

**Brand identity guidelines for The Chemical Industries Association**

October 2018

**CIA** | Chemical  
Industries  
Association

Working for chemical and  
pharmaceutical businesses

The image shows the exterior of a grand, classical-style building. The entrance is framed by a large, ornate archway. The words "KINGS BUILDINGS" are prominently displayed in large, raised, grey letters on a light-colored stone or concrete panel above the entrance. To the left of the entrance, a black, lantern-style lamp is mounted on a decorative bracket. The building's facade is highly detailed with classical architectural elements, including columns and intricate carvings. The overall scene is captured in a low-angle shot, looking up at the entrance.

**KINGS BUILDINGS**

## Brand identity guidelines for the Chemical Industries Association

We would appreciate it if you would adhere to the following guidelines whenever you are using our brand.

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### The logo

Our new brand mark reflects the direction the Chemical Industries Association is going in. We want to appear open and accessible, transparent and accountable.

The CIA logo consists of two parts – the block and the strapline. These two elements should not be separated. The proportions of these elements should always remain the same.

All our communications must carry the new brand, in order to be seen as a cohesive professional organisation.

If you have any queries about how to use the logo please contact Laura Bamford, BamfordL@cia.org.uk



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## Logo versions

The CIA logo is available in two versions depending on the tone of the background (see below). It should always conform to the usage guidelines on the following pages.

## Logo formats

There are several versions of the logo in different formats:

.jpgs can be used in all Microsoft and Adobe software.

.pngs can be used in all Microsoft and Adobe software (these have a clear background so they can be used over a photo or coloured panel).

.eps can be used in all Adobe software, but not Microsoft.



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## Incorrect logo usage

To ensure consistency please do not alter the logo in any way. Please use the artwork supplied. Do not do any of the following when applying our logo, in print and on-line.



The strap line should only ever appear in the specified grey (see colour palette, white (when reversing out of a coloured background or picture) or black when using the single colour version.



Do not change the colour of the block to anything other than the colours specified.



Do not alter the strapline type size. The strapline and block must stay in the same proportions as the original artwork.



Do not alter the strapline in any way.



Do not use CIA | Chemical Industries Association without the block behind it.



Do not change the proportions of the block or stretch the logo in any way.



Do not change the size of the CIA and Chemical Industries Association within the block.



Do not use odd colour combinations for the block.

## Size and position of the logo

The block always aligns with the right side of the document. If printing a document that requires bleed, please use the bleed version of the logo, which has a 3mm extension on the right of the coloured block to allow for trimming.

### On printed publications

On the first page of a document please align the bottom of the block 87mm from the top of the page.

On an A4 document the logo should appear at 62.5mm (without the 3mm bleed). Please use the template supplied (CIA\_cover\_colour.indt)

On an A5 document the logo should appear at 43mm (without the 3mm bleed).

3mm  
bleed



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## Size and position of the logo (cont.)

### On Word documents

Use the non-bleed versions of the logo. Always align the block to the right edge of the page. On the first page of a document please align the bottom of the block 45mm from the top of the page.

Please note that a basic Word template is available with the header information in the correct position.

The recommended typesize for Word documents is 9pt on a 12pt line feed, in either Arial or Calibri.

### Minimum size

To ensure legibility of the strapline the logo should never appear any smaller than 43mm wide as shown here.

Please use the templates supplied.

CIA\_Word\_colour.dotx

**Document title**  
Document sub-head or by-line

**CIA** | Chemical Industries Association

Working for chemical and pharmaceutical businesses

45mm

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Header row	Column 1	Column 2
Row 1	Info	Info
Row 2	Info	Info
Row 3	Info	Info

Table 3: Nemquiat acepraepitur sit oditeceatist opta asincim harum veliquam ipid que excea antium quaeaprem que nem comnisima dipiet acescita qui asi diti omnihil eat. Cepudan ditaepedis audae remperuptam aut endae et aliquiae nem que verovit quas moluptus veles vel et harum veliquam ipid que excea antium quaeaprem que explaci sam rem volorrovid exped ut apic to tem et recaee dem quos raturum doluptatque pos voluptatius, quam rem del idition nos eate sitatur?

