



Confederation of Indian Industry

BRAND MANUAL

2 0 2 1

CII Logo Specifications and Usage

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

CII LOGO FOR REGIONS

For the region offices, logo with region name should be used, as shown below.

The height of the region name should be similar to the height of the text "Confederation of Indian Industry".

The region name should be placed immediately below the CII logo unit, as indicated below.



Confederation of Indian Industry

Northern Region

Font: Helvetica Normal
Color: CII Blue
Alignment: Centre to CII logo
Size: Height of 125 years line

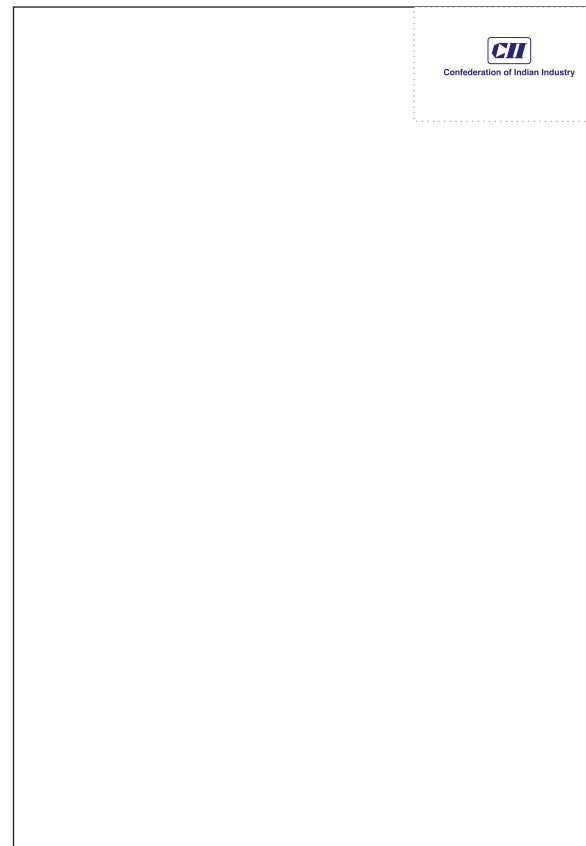


LOGO CLEAR SPACE

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.

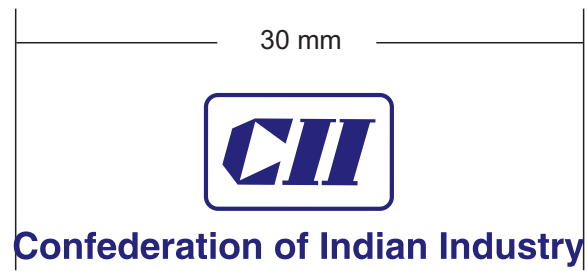


Logo image should be placed at the edges as shown below to provide adequate space around it. Dotted line indicates the space that is needed around the logo.



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.



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. Golden CII logo can only be used on special cases with the consultation of the CII Corporate Communication Department.



Confederation of Indian Industry



Primary Colour is CII Blue



Cyan : 100
Magenta : 100
Yellow : 0
Black : 20

Pantone Reflex Blue C

Logo may also be used in Black if required



Cyan : 0
Magenta : 0
Yellow : 0
Black : 100

PANTONE Process Black C

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), 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.



Confederation of Indian Industry

BRAND MANUAL

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CII Logo Usage in Publications

CII BRANDING IN PUBLICATIONS

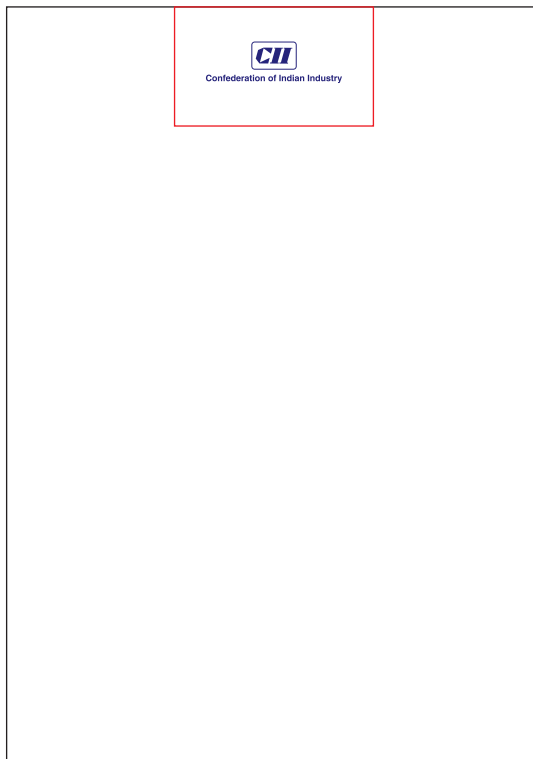
Each CII publication must have the following elements.

