



The Institute of
Customer Service

The Institute of Customer Service

Logo usage guidelines



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Our brand

Our brand focuses on our positioning, values and key messages. It embodies everything about The Institute; its aims for the future, ethos and character.

The Institute's brand is more than just a logo – it is everyone's responsibility.

We have branding guidelines to ensure The Institute's brand message is clear, coherent and consistent whenever we interact with our audiences.

Through following these brand guidelines we ensure we maintain a strong brand that upholds our values, stays true to our beliefs and consistently delivers the correct message.

Our mission, vision & values

Our brand needs to uphold these values, stay true to our beliefs and consistently deliver the correct message.

Our mission

The Institute of Customer Service is the first port of call on every aspect of customer service, delivering high quality tangible benefits to organisations, individuals and other stakeholders.

As the professional body we are expert and independent; benchmarking and setting standards so that our customers can improve their customers' experiences and their business performance.

Our vision

A world where excellent customer service is seen to make a credible impact on the performance of organisations. Customer service professionals are recognised and respected and service excellence is sought out by wider society.

Our values

Independent

The impartial voice for customer service matters and customer service professionals.

Expert

Providing relevant, reliable and authoritative information, insight and knowledge.

Inspirational

Encouraging ambition, striving for best practice and promoting learning and continuous improvement.

Easy to do business with

Approachable, empowering, responsive, efficient and collaborative.

Inclusive

Open to all, whether organisations or individuals, who are working towards improving customer service, committed to equality and diversity.

Member logo

The member logo is the main logo for our members' usage.



Mono logo

For low-resolution printing applications such as faxing, newsprint etc., use the mono version of the logo.



Reversed mono logo

When applying the logo to a black background, use the reversed mono logo.



Reversed mono on colour

When applying the logo to a colour background, use the reversed mono logo.



Exclusion zone

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

Exclusion zone values are based on the distance between the circles within the symbol (x).

Minimum size

The minimum size of the logo should be no smaller than 50mm in width (measured from the left of the symbol to the right of the word mark).

Note:

These rules for logo use apply to all Awards logos. For the full logo set see page 8.

Inappropriate treatment

The Institute of Customer Service 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 logo is made from two parts, the icon and the word mark – both of which must remain as they are and be scaled in relationship with each other.

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.



