



CHARTERED
INSTITUTION OF
CIVIL
ENGINEERING
SURVEYORS

BRAND
GUIDELINES

GUIDELINES INDEX

These guidelines are designed to articulate the visual and communication standards of the Chartered Institution of Civil Engineering Surveyors (CICES).

From logo usage to typography and colour palette, this document provides the necessary tools to maintain consistency and professionalism in all CICES-related communications.

Please use the table of contents to navigate through the guidelines effectively and ensure the CICES brand is represented accurately and consistently.

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ADVANCING CIVIL
ENGINEERING SURVEYING
WITH EXCELLENCE,
INNOVATION AND ETHICAL
INTEGRITY SINCE 1969. **OUR
BRAND
STORY**

OUR BRAND STORY

OUR HISTORY

Founded in 1969, originally as the Association of Surveyors in Civil Engineering, CICES has evolved significantly, being incorporated in 1972 and later recognised by a royal charter in 2009.

This journey underscores our commitment to advancing civil engineering surveying, particularly in geospatial engineering and commercial management. CICES champions the professional aspirations of its members, enhancing their contributions to the construction industry and society.

Our mission is to uphold and advance the standards of education, competence, practice and conduct among our members, thereby serving the public interest. We strive to maintain our standing as a leading UK-based international institution in our field, constantly seeking to improve our position.

OUR ROYAL CHARTER

To advance the science and art of civil engineering surveying in all aspects of the specialisations of geospatial engineering and commercial management within civil engineering for the benefit of the public, in particular but not exclusively by upholding and advancing the standards of education, competence, practice and conduct of members of the institution.

50 YEARS OF EXCELLENCE: A LEGACY IN CIVIL ENGINEERING SURVEYING

In 2019, CICES celebrated a remarkable milestone of 50 years, a testament to our enduring commitment and contribution to the civil engineering surveying industry. This half-century mark not only reflects our rich heritage but also reinforces our ongoing dedication to innovation and excellence in the profession.



OUR LOGO IS A VISUAL REPRESENTATION OF OUR IDENTITY AND VALUES.

This section outlines the rules and best practices for using the CICES logo to ensure it is displayed consistently and effectively across all platforms and materials. Adherence to these guidelines will maintain the logo's integrity and the professional image of our institution.

Our logo, with its eagle emblem, is central to the CICES identity, symbolising strength, vigilance and a commitment to excellence. This reflects our dedication to ethical practices and innovation in civil engineering, embodying the profession's integrity and progressive spirit.

LOGO USAGE



VERTICAL LOGO - ISOLATED

Use the vertical version of the logo in narrow or portrait formats where horizontal space is limited, ensuring the logo fits neatly while remaining impactful.

The standalone/isolated logo is ideal for clear backgrounds where it can stand alone without competing elements, allowing the design's details to shine.

The logo should never be reproduced in any colour other than those specified on these pages.

See 'branding applications' for examples of usage.

GOOD TO KNOW

A useful rule-of-thumb is to use the vertical logo for portrait layouts and the horizontal logo for landscape formats.

VERTICAL LOGO - BOXED

The 'boxed' version is best used over complex imagery or in visually busy environments, where the box provides a clear and distinct backdrop to ensure the logo's prominence and readability.

USAGE

The clearance area around the logo is crucial for maximising the visual impact of the brand. This space must remain free from any other graphic elements.

The logo should only be reproduced in the colours specified on this page. For the horizontal logo, the minimum size in any print application is 20mm in width, ensuring the legibility of the CICES word-mark.

GOOD TO KNOW

Always choose a logo variation that maintains high visibility and readability in its intended context.





HORIZONTAL LOGO

The horizontal isolated logo is perfect for use on clean, uncluttered backgrounds. Its streamlined design allows for impactful branding without the need for additional emphasis, making it ideal for stationery, official documents and digital headers.

The logo should never be reproduced in any colour other than those specified on these pages.

GOOD TO KNOW

Opt for the horizontal version in landscape formats or broader spaces, where it can be displayed prominently for maximum visibility and brand recognition.

