



# Chartered Status...

...says more about you and your firm

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## **The Chartered Insurance Institute (CII) Professionalism in practice**

As the premier professional body for the financial services profession, the CII promotes higher standards of integrity, technical competence and business capability.

With over 93,000 members in more than 150 countries, the CII is the world's largest professional body dedicated to this sector.

Success in CII qualifications is universally recognised as evidence of knowledge and understanding. Membership of the CII signals a desire to develop broad professional capability and subscribe to the standards associated with professional status.

The CII works with businesses to develop bespoke, company-wide solutions that ensure competitive advantage by enhancing employees' technical and professional competence.

Individually, CII's members are able to drive their personal development and maintain their professional standing through an unrivalled range of learning services and by adhering to the CII's Code of Ethics & Conduct.

[www.cii.co.uk](http://www.cii.co.uk)

## Section 1 – Chartered Title Marques

The guidelines in section 1 are applicable to all Chartered Title Marques, both Corporate and Individual.

### Individual Marque

The Marque is to be used to communicate to clients when Individuals achieve Chartered Status. This is for use on business cards. Ideally the marque should be displayed in gold or black or the darkest colour in your corporate colour palette.



### Text Line

Chartered Insurance Broker  
Chartered Insurance Practitioner  
Chartered Financial Planner  
Chartered Insurer

Where the Marque doesn't fit within your branding or can't be used at the correct size, Chartered Title Status can also be communicated as a text line. Where a text line is used it can appear in your Company's own corporate style. The text line can only be used instead of the Marque. The use of the Marque is preferable but the text line is there to provide flexibility.

### Corporate Marque

The Marque is to be used to communicate to your clients when your Company achieves Chartered Status. Ideally the marque should be displayed in gold or black or the darkest colour in your corporate colour palette.



### Text Line

See above Individual Marque for details on use.

Chartered Insurance Brokers  
Chartered Insurance Practitioners  
Chartered Financial Planners  
Chartered Insurers

## Section 1 – Chartered Title Marques Suite continued

### Corporate Marque - for firms with Chartered Status

Dark background use

White or light background use



### Individual Marque - for individual with Chartered status

Dark background use

White or light background use



## Correct Use

### The Marque



## Incorrect use

1. Black on dark colour background
2. A percentage tint of a solid colour
3. Appearing in a box
4. Enlarged section of logo
5. On top of an image or patterned background
6. As a pale tint of a colour on white



### Text line

## 1. Chartered Insurance Brokers

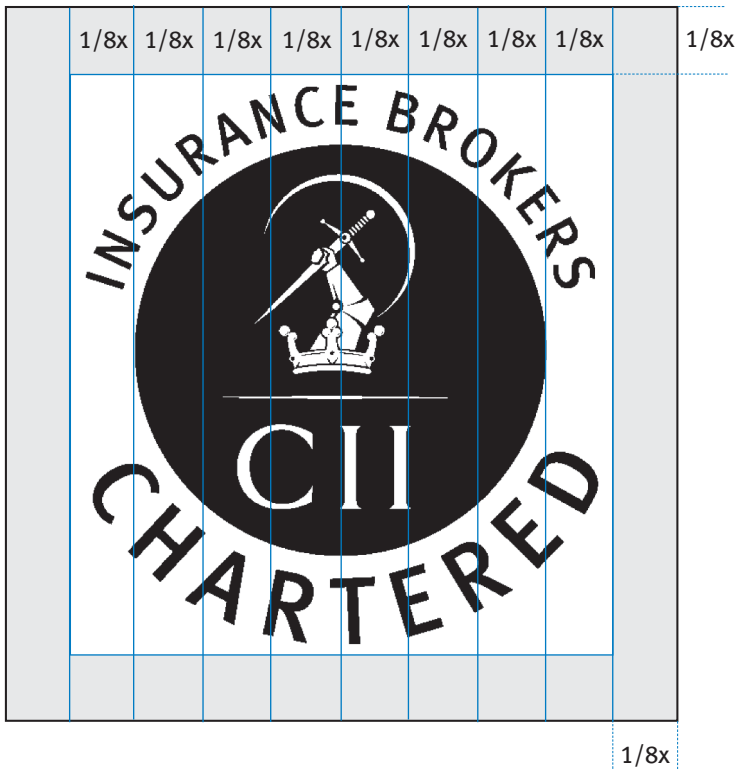
The text line can be used where the Marque doesn't fit within your branding or can't be used at the correct size. It can be used in your own corporate style, this includes colour, font, upper and lower case. See page 3 under the Text Line heading for more details.