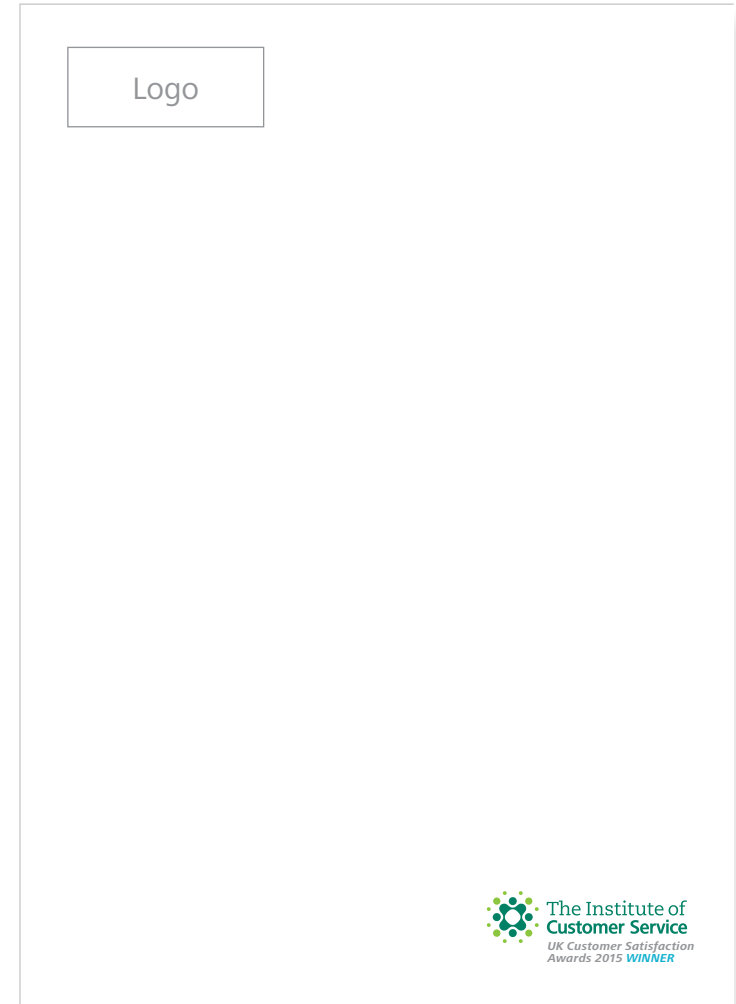
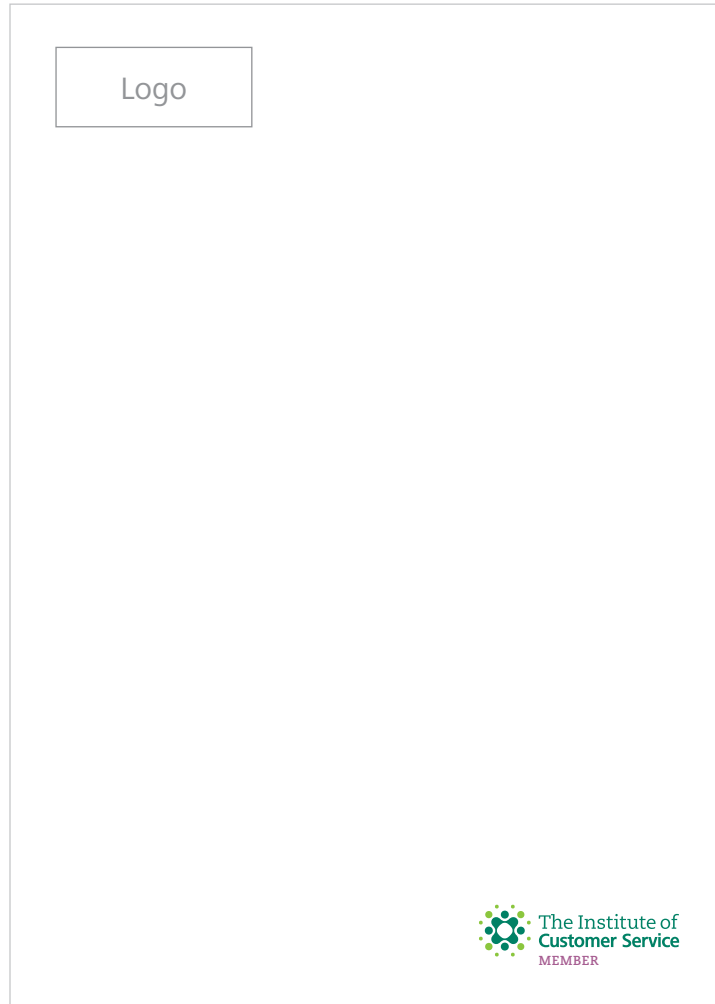
Do not stretch or squash the logo.



When using The Institute's logo in single colour please use the mono, or reversed versions. Do not use any other non-brand colour.



Do not delete any of the logo elements, or use in other colours.



Awards logo set

These are our awards logos.

Permission to use the awards logo's must be obtained from the marketing team.