1. CII Logo- The complete CII logo 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, preferably at the back cover of the report / joint report.

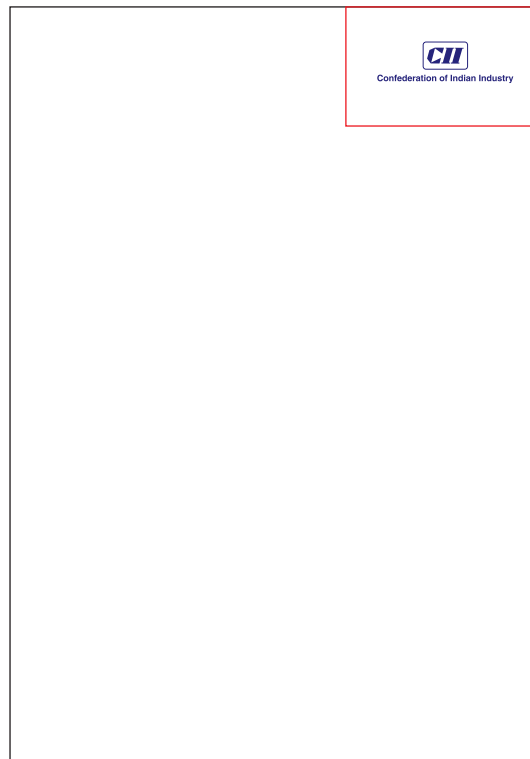
REPORT COVER DESIGN WITH CII LOGO ONLY

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

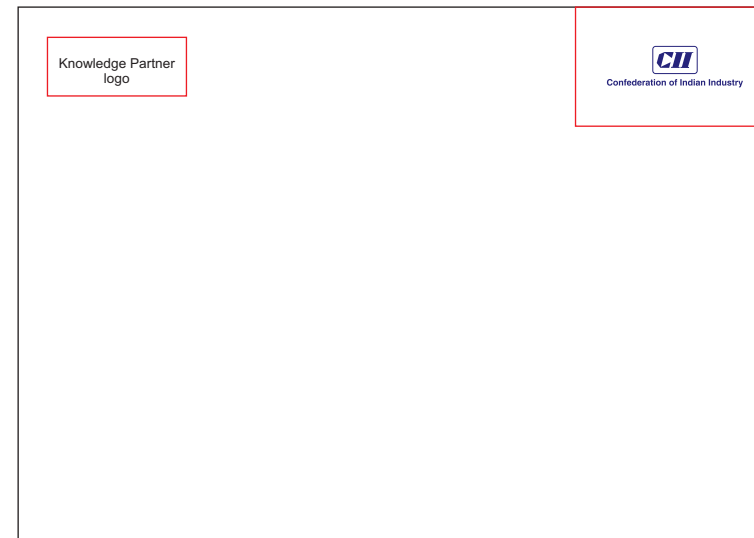
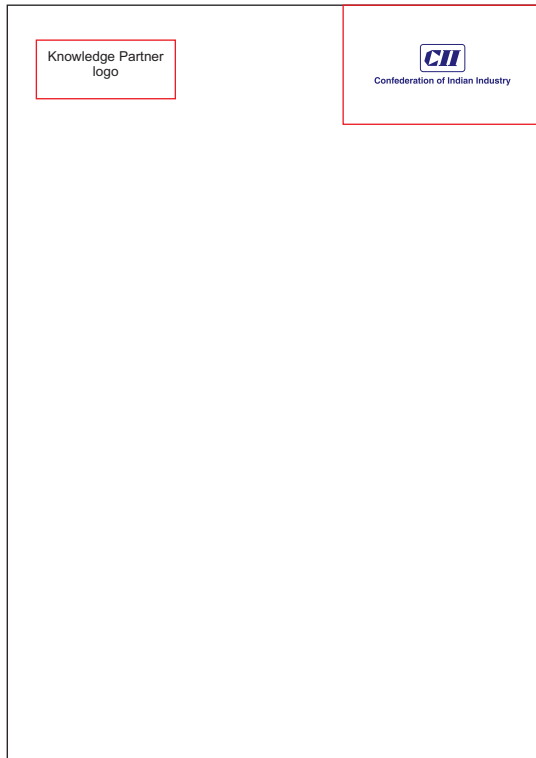


