



Corporate Brand Guidelines

Contents page

Introduction	3
Master logo	4
Exclusion zone and minimum size	5
Logo formats and variations	6
Incorrect usage of logo	7
Symbol	8
Corporate colour	9
Supporting colours	10
Typography	11
Typography	12
Stationery	13
Stationery	14
Stationery	15
Other logos	16
CIBSE regions	17
CIBSE groups	18
CIBSE partnerships	19
Social Media	20

Introduction

These brand guidelines should be implemented by anyone who uses the CIBSE brand.

It is very important that we all use the CIBSE identity in the same way, providing a consistent presentation to all our members, our partners, and our suppliers. If the identity is to work then we must make sure that we are consistent in its use on everything we produce. Whether in print or online.

These guidelines are designed to help us do that.

They set out rules about what we can do and what we can't do. They are fairly simple and, hopefully, fairly easy to understand. If you follow the advice contained inside then you cannot go far wrong.

Always refer to these guidelines when you are using the logo in any way. If you are uncertain about what is appropriate, do not hesitate to contact the marketing team on 020 8772 3671. They will be happy to help.

Master logo



_____ b

_____ a

The CIBSE logo is made up of the company name and the company symbol.

The CIBSE identity consists of two elements:

- a - company name
- b - company symbol

Original artwork should always be used to reproduce the identity. Please use the identity artwork provided, which is available from the CIBSE marketing team.

The logo or elements of the logo should not be altered, recoloured or added to in any way.

Exclusion zone and minimum size



W: 20mm



W: 10mm



Exclusion zone

The area indicated around the identity is known as the isolation area or exclusion zone.

To ensure the clarity of the identity, this area should be kept free of any type, imagery or graphic elements.

An exclusion zone has been defined around the outside of the logo. This is measured by the unit 'X', where X is equal to the height of the 'I' in CIBSE.

This is proportionate for the logo at any size
No element should come closer than the height or width of the 'X' area.

This clear space is applied to all four sides of the logo.

Minimum size

Minimum size is W: 10mm

The measurement is based on the width of the symbol.

Logo formats and variations

1)



2)



The master logo is available in the following formats:

- eps for high resolution print
- jpeg for low resolution print
- web ready jpeg for online use

It is also available in different colours for different uses:

1. Printed in PMS 308 or CYMK version against a white background.
2. Printed in black against a white background.
3. Reversed in white against a solid colour background where there is not enough contrast.
4. Printed in PMS 308 or black against a lighter palette colour that provides adequate contrast.

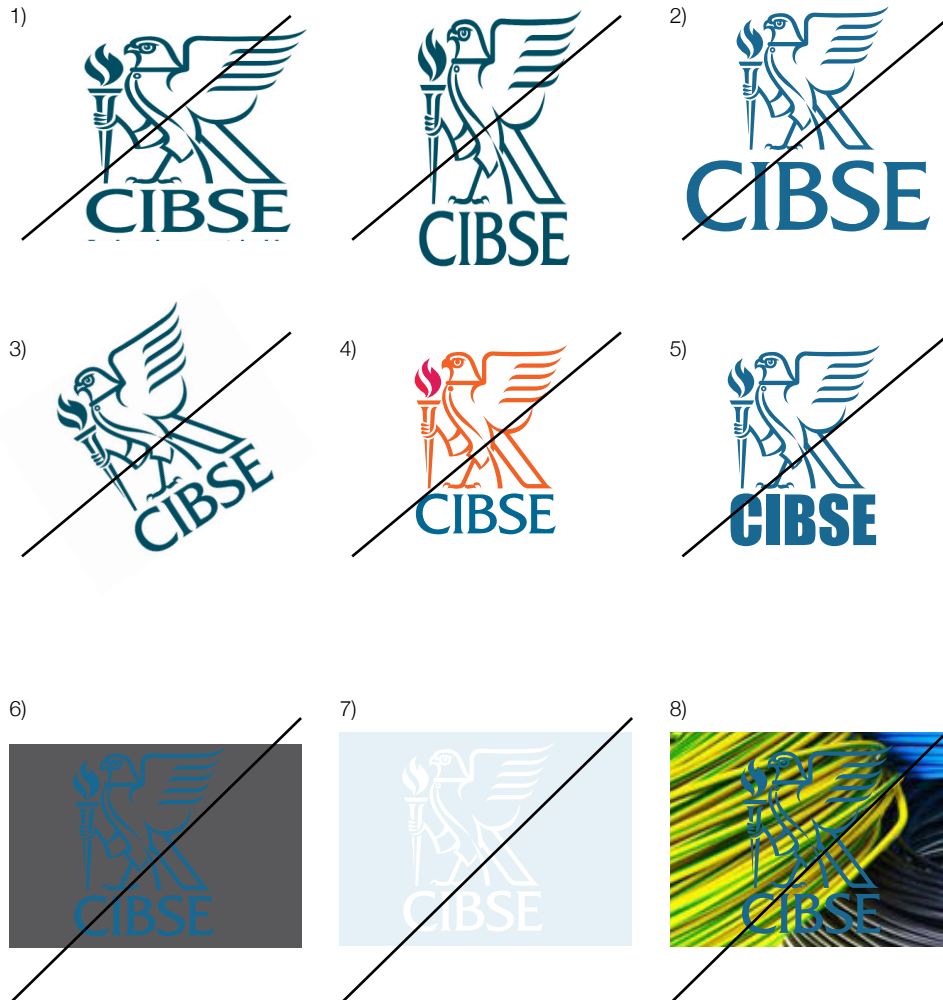
3)



