

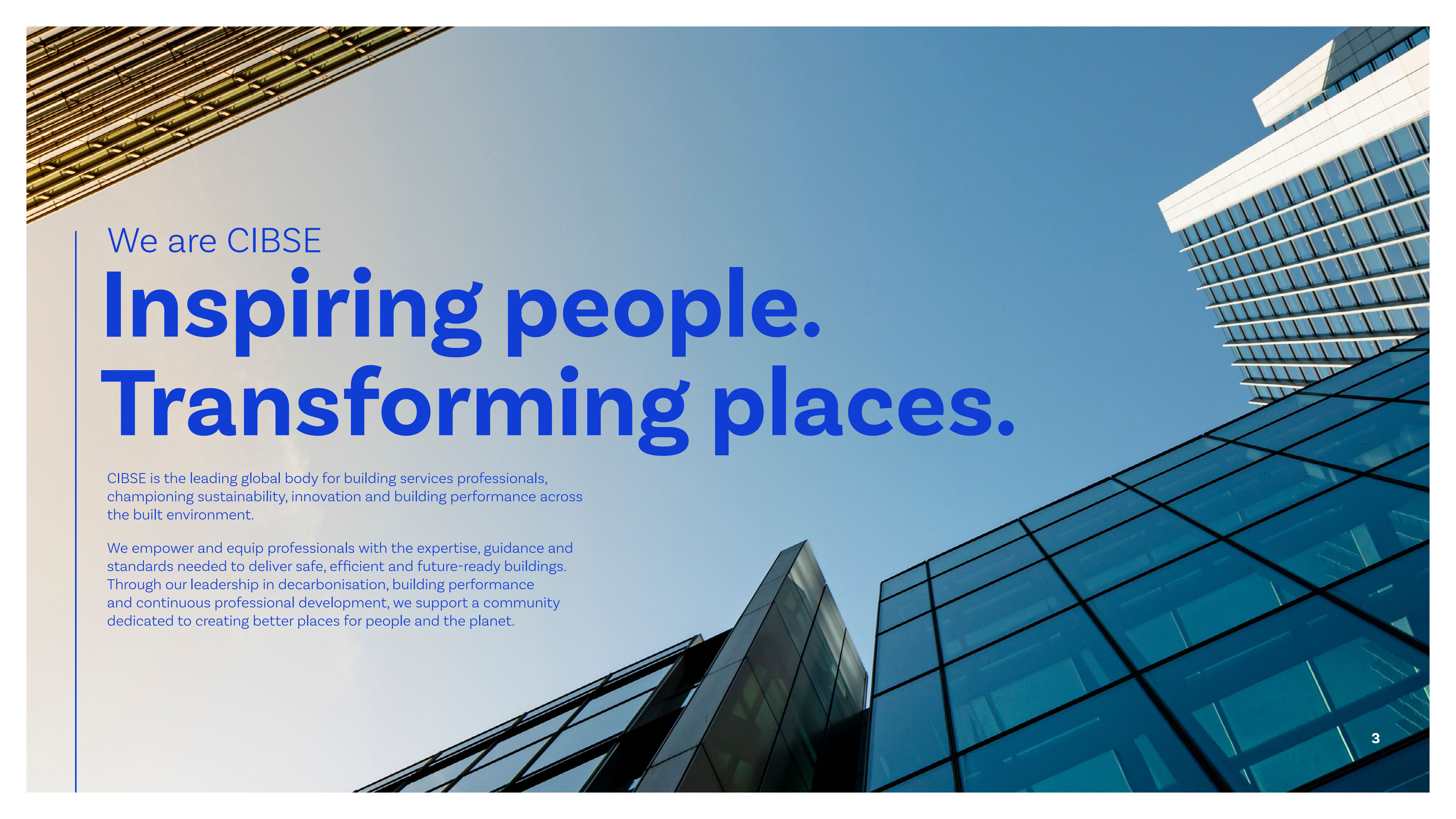
January 2026

Brand Guidelines



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We are CIBSE

Inspiring people. Transforming places.

CIBSE is the leading global body for building services professionals, championing sustainability, innovation and building performance across the built environment.

We empower and equip professionals with the expertise, guidance and standards needed to deliver safe, efficient and future-ready buildings. Through our leadership in decarbonisation, building performance and continuous professional development, we support a community dedicated to creating better places for people and the planet.



Brand identity

The logo

Our logo is a visual representation of our strength as a collective. Led by our hawk, our brand mark symbolises power, strength, freedom, and vision.

Its simplified form creates a bold yet refined brand mark, ensuring strong recognition across all platforms.

Our primary logo includes the tagline, 'Inspiring people. Transforming places.' This version represents the full CIBSE brand identity and should be used wherever space allows and the tagline remains legible. It communicates both the organisation's purpose and vision, creating a unified mark that reflects our commitment to empowering people and shaping environments.

For smaller formats, digital applications, or situations where space is limited (such as social media, email signatures, or templates), the stacked logo without tagline is recommended. This ensures clarity while maintaining strong brand recognition across all platforms.



The hawk

Often seen as symbols of clarity and perception, our CIBSE hawk represents our dedication to encouraging individuals to trust their instincts and see beyond the surface.

Hawks symbolise power, strength, freedom, and vision. Known to be very attentive and dedicated and cooperative parents, our hawk speaks to the nature of CIBSE; a community that drives innovation and progress for future generations of our members.



Variations

Our brand offers four logo variations to ensure flexibility and maintain clarity across diverse applications:

Primary logo (with tagline)

Represents the full CIBSE brand identity. Use wherever space allows and the tagline can remain legible, such as larger print materials, presentations, or campaign communications.

Secondary logo (without tagline)

Recommended for day-to-day use in digital and small-format contexts, including social media, email signatures, and templates where space is limited.

Stacked logo (without tagline)

Ideal for smaller-scale or visually busy designs where the tagline may compromise legibility.

Boxed logos (with blue or white backgrounds)

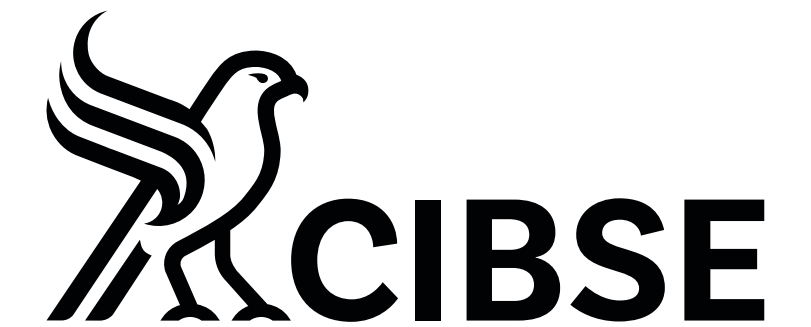
Use only when backgrounds are highly complex or unpredictable (e.g., volunteer-created visuals or external partner designs). Boxed versions provide guaranteed contrast and consistency when other options cannot. Choose between the blue or white version based on accessibility and visibility.

When applying any logo over images or coloured backgrounds, always check contrast for accessibility.

Primary logo



Secondary logo



Stacked logo





Logo clearspace

Legibility and accessibility is important to our brand. We want to make sure that our branding retains a high level of impact no matter what it's being applied to, or who the audience might be.

Clearspace equivalent to the size of the 'E' reduced by x1.5 must be given to our logo on all sides. This area should be free of any

detail, to ensure the brand is given room to breath.