## Chartered Status Marque Sizing

The size at which the Marque will be displayed will vary depending how and on what it is being used for.

On most applications to ensure the Marque stands out, a degree of free space around it is required. Do not place text or graphics in this free space.

### Space around logo



**Minimum size at which logo should appear is 12 mm**

## Section 2 – Individual Chartered Status

The guidelines in section 2 are applicable to all Individual Chartered Title Marques.

In the main, individual status will be used on business cards as shown below. For any other usage requirements for this Marque, please contact the CII marketing team on 020 7417 4771.



The Marque can be printed in gold, black or the darkest colour within your corporate pallet on white or reversed out of a dark colour.



As shown, the marque can appear on the front or reverse of the card.



**Individual and Corporate Chartered Marques must not be used together. Section 4 shows more detail where there is a requirement to display both Individual and Corporate Chartered Status.**



Where a text line is used as above it can be in your Company's own corporate font so that it fits with your branding.

## Section 3 – Corporate Chartered Status

### Business Cards

The guidelines in section 3 are applicable to all Corporate Chartered Title Marques.

Use of Corporate Chartered Status on business cards



The Marque can be printed in gold, black or the darkest colour within your corporate pallet on white or reversed out of a dark colour.



As shown, the marque can appear on the front or reverse of the card.

**Individual and Corporate Chartered Marques must not be used together. Section 4 shows more detail where there is a requirement to display both Individual and Corporate Chartered Status.**



Where a text line is used as above it can be in your Company's own corporate font so that it fits with your branding.



## Letterhead


The Marque can be situated anywhere on the letterhead as long as it follows the correct use guidelines on page 4 and the sizing guidelines on page 5.

abc Insurance Brokers www.abc.co.uk

3 Bloggs Road, London BR3 2TZ

Partners: Joe Bloggs Dip CII Joe Bloggs A.C.I.I.

Authorised and regulated by the Financial Services Authority. Terms of business overleaf



## Letterhead

The text line can be used instead of the Marque and situated anywhere on the letterhead as long as it follows the correct use guidelines on page 4.

**abc** Insurance Brokers www.abc.co.uk

Chartered Insurance Brokers 3 Bloggs Road, London BR3 2TZ

Partners: Joe Bloggs Dip CII Joe Bloggs A.C.I.I.  
Authorised and regulated by the Financial Services Authority. Terms of business overleaf


## Promotional Material

The Marque can be situated anywhere on the communication as long as it follows the correct use guidelines on page 4 and the sizing guidelines on page 5.

