
CIPS Member Logo Guidelines



January 2010



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Statement of Policy

January 2010

Founded in 1958, CIPS is the professional association for Information Technology (IT) practitioners in Canada. CIPS represents Canadian IT professionals on important issues affecting the IT industry and the profession.

The CIPS corporate identity has served its organization with well regarded acclaim, and is a recognized corporate signature in the Canadian IT industry. The CIPS initial letters and the oval graphic symbol compose the CIPS corporate signature, identified by the public and our peers, with a set of distinctive values that are unique to CIPS. In short, the corporate identity is a valuable asset and one that contributes significantly to our growing global and national alliances.

We all must be very committed to protecting and further strengthening CIPS' visual identity and the equity it represents. This manual provides practical guidelines and examples that, when properly followed will ensure the CIPS name and corporate symbol are used correctly. To succeed, the new identity requires a firm commitment from everyone in CIPS at all levels.

- Mary Jean Kucerak, CAE
Executive Director
CIPS National Office

Logo Eligibility Use

Only CIPS Members in good standing are eligible to use the CIPS logos as outlined in this manual. Please ensure that your membership is up to date prior to using any CIPS logos.

Only Certified CIPS Members (I.S.P./ITCP holders) are eligible to use the CIPS certification logos. Ensure you re-certification and CIPS membership are up to date prior to use. (Note: Without an active CIPS membership a member is unable to hold the I.S.P. and/or ITCP designations)

This document outlines member use of CIPS logos for business cards and e-mail signatures.

For additional uses of logos and/or any questions please contact us at info@cips.ca.



CIPS Logos

The following logos may be used by eligible CIPS members, as outlined in this document.

CIPS Corporate Logo:



CIPS Certification Logos:

English Logos:



French Logos:





Misuse of CIPS Logos

CIPS' logos must never be altered in their relationship or appearance. The integrity of the logos must be maintained in order to protect our registered trademark. Shown below is a sample of **incorrect uses of the CIPS logo**.

If there is any doubt about the correct use of CIPS' logos, please contact the CIPS National Office (info@cips.ca).

This is the only accepted printed configuration of the CIPS signature.



Do not use the graphic device without the CIPS logotype.



Do not use the logotype without the graphic device.



Do not alter the arrangement nor scale of the logo and its elements.



Do not transverse the position of the logotype with the graphic device.



Do not use any other type face for the CIPS logotype.



Do not combine with any other symbols including related ones.



Colours

When possible the incorporation of colour can add impact and enhance recognition of the CIPS corporate image when used in a consistent manner.

The CIPS corporate colours are a rich cool gray, black, and warm red. The CIPS logo is composed of all three colours. The same colours can be found in the ITCP and the I.S.P. logos (no red in I.S.P. logo). The CIPS logos must always be printed with the following correct colours. The CIPS logo may however be printed in black and white when the background has sufficient contrast.

The CIPS colour palette consists of the following 3 official Pantone colours.



Pantone PMS 442
C6.0M0.0Y6.0K23.5



Pantone PMS 185
C0.0M91.0Y76.0K0.0



Black

Fonts

There are two font type families in the CIPS system, Helvetica and Optima. The Helvetica Neue, a classic sans serif face, has a highly legible classic style and is the primary face for the CIPS logotype. Optima is a classic sans serif face that is the primary corporate type face for the I.S.P. and ITCP products. Both are shown below and are the official fonts for CIPS.

The recommended typesyles are Helvetica Neue Light and Regular (right)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 (&.,:;!?'""-_*\$%/)
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 (&.,:;!?'""-_*\$%/)

Secondary Typeface

The recommended typestyle Optima Regular (top) and Bold (below)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 (&.,:;!?'""-_*\$%/)
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 (&.,:;!?'""-_*\$%/)



Business Cards Logo Use

CIPS Staff/Volunteer Business Cards

The business cards shown below illustrate the typical use for **CIPS Staff and Volunteers** where by such declaration is given to officer titles, employees, certifications (pertinent to the individual's job function only) and functional titles.

Personnel in CIPS Provincial Societies can use the standard CIPS signature and have it modified to include their regional signature that is unique to that marketplace.

If an individual has either one or both of the designations, they always shall appear on the left hand side of the card, as shown in the examples below.

Card stock: Via Pure White Ultra Smooth, cover 80





Personal/Company Business Cards

Certified CIPS members (I.S.P./ITCP holders) may incorporate the designation logo(s) on business cards which are not those of the CIPS organization when possible. (i.e. independent consultants, self-employed, other company for which company policy allows).

