CII 125 YEARS LOGO

CII completes 125 years as an industry association body in 2020.
To capture this significant achievement, we have developed the new CII logo.
The logo given below should always be used exactly as given here, without changing the fonts, spacing, sequence etc.

Confederation of Indian Industry
Business and Beyond
125 Years: 1895-2020
CII LOGO IN TWO LINES

In some cases, for example, publication mastheads, reports, podiums, etc, where it is not possible to use the logo with the text in a single line, only one variation may be permitted, as given below. No other format or variation is permitted at all.

Confederation of Indian Industry

Business and Beyond

125 Years: 1895-2020
LOGO CLEAR SPACE

A minimum clear space (height of CII emblem) surrounding each side of the logo must be maintained to ensure the prominence and clarity of the logo.

Logo image should be placed at the edges as shown below to provide adequate space around it. Dotted line indicates the space that is needed around the logo.
LOGO MINIMUM SIZE

The minimum size of the CII logo is 30 mm. In no communication can the logo be used in a smaller size. In case the logo will be used with text in two lines, the width of the logo should be 20 mm.
**LOGO COLOUR**

The first preference of the logo should be in blue, but in exceptional cases (e.g. single colour printing, screen printing, black & white), the black logo can be used. The colours have been defined below.

<table>
<thead>
<tr>
<th>Primary Colour is CII Blue</th>
<th>Logo may also be used in Black if required</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cyan : 100 Cyan : 0</td>
<td>Magenta : 100 Magenta : 0</td>
</tr>
<tr>
<td>Magenta : 100 Magenta : 0</td>
<td>Yellow : 0 Yellow : 0</td>
</tr>
<tr>
<td>Yellow : 0 Yellow : 0</td>
<td>Black : 20 Black : 100</td>
</tr>
</tbody>
</table>
REVERSE USAGE OF LOGO

The CII logo may be used in white against a dark coloured background.
The coloured boxes for each logo are for the purpose of background reference and are NOT part of the logo.
IMPORTANT POINTERS

• The colours of the logo should be consistent at all times.

• The font of the logo must always be maintained.

• The logo proportion must be constant while reproducing the logo in different mediums.

• The clear space around the logo must be maintained while using the logo.

• The minimum size of the logo (30mm for single line & 20mm for two line), as given in the manual, must be maintained, for legibility.

• The logo must be used as an integrated unit. Do not create the CII logo with fonts and images.

• The logo is in one colour. It should not be used in two or more colours.

• The logo must not be distorted in any form.

• Do not type Confederation of Indian Industry under the CII emblem.
CII BRANDING IN PUBLICATIONS

Each CII publication must have the following elements.

1. CII Logo- The complete CII logo (CII emblem box followed by 3 lines text) should be used on the cover.
2. The new logo given below should always be used exactly as given here, without changing the fonts, spacing, sequence etc.
3. CII emblem in the inside pages - Can be placed in the header or footer.
4. Disclaimer and Copyright (Different copyright as per partners)
5. CII write-up - Should be inserted exactly as shared, without any change in spacing, blue band at the bottom etc.
REPORT COVER DESIGN WITH CII LOGO ONLY

For reports with only CII logo on the cover, either of these three options can be used:  
1. Top center  
2. Bottom center  
3. Top right corner

Option 1

Option 2

Option 3
CO-BRANDING IN JOINT PUBLICATIONS

In case of joint publications brought out by CII and a Knowledge Partner, the CII logo should be used preferably on the top right hand corner. However, the usage and placement of other logos will be decided by the respective Head of Department/in agreement of Knowledge Partner. Logos should be of same size visually and vertically centre aligned.
CO-BRANDING WITH 2 PARTNERS / GOVERNMENT

The complete CII logo may be used on the top right hand corner, or in the centre, depending on the nature of agreement between the partners. However, the usage and placement of other logos will be decided by Head of Departments. In all cases, care must be taken to ensure that all logos are of the same size and proportion, and are at the same level and bottom aligned, unless specified otherwise by the partnership agreement.
CII WRITE-UP

There are 3 versions of the CII write-up that can be used, depending on the space available on the back cover. These versions are available in myCII as high res PDFs to download and use.

Option 1
If it is only CII Publication

Option 2
If there is space constraint

Option 3A
If CoE write-up also needs to come

Option 3B
If knowledge partner write-up needs to come
COPYRIGHT AND DISCLAIMER

The standard CII Copyright and Disclaimer should be included, preferably on the back of the front cover or back of inner leaf, at the bottom of the page.

