

CIPS Corporate Ethics Mark Usage Guidelines

Version 2 | October 2014



CIPS Corporate Ethics Mark

Introduction

The CIPS Corporate Ethics Mark publically reinforces an organisation's assurance to ethical sourcing and supplier management.

Organisations displaying the mark have signed a Statement of Commitment to ethical sourcing and supplier management and have taken proactive steps to safeguard against unethical conduct.

The mark signals to suppliers, customers, potential employees and other stakeholders that they are dealing with an organisation, large or small, public or private sector, that is committed to ensuring its staff are trained in ethical sourcing and supplier management, and that they have adopted ethical values in the way in which they source and manage suppliers.

Use of the CIPS Corporate Ethics Mark

Correct usage of the CIPS Corporate Ethics Mark is critical to maintain consistent, high standards of visual representation. The following guidelines are intended to help you implement the mark correctly.

Use of the mark is at the discretion of the Chartered Institute of Procurement & Supply and we reserve the right to refuse or withdraw consent to use.

Usage

Only organisations that have signed a CIPS Statement of Commitment to Ethical Procurement and Supply within the last 12 months can use the mark.

Do use on:

- The 'about us' section of your website
- Back covers of brochures with information about your organisation
- Front covers of brochures
- Internal communications
- Business cards
- Email footers.



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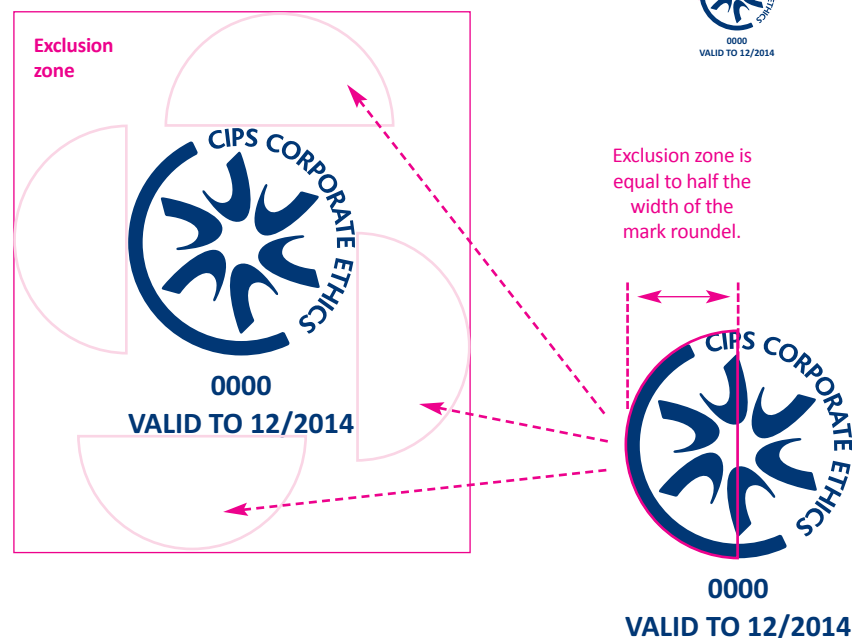
VALID TO 12/2014

CIPS Corporate Ethics Mark

Exclusion Zone

CIPS Corporate Ethics Mark can be used on any light background alongside any other graphics or type providing nothing enters the recommended exclusion zone. The mark should always be surrounded by this clearly defined space to ensure clarity.

The exclusion zone or clear space around the mark is equal to half the width of the mark roundel. Do not position any text, graphic elements, or other visual marks inside this exclusion zone.



Contact Us

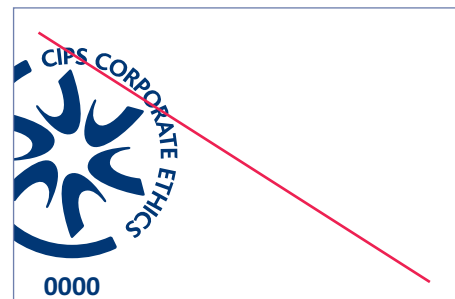
If you have any questions on how to use the CIPS Corporate Ethics Mark please contact marketing@cips.org

Minimum Size

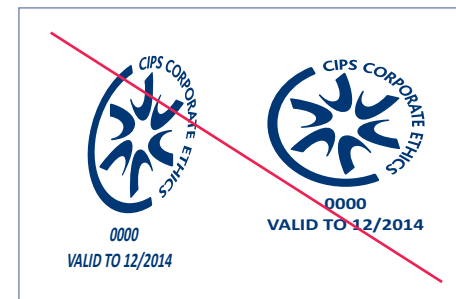
To ensure clarity do not use the mark any smaller than 10mm wide. If the mark is used on professionally printed artwork always use a CMYK vector eps file.



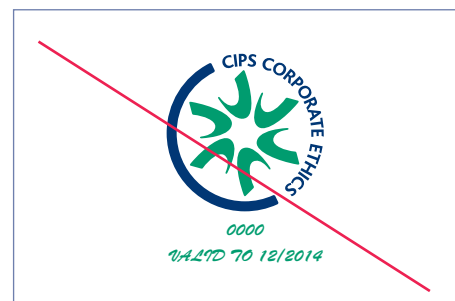
Incorrect Usage of the Mark



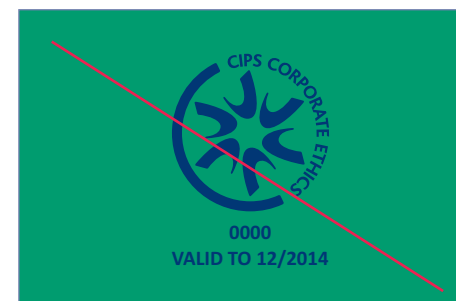
DO NOT crop or overlap the mark with any other object.



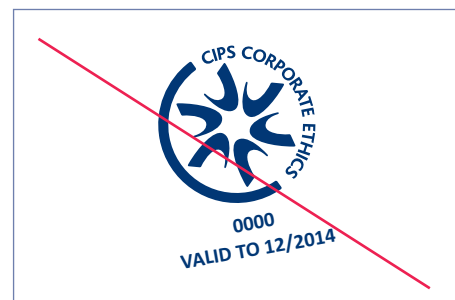
DO NOT squeeze, stretch or distort the mark.



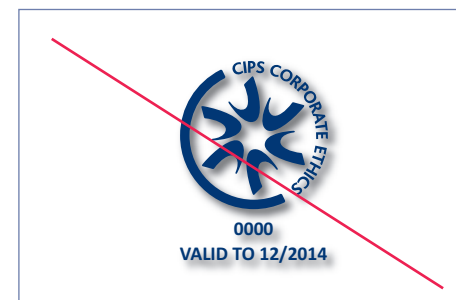
NEVER change the colour and font or tamper with any part of the mark.



NEVER place the mark on a dark background. If you require a white mark contact CIPS marketing dept.



DO NOT rotate or place the mark on an angle.



DO NOT add drop shadows or any other effect to the mark.

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