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ABC INSURANCE LTD

COMMERCIAL INSURANCE BROKERS

RISK MANAGEMENT CONSULTANTS

SCHEME UNDERWRITERS



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ABC INSURANCE LTD

**CHARTERED INSURANCE BROKERS**

COMMERCIAL INSURANCE BROKERS

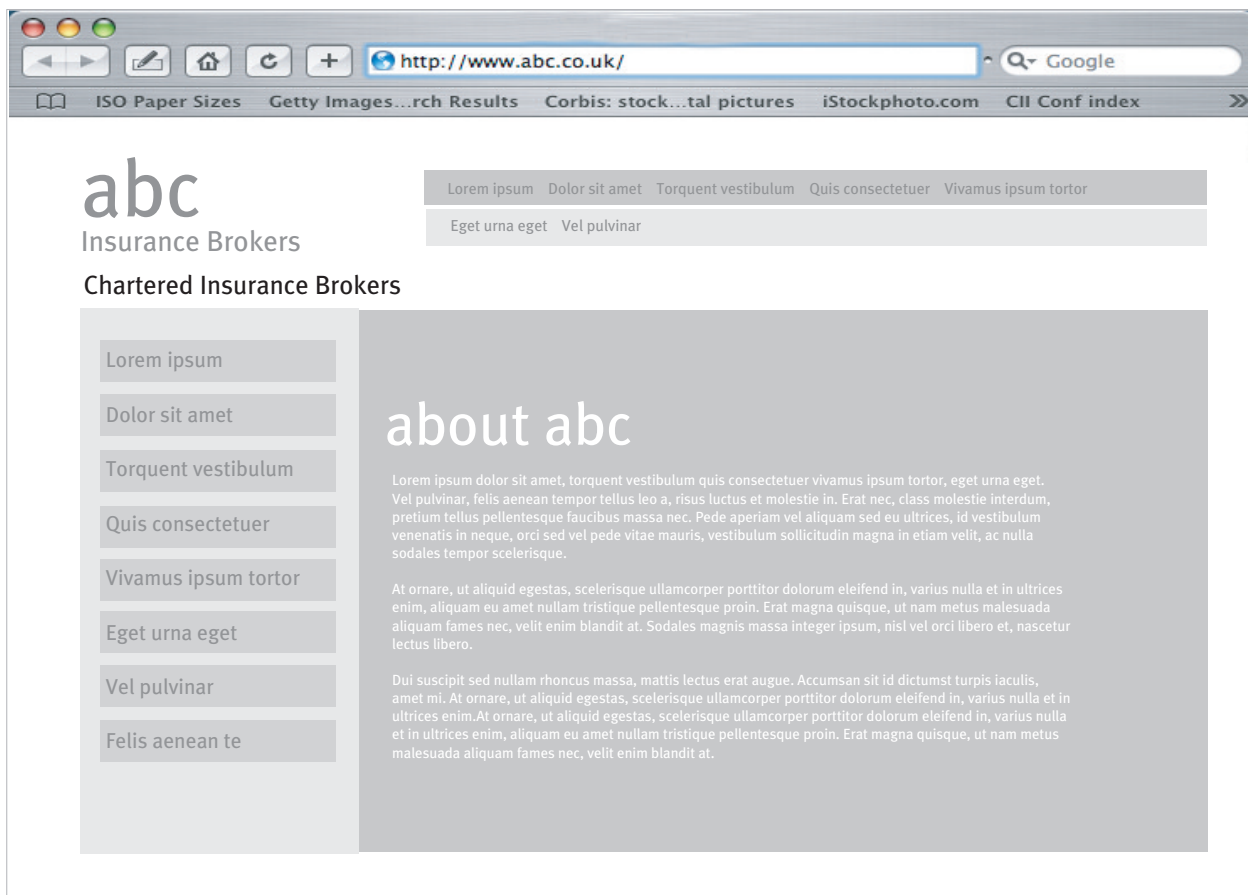
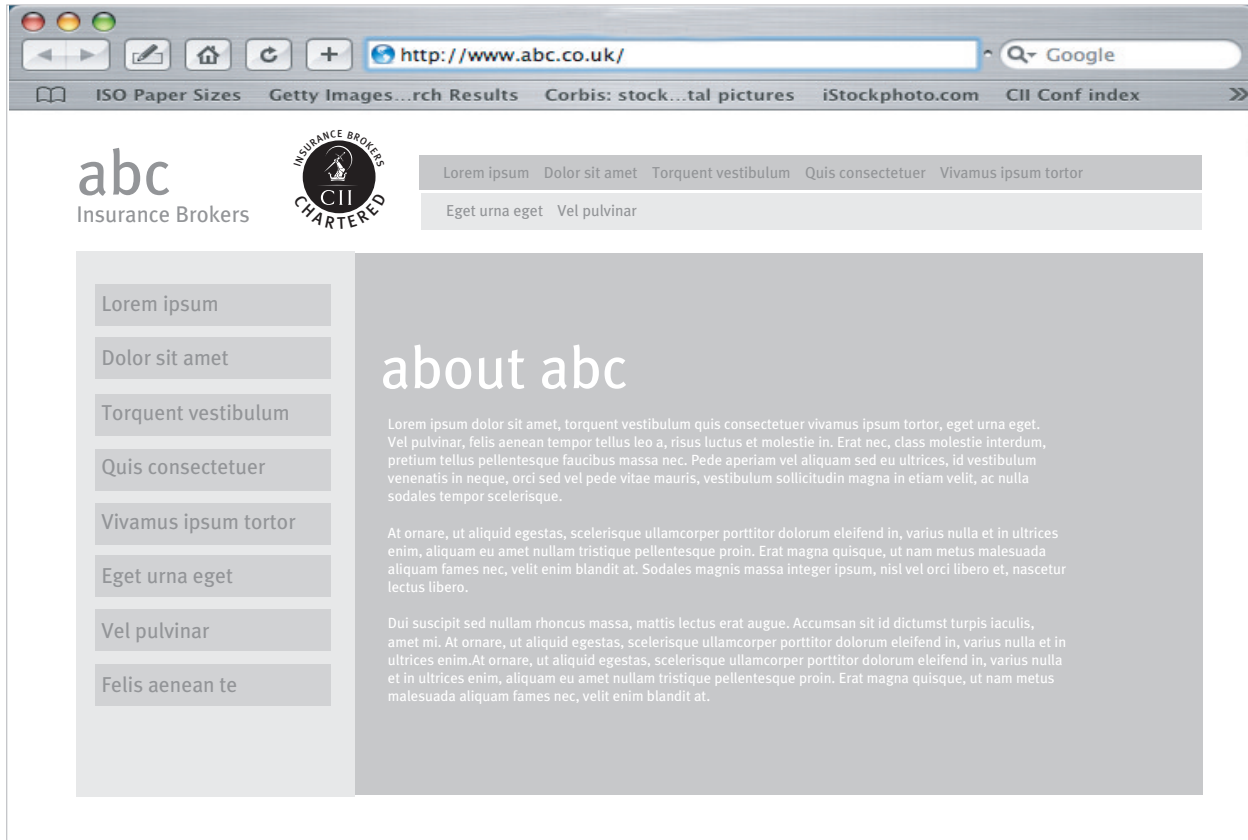
RISK MANAGEMENT CONSULTANTS