For disclaimer text for a joint report, please refer to the co-branding guidelines as shared by legal team.

The type size has been suggested for an A4 book. It could be altered according to the size of the book. However, the 15 mm space from the bottom has to be maintained.
CII BRANDING IN INSIDE PAGES

For the inside pages of the report, only CII emblem should be used at top left & right for left side & right side pages, respectively.
BRAND
MANUAL
2020

Confederation of Indian Industry
Business and Beyond
125 Years: 1895-2020

CII Logo in Event Collaterals
IMPORTANT GUIDELINES FOR BACKDROPS AND PANELS

• Do ensure that the backdrop design of an event is planned in such a way that when a speaker is at the podium and there is live projection on the screen, the CII logo is visible clearly on the podium and in the background and is similarly reflected on the screen as well.

• In partnered CII events, the logo layout sequence in the backdrop should be replicated in the emblem layout in backdrops and panels.

• Also, the sponsor panels, should be positioned in such a way that the logos don't project in the background of a speaker during the live screening as well in the photographs that are taken for our various functions every day.

• The CII logo panel would need to smartly and intelligently placed on the backdrop, podium and side panels to ensure that the logo gets captured in the photographs and in the live screening at all times.

• Avoid using black and pure white background colours for backdrops.

• Do not use maps, flags and monument images in backdrops.

• In case the backdrop has a graphics design or an image, please insert a CII blue or a white band in the top for the logos. The backdrop graphics should not be in shades of black.

WHEN USING THE CoE LOGO

• For backdrops, panels, hoardings etc, the preferred position of the CII logo is on the top left, and the CoE logo on top right.

• At all times, care should be taken to ensure that all logos used are of the same size and proportion.
GENERAL BACKDROP / EVENTS BACKDROP (WHERE ONLY CII IS HOST, OR FOR CII EVENT)

The preferable place for the CII logo is top centre. The CII emblem can start just after the CII logo, ensuring the clear space around logo. Preferred backdrop colour for CII events is the CII blue colour. Kindly ensure the visibility of the logo, while deciding the size (as indicated by red colour border).
BACKDROP FOR CII EVENT WITH SPONSORS

When CII hosts an event with sponsors, this backdrop can be used. The CII logo will be in the center. Sponsors logo should be placed in the space as indicated below.
BACKDROP - IF REGIONAL OFFICE IS ORGANISING AN EVENT

When a CII Regional office hosts an event, this backdrop can be used. The CII logo will be in centre. The font for event name and details should be Helvetica. Kindly ensure the visibility of the logo, while deciding the size.
BACKDROP - ANOTHER INDUSTRY ASSOCIATION (5 A)

As a general practice, for events with partners / another Industry Associations, CII logo should preferably be in the centre, or according to alphabetical sequencing. the CII logo will appear in the center unless specified otherwise in the agreement between partners.

space for design & event logo
GENERAL STANDEE / EVENTS (WITHOUT THEME LOGO)

The CII logo should be placed at the center. The CII emblem can be used as per the guidelines.
GENERAL STANDEE FOR COE / EVENT PARTNERS

The CII logo should be placed at the top left and the CoE logo at the top right corner. The CII and the CoE emblem can be used as per the guidelines.
POSTER / HOARDING / AD / ADVERTORIAL

The preferable place of the CII logo should be top centre.
With theme/CoE logo, CII should be placed at top left. Both the logos should be equal in proportion and vertically centre aligned.
LOGO USAGE ON EVENT E-BANNERS

For e-banners, the small CII logo should be used. The preferable placement of the logo is top right but for the vertical banners, CII logo can be used on top centre.
LOGO USAGE ON E-FLYERS / E-INVITES

In e-flyer designs, the preferable placement of the logo should be top centre. The logo width should be minimum 200 pixels. In e-flyers, where CoE logo also needs to be used, CII logo can be used on top right.
CII MEMBERSHIP ACKNOWLEDGEMENT LOGO GUIDELINES

• The CII Membership Acknowledgement Logo (CMAL) is meant for exclusive use by current CII members.

• CMAL is the sole and exclusive property of the Confederation.

• Use of the CMAL is a benefit provided to members.

• It must be used as provided and cannot be altered or modified, including change in color or font, in any way.

• It can be resized to fit a particular use, but the original color / proportions should not be changed.

• CMAL cannot be taken apart or combined with other design elements.

• It may be used for stationery, business cards and member websites to indicate CII membership.

• It may not be used to state or imply that CII has endorsed a company or a company’s products and services.

• It cannot be used on merchandise or other promotional products.