HORIZONTAL LOGO – BOXED

Using the breadth of the horizontal format, the boxed style provides a distinct backdrop, enhancing legibility against complex or patterned backgrounds, ideal for collaborative branding or vibrant marketing collateral.

USAGE

The clearance area around the logo is crucial for maximising the visual impact of the brand. This space must remain free from any other graphic elements.

The logo should only be reproduced in the colours specified on this page. For the horizontal logo, the minimum size in any print application is 30mm in width, ensuring the legibility of the CICES word-mark.



GOOD TO KNOW

Always choose a logo variation that maintains high visibility and readability in its intended context.



LOGO APPLICATION

The CICES logo is a key element of our brand identity and should be used with care and consistency.

To maintain its integrity, the logo must be used as provided and should not be altered in any way. This includes avoiding modifications such as angling, skewing, distorting, stylising, outlining or any other adjustments.

We provide the logo in various formats to suit different needs, including vector files (Ai and EPS) and high-resolution JPEGs. These files are readily available (via the link on the bottom right of this page, or the CICES website) and should be used to ensure accuracy and quality.

To preserve the logo's impact and prevent visual clutter, it should only appear once on a single page or layout. Repetition can weaken the logo's effectiveness and the overall brand presence.

By adhering to these guidelines, we ensure that the CICES logo consistently represents the excellence and professionalism of our institution.

LOGO USAGE





COLOUR PALETTE

OUR COLOURS

Our brand palette is thoughtfully divided into three categories to ensure versatility and impact across all our communications:

LEAD COLOURS

The foundation of our brand, these colours feature prominently in all major branding assets. Utilise them in primary elements like logos, headers and key visuals to ensure instant brand recognition.

PRIMARY GREEN

USE FOR PRIMARY
BRANDING ELEMENTS

PANTONE 3308



RGB: (0, 83, 56)
CMYK: (85, 0, 75, 66)
HEX: #005338

PRIMARY DARK GREEN

IDEAL FOR
BACKGROUNDS AND
LARGE AREAS

PANTONE 627



RGB: (0, 56, 49)
CMYK: (88, 0, 56, 78)
HEX: #003831

PRIMARY BLACK

PERFECT FOR TEXT AND
ESSENTIAL GRAPHICS

PANTONE BLACK



RGB: (45, 41, 38)
CMYK: (0, 0, 0, 100),
HEX: #2D2926

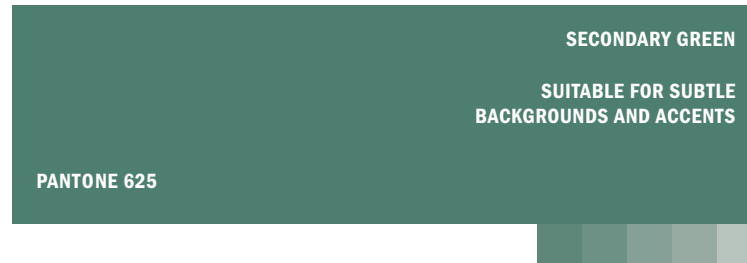
SECONDARY COLOURS

Offering a harmonious backdrop to our lead colours, these are used in supporting graphics, backgrounds and less dominant design elements. They provide depth and contrast without overpowering the primary message.

ACCENT COLOURS

Used selectively, these colours highlight key information and features, like calls-to-action or special announcements. They infuse energy and dynamism into the design, enhancing the visual appeal and guiding the viewer's attention.