4)



Incorrect usage of logo



Some incorrect uses of the identity are shown. Please always use original graphics files and do not alter the identity artwork.

1. Don't alter the logo in any way such as stretching horizontally or vertically.
2. Don't change the sizes of any of the three elements.
3. Don't rotate/use the logo at an angle.
4. Don't recolor the logo in any way.
5. Don't substitute the logo text with another font.
6. Don't use on a coloured background that will compromise legibility.
7. Don't use negative version on light background.
8. Don't use on busy photography or patterned backgrounds.

Symbol



W: 10mm



In certain circumstances the symbol can be used on its own without 'CIBSE'.

The preferred corporate colour for using the symbol on its own is the Pantone PMS 308. CMYK or RGB breakdown specifications are supplied on page 9.

Minimum size

The minimum usage size of this symbol is a width of 10mm.

Corporate colour

Pantone 308



Four colour
process:

C: 100

M: 0

Y: 0

K: 50

Screen
colours:

R: 0

G: 104

B: 144

Hex colour code: #006991

The primary corporate colour is Pantone PMS 308 (blue) and is for use in spot color printing.

For the four colour process (CMYK), the specifications shown should be used as they match the PMS as closely as possible.

For web sites or screen graphics, the RGB colours should be matched. RGB colours are intended to match their PMS counterparts as closely as possible. These should not be used for print applications.

Supporting colours

Pantone 109

C: 0 R: 241
M: 33 G: 171
Y: 100 B: 1
K: 4

#ffd000

Pantone 349

C: 92 R: 0
M: 0 G: 103
Y: 88 B: 55
K: 50

#006737

In addition to the primary corporate colour, a set of supporting colours has been agreed which can be used alongside Pantone PMS 308 (blue).

These supporting colours are useful for backgrounds, charts, etc. Under no circumstance are these supporting colours to be applied to the master logo.

Pantone 130

C: 5 R: 241
M: 35 G: 171
Y: 100 B: 1
K: 0

#f1ab01

Pantone 519

C: 73 R: 72
M: 100 G: 15
Y: 0 B: 99
K: 39

#480f63

For web sites or screen graphics, the RGB colours should be matched. RGB colours are intended to match their PMS counterparts as closely as possible. These should not be used for print applications.

Pantone 187

C: 0 R: 200
M: 100 G: 15
Y: 65 B: 63
K: 18

#c80f3f

Pantone 662

C: 100 R: 15
M: 84 G: 58
Y: 0 B: 133
K: 20

#0f3a85

Typography

Helvetica Neue 45 Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890 . , : ; ! ? () &

Helvetica Neue 55 Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890 . , : ; ! ? () &

Helvetica Neue 75 Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890 . , : ; ! ? () &

Primary typeface

CIBSE's corporate font is Helvetica Neue.

As a general rule, Helvetica Neue Light is used for body text and Helvetica Neue Bold is used for headings or sub-headings.

All text should always be set in upper and lower case.

All text should be left justified, wherever possible.

Helvetica Neue should be used on all corporate publications especially on their covers.

This font should be installed on your computer and used on all electronic and written documents.

Other typefaces can be used if a valid reason is given. This might be to do with a design that requires a more decorative face say for an invitation. It may also be for a separate marketing campaign where another font can be used to give standout. In these cases Helvetica Neue should be used in conjunction with the other specific fonts to complement them.

