

CMSUK – Permitted Logo Usage Policy

Using our Logo

CMSUK are keen for its members, whether professional or corporate, to use our logo on websites or in marketing materials, but we wish to ensure this is done in a consistent and professional manner. Permission to use the CMSUK logo must be obtained from CMSUK before use.

Failure or breach of adherence to the 'Permitted Logo Usage Policy' will result in action taken against the offending party.

Which logo should I use?

CMSUK revised its logo in August 2014 and has four versions:

- CMSUK (Digital & Web Address):

These logos have usage rights for CMSUK, for publications and marketing material. Individual and corporate members of CMSUK **do not** have the right to use this logo on any digital or print materials and should use either case management or corporate logos below, as deemed appropriate.

Digital Logo:



Web Address Logo:



Professional Link Pages and Third Party Website use:

Digital and web address logos can be used for digital marketing by a third party. However, the CMSUK logo **cannot** be used on third party websites without specific written permission from CMSUK.

- CMSUK (Individual Member logo):

Individual CMSUK members holding an active membership who have been accepted as meeting the criteria of membership are entitled to use the CMSUK Member logo on personal stationary (e.g. profiles, business cards, email signoff etc). The 'member' logo cannot be used within a company email signoff, unless all employee's are CMSUK members.

Individual Member Logo:



- CMSUK (Corporate Member):

The CMSUK corporate logo is for the sole use of fee paying corporate members of CMSUK. Organisations employing CMSUK professional case manager members or associate members, without corporate membership **do not** have the right to use the CMSUK corporate logo on company literature (digital or print).

NOTE: Procurers of case management services should be aware that corporate membership does not confirm that all employees of a corporate members company are individual members of CMSUK.

Corporate Member Logo:



Exclusion Zone

The 'exclusion zone' is the clear area that surrounds the CMSUK logo. To ensure that the logo remains clear and has impact, nothing should appear inside the exclusion zone. The exclusion zone for the logo is approximately 5% of the logo. If the logo is positioned over a background image, this can be considered clear space as long as it does not impair the visibility or legibility of the logo.

Do's and Don'ts

It is essential our logos are used correctly and consistently, as failing to do so will otherwise compromise and/or weaken our brand identity. Therefore:

- Always use an original version of the CMSUK logo and never create your own.
- Never alter the logo without permission
- Don't add effects like shadows, dimensions and/or gradients to the logo
- Don't stretch, compress or distort the logo
- Don't alter any of the colours, as by using CMSUK colours you will help to enhance recognition of our logo and reinforce our organisation identity
- Don't make the logo a single colour, other than print in black and white
- Don't use another font within the logo
- Don't place elements such as text or pictures within the 'exclusion zone' of the logo.
- Don't place the logo at an angle
- Don't use the logo on a background image that makes it unclear or where there is insufficient contrast.

Positioning:

The position of the CMSUK logo in relation to partners' logos affects the way an audience understands the relationship between the organisations and parties involved within the correspondence.

Should the CMSUK logo be used by a 'Corporate Member' or 'Professional Member' then the logo of their company should appear larger or more prominent than the CMSUK logo used.

- If CMSUK is the lead partner in the relationship, the CMSUK logo should be positioned in the top right-hand corner.
- If the CMSUK logo is a secondary or supporting partner, the CMSUK logo should be positioned in the bottom right hand corner.
- If the CMSUK logo and a partner logo are adjacent to one another, this communicates equality.

Frequency:

The CMSUK logo should only appear once on a single sheet. This helps to maintain the integrity of CMSUK's identity and ensures its strength is not diluted by duplication.

However, within corporate member email signatures, it is advisory that both 'corporate member' and 'individual member' logos are used to indicate which members of an organisation are CMSUK 'individual' members within a corporate organisation.

Colour:

Always use the version that gives maximum legibility. Don't make the logo a single colour, other than print in black and white.

Further information:

To obtain a .jpeg, .gif or .pdf, version of the CMSUK logo or if you have any questions relating to use of the CMSUK logo, please email: info@cmsuk.org