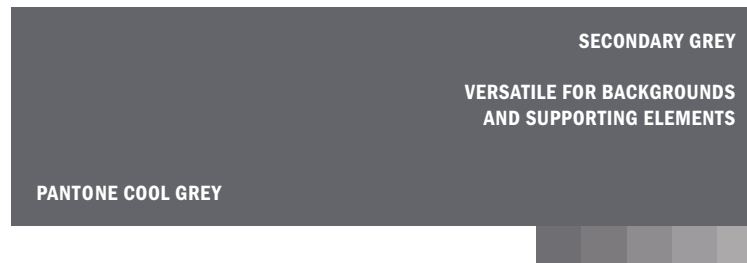
COLOUR PALETTE



RGB: (155, 196, 190)
CMYK: (32, 0, 21, 23)
HEX: #9BC4BE



RGB: (164, 191, 181)
CMYK: (30, 0, 20, 25)
HEX: #A4BFB5



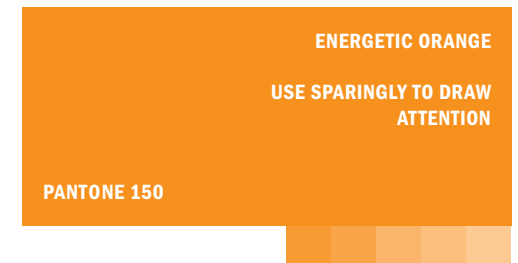
RGB: (174, 174, 174)
CMYK: (0, 0, 0, 32)
HEX: #AEAEAE



RGB: (214, 214, 214)
CMYK: (0, 0, 0, 16)
HEX: #D6D6D6



RGB: (214, 221, 35),
CMYK: (21, 0, 94, 0),
HEX: #D6DD23



RGB: (255, 130, 0)
CMYK: (0, 50, 100, 0)
HEX: #FF8200

COLOUR PAIRINGS

In our brand palette, the correct colour pairing can be powerful.



SUBTLE

ELEGANT

CALM

TRUSTWORTHY

BOLD

ASSERTIVE

VIBRANT

LIVELY

SUBTLE AND ELEGANT

Subtle tones for a refined and upscale look, suitable for formal communications or luxury branding.

CALM AND TRUSTWORTHY

Soothing and reliable colour pairs that instill a sense of trust and calm, great for educational or informative materials.

BOLD AND ASSERTIVE

Pairings that are striking and make a strong statement, ideal for calls-to-action or headlines.

VIBRANT AND LIVELY

Bright and energetic combinations that evoke freshness and creativity, perfect for innovative or youthful content.



FRANK GOTHIC PRO TYPOGRAPHY

FRANKLIN GOTHIC PRO

Our choice of type reflects the clarity and precision of our brand.

Franklin Gothic Pro Condensed is the primary typeface of CICES, selected for its modernity and versatility. It is used for headings, subheadings and other prominent text elements in both uppercase for commanding attention and in standard case for a classic, approachable look.

Its flexibility makes it an excellent choice for a diverse range of materials and platforms.

GOOD TO KNOW

The condensed typeface works well in uppercase for headings and subheadings.

CONDENSED MEDIUM

Fr

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789
!@#\$%^&*()_+--=}|[]:”;'<>?./`~

CONDENSED REGULAR

Fr

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789
!@#\$%^&*()_+--=}|[]:”;'<>?./`~

Franklin Gothic Pro is a quintessentially versatile typeface for body copy; used mainly in three weights:

Thin, Regular and Bold.

TYPOGRAPHY

THIN

Fr

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789
!@#\$%^&*()_+-={}|[]:”';<>?./`~

REGULAR

Fr

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789
!@#\$%^&*()_+-={}|[]:”';<>?./`~

BOLD

Fr

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789
!@#\$%^&*()_+-={}|[]:”';<>?./`~

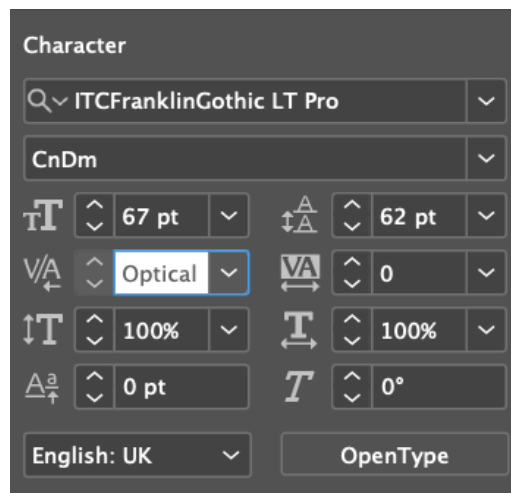
DYNAMIC FONT PAIRINGS

In our branding, font pairings are key to clarity and style. This section showcases how our primary and secondary typefaces complement each other, balancing readability with visual appeal.