SCHEME UNDERWRITERS

Use of the Marque on company communications. The text line can be situated anywhere on the communication as long as it follows the correct use guidelines on page 4.

## Web pages

The Marque and text line are shown here on corporate websites. For any other usage requirements for this Marque, please contact the CII marketing team on 020 7417 4771.



## Signage

Use of the Marque and text line in various combinations shown here on shop front signage. Please follow the correct use guidelines on page 4 and the sizing guidelines on page 5. For any other usage requirements for this Marque, please contact the CII marketing team on 020 7417 4771.



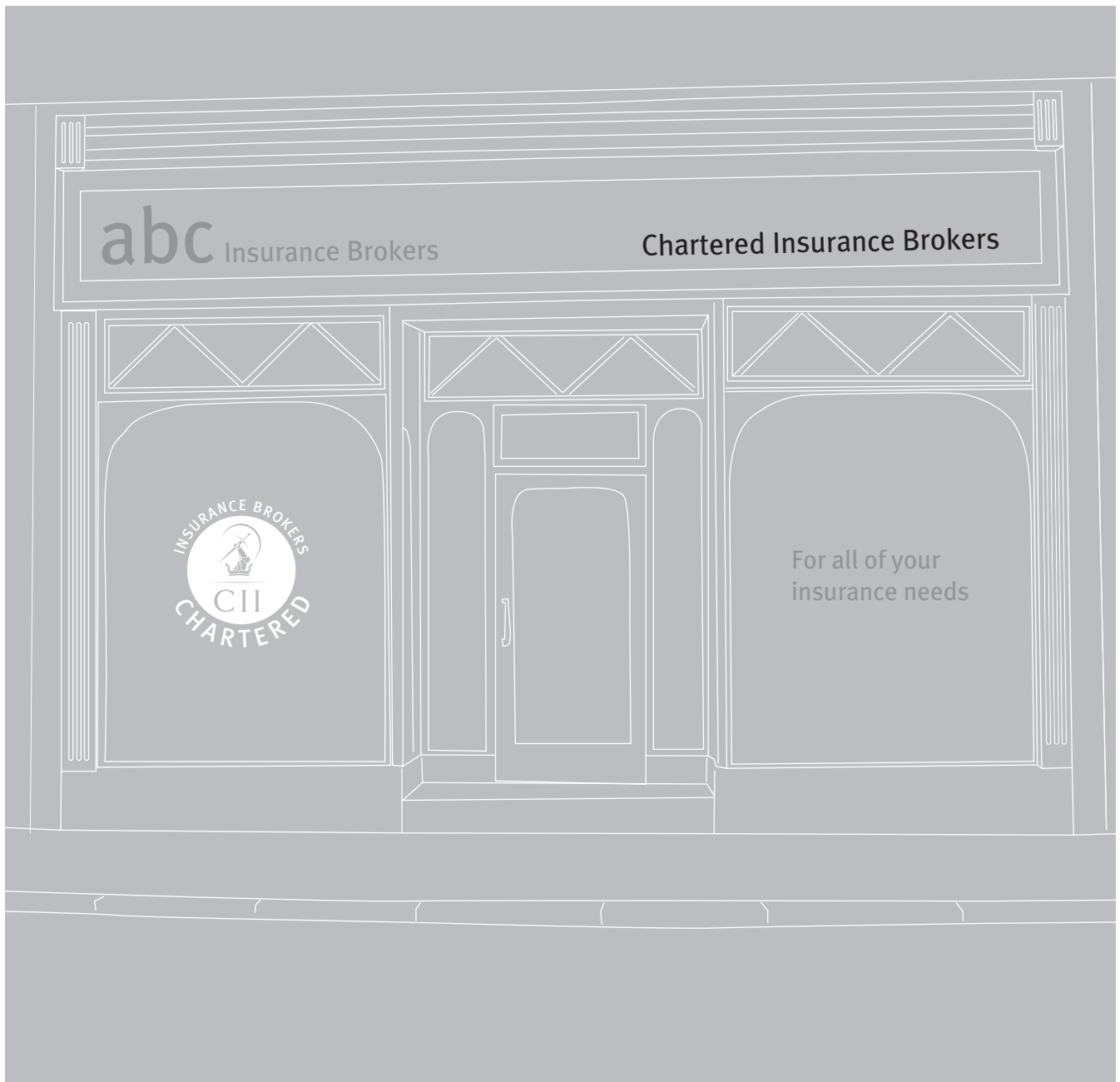
# Signage

Shop front



# Signage

Shop front



## Free Standing Sign

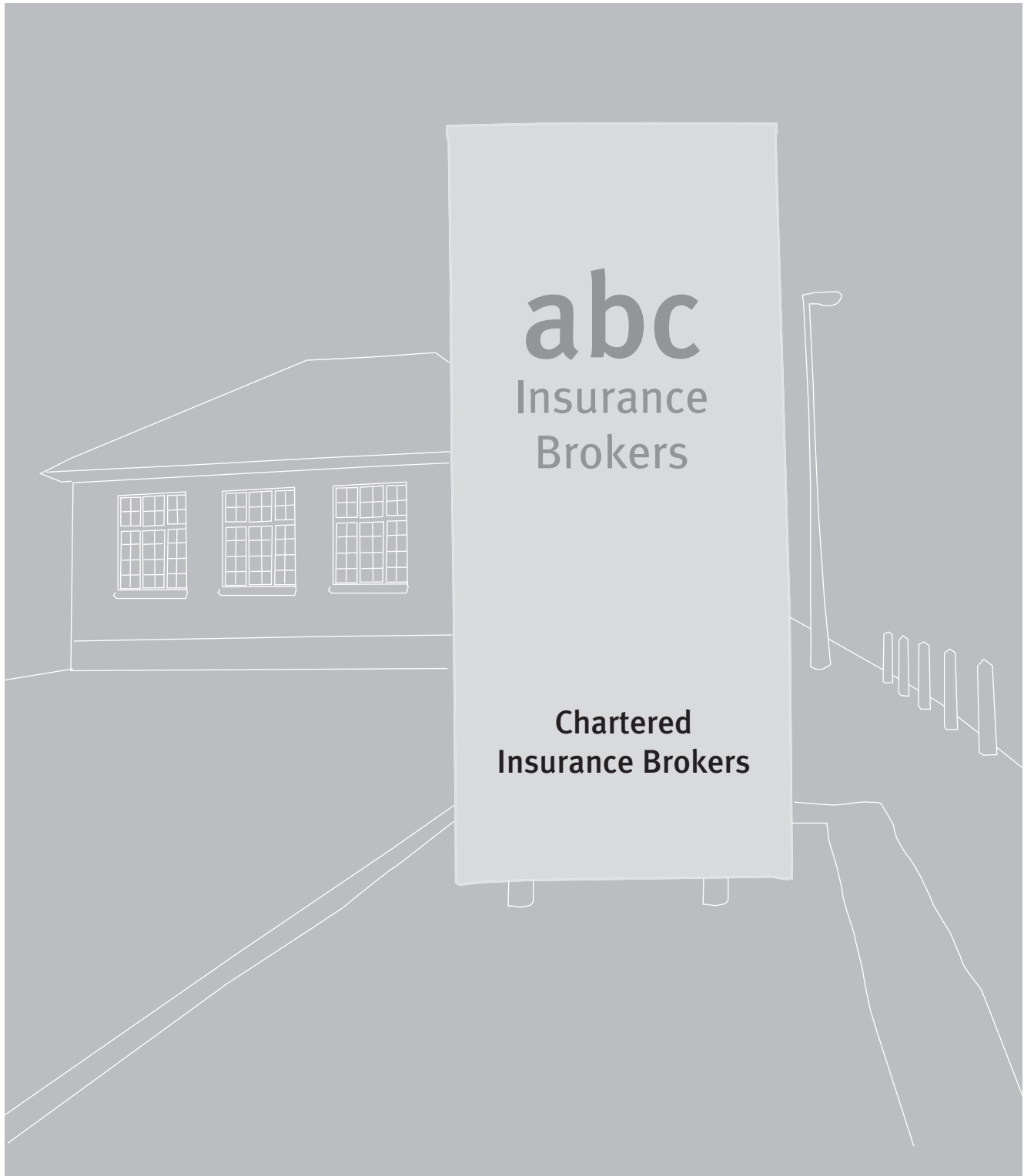
Use of the Marque on free standing signage is shown here. Please follow the guidelines for correct use shown on page 4. For any other usage requirements for this Marque, please contact the CII marketing team on 020 7417 4771.