Our primary tagline logo should also not be used any smaller than 50mm, to ensure legibility isn't compromised.

If smaller is required, our secondary no tagline logo can be used at 35mm.

Logo usage

When applied properly, our branding helps us effortlessly communicate what we stand for.

To make sure this is done in the most effective way, our logo must always be reproduced using the original files and must not be altered in any way, such as colour, scale, transparency or by adding effects.

1. Do not alter the logo by changing the transparency. Our logo needs to always be used at 100%.
2. Do not change the colour of our logo. Only use the variations outlined on the previous page.
3. Do not add a drop shadow to our logo.
4. Do not alter the angle of the logo.
5. Do not stretch or skew the logo.
6. Take consideration when applying the logo over the top of imagery. Consider which variation will have the highest level of contrast, avoid placing the logo over busy sections of imagery, or consider adding a solid colour background.



01.6 Brand identity

CIBSE Certification Ltd

CIBSE Certification is a variation of our core CIBSE logo, using one of our secondary palette colours, PANTONE 2456 C, to provide subtle differentiation.

When applying the CIBSE Certification brand, follow the same general rules as the main CIBSE brand. This includes logo usage guidelines (page 9), typography (pages 14-15), and colour palette (page 16), with the exception that PANTONE 122 C should not be used for CIBSE Certification branding.

Full-colour version

This is the standard and preferred application wherever possible.

White version ('REV')

Use only on areas of solid colour to maintain clarity.

Boxed versions (with green or white backgrounds)

Not a preferred option, but available for specific cases, such as UKAS certification lock-ups, where additional contrast is essential or backgrounds are unpredictable.

Black ('MONO') version

May be used without a background where colour application needs to be limited.



Society and Patron logos

CIBSE works with a range of Societies and Patrons, each with its own remit and audience. Their logos are designed to align with the core CIBSE brand while allowing flexibility for individual identities where appropriate.

The refreshed Society logo system should be used when creating new logos or updating existing ones in collaboration with CIBSE. The example shown (SoVT) demonstrates how a Society logo should be constructed and applied under the refreshed brand.

When applying branding to any Society or Patron, follow the general CIBSE brand rules, including logo usage (page 9), typography (pages 13-14) and colour palette (page 16). The only exception is that PANTONE 122 C should not be used for Society or Patron branding.

Full-colour version

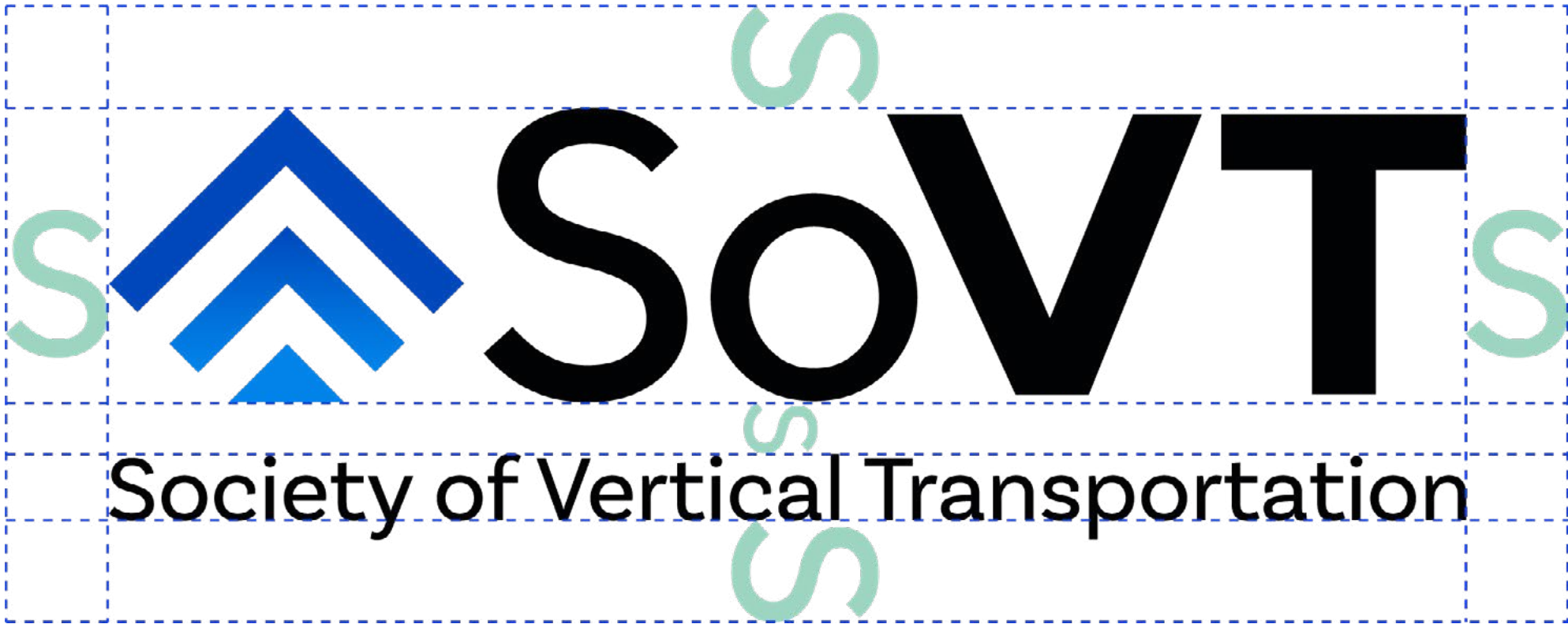
This is the standard and preferred application wherever possible.

White version ('REV')

Use only on areas of solid colour to maintain clarity.

Black ('MONO') version

May be used without a background where colour application needs to be limited.





Typography

Primary typeface

Our primary typeface is **Basic Sans**. Both accessible and legible, our typeface allows us to maintain clarity with our copy. Three font weights are used: bold and regular for titles and key information and light for body copy.

A minimum font size of 10pt is imposed on printed collateral for body copy.

Basic Sans

Headers and sub headings - Bold and Regular

ABCDEFGHIH
JKLMNOPQ
RSTUVWXYZ

abcdefghijklm
nopqrstuvwxyz

ABCDEFGHIH
JKLMNOPQ
RSTUVWXYZ

abcdefghijklm
nopqrstuvwxyz

Body copy - Light

ABCDEFGHIJKLM
NOPQRSTUVWXYZ

abcdefghijklm
nopqrstuvwxyz

System typeface

When our primary typeface is not available, our system font is **Arial**. Two font weights are used: bold for titles and key information, regular for body copy.

A minimum font size of 10pt is imposed on printed collateral for body copy.

Arial

Headers and sub headings

**A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m
n o p q r s t u v w x y z**

Body copy

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m
n o p q r s t u v w x y z

The background features a complex geometric pattern. A large, solid blue triangle occupies the bottom-left corner. The rest of the image is filled with a grid of horizontal and vertical lines, creating a series of rectangular blocks in various colors including red, orange, yellow, green, blue, purple, and white. The perspective is slightly angled, giving a sense of depth.

Colour palette

Colour palette

Our colour palette is designed for a digital-first environment, featuring vibrant, high-impact tones that enhance visibility and energy across all platforms.

At its core is a bold, punchy blue that conveys intelligence, confidence, and forward-thinking values. This modernised palette ensures consistency and clarity in both digital and print applications, while helping the brand stand out in a competitive landscape.