Our primary font **ITC Franklin Gothic LT Pro** brings modernity to our headlines, while **Franklin Gothic Pro ATF**, our secondary font, adds clarity and grace to our detailed text. This combination ensures our communications are both *impactful and easy-to-read*, perfectly capturing our brand's essence.

GOOD TO KNOW

Opt for 'Optical' kerning over 'Metrics' in our typography. This choice enhances the visual balance between letters.



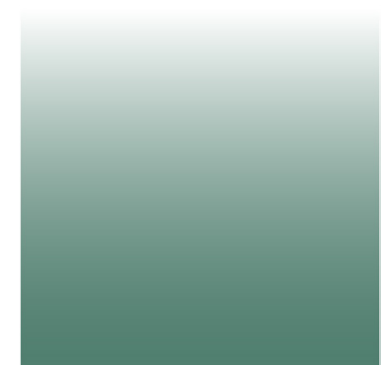


VISUAL DESIGN ELEMENTS

GRADIENT BACKGROUNDS

Within our brand's visual toolkit lies a dynamic array of six gradients.

Each weaves together the diverse colours from our established palette. While these gradients serve as a starting point, they are by no means the limit of what can be achieved.

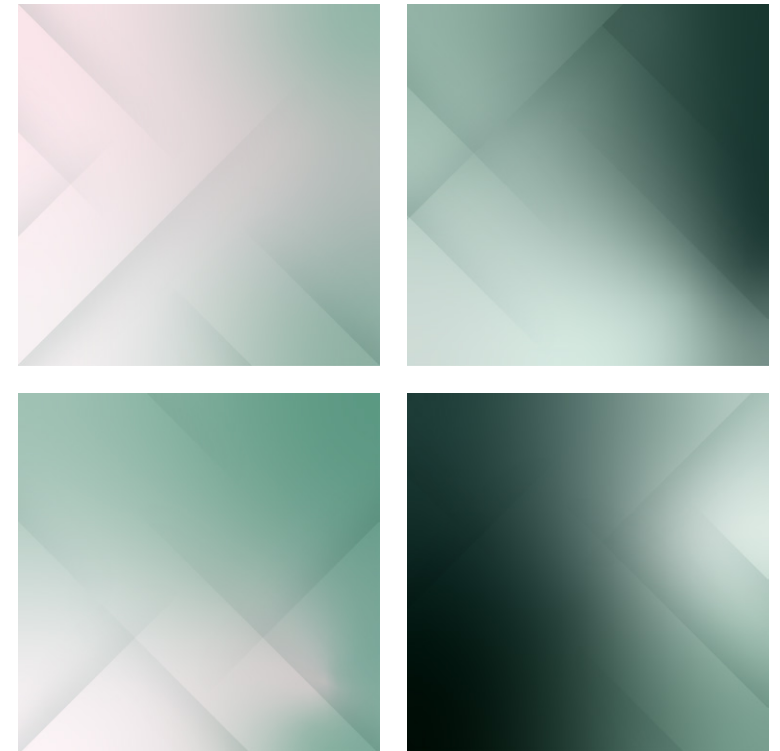
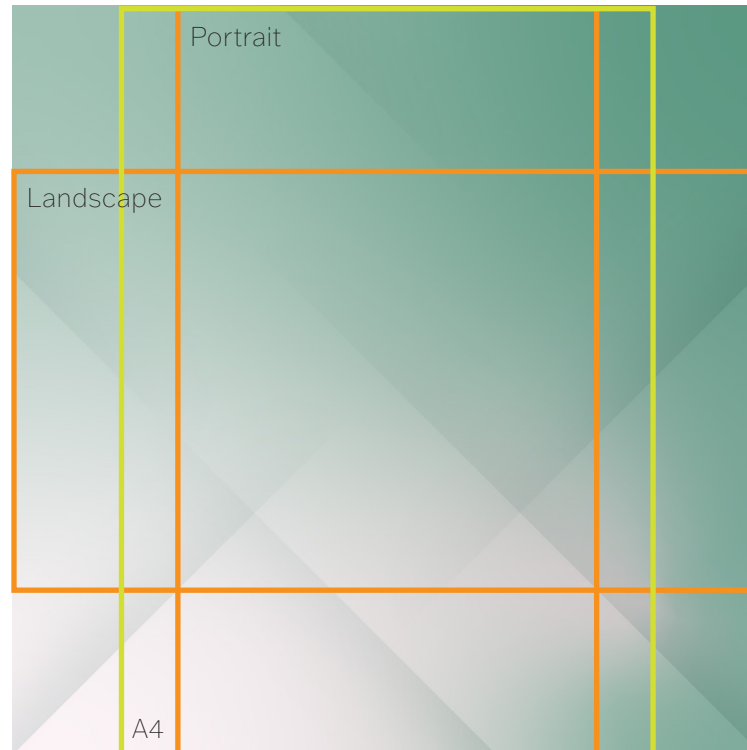


