



Brand Guidelines

CISI Chartered FirmTM

Maintaining the Standard

Use of the CISI Chartered Firm™ Trademark and Brandmark identifies that your firm is operating at the highest levels of trustworthiness and professionalism expected from the sector. It's vital that the CISI Chartered Firm™ Brandmark is protected. We must therefore ensure that firms using it comply with our brand guidelines. Your support of this will be very much appreciated.

As you will be aware, your status as an CISI Chartered Firm™ must be renewed annually. Should your firm's status as an CISI Chartered Firm™ cease, its use of the marks and Brandmark must also cease.

Usage

This brandmark replaces any previous brandmarks that may have been previously sent to you. All instances of previous brandmarks should be removed from circulation as soon as possible.

Updating the Brandmark

The brandmark includes a year range in which it is issued to demonstrate to the public that a firm is currently eligible to use it. The brandmark is updated on a yearly basis and your CRM representative will be in contact to send you an updated brandmark, should your firm still be eligible to use it.

Brand guidelines

These brand guidelines have been developed in order to provide consistency when an CISI Chartered Firm™ or the media are referring to the CISI Chartered Firm™ Brandmark and Trademark.

Please comply with these guidelines, and if you have any queries, contact our Marketing department at Marketing@cisi.org

CISI Chartered Firm™ Trademark

The CISI Chartered Firm™ Trademark must appear in full whenever first written, with the “TM” in superscript.

Correct Use

- John Smith Associates is a CISI Chartered Firm™
- John Smith Associates is a CISI Chartered Firm™. A CISI Chartered Firm™ is committed to demonstrating the highest professional standards

Incorrect Use

- John Smith Associates, CISI CF™
- John Smith Associates is a CISI Chartered Firm.
- John Smith Associates is a CISI Chartered Firm™. A Chartered Firm are committed to demonstrating the highest professional standards

CISI Chartered Firm™ Brandmark

The new Brandmark is shown in this guide and replaces all previous versions. It comprises three elements:

- The CISI logo
- The wordmark
- The colour

These three elements always appear in a fixed relationship and should not be altered, redrawn or modified in anyway.

To create flexibility in the application of the Brandmark, we have created two Brandmarks:

- **Full colour**

To be used as your first choice when applying the Brandmark to your communications.

Gold = Pantone 118C.

CMYK breakdown as follows is also acceptable: C 30% M 44% Y 100% K 8%

- **Mono Black / Reversed**

To be used when the only colour available for you to use is black

To be used when applying the Brandmark onto dark backgrounds.

Full Colour Primary Brandmark

The full colour Brandmark should always be used as your first choice when applying the Brandmark.



Mono Black/Reversed

When the only colour available for you to use is black or applying the Brandmark to dark backgrounds, you can use the Mono Black / Reversed Brandmark.



Rules when using the Brandmark

- The Brandmark must only be used as described in this guide
- The Brandmark cannot be adapted or altered in any way, and should be used with the colour combinations described in this guide
- Do not use as part of, or incorporated in, the name of a firm or firm logo
- Use only original artwork to reproduce the Brandmark.

Use the Brandmark only on appropriate promotional items which do not degrade the Brandmark and the CISI Chartered Firm™ register.

Please use the Brandmark on your website – when doing so, please ensure it links through to the CISI website: www.cisi.org

If you cease to be an and the CISI Chartered Firm™, you should immediately remove the Brandmark from your materials.

Using the Brandmark and Trademark for promotional materials, text documents and websites

We strongly encourage you to use the CISI Chartered Firm™ Brandmark and Trademark on your firm's promotional material and website. Doing so will confirm your status as a leading demonstrating your commitment to excellence and increasing awareness of your brand's association with high practice standards.

If you cease to be a CISI Chartered Firm™, you should immediately remove the Trademark from your materials.

Using the Brandmark in business stationery

Letterheads

The same rules apply to letterheads and business cards.

Business cards

The brandmark can be used on its own. However, if you state that your firm is accredited anywhere within the text, you must use the logo as well. Where a text line is used (as above) it can be in your company's own corporate font so that it fits in with your branding (see below for examples).

Examples of correct use

The left column shows two examples of correct brandmark usage. The top example is a letterhead with a blue header containing 'Smith Financial Planning' and 'CISI Chartered Firm™'. Below the header, the company address and contact details are listed. The bottom example is a business card with a blue header containing 'Smith Financial Planning' and 'CISI Chartered Firm™'. Below the header, the cardholder's name and contact details are listed, and the CISI logo is placed at the bottom right of the card.

Smith Financial Planning
CISI Chartered Firm™

Whitefriars Centre, Lewins Mead, Bristol BS1 12NT
T: 0117 945 2470
E: john@smithfp.co.uk
W: www.smithfinancialplanning.co.uk

Smith Financial Planning
CISI Chartered Firm™

John Smith CFP™ Ch. MCSI
Partner
T: 0117 945 2470
E: john@smithfp.co.uk

CISI CHARTERED FIRM™

Examples of incorrect use

The right column shows two examples of incorrect brandmark usage. The top example is a letterhead with a blue header containing 'Smith Financial Planning' and 'CISI Chartered Firm'. The text 'CISI Chartered Firm' is missing the trademark symbol. Below the header, the company address and contact details are listed. The bottom example is a business card with a blue header containing 'Smith Financial Planning' and 'CISI Chartered Firm'. The text 'CISI Chartered Firm' is missing the trademark symbol. Below the header, the cardholder's name and contact details are listed, but the CISI logo is missing.

Smith Financial Planning
CISI Chartered Firm

Whitefriars Centre, Lewins Mead, Bristol BS1 12NT
T: 0117 945 2470
E: john@smithfp.co.uk
W: www.smithfinancialplanning.co.uk

Smith Financial Planning
CISI Chartered Firm

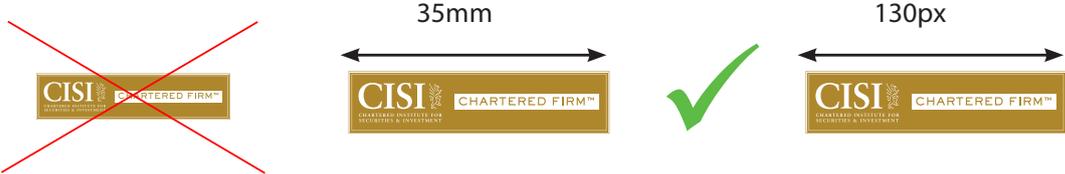
John Smith CFP™ Ch. MCSI
Partner
T: 0117 945 2470
E: john@smithfp.co.uk

Protecting the Brandmark

To ensure maximum clarity for the Brandmark, it is essential to avoid crowding it with other visual elements. Please allow an 'exclusion zone' of no less than the height and width of the 'C' element from the Brandmark



The logo should be printed at a minimum width of 35mm or displayed online at 130 pixels.



Ensure that the proportion of the logo does not change. It must not be altered in its horizontal or vertical shape.



Need more?

For more information on applying the CISI Chartered Firm™ Trademark or Brandmark to your communications, please contact:

charteredfirms@cisi.org

Thanks for your help in complying with these guidelines. We appreciate it!

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 @cisi

 [cisi.org/linkedin](https://www.linkedin.com/company/cisi)