Option 3



CO-BRANDING IN JOINT PUBLICATIONS

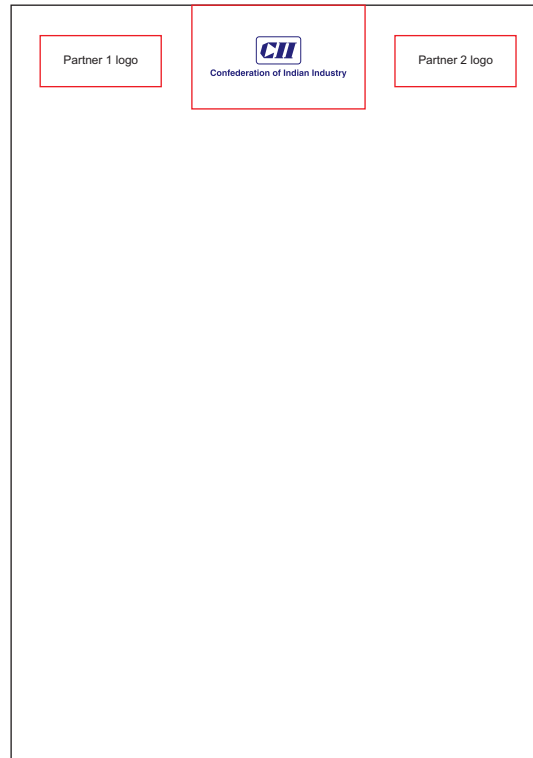
In case of joint publications brought out by CII and a Knowledge Partner, the CII logo should be used preferably on the top right hand corner. However, the usage and placement of other logos will be decided by the respective Head of Department/in agreement of Knowledge Partner. Logos should be of same 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



Confederation of Indian Industry

The Confederation of Indian Industry (CII) works to create and sustain an environment conducive to the development of India, partnering industry, Government, and civil society, through advisory and consultative processes.

CII is a non-government, not-for-profit, industry-led and industry-managed organization, playing a proactive role in India's development process. Founded in 1995 and celebrating 125 years in 2020, India's premier business association has more than 9100 members, from the private as well as public sectors, including SMEs and MNCs, and an indirect membership of over 300,000 enterprises from 291 national and regional sectoral industry bodies.

CII charts change by working closely with Government on policy issues, interfacing with thought leaders, and enhancing efficiency, competitiveness and business opportunities for industry through a range of specialized services and strategic global linkages. It also provides a platform for consensus-building and networking on key issues.

Extending its agenda beyond business, CII assists industry to identify and execute corporate citizenship programmes. Partnerships with civil society organizations carry forward corporate initiatives for integrated and inclusive development across diverse domains including affirmative action, healthcare, education, livelihood, diversity management, skill development, empowerment of women, and water, to name a few.

India is now set to become a US\$ 5 trillion economy in the next five years and Indian industry will remain the principal growth engine for achieving this target. With the theme for 2019-20 as 'Competitiveness of India Inc - India@75: Forging Ahead', CII will focus on five priority areas which would enable the country to stay on a solid growth track. These are - employment generation, rural-urban connect, energy security, environmental sustainability and governance.

With 68 offices, including 9 Centres of Excellence, in India, and 11 overseas offices in Australia, China, Egypt, France, Germany, Indonesia, Singapore, South Africa, UAE, UK, and USA, as well as institutional partnerships with 394 counterpart organizations in 133 countries, CII serves as a reference point for Indian industry and the international business community.

Confederation of Indian Industry
The Manish Sondhi Centre
23, Institutional Area, Lodi Road, New Delhi - 110 003 (India)
T: 91 11 45771000 / 24629994-7 • F: 91 11 24626149
E: info@cii.in • W: www.cii.in

Follow us on :



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Reach us via our Membership Helpline: 00-91-124-4592966 / 00-91-99104 46244
CII Helpline Toll Free Number: 1800-103-1244

Option 2 If there is space constraint



Confederation of Indian Industry

The Confederation of Indian Industry (CII) works to create and sustain an environment conducive to the development of India, partnering industry, Government, and civil society, through advisory and consultative processes.

CII engages closely with Government on policy issues and interfaces with thought leaders to enhance efficiency, competitiveness and business opportunities for industry through a wide portfolio of specialized services and strategic global linkages. It also provides a platform for consensus-building and networking on key issues. Extending its agenda beyond business, CII facilitates corporate initiatives for integrated and inclusive development across diverse domains.