Download
backgrounds

GEOMETRIC BACKGROUNDS

Our geometric backgrounds, with their clean shapes and gradients, are designed for flexibility.

They can be tailored for various applications — crop and scale them for social media, presentations, or print.

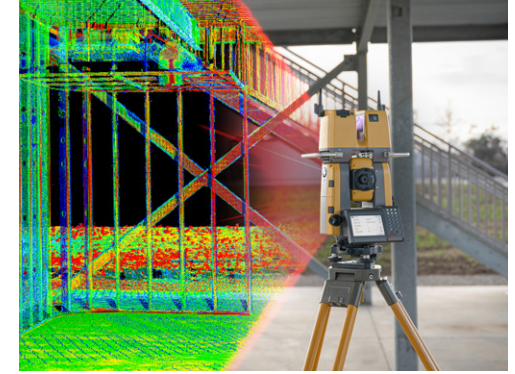


GOOD TO KNOW

Dive into the Adobe Illustrator source file to create more backgrounds that align with our visual identity.

PHOTOGRAPHY

Choose photography that showcases the collaborative spirit and technological prowess of civil engineering surveying, focusing on authenticity, diversity and the impactful scale of the industry.



AUTHENTICITY

Images should capture the genuine essence of civil engineering surveying. Candid shots of professionals in the field, advanced equipment in use and active construction sites are ideal for conveying realism.

PROFESSIONALISM

Ensure images are sharp, well-composed and professionally lit. Subjects should be portrayed as engaged and proficient, epitomising industry expertise.

INNOVATION AND TECHNOLOGY

Highlight modern technology and innovative methods. Showcase cutting-edge equipment and techniques that represent the forefront of civil engineering surveying.

CONTEXTUAL ENVIRONMENTS

Feature environments relevant to the industry — urban developments, infrastructure projects, natural resource surveys and architectural landmarks.

CICES BRAND GUIDELINES

VISUAL DESIGN ELEMENTS



GOOD TO KNOW

Photos of individuals are best when we can see their face.



PEOPLE AND DIVERSITY

Include a broad range of professionals, representing inclusivity and equality in the sector. When showing individuals, ensure they are depicted in empowering roles that highlight their expertise and skill, with clear, engaging portraits.

COLLABORATION

We prefer images showcasing team interaction, collaborative efforts and partnerships in projects.



BRAND ALIGNMENT

Ensure any colour treatment of photos aligns with the brand's colour palette, whether through natural settings that reflect brand colours or through post-processing.

SCALE AND IMPACT

Emphasise the scale of projects to illustrate the sector's impact. Use angles and perspectives that showcase the magnitude of civil engineering surveying achievements.





BLACK-AND-WHITE IMAGERY

When incorporating black-and-white imagery, aim for powerful, high-contrast photos that add a dramatic and timeless quality to our brand, while still aligning with our standards of authenticity, diversity and professional excellence.

GOOD TO KNOW

To enhance the depth and definition, ensure that shadows are deepened and highlights are brightened for a striking visual impact.



BRANDING APPLICATION

VERSATILE BRANDING ACROSS MEDIA

Embracing the flexibility and dynamic nature of the CICES brand, this section illustrates how our core brand elements adapt across various formats.