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## Size and position of the logo (cont.)

### On PowerPoint presentations

Use the non-bleed versions of the logo. Always align the block to the right edge of the page.

There is only one corporate version for PowerPoint presentations, and no individual colour themes.

Recommended typesize for titles and bullets is 24pt in Calibri. Please do not try to put too much on one slide. There is only so much information that the brain can absorb at one time, so it is better to split the information over two slides, rather than reduce the typesize.

Please use the templates supplied.

CIA\_corporate\_standard(4-3).pptx

CIA\_corporate\_widescreen(16-9).pptx

CIA\_corporate\_widescreen(16-10).pptx

CIA | Chemical Industries Association

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# CIA PowerPoint presentation

Lena Nunkoo

'you can't live without us' | www.cia.org.uk | @see\_chem\_bus | Responsible Care

CIA | Chemical Industries Association

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## Single line title

- At vero eos et accusam et iusto odogio dignissum
- Qui blandit praesent luptatum delenit aigue duos dolor et qui molestias excepteur
- Sint occaecat cupidatat non proident, simil tempor sunt in culpa qui officia deserunt mollit
- Anim id est laborum et dolor fuga Et harumd dereud facilis est er expedit distinct

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## Colour palette

Always use the brand colours for the logo.

### Corporate colours



#### Dark blue

Print  
Pantone 2747  
C:100 M:93 Y:24 K:22

Screen  
R:0 G:27 B:114  
#001b72



#### Corporate Grey

Print  
Pantone Warm grey 4  
C:30 M:28 Y:32 K:0

Screen  
R:181 G:173 B:166  
#b5ada6



#### Corporate grey (2)

Print  
Pantone Warm grey 6  
C:37 M:35 Y:38 K:1

Screen  
R:166 G:156 B:149  
#a69c95

### Accent colours



#### Orange

Print  
Pantone 151  
C:0 M:59 Y:100 K:0

Screen  
R:255 G:132 B:0  
#ff8400



#### Lime

Print  
Pantone 382  
C:29 M:1 Y:100 K:0

Screen  
R:164 G:214 B:0  
#c3d600



#### Green

Print  
Pantone 347  
C:96 M:10 Y:100 K:0

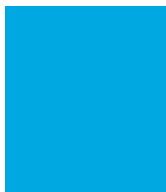
Screen  
R:0 G:153 B:70  
#009946



#### Purple

Print  
Pantone 2603  
C:68 M:100 Y:11 K:2

Screen  
R:114 G:35 B:130  
#722382



#### Blue

Print  
Pantone 2995  
C:81 M:12 Y:1 K:0

Screen  
R:0 G:168 B:226  
#00a8e2



#### Magenta

Print  
PMS Magenta  
C:0 M:100 Y:0 K:0

Screen  
R:236 G:0 B:140  
#ec008c



## Typography

Georgia and Univers are our brand type faces and should be used whenever possible. If Univers is unavailable then it should be replaced by Arial or Calibri (e.g. on the website or in Word documents).

Recommended typesizes:

Word documents – 9pt with at least 12pt line spacing

PowerPoint – 24pt on single line spacing with 6pt space before bullets

### Georgia

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

### Univers Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

### Univers Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

### Univers Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz**

**1234567890**

### Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

### Calibri

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

## Members

CIA Member companies can add the following logo to any of their documents if they would like people to know that they are part of the Chemical Industries Association.

Please do not use the logo any smaller than 65mm wide, otherwise the words will be illegible.



**CIA** | Chemical  
Industries  
Association

Working for chemical and  
pharmaceutical businesses

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London, SW1P 3JJ  
Telephone: 020 7834 3399

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[www.cia.org.uk](http://www.cia.org.uk)

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