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CII Helpline Toll Free Number: 1800-103-1244

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



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space for CoE writeup

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



Confederation of Indian Industry

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With 68 offices, including 9 Centres of Excellence in India, and 11 overseas offices in Australia, China, Egypt, France, Germany, Indonesia, Singapore, South Africa, UAE, UK, and USA, as well as institutional partnerships with 394 counterpart organizations in 133 countries, CII serves as a reference point for Indian industry and the international business community.

space for Knowledge Partner writeup

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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.

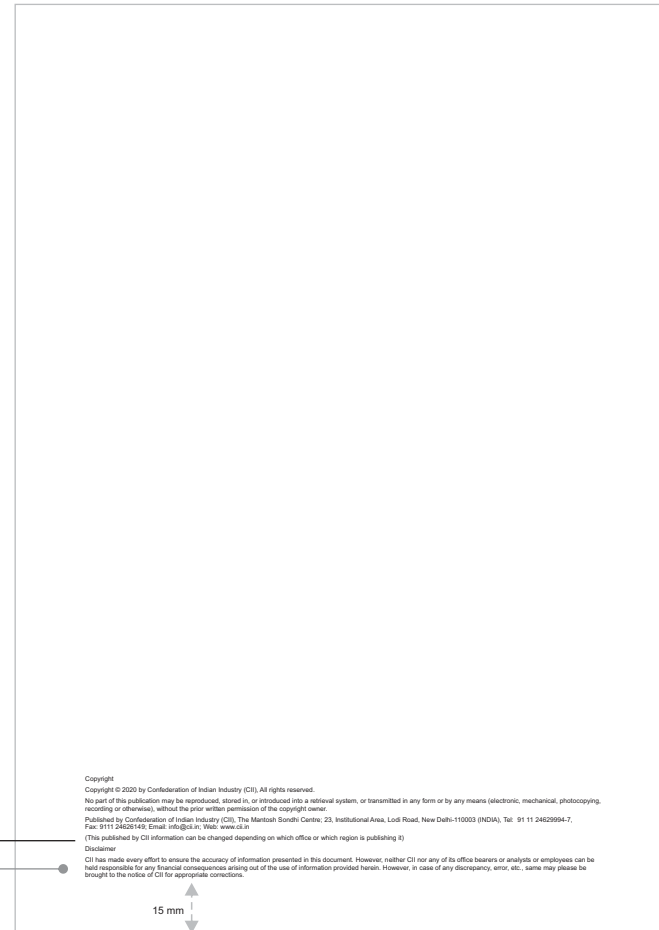
For disclaimer text for a joint report, please refer to the co-branding guidelines as shared by legal team.

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.

