



# Brand Guidelines

CMI voice and visual identity



#BetterManagers

# About CMI

CMI supports over 230,000 members and works with more than 1,000 businesses and education providers around the world. As the only Chartered Body for management and leadership, CMI sets the global standard for best practice and professional excellence, offering trusted accreditation, flexible learning pathways, and internationally recognised qualifications. This includes Chartered Manager (CMgr), the highest professional status for practising managers.

With over 75 years of expertise and a Royal Charter, CMI helps people at every career stage develop the confidence and skills to become successful, effective leaders.



## **Our mission, vision & status**

---

### **Our mission**

CMI's mission is to turn accidental managers into conscious, inclusive leaders. Good management and leadership drives results for individuals and organisations; boosting productivity, engagement and wellbeing.

### **Our vision**

We envisage a world of better led and managed organisations through our mission to increase the number and standard of professionally qualified managers and leaders.

### **Our status**

CMI exists for the public benefit and is the only Chartered professional body dedicated to promoting the highest standards in management and leadership excellence. Through its Royal Charter, CMI is uniquely able to award Chartered Manager and Chartered Management Consultant status.

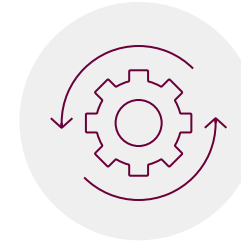
# Our Values

The values that unite us and guide the way we work



## 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.



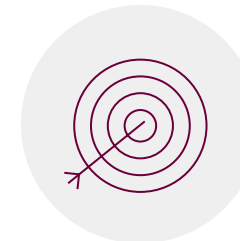
## Practical

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.

# Our Tone of Voice

Our tone of voice is confident, professional and supportive. It reflects CMI's authority as the only Chartered body for management and leadership, while remaining approachable and grounded in real-world impact. The tone avoids jargon, speaks with clarity and purpose, and focuses on collaboration, credibility and helping individuals and organisations thrive.

## ✓ Do...

**Confident and direct:** Keep it bold and to the point.  
“Great managers drive success. Discover how you can lead with impact.”

**Credible and clear:** We're the trusted authority in management and leadership, but we keep it simple. We avoid jargon, explain complex ideas clearly, and focus on outcomes.  
“Backed by research. Built for results.”

**Inclusive and relatable:** We talk directly to the audience, using 'you', 'we' and 'us' to build trust and community.  
“Together, we're building better managers.”

**Dynamic and empowering:** We motivate people to act, lead and improve. Our language is positive, action driven and focused on progress.  
“Transform the way you lead with these proven strategies.”

## ✗ Don't...

**Uncertain or hesitant:** Avoid weak or overly tentative phrasing.  
We lead with confidence.

✗ “If you're thinking about improving your leadership skills...”  
✓ “Take your leadership to the next level.”

**Passive voice:** Keep it active and direct.

✗ “Significantly higher salaries were earned by Chartered Managers.”  
✓ “Chartered Managers earn significantly higher salaries.”

**Overly formal:** Avoid buzzwords or business jargon. We keep things human and straightforward.

✗ “Corporate professionals are required to leverage operational efficiencies.”  
✓ “Great managers drive better results.”

# Using the CMI Logo

Please follow these guidelines to ensure clarity and legibility across all digital and print formats.

## ✓ Do...

The top left logo is our main one and the preferred option. This is used across all CMI collateral and platforms.

## ✗ Don't...

The logo has been specially created to represent our brand – please don't change the colours or alter it in any other way.

