

Brand guidelines for CIOL Qualifications Approved Centres

CIOL Qualifications has produced an official logo for use by Approved Centres in their marketing and publicity.

We would like you to enjoy using our identity, but there are a few rules we'd like you to follow which will help keep the look and feel consistent and dynamic.

Our Approved Centre logo

We have developed two layouts of the logo – you may use either, depending on the design of your webpage or printed publicity.

Logo layout 1:



Logo layout 2:



The Approved Centre logo is made up of three elements – the CIOL logo with a blue square, the word QUALIFICATIONS, and APPROVED CENTRE. These elements always appear together.

Please do not use the logo in any way that changes its original proportions or reproduction quality.

The logo should always be reproduced from the original artwork.

No attempt should ever be made to re-draw or modify the logo.

Our colours

CIOL Qualifications uses black and blue on a white background. The Approved Centre logo also uses grey.

This primary colour palette is shown here as Pantone references. The CMYK mixes can be used when printing in four-colour process and RGB breakdowns and Hex values for use on web.

Only the colour specifications shown below should be used in applications. Never try to re-create them yourself.



Blue
PMS 3135
c100 m0 y20 k0
r0 g172 b205
hex: #00accd



Black
PMS black
c100 m100 y100 k100
r0 g0 b0
hex: #000000

Maintaining consistency

Beware of some common mistakes:

Please do not blur, stretch, or apply any effects to the logo.

Do not clutter the logo with any addition effects such as drop shadows etc

Do not distort or crop the logo. It should always be shown in full, without adjusting the horizontal or vertical scale.

Do not rotate the logo.

Do not recreate the logo – always use a genuine logo file as supplied.

Do not change the colour of the logo – always use a genuine logo file.

Do not dilute the impact of the logo by placing it on a cluttered or visually disruptive background.

The logo is available to approved centres on request by email to: comms@ciol.org.uk

Using our name in copy

CIOL Qualifications is the trading name for IoL Educational Trust, the official name of the organisation registered with the Charity Commission.

CIOL is an acronym for Chartered Institute of Linguists, the parent company of CIOL Qualifications.

CIOL Qualifications may be shortened to CIOLQ – always in upper case letters with no full stops or spaces.

CIOL Qualifications is always referred to in the singular: ie, CIOL Qualifications is.....