Back of the cover or back of inner leaf

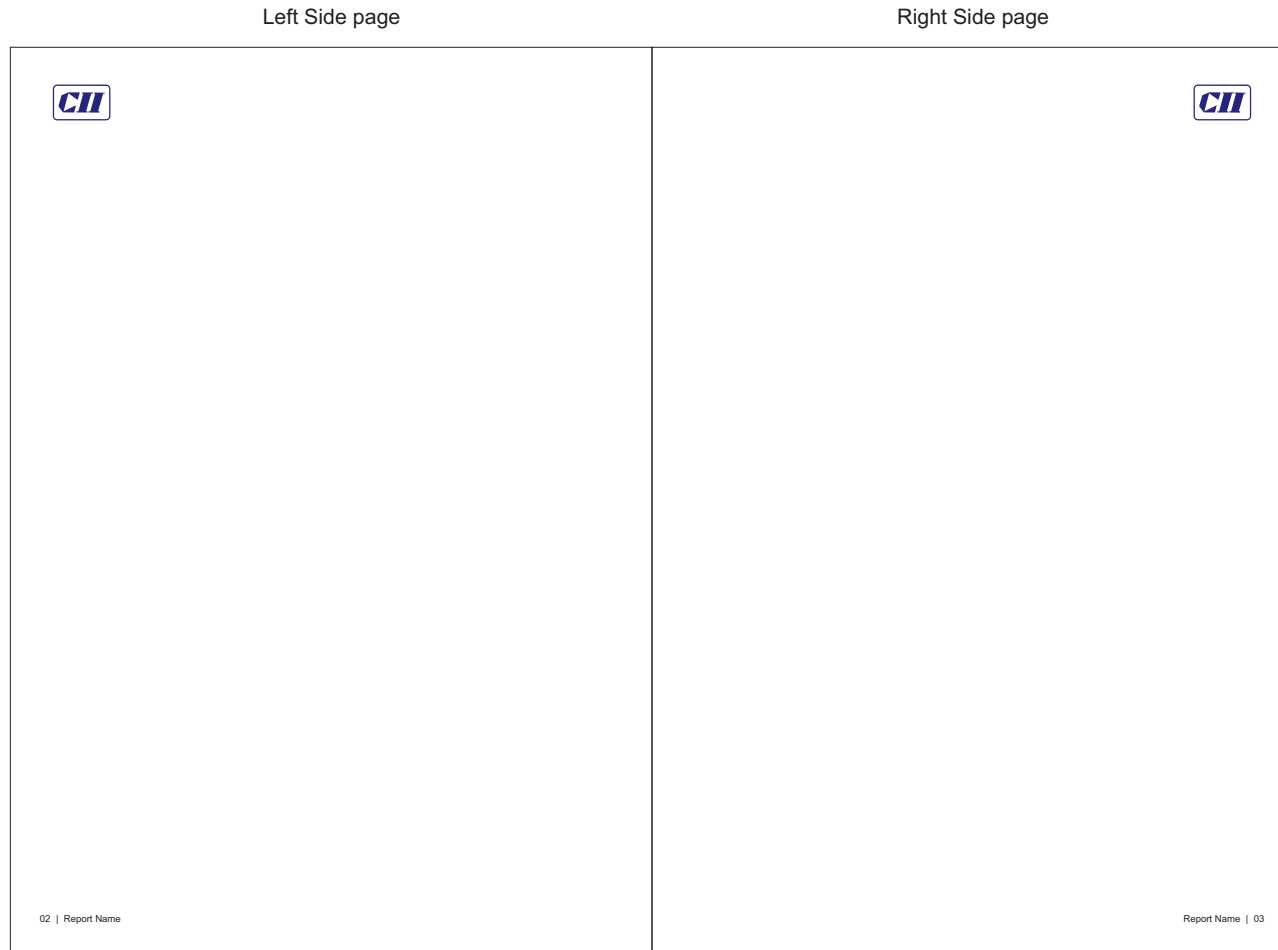
This information can be changed depending on which office or which region is publishing it.

Font: Helvetica
Size: 6 pt



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.





Confederation of Indian Industry

BRAND MANUAL

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CII Logo in Event Collaterals

IMPORTANT GUIDELINES FOR BACKDROPS AND PANELS

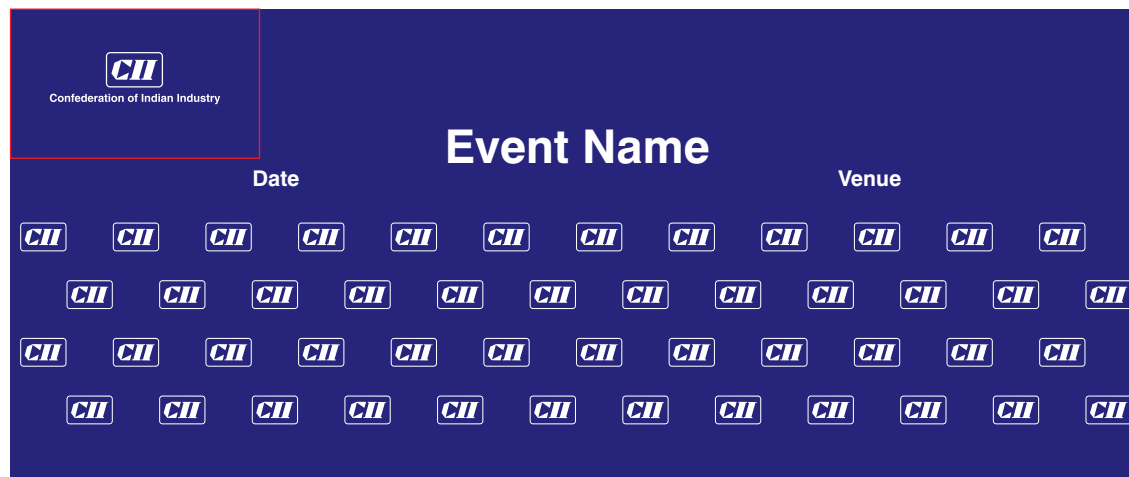
- Do ensure that the backdrop design of an event is planned in such a way that when a speaker is at the podium and there is live projection on the screen, the CII logo is visible clearly on the podium and in the background and is similarly reflected on the screen as well.
- In partnered CII events, the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



GENERAL BACKDROP WITH THEME LOGO

The CII logo should be placed at the top left corner and the theme logo can be placed on the top right corner. Both the logos should be vertically centre. Make sure they are in same proportion. Preferred backdrop colour for CII events is the CII blue colour. Kindly ensure the visibility of the logo and clear spacing around it (as indicated by red border), while deciding the size.