## Free Standing Sign

Use of the text line on free standing signage shown here. Please follow the guidelines for correct use shown on page 4. For any other usage requirements for this Marque, please contact the CII marketing team on 020 7417 4771.



## Wall Signage

Wall signage showing Chartered Marque is shown here. Please follow the guidelines for correct use shown on page 4. For any other usage requirements for this Marque, please contact the CII marketing team on 020 7417 4771.



## Wall Signage

Wall signage showing the text line shown here. Please follow the guidelines for correct use shown on page 4. For any other usage requirements for this Marque, please contact the CII marketing team on 020 7417 4771.



## Section 4 – Corporate and Individual Status

The guidelines in section 4 are applicable to all Chartered Title Marques, both Corporate and Individual.

When you need to communicate on a business card both Corporate and Individual Chartered Status a combination of text line and Marque should be used, depending on the emphasis you wish to give. If you display the Corporate Chartered Marque then the Individual Chartered text line should be used. Alternatively, if you wish to display the Individual Chartered Marque then the Corporate Chartered text line should be used. Detailed below are some examples of this.

**abc** Insurance Brokers  
CHARTERED INSURANCE BROKERS www.abc.co.uk

**Joe Bloggs**  
Partner

t/f: +34 6533 2212  
m: +34 7727 8889  
e: j.bloggs@abc.co.uk  
3 Bloggs Road, London BR3 2TZ



**INSURANCE BROKERS CII CHARTERED**

Our products include:

Property Owners	Professional	Fleets
Buy to lets	Indemnity	Motor Trade
Liability	Directors & Officers	Travel
Shops	Household	Breakdown
Offices	Private Car	Legal Expenses
Combined	Commercial Vehicles	

The Marque can be printed in gold, black or the darkest colour within your corporate pallet on white or reversed out of a dark colour.

As previously mentioned, you can only show one Marque either on the face or reverse of the card. However, when communicating both Corporate and Individual Chartered Status you could show the Individual Marque on the face and the Corporate Marque on the reverse of the card. For any other usage requirements for this Marque, please contact the CII marketing team on 020 7417 4771.

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**Joe Bloggs Chartered Insurance Broker**  
Partner

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e: j.bloggs@abc.co.uk  
3 Bloggs Road, London BR3 2TZ



Where a text lines are used as above it can be in your Company's own corporate font so that it fits with your branding. You can have both Titles in text.