Full logo



Compact logo



## Logo sizing and spacing

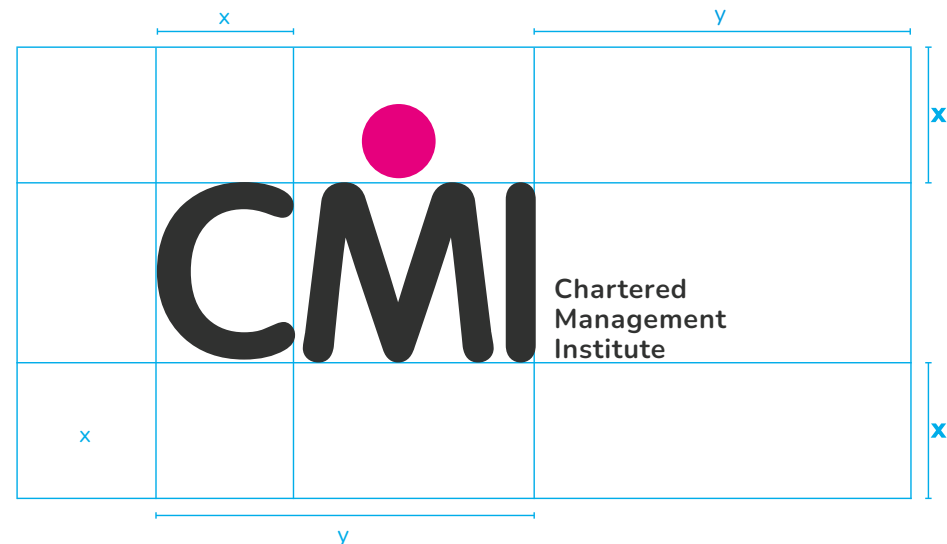
### Minimum size

Full Logo  
- Print: 35mm / Screen: 175px

Compact Logo  
- Print: 10mm / Screen: 80px

### Exclusion zone

Always maintain clear space around the logo as shown in the diagram, so it stays visible and uncluttered in all applications.



# Typography

Our typography reflects clarity, professionalism, and approachability. The chosen typefaces ensure readability across digital and print materials while reinforcing CMI's brand identity.

## Top tips

Maintain **consistent spacing and hierarchy** for clarity.

Ensure **sufficient contrast** between text and background for accessibility. For example: if the text is on a slate or plum background the recommended font would be Nunito Semi-Bold to stand out more.

Use **bold and semi-bold weights sparingly** to emphasise key points.

All CMI products/services must be written in Title case e.g. 'EPA Support Package'.

## Font hierarchy

### Header 1

Used for main headings and impactful statements. Ensure strong, attention-grabbing messaging. To be written in header case for e.g.: 'Our Tone of Voice'

### Header 2

Used for section titles and supporting headings. Provides contrasts while maintaining readability. To be written in sentence case for e.g.: 'Our tone of voice'

### Body copy

Used for paragraph text and general content. Ensures a smooth, accessible reading experience.

**Prompt Bold**

**Nunito Semi-Bold**

Nunito Light

# Font Combinations

Our typography combinations create a professional, modern, and structured hierarchy. Here are recommended pairings for various content types.

## Prompt Bold

Nunito Light - Hariorupta vernam, quidel id ut et eaquaest autatqu iatiossin consedidid ulpa quam aligent iurio. Atem quatem vellant aut explabor.

## Prompt Bold

Nunito Semi-Bold

Nunito Light - Hariorupta vernam, quidel id ut et eaquaest autatqu iatiossin consedidid ulpa quam aligent iurio. Atem quatem vellant aut explabor.

## Prompt Bold

Nunito Semi-Bold

Nunito Light - Hariorupta vernam, quidel id ut et eaquaest autatqu iatiossin consedidid ulpa quam aligent iurio. Atem quatem vellant aut explabor.

“

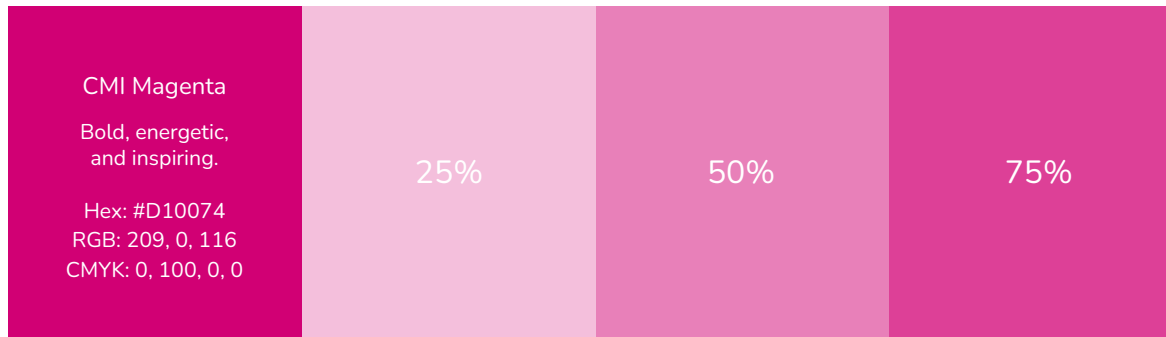
**Anybody can call themselves a manager - lots of people step into management by accident merely for progression or after a length of time in a business. But being a Chartered Manager means you are a specialist in that area, and it shows you've got all the skills to do the job to the best of your ability. It makes you stand out.**