Typography

Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890 . , ; ! ? () &

Arial Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

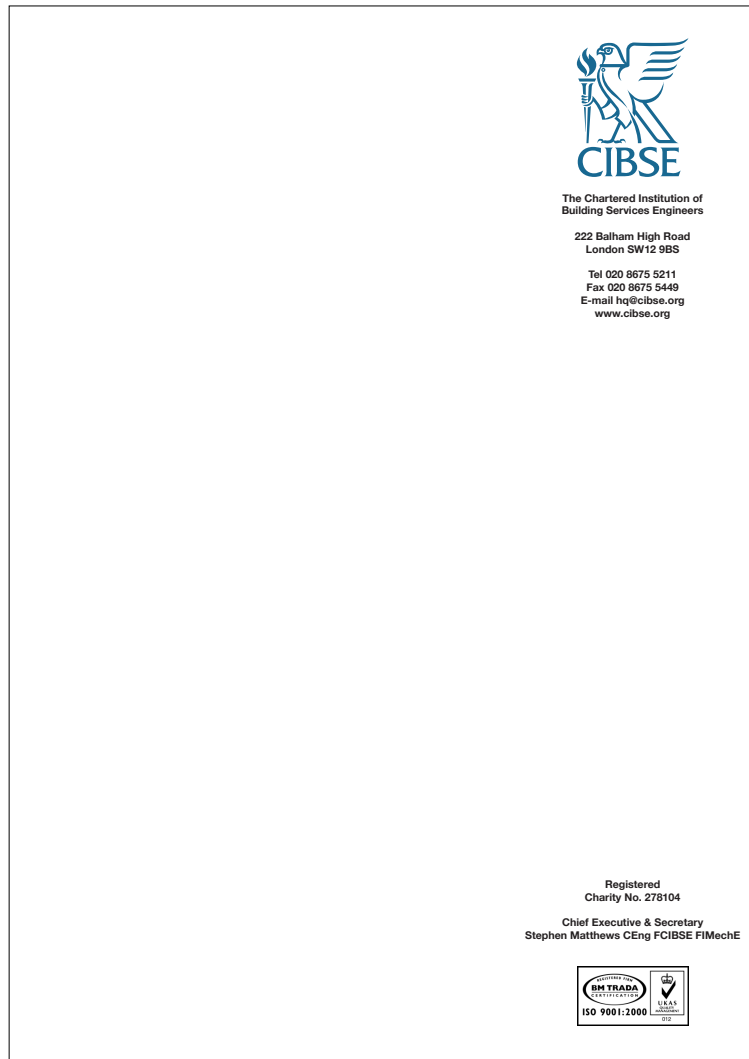
1234567890 . , ; ! ? () &

Secondary typeface

In circumstances such as general text setting and marketing material on a PC, where Helvetica Neue is not available then Arial can be used. Arial is also be a good choice for website use where it is a common font found on most computers.

Stationery

Logo width: 25mm



Corporate letterhead

Paper Size: A4 portrait (210mm x 297mm)

This is the basic letterhead, showing logo position. This style should be followed for other stationery items.

As a general rule, the identity and contact information should be positioned in the top right hand corner.

All text is set in the corporate font Helvetica Neue and 8pt bold.

Please do not alter the positioning, the type sizes or the type faces. The design should remain as they are shown in the template.

The letter itself can be set in Arial typeface. The body copy for the letter should be set in 11pt on 13pt leading and should always be left justified.