Each of our colours can also be applied as tints to provide better flexibility to our palette. These tints should be used at intervals of 25%, 50% and 75% as shown to the right.

All colour application shown has been checked to comply with contrast and accessibility needs (AA and AAA Large).

Primary palette

PANTONE 2728 C
RGB 16, 61, 212
CMYK 100, 78, 0, 0
Hex #103DD4

75%

50%

25%

PANTONE 7478 C
RGB 18, 228, 200
CMYK 38, 0, 29, 0
Hex #95E4C8

75%

50%

25%

Pantone Black 6 C
RGB 1,2,3
CMYK 100, 61, 32, 96
Hex #010203

75%

50%

25%

Secondary palette

PANTONE 2383 C
RGB 2, 131, 233
CMYK 78, 33, 0, 0
Hex #0283E9

For use with graphics and copy over 17pt only

75%

50%

25%

PANTONE 2456 C
RGB 60, 163, 136
CMYK 74, 12, 55, 0
Hex #3CA388

For use with graphics and copy over 17pt only

75%

50%

25%

PANTONE 122 C
RGB 250, 205, 69
CMYK 3, 20, 80, 0
Hex #FACD45

75%

50%

25%

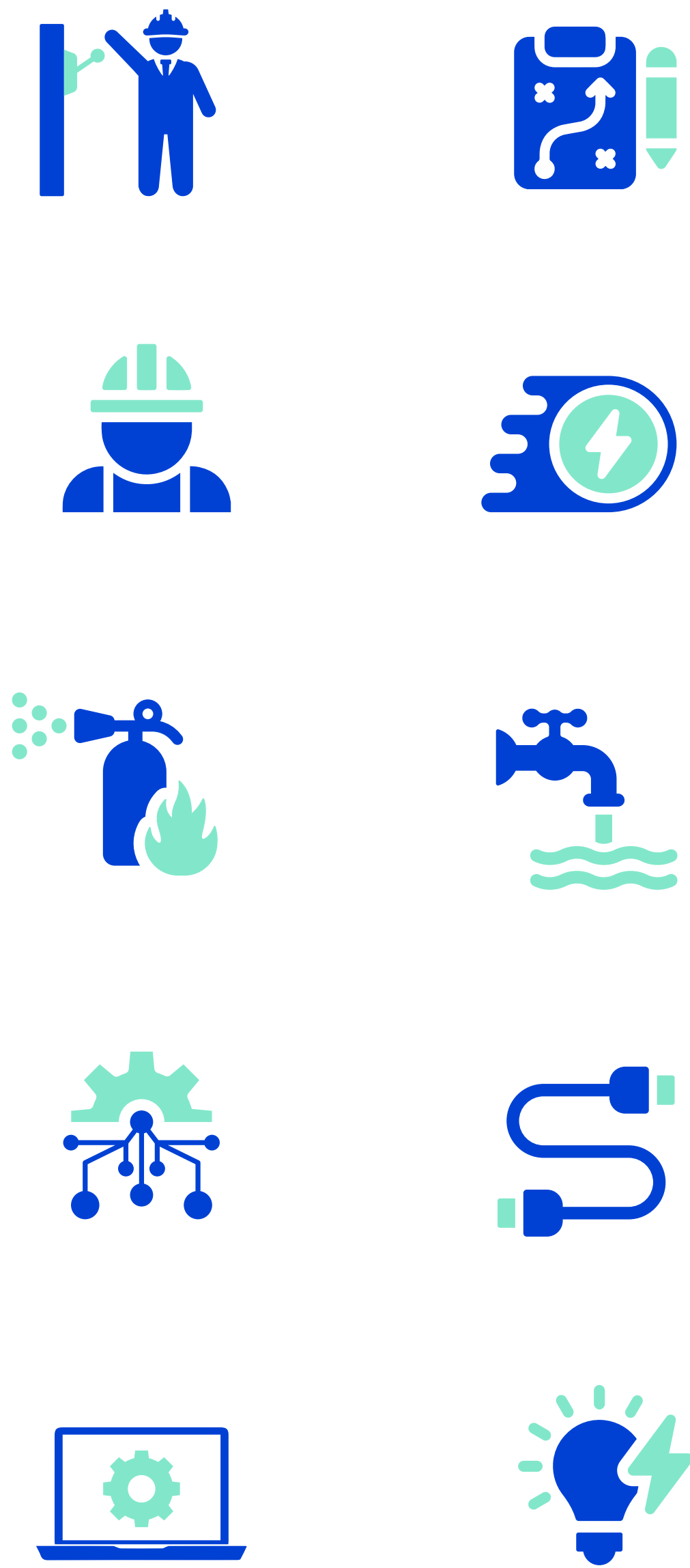
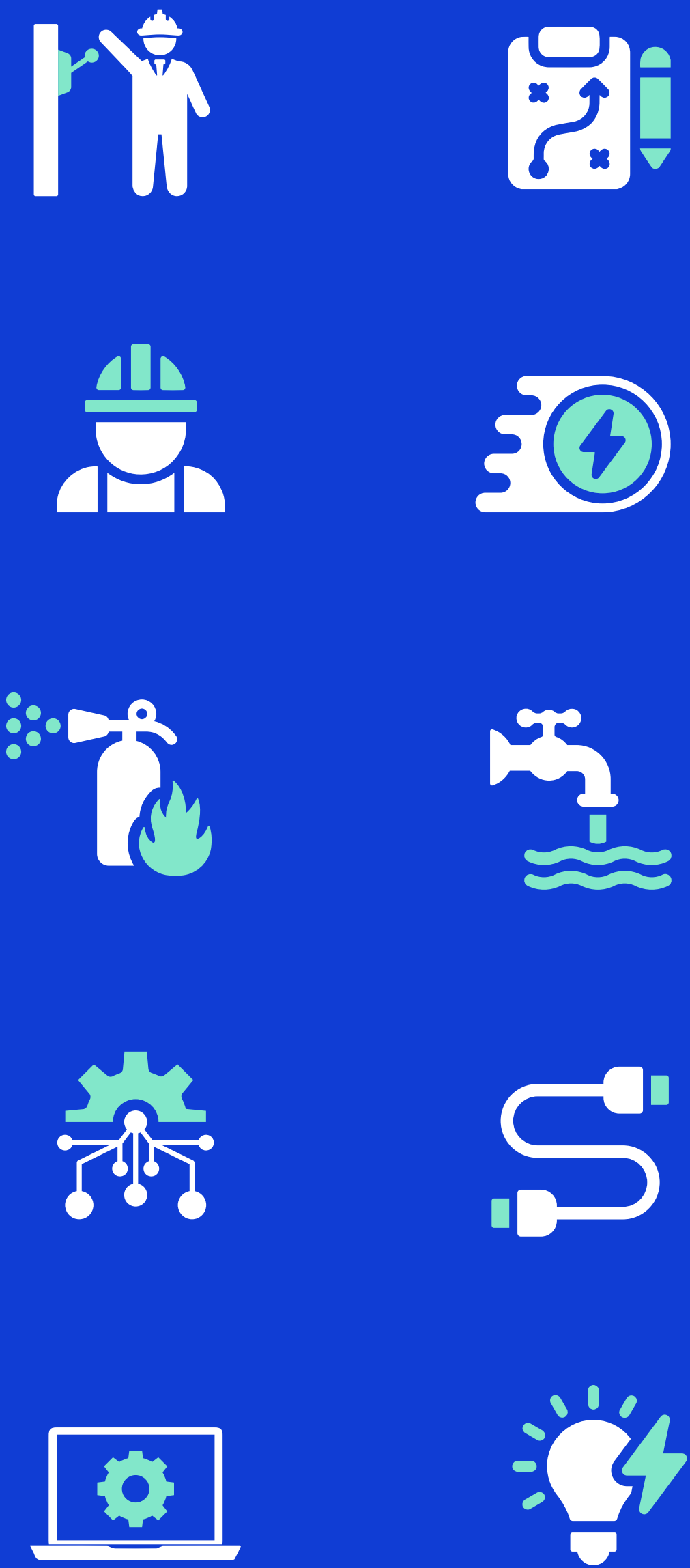
Graphic devices

Icons

Icons provide quick visual cues that help users navigate information efficiently. They reinforce brand personality through consistent styling and colour, creating a cohesive experience across platforms.

