First impressions count and presentation matters. Our brand should create a strong impact with the right audiences.

Our brand is more than a logo. It is a combination of images, colours, graphics, words, actions and values that make up who we are and what we do.

This guide

The guide will help you to understand all the elements that make up the CILIP brand and how to use it successfully.

Our brand is valuable and should be treated carefully. Please contact us if you have any questions, email marketing@cilip.org.uk.

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Who we are

CILIP is the UK’s library and information association. We work to improve library and information services, develop our members’ expertise and represent the sector.

CILIP in words
We should be referred to as ‘CILIP, the library and information association’ in the first instance. After that use ‘CILIP’.

Our tone

Confident
We are proud to represent the library and information sector. We will provide positive leadership and robust challenge where necessary. We will showcase people, buildings, design and services from across the sector and the impact they make.

Clear
We will use straightforward language and information, and good design. We will tailor our approach depending on audience. Our messages and presentation will be clear and have the maximum impact possible.

Strong
We speak for the whole library and information sector and are open to everyone that wants to become a member and join our community. We are stronger together and the bigger we are the more influence we have.

Independent
We are the only independent voice for the UK’s library and information sector. We are guided by our Royal Charter - to develop and improve library and information services - and by being a charity - to act in the public good.

Informed
We will check our facts and be as accurate as possible. However, we are human and if we get things wrong we will admit it and where possible correct it. We will draw on the expertise of the sector and make evidence-based decisions.

Approachable
We are a network of people. We welcome everyone to join our community and will make you feel at home. We are friendly and personable. We will use images and stories from our members, the places they work and their customers.
Knowledge and skills are the building blocks for a successful economy, equal society and fulfilling life. As the UK’s library and information association we are proud to represent the sector and advocate for the impact it makes.

Our family

Core Logo
The logo is made up of CILIP in a blue box and text to describe us.

Devolved Nations

- **CILIP CYMRU WALES** For library and information professionals
- **CILIP CYMRU WALES** Ar gyfer gweithwyr proffesynol Llyfrgell a gwybodaeth
- **CILIP IRELAND** For library and information professionals
- **CILIPS** Scotland’s library and information professionals
Size and position

Positioning
The preferred position is top left or failing that, bottom left.

Clear space
The clear space that should be left around the logo (X) is proportional and is equal to the height of the capital letters in the logo.

The total width is measured from the left hand side of the blue box to the end of the longest line of the text to describe us.

Suggested sizes (total width):
A6 - 45mm
A5 - 65mm
A4 - 75mm
Using the logo on coloured backgrounds

The coloured logo should be used on a white background. On coloured backgrounds or tints of colours the mono or reversed versions should be used.

Where necessary the logo may be placed on an image as long as the image has been modified or retouched so the logo is clearly legible.

The background of the image where the logo is to be placed must be of sufficient contrast with the blue and grey to read well, the image background should be clear of detail and ideally a neutral colour.

Normally the mono or reversed versions would be used but if the above conditions are met, the coloured logo can be used. The logo should not be placed in a white box.

For example:
Special Interest Groups

Special Interest Groups have a dedicated version of the CILIP logo to appear alongside the Group's logo.

The aim of the dedicated CILIP logo is to clearly associate the group with the CILIP family while supporting each Group with its unique identity.

If you need to describe what CILIP is, for example when reaching an audience that does not know the organisation use the text, [Name of Special Interest Group], a Special Interest Group of CILIP, the library and information association.

Portrait and landscape versions are available:
Social media

Social media is a powerful way for us to talk with our community and reach new audiences.

We want to increase the impact of our messages through clear association with the CILIP family and brand.

**Icons**

Social media icons for the core CILIP logo, Devolved Nations and Regional Member Networks are available. They should be uploaded to the image placeholder on the social media site you are using.

These icons are for use on official accounts only.

Special Interest Groups should use their logo for the icon.

**Text**

We would like Regional Member Networks and Special Interest Groups to be clear that they are part of the CILIP family.

Where there is space for descriptive text on a social media account we ask that you use the text:

*[Name of Special Interest Group], a Special Interest Group of CILIP, the library and information association*

**OR**

*CILIP, the library and information association, in [(the) name of Regional Member Network]*
Fonts

Our two preferred fonts create a professional and approachable impression. They have been selected for good accessibility and legibility. Open Sans is a free open source font. Tahoma is a standard font available through common software packages such as Word and PowerPoint.

Open Sans

**Primary font**
For use in the creation of all professionally designed print and online marketing materials.

Open sans regular
Open sans semi-bold
Open sans bold

*Open sans regular italic*
*Open sans semi-bold italic*
*Open sans bold italic*

A light version is available but should only be used in captioning, or display graphics with sizes over 48pt.

This is Open Sans 11pt/14pt leading - tracking set to -5.

The quick brown fox jumped over the lazy dog. The quick brown fox jumped over the lazy dog. The quick brown fox jumped over the lazy dog.

Tahoma

**Secondary font**
For use in the creation of all internal documents.

Tahoma regular
Tahoma bold

Tahoma regular italic
Tahoma bold italic

abcd
defghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

This is Tahoma 11pt/14pt leading

The quick brown fox jumped over the lazy dog. The quick brown fox jumped over the lazy dog. The quick brown fox jumped over the lazy dog.
Colours

These are the colours used in the logos.

You should not feel restricted in the use of colour and these swatches should be thought of as the building blocks for your designs, and used sparingly with supporting colours.
We hope you found this guide useful and it has helped understand how the CILIP brand works and how to use it successfully.

Please contact us if you have any questions, email marketing@cilip.org.uk