS IN PEOPLE™**  
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Certificate No FS28404

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

Brand Guidelines - Version 3 - 18/03/21

**#BetterManagers**