Our icon set is designed to be simple, two-tone, and highly recognisable, ensuring clarity and consistency across all brand communications.

These icons should be used to support content, highlight key actions, or illustrate concepts without overwhelming the design. Their minimal style aligns with our modern visual identity and maintains accessibility across digital and print formats.



Hawk gradients

Our **Bright Hawk Gradient** reinforces brand recognition while maintaining visual elegance. With a slightly blurred version of the hawk taking centre stage, we're able to capture a sense of momentum, enforcing our drive to future progress.

For hero assets such as website headers, presentation covers, or campaign visuals, this treatment provides flexibility, allowing designers to adapt the level of branding based on context and space. This can be cropped at different sizes, either showing the logo in its entirety or zooming in on a portion.

Alternatively, the gradient can be used on its own, without the hawk. This must be used with the addition of the grain layer (set to 'divide' at 20% transparency).



Hawk gradients

Our **Dark Hawk Gradient** offers a more refined, understated approach for situations where the design needs to feel paired back and allow content to take centre stage.

The tonal Hawk motif creates subtle brand presence without dominating the layout, making it ideal for editorial-style applications, reports, or pages with dense information. Its simplicity ensures the background remains supportive rather than distracting, while still reinforcing brand identity through shape and colour.

Alternatively, the gradient can be used on its own, without the hawk. This must be used with the addition of the grain layer (set to 'divide' at 20% transparency).



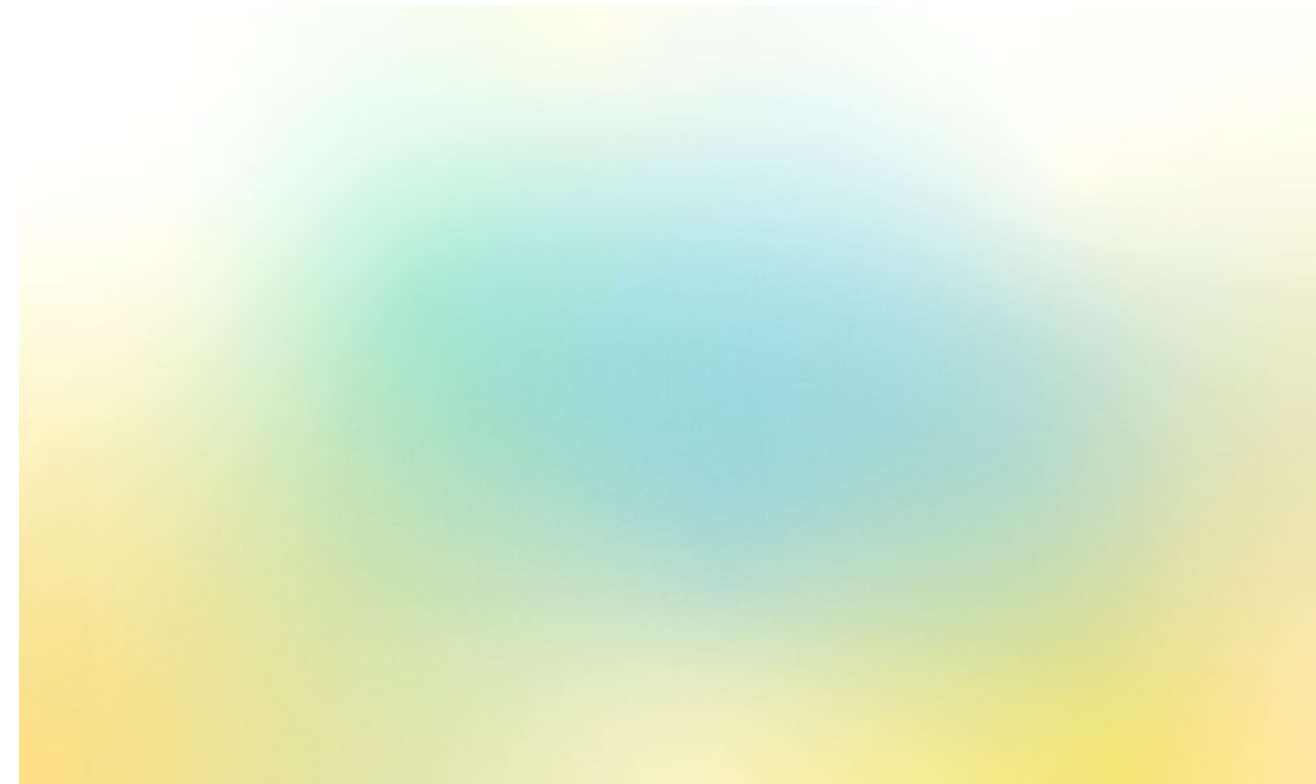
Gradient asset suite

Gradient backgrounds create a vibrant, modern aesthetic that feels dynamic and engaging. Their soft transitions between colours add depth and energy without distracting from key content, making it ideal for large-scale hero areas where impact matters.

When choosing which of the available assets to use, consider the target audience.

Use the vibrant gradient for bold, high-impact hero areas where you want to create energy and visual presence. Opt for the tonal editorial background when the design needs to feel more restrained, allowing content to lead while still maintaining subtle brand identity.