Sandeep Farar CMgr FCM  
Business Service Partner, Arup

# CMI Colours

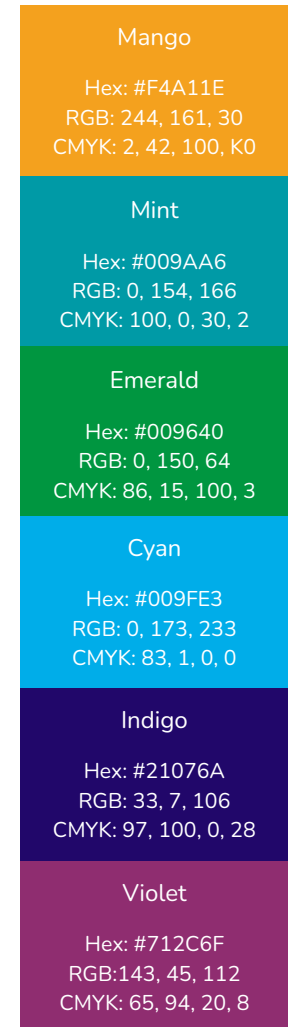
## Primary colour

CMI Magenta represents passion, leadership, and innovation. Use it as an accent to add vibrancy and focus - not to dominate. CMI Magenta should never exceed 10% of any composition.



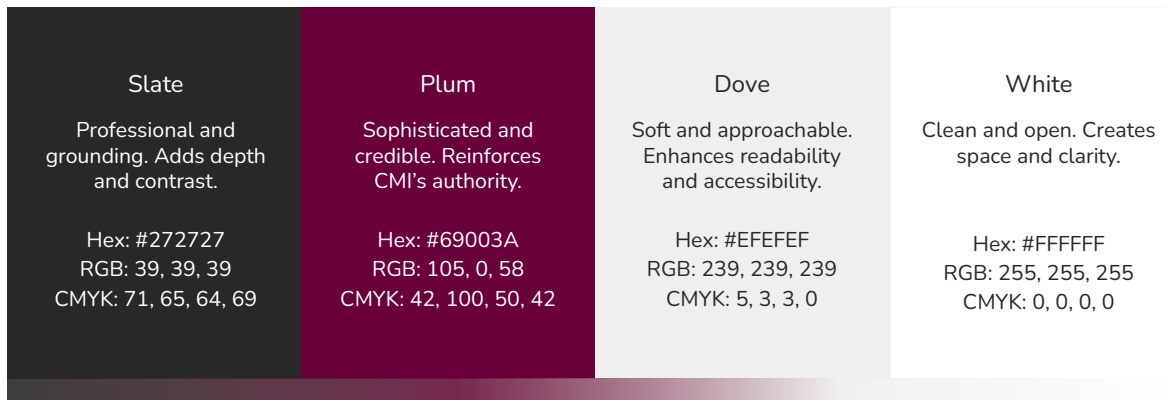
## Secondary colours

To use with moderation.



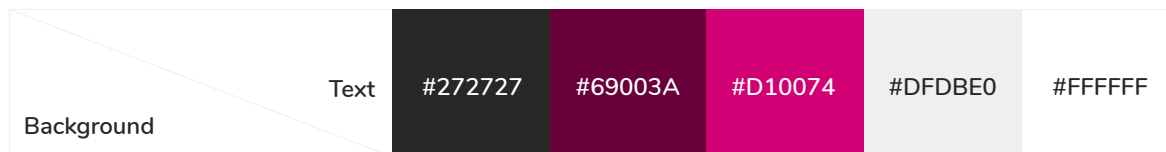
## Foundation colours

These colours provide a strong, versatile base for all CMI designs. Use them as primary backgrounds and structural elements to bring balance, clarity, and a sense of authority.



## Colour accessibility

Please use the accessibility chart as a guide.