However to do so **only the designation logos** (I.S.P./ITCP) can be used and **not the CIPS logo** itself. Such applications will have to be approved (email: info@cips.ca). The designation logos may be placed either together or individually, and are to appear no larger in scale than 1/3rd the height of the business card.

Where an individual is self-employed or has control over how to market themselves, a business card layout is provided below as a guideline to follow.





Email Signature Logo Use

E-mails can be designed using the following layouts for the proper identification and application as noted. It is best to keep them listed on the bottom left hand side, under the closing comments, as the sender's signature of any e-mail correspondence.




CIPS Volunteer/Staff - I.S.P./ITCP holders:

From: CIPS Marketing Coordinator
To: All users of CIPS Guidelines Manual
Sent: Tuesday, September 1, 2009 12:00 p.m.
Subject: E-mail application for CIPS Volunteer/Staff - ISP/ITCP holders

The layout that you see here is the proper e-mail signature to be used for all CIPS Staff and volunteers, who use the I.S.P. and/or ITCP designation logos. Please be sure to include the CIPS website address, as well as your own e-mail address, and any phone numbers that you wish to be contacted by.

Thank-you
The Marketing Coordinator

Jonathan Elias I.S.P., ITCP
Marketing Coordinator
CIPS Canada's Association of IT Professionals
www.cips.ca
jelias@cips.ca
905-602-1370 Ext 323


CIPS Volunteer/Staff - Non I.S.P./ITCP holders:

From: CIPS Marketing Coordinator
To: All users of CIPS Guidelines Manual
Sent: Tuesday, September 1, 2009 12:00 p.m.
Subject: E-mail application for CIPS Volunteer/Staff - Non- ISP/ITCP holders

The layout that you see here is the proper e-mail signature to be used for all CIPS Staff and volunteers who are non-holders of the I.S.P. and/or ITCP designations. Please be sure to include the CIPS website address, as well as your own e-mail address, and any phone numbers that you wish to be contacted by.

Thank-you
The Marketing Coordinator

Jonathan Elias
Marketing Coordinator
CIPS Canada's Association of IT Professionals
www.cips.ca
jelias@cips.ca
905-602-1370 Ext 323





CIPS Members - I.S.P./ITCP holders (Non Volunteer/Staff):

From: CIPS Marketing Coordinator
To: All users of CIPS Guidelines Manual
Sent: Tuesday, September 1, 2009 12:00 p.m.
Subject: E-mail application for CIPS Member - ISP/ITCP holders

The layout that you see here is the proper e-mail signature to be used for all CIPS Members who use the I.S.P. and/or ITCP designation logos. Please be sure to include a website address, as well as your own e-mail address, and any phone numbers that you wish to be contacted by.

Thank-you
The Marketing Coordinator

Jane Simpson I.S.P., ITCP
Independent Consultant
www.anycompany.ca
jsimpson@anycompany.ca
123-456-7890 Ext 123



CIPS Designations Typography

Using both French and English Acronyms

I.S.P. and ITCP holders who would like to display both the English and French acronyms please list as follows:

John Smith, I.S.P./EATI, ITCP/PATI

or

John Smith, EATI /I.S.P., PATI/ITCP

Noting the IP3P Standard along with the ITCP Designation

CIPS ITCP holders who opted to receive and use the internationally aligned IP3P standard can demonstrate use in the following way.

(Note: An approved ITCP holder automatically receives the international IP3P standard unless the applicant declined it on the ITCP application)

John Smith, ITCP/IP3P

ITCP holders who also hold the I.S.P. please display as follows:

John Smith, I.S.P., ITCP/IP3P

When demonstrating both the English and French Acronyms:

John Smith, I.S.P./EATI, ITCP/PATI/IP3P

or

John Smith, EATI/I.S.P, PATI/ITCP/IP3P

Eligible ITCP holders may also use the following ITCP logo with the “IP3P accredited” mark attached to it:



For more information regarding use of the IP3P standard and its mark please refer to the IP3 style guide.



Contact Us



**For additional questions or information
regarding CIPS and logo use please contact us at:**

CIPS National Office
60 Bristol Road East
Unit 8 - Suite #324
Mississauga, Ontario
L4Z 3K8

Telephone: (905) 602-1370

Toll Free: 1-877-ASK-CIPS (275-2477)

E-mail: info@cips.ca
