

Study Centre brand guidelines

This document gives guidance on using the CIPS Study Centre logo and key principles for using the CIPS brand name in various media. If you have any questions about this document, please contact: brand@cips.org

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Describing CIPS

Our name

Our full name should be expressed as the **Chartered Institute of Procurement & Supply** or **CIPS** (pronounced sips).

NOT

The Chartered Institute of Procurement & Supply

Remember to use the ampersand (&) between Procurement & Supply. Our full name should be used at the start of a communication piece followed by (CIPS) in brackets. Just the acronym CIPS can then be used after that.

Boilerplate copy

We are CIPS, the Chartered Institute for Procurement & Supply. A global membership organisation driving positive change across our profession.

We are the voice and standard, defining and amplifying best practice across all our worlds. As the awarding body for the profession we lead in education and training. Helping professionals advance their ambition.

We provide insights, information and tools. Enabling members to develop their own best practice.

We help build capability within organisations. Interrogating, troubleshooting and training.

Through all our work, we build a community. A global network of professionals powering procurement and supply so our societies can thrive.

Join CIPS, for your career, and the profession.

Logos

The CIPS Study Centre logo publically recognises your organisation's association with CIPS. Organisations displaying the mark have a signed and valid Study Centre contract.

The marque signals to students, suppliers, customers, potential employees and other stakeholders that they are dealing with an organisation partnered with CIPS.

Use of CIPS Study Centre logos

Correct use of CIPS Study Centre logos is critical to maintain consistent, high standards of visual representation. The following guidelines are intended to help you implement the marque correctly.

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

Usage

Only organisations that have a signed and current CIPS Study Centre agreement can use the marque.

Versions



For use on:

- Your website
- Your Study Centre landing page
- Brochures and flyers
- Internal communications
- Business cards
- Email footers
- Event materials

Logos

We have alternative colour versions of our logos for use on different colour backgrounds – this helps to keep our logos as visible as possible in all scenarios.

These logos are for use by CIPS Study Centres only.

If in doubt please check before you proceed, by emailing: brand@cips.org

Colour



Blue
Primary version
This is our preferred version and should be used whenever possible.



Black
Use this version when the application requires black and white printing.



White
Use this version when the background is too dark to allow use of the primary blue version.

Logos

Clear space

Please follow the clear space shown here to maintain visibility across all communications. No graphics or text should appear within the clear space.

The clear space is equal to half the diameter of the circle in the globe graphic.

Minimum size

The smallest size that our logos should appear is a width of 20mm in print, or 180 pixels on screen.

Scaling

All the CIPS logo files have been created so that 100% = 100 mm width. The size can therefore be expressed either in millimetres or as a percentage.

Please note: Care should be taken when scaling our logo to maintain the correct aspect ratio.

Clear space and minimum size



20mm
180px

Logos

Our logos are fixed and should never be altered in any way. It should always be reproduced using the master artwork.

Shown here are a few examples of what you should never do.

1. Do not stretch or distort
2. Do not outline
3. Do not rotate
4. Do not recolour
5. Do not add a drop shadow
6. Do not ignore the minimum size guides
7. Do not use a logo colour that lacks contrast with the background
8. Do not try to recreate the logo using other typefaces
9. Do not place the logo in a holding box or other shape

Protecting the logos

1



2



3



4



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Social media

We welcome the promotion of CIPS in social media accounts and communities to build knowledge networks and conversations with students and professionals around the world.

The ‘CIPS’ brand must not be used by Study Centres within the social media community as a group name.

CIPS reserves the right to grant permission for it’s name to be used in social media profiles and we reserve the right to refuse or withdraw consent of use at any time.

Correct use

 **Regional College of Procurement & Supply**

 **ABC Study Centre of Procurement & Supply**

 **Accredited Procurement Training & Qualifications**

 **Procurement Training Courses**

 **Regional College of Procurement & Supply – CIPS**

 **ABC Study Centre CIPS**

 **Accredited CIPS Training & Qualifications**

 **CIPS Courses**

Paid media

We welcome the promotion of CIPS Study Centres in Google Search to advertise learning and qualification opportunities.

Study Centres are welcome to bid on CIPS learning and qualification keywords, however must not bid on the 'CIPS' brand terms or keywords that are not directly relatable to learning and qualifications as shown in this table.

The CIPS marketing team is available to discuss queries and can be reached at brand@cips.org

Correct use of CIPS brand

Learning and qualifications

✓ **cips qualification**

✓ **cips courses**

✓ **cips distance learning**

✓ **cips past papers**

✓ **cips diploma**

✓ **cips level 2**

✓ **cips level 3**

✓ **cips level 4**

✓ **cips level 5**

✓ **cips level 6**

✓ **cips courses online**

Brand variant

✗ **cips login**

✗ **my cips**

✗ **cips membership**

✗ **cips jobs**

✗ **cips exam timetable**

✗ **cips awards**

✗ **cips cost**

✗ **cips books**

✗ **cips meaning**

✗ **cips exams**

Brand exact

✗ **cips**

Marketing messages

CIPS welcomes the promotion of marketing messages providing these do not have a negative effect on the CIPS brand, reputation, or anything that might affect CIPS.

If you are unsure of whether a marketing message is in conflict with the guidelines please contact brand@cips.org

Correct use



"Time to get ahead 15% off CIPS courses"



"Flexible and accessible CIPS courses"



"Distance learning made easy"



"Expert tutors and high pass rates"



"Exclusive access to CIPS sample papers and exam questions"



"Easier than any other CIPS qualification"



"No better way to learn CIPS"



"The best CIPS pass rates worldwide"

Domain names

CIPS welcomes the inclusion of Study Centres in web search results to advertise qualification, training and networking opportunities to students and professionals around the world.

However, Study Centres must not use the CIPS brand in the web domain name.

For any queries on this please contact the CIPS digital marketing team at brand@cips.org

Correct use



www.abclearn.co.uk



www.apass.co.uk



www.procurementtraining.co.uk



www.easton-college-of-procurement-supply.co.uk



www.abclearncips.co.uk



www.cipspassexams.co.uk



www.cipstraining.co.uk



www.cips-college-education-centre.co.uk

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please get in contact with: brand@cips.org