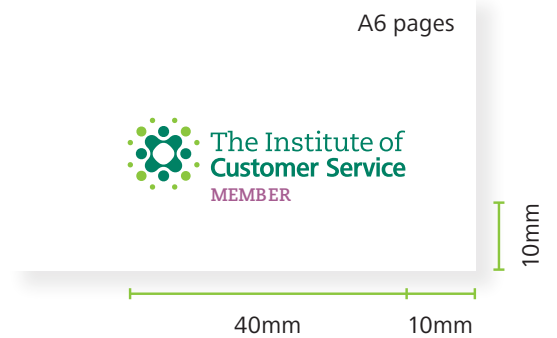
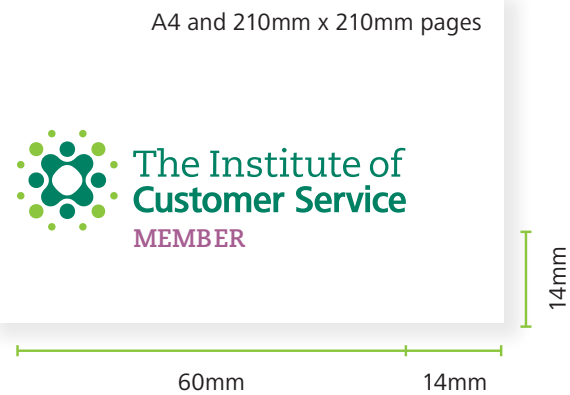
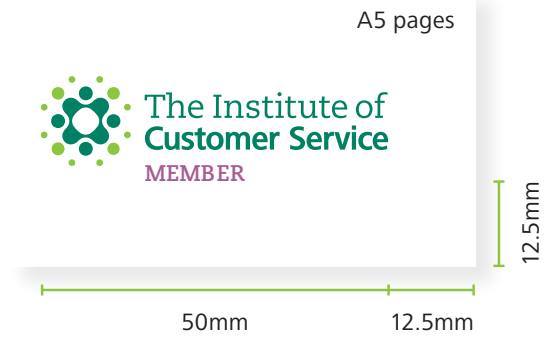
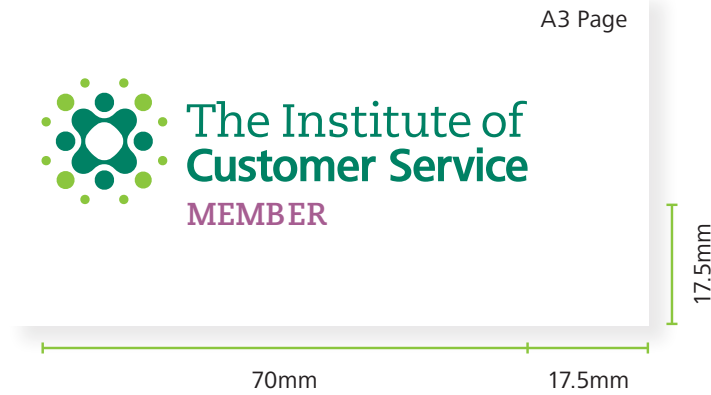
Exclusion zone and minimum size rules apply to all awards logos.

All our awards logos are available in mono, and reverse versions.



Our primary logo | Position

Position examples:
Bottom right corner





The Institute of Customer Service

MEMBER

Our secondary logo

Certain circumstances may necessitate a narrower, stacked version of our master logo, however where possible we should always attempt to utilise the primary master logo in our brand toolkit.



The Institute of
Customer Service

MEMBER



Colour variations

Colour variations and usage rules apply to the member versions of the secondary logo.

Accreditation

These logos can only be used by achieving organisations on promotional material.

To ensure that the logo has enough room to make an impact, a minimum exclusion zone is required. This is to be left clear from any other elements.

Minimum size is 50mm.



The minimum size of the accreditation logo should never be smaller than 50mm in width.

Mono versions

If mono / one colour printing is required (black) please use these versions.

The rules apply to all logos, see page 12.





Our primary logo

Our primary logo consists of two elements:
The Institute of Customer Service symbol and
The Institute of Customer Service word mark.

If using The Institute's logo, wherever possible,
use this form of the logo, with the same colours,
relative size and position.