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)

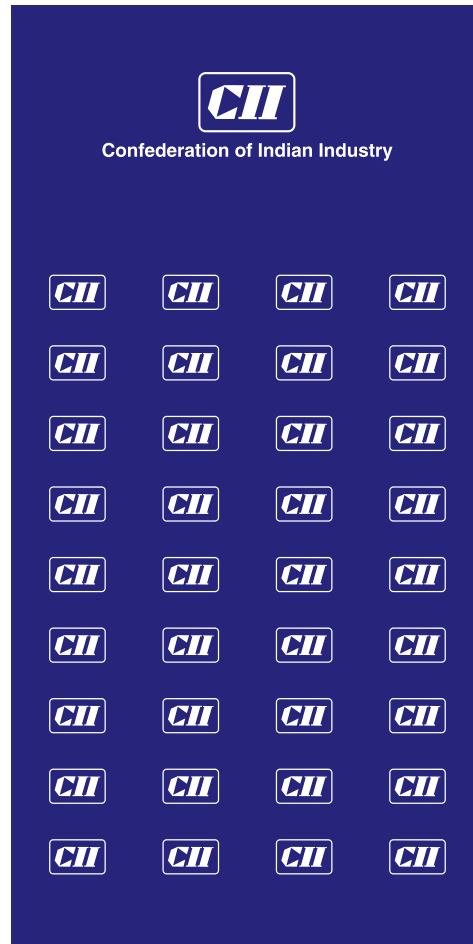
As a general practice, for events with partners / another Industry Associations, CII logo should preferably be in the centre, or according to alphabetical sequencing. the CII logo will appear in the center unless specified otherwise in the agreement between partners.



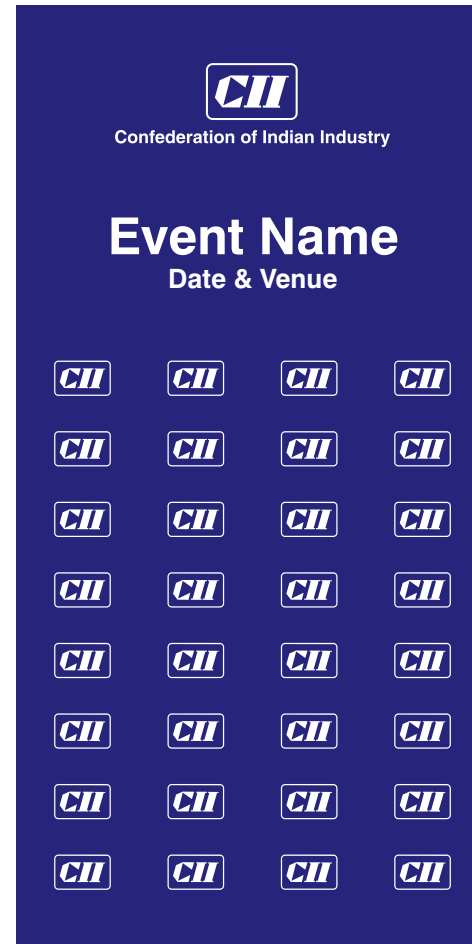
GENERAL STANDEE / EVENTS (WITHOUT THEME LOGO)

The CII logo should be placed at the center. The CII emblem can be used as per the guidelines.

General Standee



Event Standee



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.