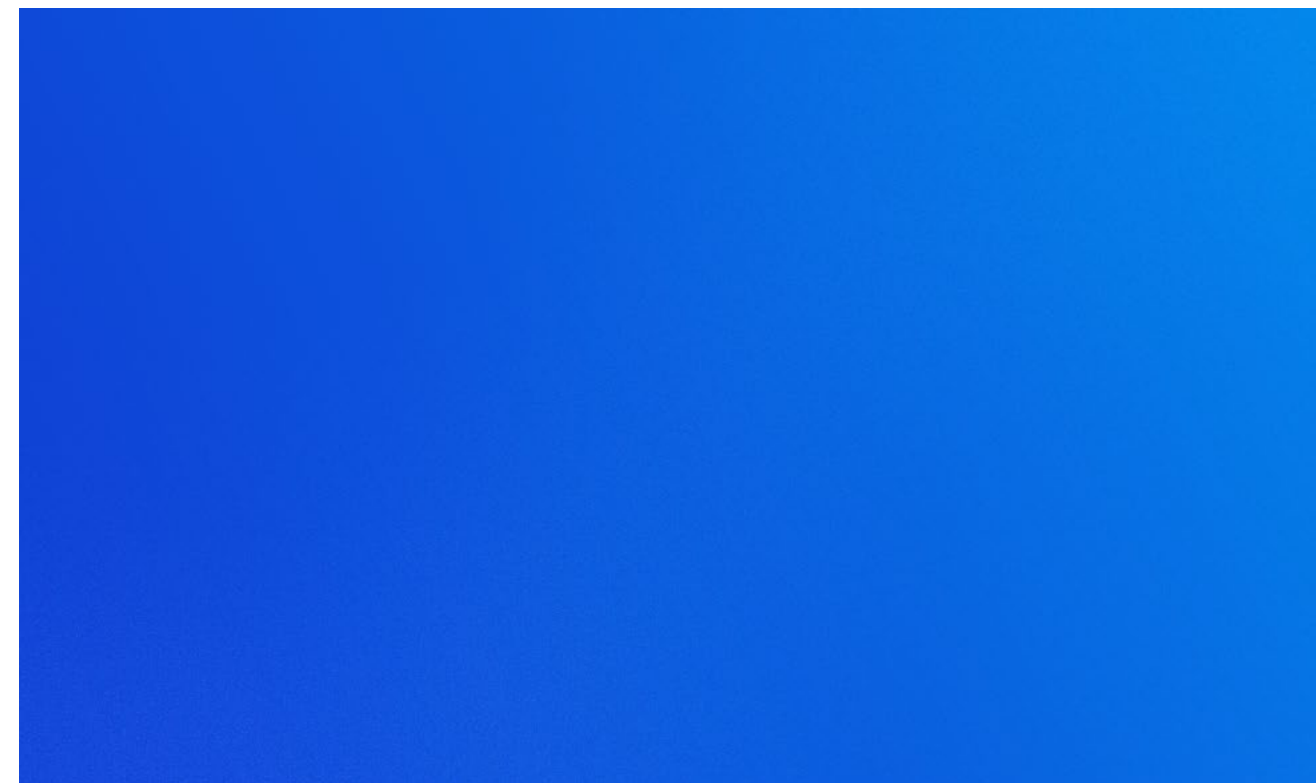
Bright Gradient



Bright Hawk Gradient



Dark Gradient



Dark Hawk Gradient





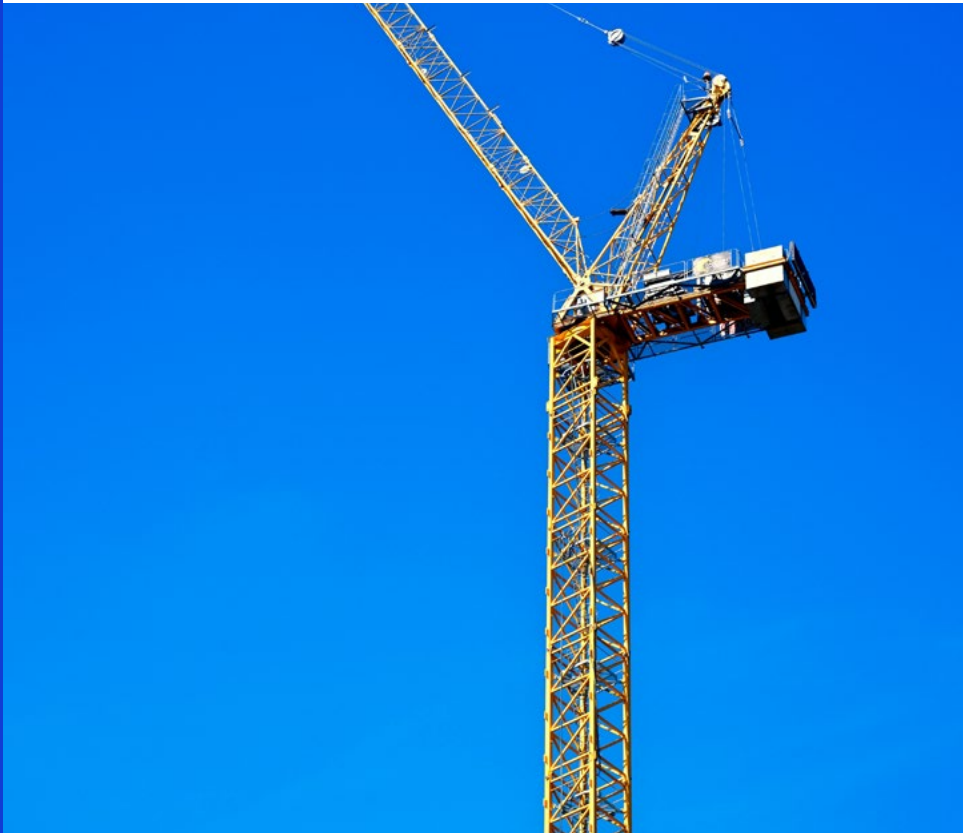
Photography

Stock imagery

Our imagery should feel vibrant, authentic, and inspiring - capturing real people in genuine settings or showcasing architecture that reflects innovation and ambition.

Photography should evoke energy and engagement, aligning with the brand’s forward-thinking ethos. Where possible, incorporate warm tones complemented by pops of green, blue, and yellow to create visual harmony and help the image stand out as a focal point. This approach ensures that every image feels purposeful, modern, and connected to our brand values.

Imagery should capture a wide range of our members, covering all ages and backgrounds.





Brand in action

Stationery

A simplified colour palette is used for more formal print collateral, ensuring content feels serious without losing the personable edge of the new CIBSE brand.



Brochures

Negative space plays a big part in printed publications. By keeping things clean and simple, a sense of authority can be portrayed while keeping the visuals light and bright.