# Design Examples

## Banners

**CMI** Chartered Management Institute

Shaping the Future of Management and Leadership

#BetterManagers

Save 30% on becoming a Chartered Manager

Enter code: CMGR30

## Infographics

Switching is simple

1. Contact the CMI Partnership Team using the details below
2. Our CMI Partnership Managers will guide you through the straightforward switching process
3. Share your apprentice information securely via our secure onboarding platform
4. Receive personalised onboarding support tailored to your needs and your sector

**CMI Provides EPAs for the Following Standards:**

- LEVEL 3 Business Administrator
- LEVEL 3 Technical Supervisor
- LEVEL 4 Senior Management Consultant
- LEVEL 4 Assistant Project Manager
- LEVEL 5 Commercial Management Manager
- LEVEL 6 Chartered Manager Degree Apprenticeship
- LEVEL 7 Senior Leader Apprenticeship

Coming Soon Level 2 Business Administration

For more information please visit [managers.org.uk](http://managers.org.uk) and join the conversation [#BetterManagers](https://twitter.com/managers)

### 5 Reasons to Switch your End-Point Assessment to CMI

- 1. Royal Chartered excellence**  
As the only Royal Chartered body in management and leadership, CMI has unparalleled credibility and authority. This sets us apart from other organisations. The only other organisation to be recognised by the Royal Charter is the Royal Society. CMI is a Chartered Institution, Chartered College and Chartered Employer.
- 2. Unique study support package**  
Apprentices gain access to a range of support including: industry visits, online learning, and a dedicated study support package. This includes a dedicated study support manager, a dedicated study support team, and a dedicated study support budget.
- 3. Excellent achievement rates**  
Our focus on preparing apprentices for a successful end-point assessment from day one has resulted in our apprentices achieving an average of 97% pass rates. This is significantly higher than the industry average of 73%.
- 4. A partnership that works**  
Switching to CMI EPAs allows you to continue your current partnership with your employer. This means you can continue to benefit from the support and expertise of your current End-Point Assessment Organisation (EPAO) while also benefiting from the support and expertise of CMI.
- 5. Focused on creating outstanding experiences**  
Our focus on creating outstanding experiences for our apprentices is a key differentiator. We provide a range of support and resources to ensure that our apprentices have a positive and rewarding experience throughout their apprenticeship.

97% of partners say we've met or exceeded their goals

73% of partners say we've exceeded their expectations

3/4 of partners say we've exceeded their expectations

“We have used CMI resources to support our apprentices and we have seen a significant improvement in their performance. CMI has provided us with a range of support and resources that have been invaluable. We would highly recommend CMI to any employer looking to improve their apprenticeship programme.”  
— Jane Williams, Senior Project Manager, ABC Company

## Social media posts

Your Apprentices Deserve More Than Just an EPA.

Too many apprentices feel unsupported and unprepared for their end-point assessment.

With CMI, apprentices are never alone.

Equip them with the resources they need to succeed.

With a study support package that sets apprentices up for real-world success.

We support them from day one.

5 REASONS TO SWITCH EPA PARTNER

1. ROYAL CHARTERED EXCELLENCE

UNIQUE STUDY SUPPORT PACKAGE

EXCELLENT ACHIEVEMENT RATES

Be Employers' First Choice.

We set the standard.

JOHNSON & SCHOLES' CULTURAL WEB

GROW MODEL

| Letter | Meaning | Description  |
|--------|---------|--|
| G      | Goals   | Agree a plan for discussion and specific objectives. Set long-term aims of apprenticeship.                                   |
| R      | Reality | Fully self-assessment and offer realistic examples of tasks, jobs, areas for study, support and shared resources/training.   |
| O      | Options | Cover the full range of options and make suggestions from the start. Offer suggestions, tasks, jobs, and resources and make. |
| W      | Will    | Provide plan and study, prepare about the, make plans, provide and action items.   |

## Toolkits

Recognised Partner Marketing Toolkit

How to describe CMI to learners

Using the CMI logo

Promoting your programmes on social media

Recognised Partner Marketing Toolkit

## 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 internationally, 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 **160,000** 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, and Chartered Management Consultant status which sets and maintains the highest standards for the management consulting profession. CMI's thought leadership, research and online resources provide practical insights on critical issues for a membership community of over **230,000** 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

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

 LinkedIn: [Chartered Management Institute](#)

 Facebook: [@bettermanagers](#)

 Instagram: [@cmi\\_managers](#)

 TikTok: [@cmi\\_managers](#)

 YouTube: [@cmi\\_managers](#)

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



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

Copyright Chartered Management Institute ©

**#BetterManagers**

