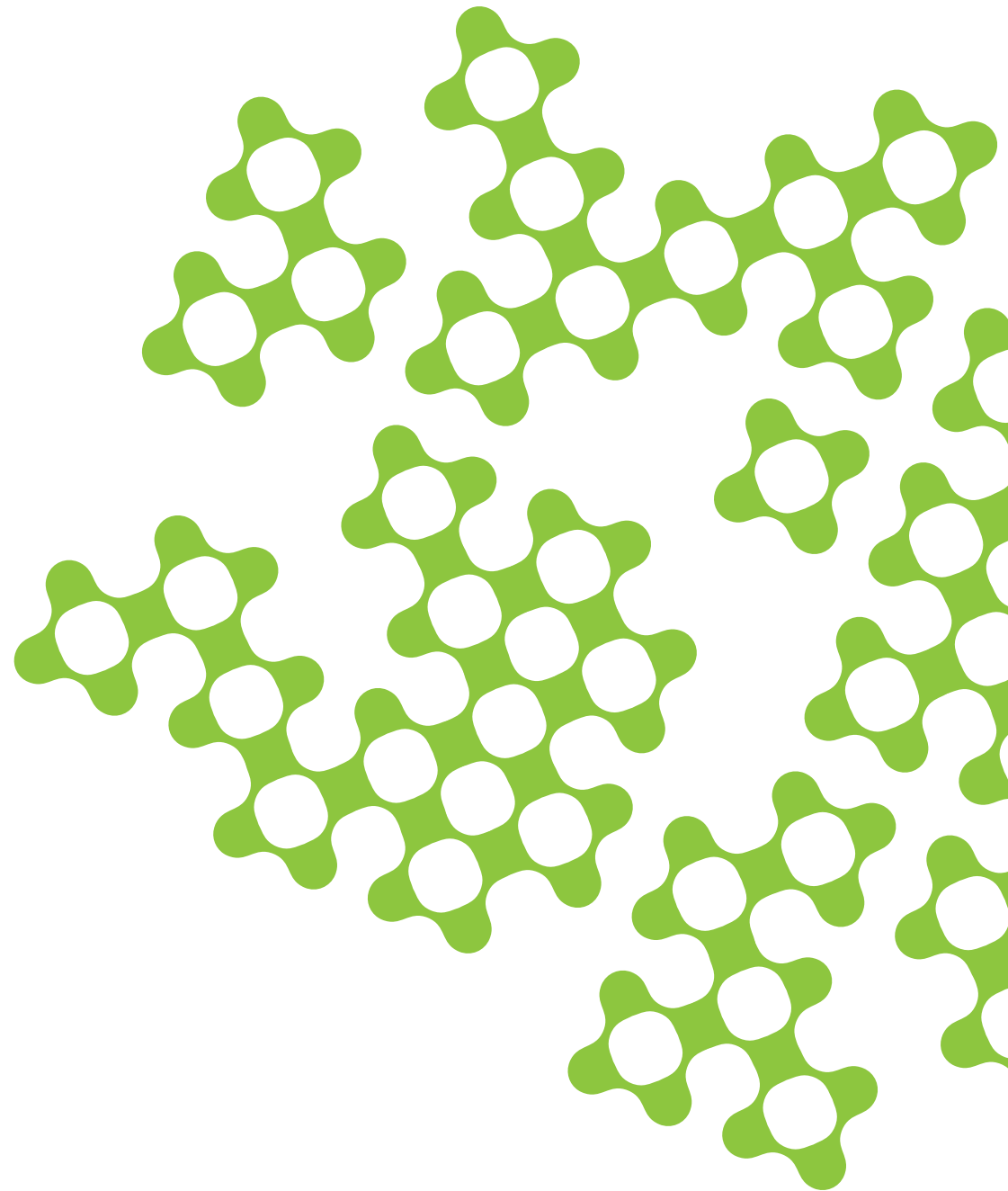




The Institute of
Customer Service

Service with Respect campaign
Logo usage guidelines



Campaign logo

This logo, with transparency, shown against a light green background can be used by members and non-members to show their support for the campaign



White background logo

An alternative option when you want the logo to stand out against a darker background



Exclusion zone

An exclusion zone is defined to ensure that the logo has enough room to make an impact and guarantee that the text is prominent in all applications.

Exclusion zone values are based on the height of the first letter of the 'Service with Respect' type, marked with the symbol (x).

Minimum size

There is no absolute minimum size for the logo - just ensure that the text is legible at the size at which it is likely to render on screen or in print.



Example usage

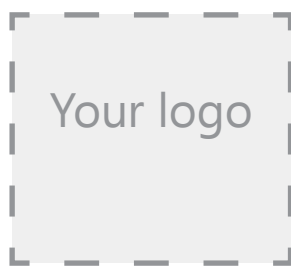
You are welcome to be creative with how you use the logo and to combine it with your own imagery or use it in conjunction with your logo or your own initiative logos, where appropriate.

Here are a few examples.



Overlaid on your own imagery for email header, website image or social post

We support



Included with your logo to show support



Included as part of an illustration

Inappropriate treatment

The campaign logo must always remain in its original state. The proportions must remain consistent, meaning it cannot be distorted, stretched, rotated or squashed in any way.

The way it appears must not compromise its legibility and must achieve maximum impact at all times. This includes placing the logo on an illegible background. Colour alterations and placing a border around the logo are also not permitted. This applies to all our logos.

Do not rotate or angle the logo.



Do not stretch or squash the logo.



Do not delete any of the logo elements, or change the colours.



More information and who to contact

Thank you for supporting our campaign.

More information, campaign logos and additional assets can be found here:

[www.instituteofcustomerservice.com/
servicewithrespect](http://www.instituteofcustomerservice.com/servicewithrespect)

We endeavor to always present The Institute of Customer Service brand in the correct way and to uphold the principles that the brand is built upon.

If you are unsure of any brand-related issues or have any questions regarding its use, application or appearance, please contact:

David Dagger
Marketing & Communications Director

0207 260 2620

media@icsmail.co.uk