Website

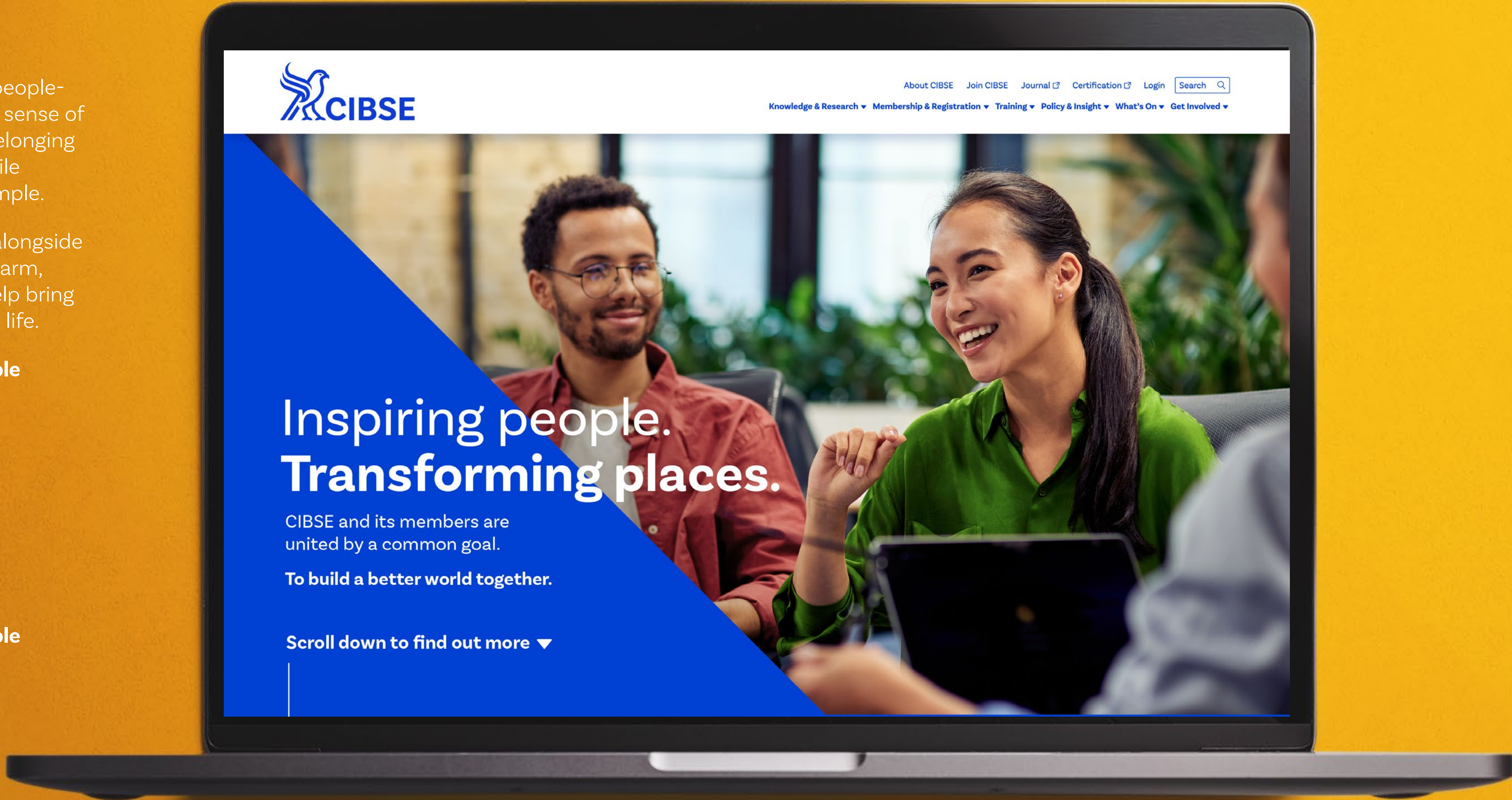
Punchy colours and warm, people-focused photography add a sense of purpose, enthusiasm and belonging to the CIBSE homepage, while keeping things clean and simple.

Careful use of white space alongside punchy block colours and warm, people focussed imagery help bring webpages across the site to life.

Scan here to view an example desktop page:



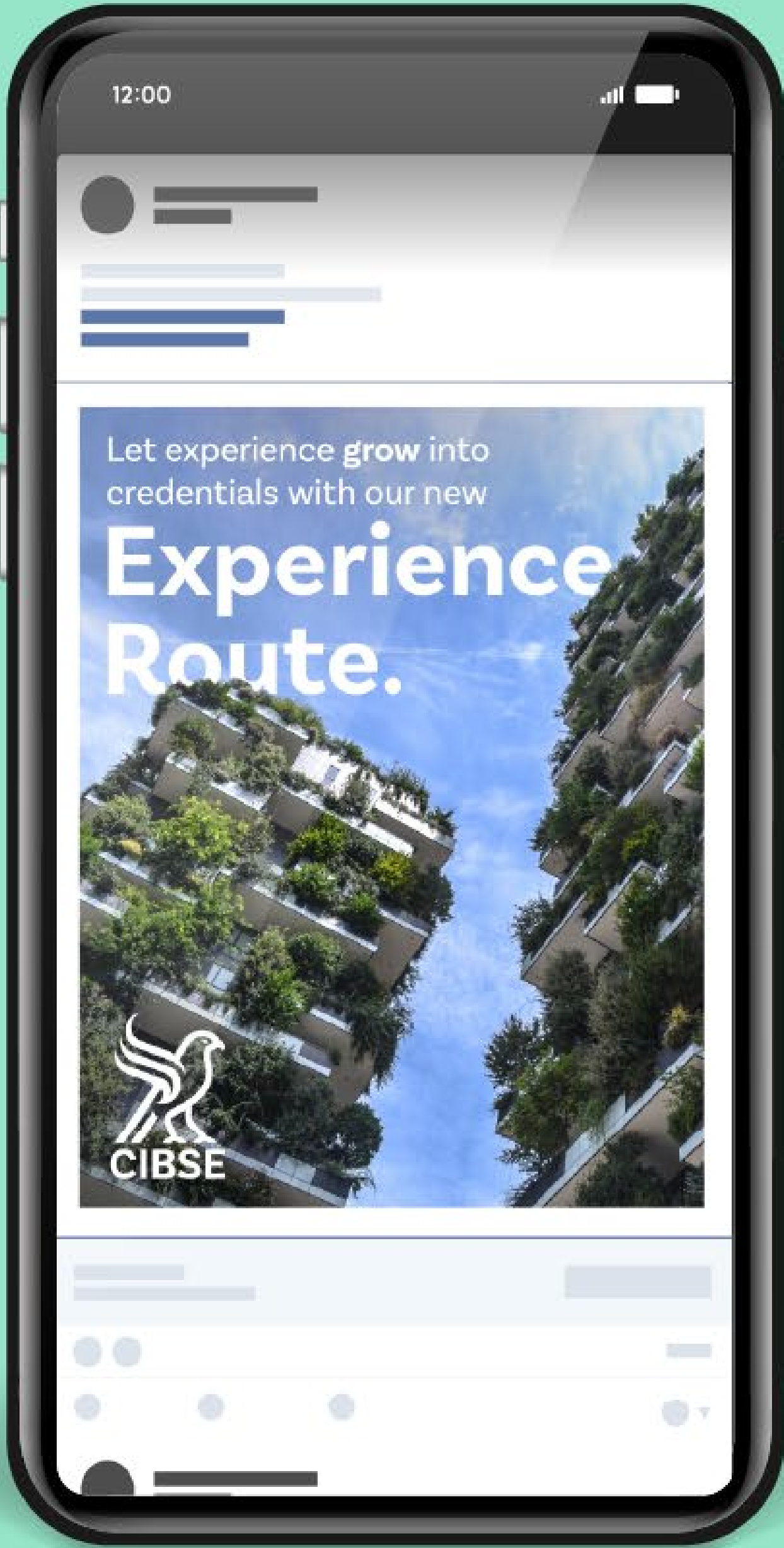
Scan here to view an example mobile page:



Socials

LinkedIn assets use a suite of styles, from playful type and imagery to bold use of both light and dark gradients.

This allows for visuals that suit a range of messaging houses effectively and keeps the feed from feeling repetitive.



CIBSE members are united by one common goal.

Building a better world.





Register today at cibse.org



Ready to advance your career?

Applications for membership and professional registration are open year-round.