General Standee



Event Standee

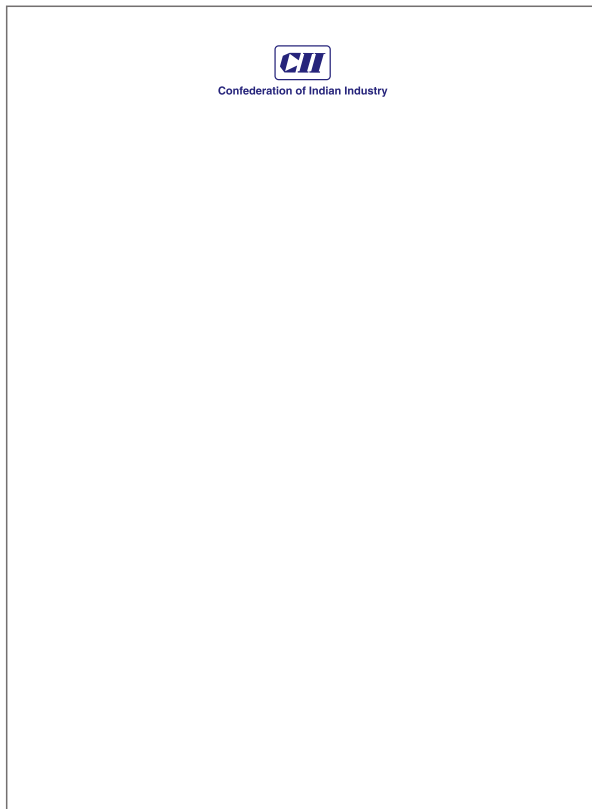


POSTER / HOARDING / AD / ADVERTORIAL

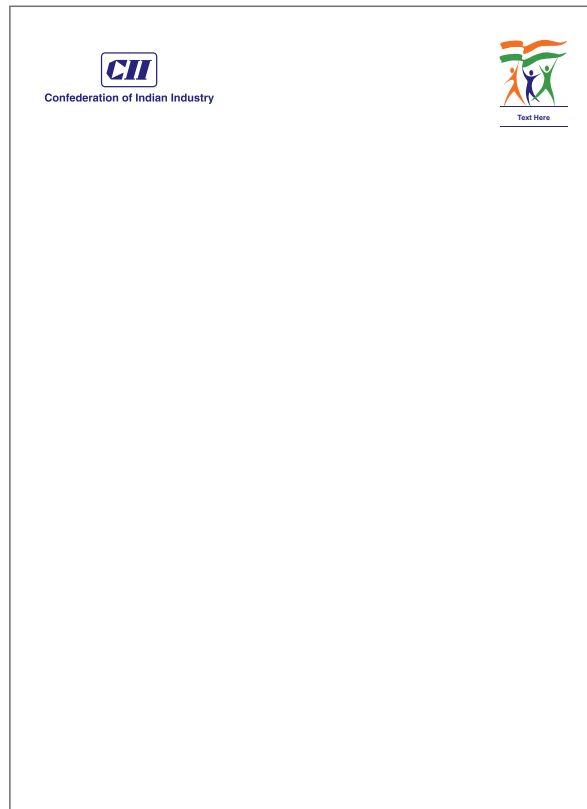
The preferable place of the CII logo should be top centre.

In case with theme/CoE logo, CII should be placed at top left. Both the logos should be proportioned and vertically centre aligned.