From digital realms to print, our brand showcases versatility while maintaining a consistent identity. We offer guidance on integrating our logo, colour palette and typography into diverse media – from the interactive space of social media to the tangible impact of business cards.


This adaptability ensures that, regardless of the platform or purpose, the CICES brand is represented with coherence, elegance and professionalism.



GOOD TO KNOW





The majority of colours in your designs should be derived from the primary and secondary colour sets. White is not considered part of these colour values in the design.

IN PRINT




ADVANCE YOUR CAREER WITH CICES MEMBERSHIP

ELEVATE YOUR STATUS IN CIVIL ENGINEERING SURVEYING

-  Professional prestige
-  Strategic advantage
-  Industry insights
-  Career development

ENHANCE YOUR EXPERTISE, CONNECTIONS AND CAREER PROSPECTS TODAY.

Join our global network and elevate your professional journey. For more information: +44 (0)161 972 3100 membership@cices.org cices.org
The Chartered Institution of Civil Engineering Surveyors is a registered educational charity.

Scan here to explore membership benefits. 



ADVANCE YOUR CAREER WITH CICES MEMBERSHIP

ELEVATE YOUR STATUS IN CIVIL ENGINEERING SURVEYING

Professional prestige: Attain CICES designatory letters, signaling your proven expertise and elevating your industry standing.

Strategic advantage: Leverage public validation of your team's skills to win bids and enhance your firm's competitive edge.

Industry insights: Stay at the forefront with our 'Civil Engineering Surveyor' journal and in-depth annual industry reviews.

Career development: Grow your career with our expansive network, continuing professional development opportunities and exclusive resources from the 'Knowledge Hub'.

ENHANCE YOUR EXPERTISE, CONNECTIONS AND CAREER PROSPECTS TODAY.

Join our global network and elevate your professional journey. For more information: +44 (0)161 972 3100 membership@cices.org cices.org
The Chartered Institution of Civil Engineering Surveyors is a registered educational charity.

Scan here to explore membership benefits. 

GOOD TO KNOW

Where white is the dominant colour, the design should then prominently feature primary and secondary colours.

PRESENTATIONS

Brand Uniformity: Employ the CICES colour palette and consistently use Franklin Gothic typeface, with its Condensed variant for headlines and the standard form for all other content.

Quality Imagery: Choose high-resolution images that resonate with the brand's ethos, supporting the clarity and impact of your messaging.

Clear Readability: Maintain legibility with clear contrast between text and background, using concise language for effective communication.

Balanced Composition: Strategically balance text and visuals, using design elements to highlight key points while avoiding clutter.

Selective Animations: Apply animations and transitions with intent, to enhance key messages rather than distract.

Narrative Flow: Structure your slides to tell a compelling story, ensuring each one contributes to a coherent narrative that encapsulates the CICES ethos and its forward-thinking approach to the industry.

Example 1



Example 2



GOOD TO KNOW

Templates will become available in due course. In the interim, please utilise the asset bank for downloading materials to create your own slides.

ONLINE CONTENT

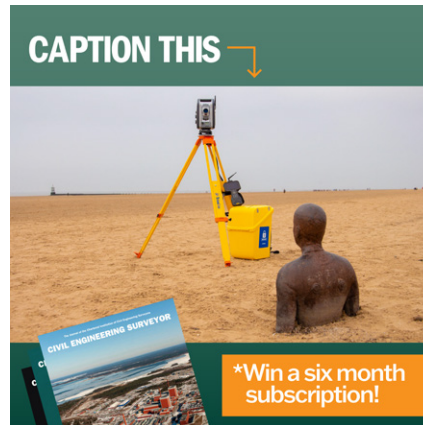
When crafting content for social media, it's essential to remain true to the CICES brand voice while being responsive to the platform's dynamic environment.

While there's considerable flexibility in designing for social media, maintaining a consistent aesthetic for specific types of posts, such as events or recruitment, is beneficial. This consistency helps build audience familiarity and reinforces brand recognition.

Employ Franklin Gothic for text to ensure visual coherence and adhere to our colour palette for immediate brand association.