Stationery

Compliment slip

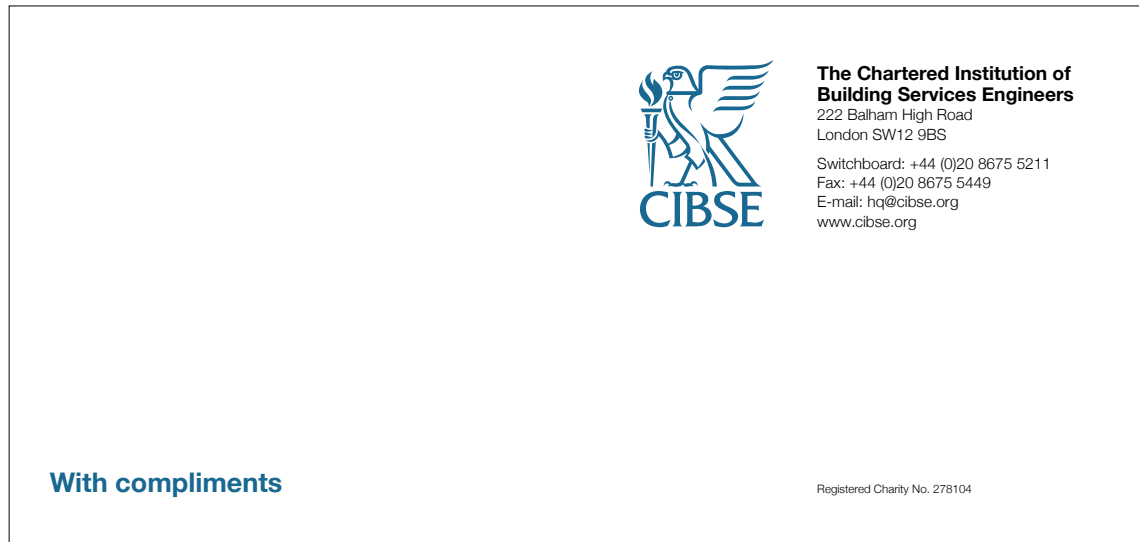
Size: 210mm wide x 99mm high.

This is the basic compliment slip, showing logo position. This style should be followed for other stationery items.

As a general rule, the identity and contact information should be positioned in the top right hand corner.

All text is set in the corporate font Helvetica Neue.

Please do not alter the positioning, the type sizes or the type faces. The design should remain as they are shown in the template.



Stationery

Logo width: 15mm



Firstname Surname
Job title

10pt bold

7pt bold

**The Chartered Institution of
Building Services Engineers (CIBSE)**
222 Balham High Road
London SW12 9BS

7pt bold

7pt light

Direct Line 020 8772 36XX
Switchboard 020 8675 5211
E-mail name@cibse.org
www.cibse.org

Registered Charity No. 278104

5pt light

Business card

Size: 55mm wide x 85mm high

Font: Helvetica Neue Light and Regular

Other logos



CIBSE Certification, CIBSE Services and CIBSE Patrons all have their own logos which are adaptations of the CIBSE logos. The colour, exclusion zone, and minimum size guidelines for these are the same as for the main master logo.

CIBSE Certification has its own set of brand guidelines for Low Carbon Consultants (LCC), Energy Savings Opportunity Scheme (ESOS) Lead Assessors, Air Conditioning Inspectors, Low Carbon Energy Assessors (LCEA), and LCEA Scotland. Under no circumstances should these fonts and colours be applied to the CIBSE corporate logos.

CIBSE regions



CIBSE
Australia & New Zealand

These rules have been produced in order to create consistency for all the regions branding.

Colour, exclusion zone, and minimum size guidelines for these are the same as for the main master logo.

Logo layout should follow:

- CIBSE Logo on left
- 1pt rule
- CIBSE in Helvetica Neue Light
- Region name in Helvetica Neue Bold.



CIBSE
Home Counties North East



CIBSE
Merseyside & North Wales



CIBSE
Hong Kong

CIBSE groups & networks



CIBSE
Building Simulation



CIBSE
Facilities Management



CIBSE
Electrical Services



CIBSE
Young Engineers Network

These guidelines have been produced in order to create consistency for all groups and networks branding.

Colour, exclusion zone, and minimum size guidelines for these are the same as for the main master logo.

Logo layout should follow:

- CIBSE Logo on left
- 1pt rule
- CIBSE in Helvetica Neue Light
- Group/Network name in Helvetica Neue Bold.

CIBSE partnerships



These guidelines have been produced in order to create consistency when using the CIBSE branding in partnership with another logo.

Colour, exclusion zone, and minimum size guidelines for these are the same as for the main master logo.

Layout should follow:

- CIBSE Logo on left
- 1pt rule
- Partner logo on right.



Social Media

These brand guidelines should be used in conjunction with the CIBSE social media guidance document.

Twitter account

The header photo should be appropriate in theme to the group, network, or region.

The master CIBSE logo should be used for the profile photo.

The account name should reference CIBSE and the region, group or network name, for example:

@CIBSEepg (Energy Performance Group)

@CIBSEyen (Young Engineers Network)

@CIBSEnw (North West Region)

LinkedIn Group

The hero image should be appropriate in theme to the group, network, or region.

The master CIBSE logo or should be used for the group logo.

The account name should reference CIBSE and the region, group or network name, for example:

CIBSE Energy Performance Group (EPG)

CIBSE Young Engineers Network (YEN)

CIBSE Scotland