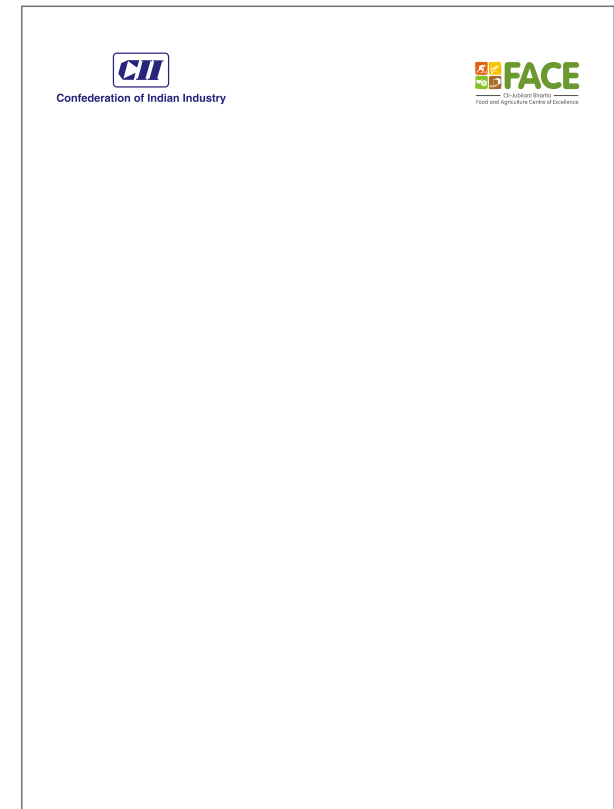
Without theme logo



With theme logo



With CoE logo



LOGO USAGE ON EVENT E-BANNERS

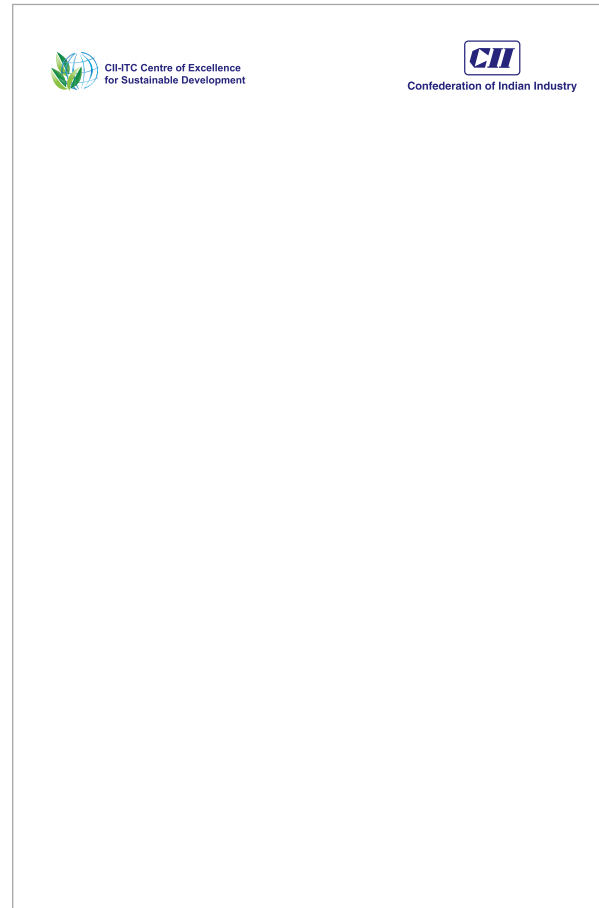
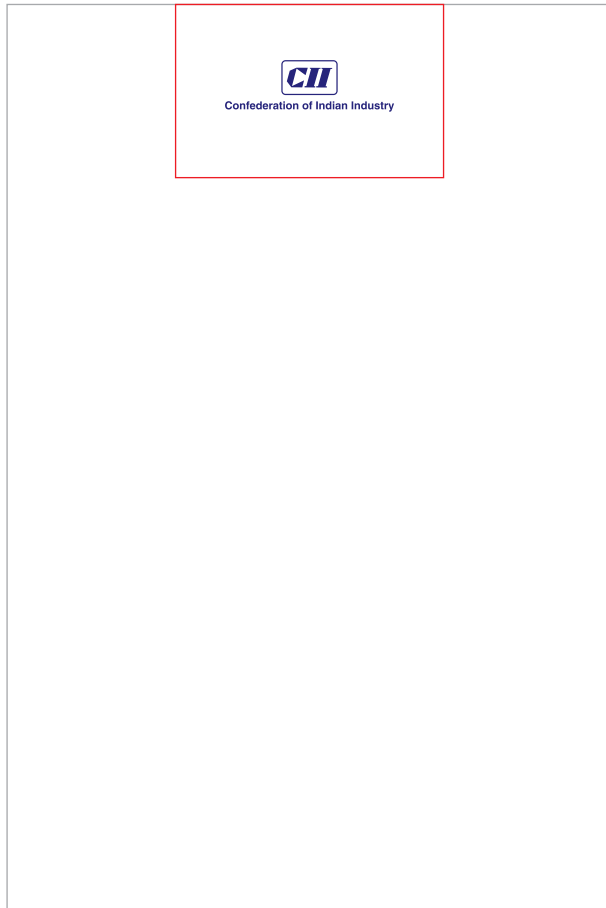
For e-banners, the small CII logo should be used.

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.

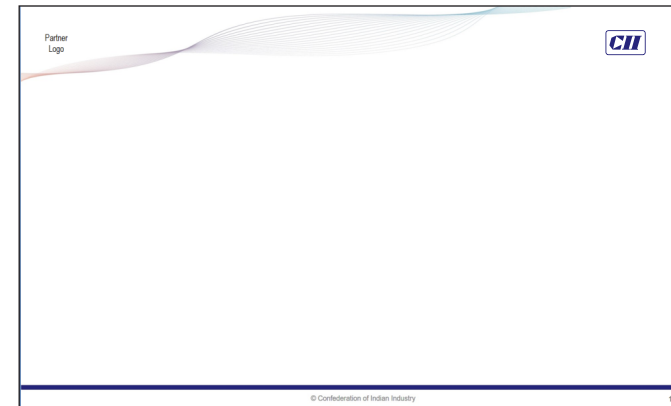


PRESENTATION SLIDES

Cover Slide



Inside Slide



End Slide



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.