Aim for a balance between creativity and brand alignment to capture attention while fortifying our identity.

Always adhere to our guidelines for imagery and logo usage to maintain brand integrity.



SOCIAL PHOTOGRAPHY

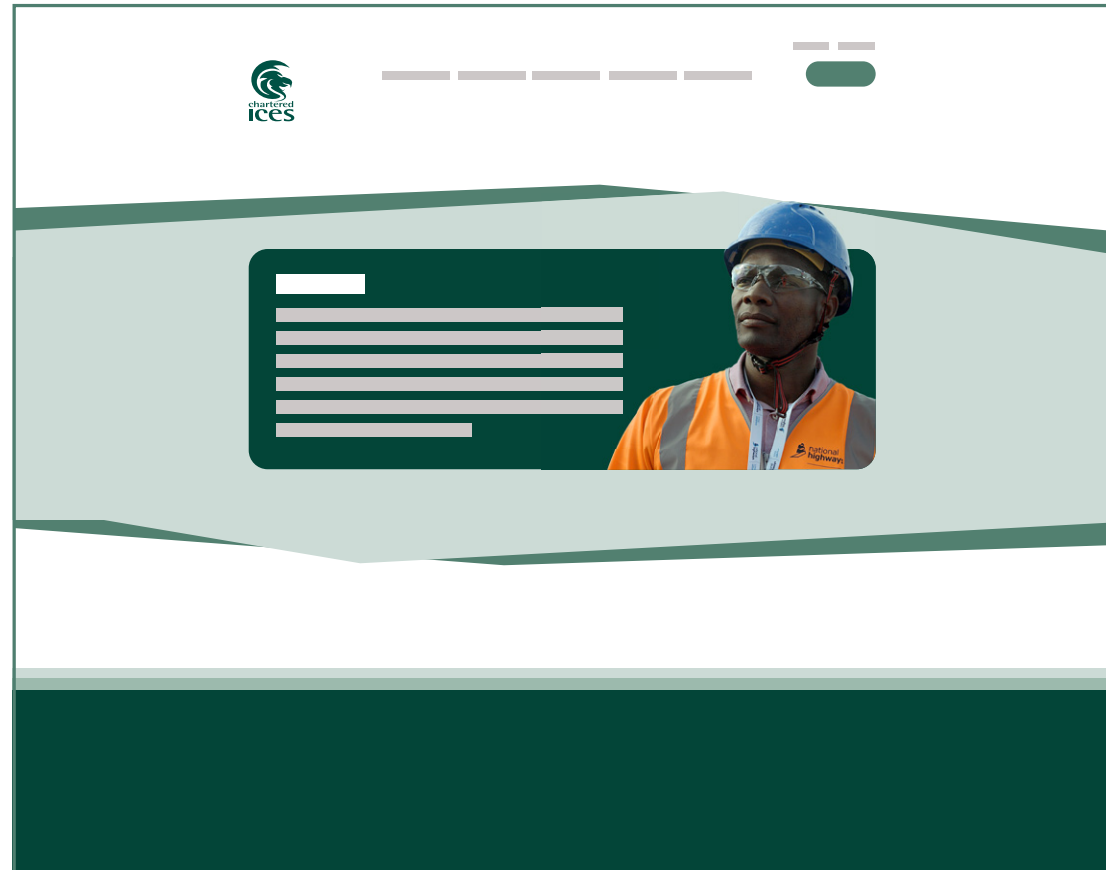
For visuals, prioritise images that showcase people actively engaged in context, particularly avoiding photographs that capture the backs of heads or anonymous crowds at events. Strive for imagery that portrays interaction and focus, reflecting the collaborative and innovative spirit of our field.

For guidance on the wording of posts, please refer to the separate CICES tone-of-voice document.

THE WEBSITE

Visuals: Our website embodies the CICES brand through a harmonious blend of our colour palette, high-quality imagery and consistent use of Franklin Gothic. Ensure all visuals are purposeful, enhance user experience and accurately represent our professional ethos. Prioritise imagery that showcases engagement, innovation and the diversity of our community.