Logo meaning

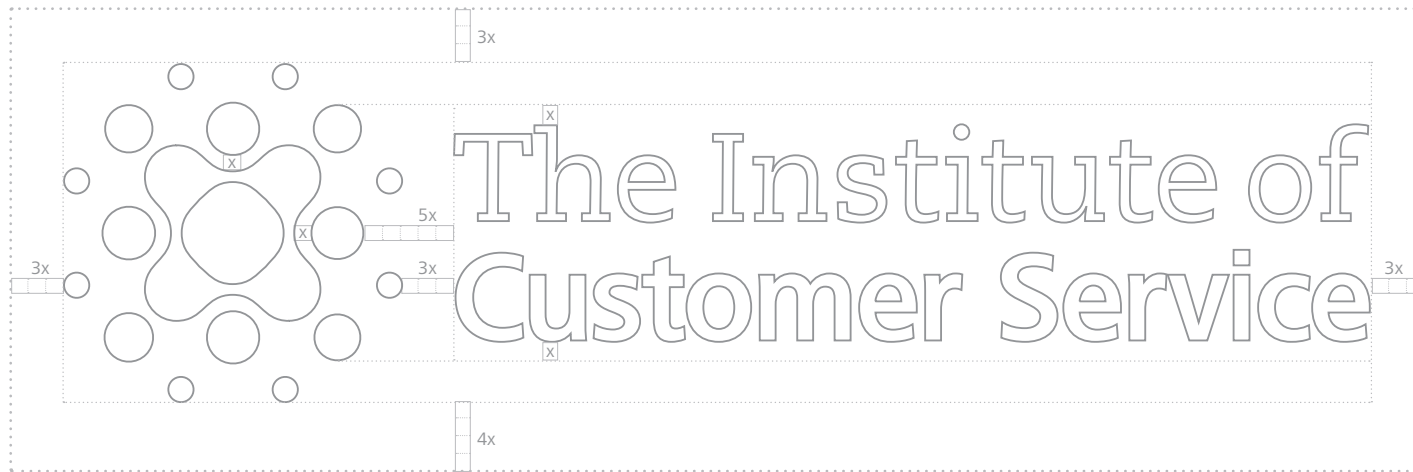
In a chaotic world we make connections
and strategies to improve and emphasise
the benefits of better customer service.

We believe that leadership in this area will
help the future success of business in the UK.

Logo colours

● Pantone 341C

● Pantone 376C



Exclusion zone

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

Exclusion zone values are based on the distance between the circles within the symbol (x).

Minimum size

The minimum size of the logo should be no smaller than 40mm in width (measured from the left of the symbol to the right of the word mark).





Mono logo

For low-resolution printing applications such as faxing, newsprint etc., use the mono version of the logo.



Reversed mono logo

When applying the logo to a black background, use the reversed mono logo.



Reversed mono on colour

When applying the logo to a colour background, use the reversed mono logo.

Logo position

The logo should always be situated in the top left, or bottom right hand corner of any communication, equidistant to the corner of the medium, or aligned to the top or bottom margin where possible.