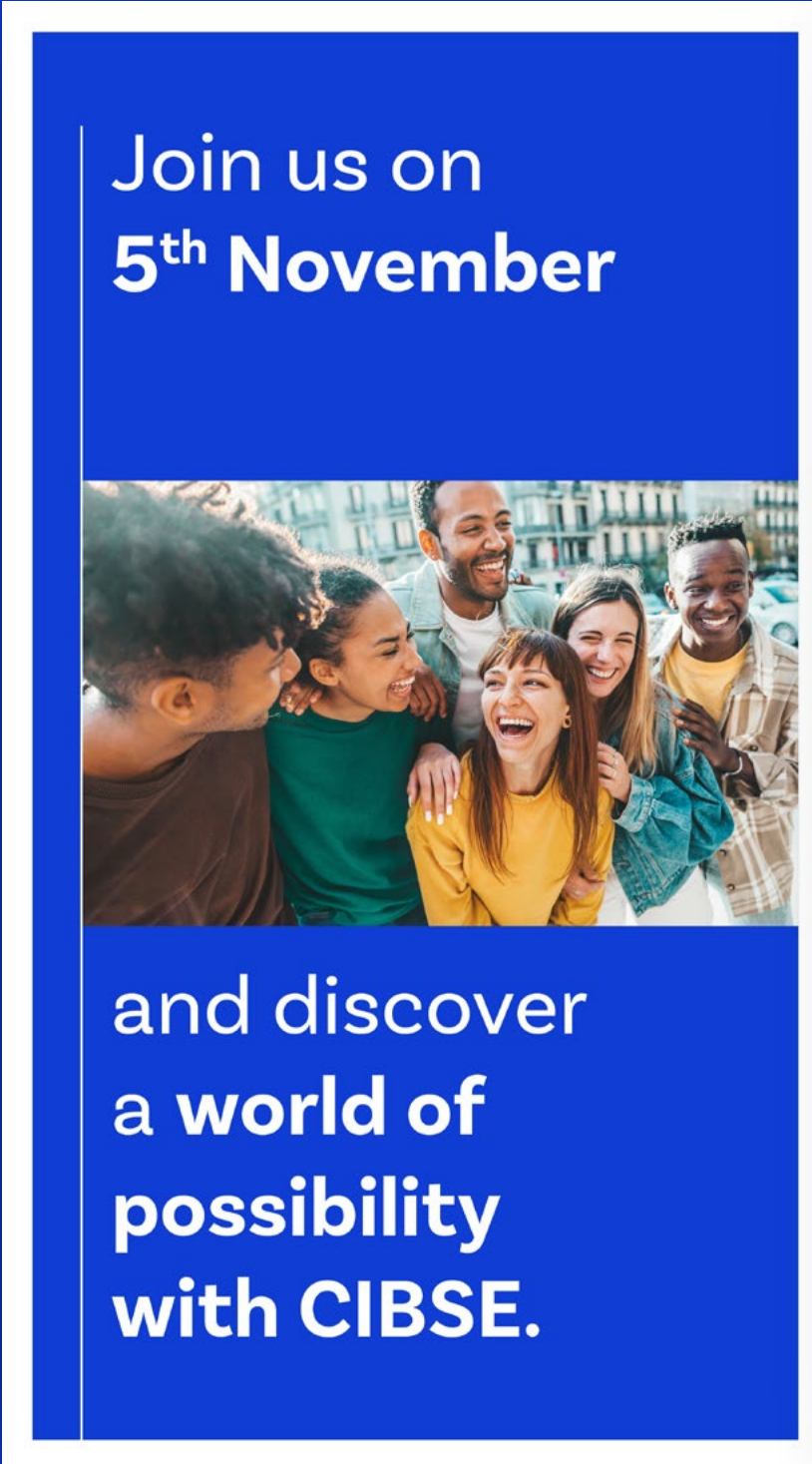
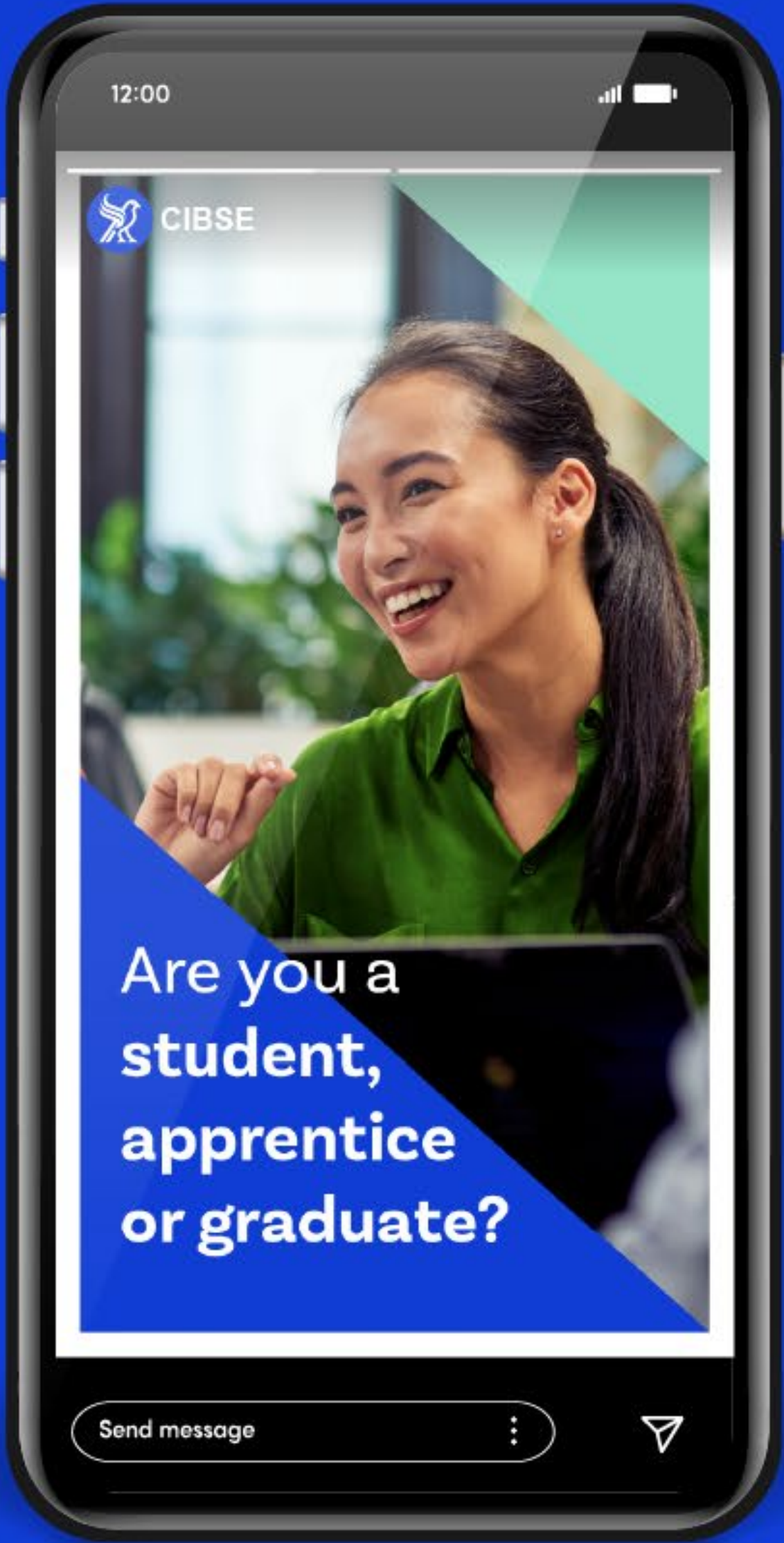
Your journey to success starts here.