Written Content: Written copy should echo our brand's tone-of-voice — clear, authoritative and inclusive. All content must be concise, accessible and designed to inform, engage and inspire our audience. Reference the separate tone-of-voice document for detailed guidance on crafting messages that resonate with our values and objectives.



Together, our visuals and written content should offer a cohesive, informative and engaging online presence that accurately reflects the CICES brand and its commitment to excellence in civil engineering surveying.



MEMBERSHIP LOGOS

MEMBERSHIP GRADES

As part of our commitment to recognising the diverse expertise within the civil engineering surveying community, CICES offers distinct member grade logos.

These logos, available in seven variations: **Student, Affiliate, Associate, Graduate, Technical, Member** and **Fellow** are symbols of professional achievement and our members' dedication to the profession. Each grade has three logo formats (landscape, portrait and in-line) and three color options (a Pantone colour, black on white and white on black), resulting in a total of 63 different logo variations.

Membership with CICES is not just a title; it's a globally recognised mark of quality and expertise. We encourage our members to use these logos on social profiles, business cards and CVs, as they signify a level of real-world expertise and competence.

LOGO STRUCTURES



LANDSCAPE LOGO



IN-LINE LOGO



PORTRAIT LOGO



Download
member logos

LANDSCAPE COLOUR LOGOS



LANDSCAPE MONO COLOUR LOGOS



PORTRAIT COLOUR LOGOS



PORTRAIT MONO COLOUR LOGOS



IN-LINE LOGO VARIATIONS

The in-line logo colour version is PANTONE 3308 on white only.

The mono colours are without background to allow flexibility of use on stationery and other materials.

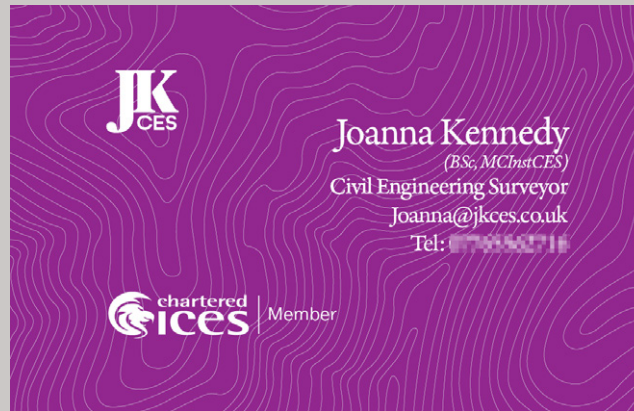
IN-LINE LOGO COLOUR



IN-LINE LOGO MONO COLOURS

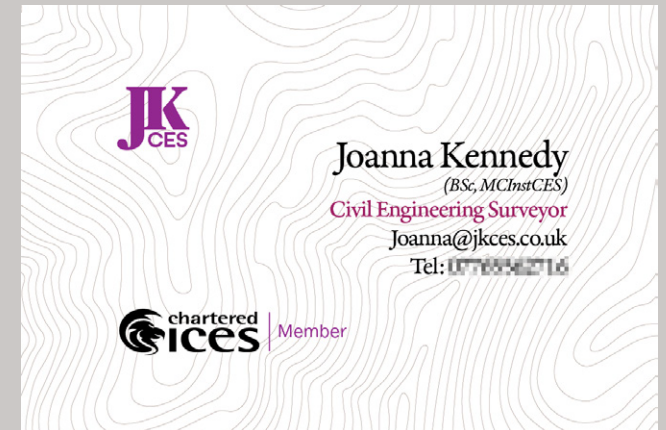


IN-LINE LOGO USAGE



GOOD TO KNOW

The EPS (vector) file of the in-line logo allows you to change your membership title colour. Do not change the CICES logo.



GOOD TO KNOW

The clearance required around the in-line logo variations is built in to the file.





Chartered Institution of Civil Engineering Surveyors
Dominion House
Sibson Road
Sale
Cheshire
M33 7PP
United Kingdom

+44 (0) 161 972 3100
cices.org

Thanks to KOREC, Leica Geosystems (part of Hexagon) and Topcon for supplying imagery.

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