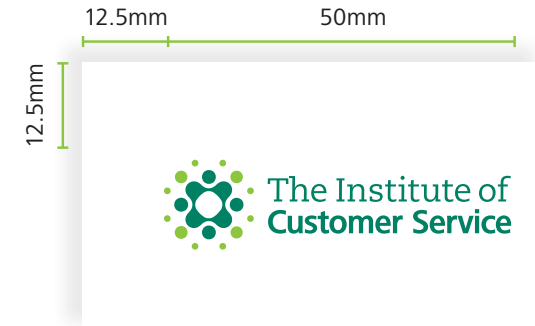


Our primary logo | Position

Position examples:
Top left corner



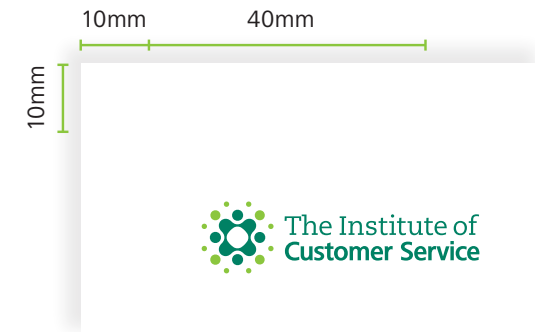
A3 Page



A5 pages



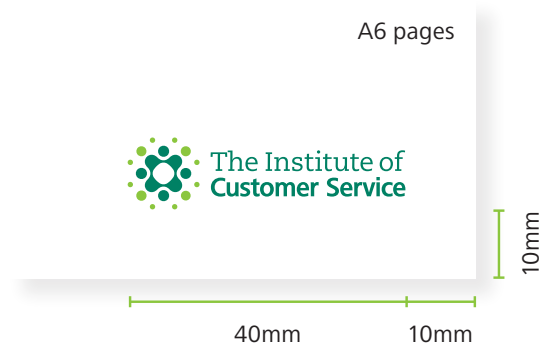
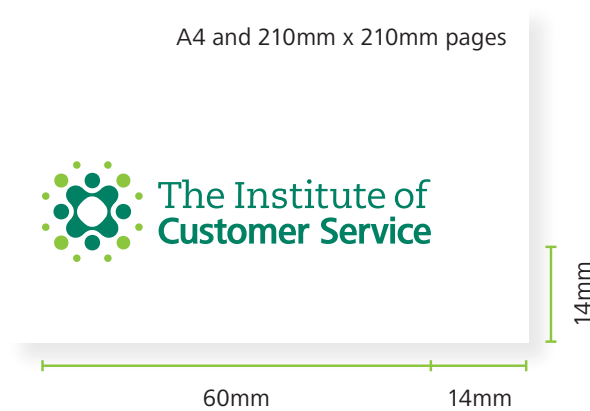
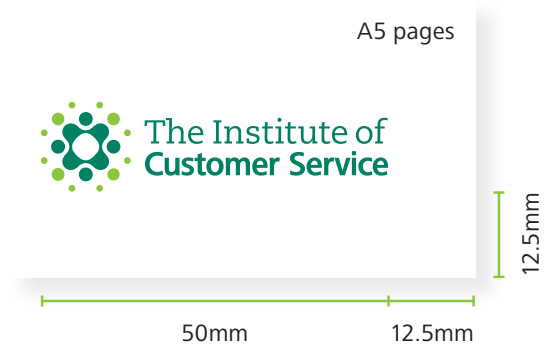
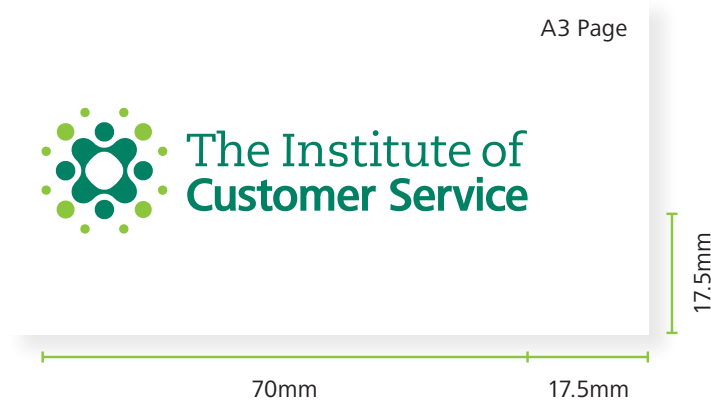
A4 and 210mm x 210mm pages

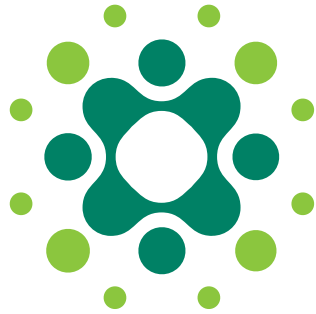


A6 pages

Our primary logo | Position

Position examples:
Bottom right corner





The Institute of Customer Service

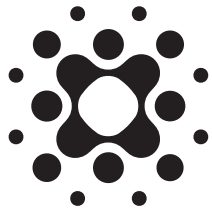
Our secondary logo

Certain circumstances may necessitate a narrower, stacked version of our master logo, however where possible we should always attempt to utilise the primary master logo in our brand toolkit.



Exclusion zone

As with the primary logo, our secondary logo has exclusion zones to ensure prominence on all applications. These exclusion zones are based on the same principles as the primary logo.



The Institute of
Customer Service

Mono logo

For low-resolution printing applications such as faxing, newsprint etc., use the mono version of the logo.

Minimum size

The minimum size of the logo should be no smaller than 28mm in width. At this scale, the word mark will be of an identical size to the minimum execution of the primary logo.



Reversed mono logo

When applying the logo to a black background, use the reversed mono logo.



Reversed mono on colour

When applying the logo to a colour background, use the reversed mono logo.



Who to contact

Thank you for taking the time to familiarise yourself with our guidelines.

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. This means careful attention has to be applied to everything that The Institute produces with regards to media.

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



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