Socials

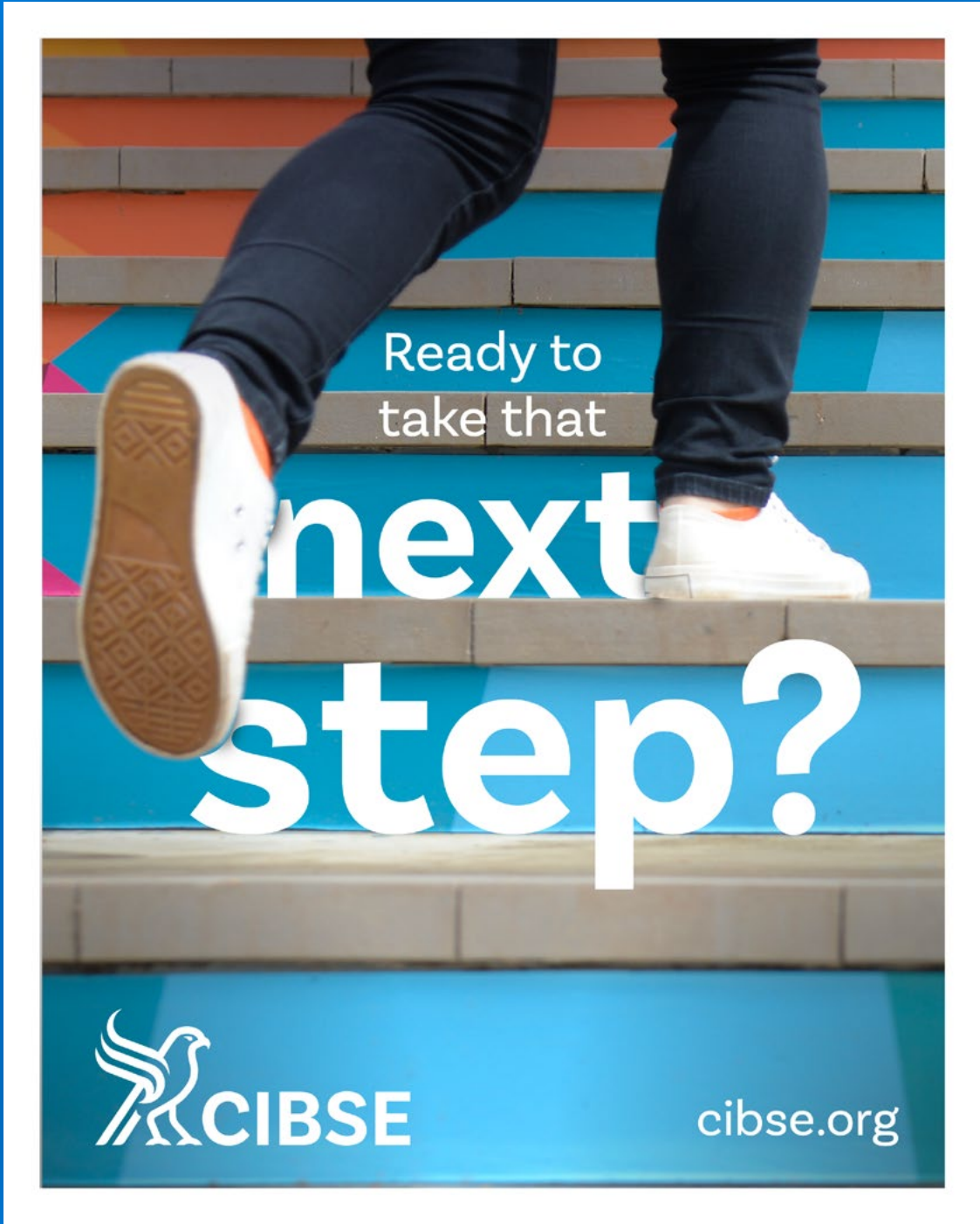
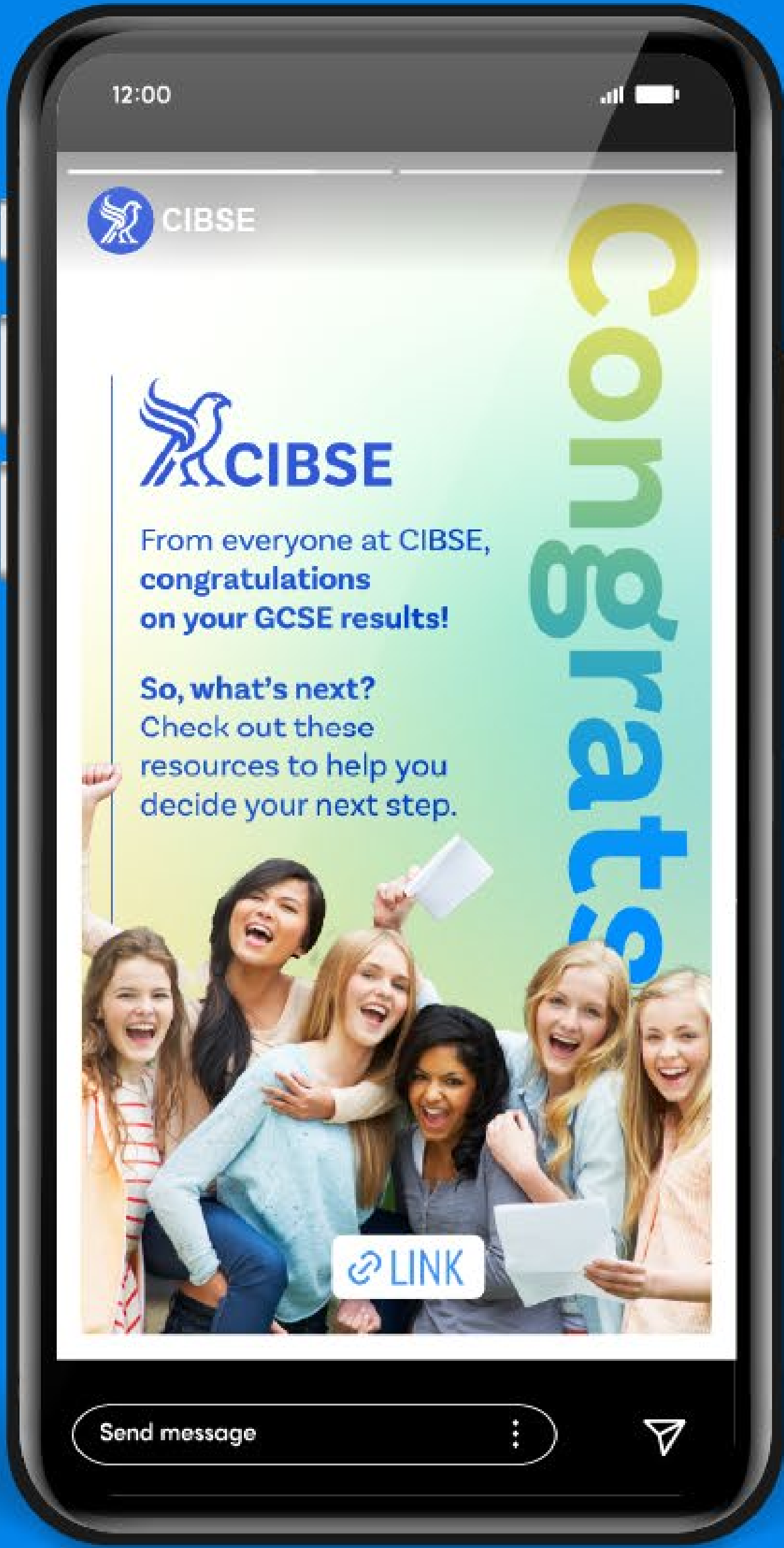
Animated Instagram stories make use of bold block colour and vibrant, lively imagery so provide accessible content, while creating a sense of belonging.

People-focused designs allow the audience to connect with the messaging on a much deeper level.



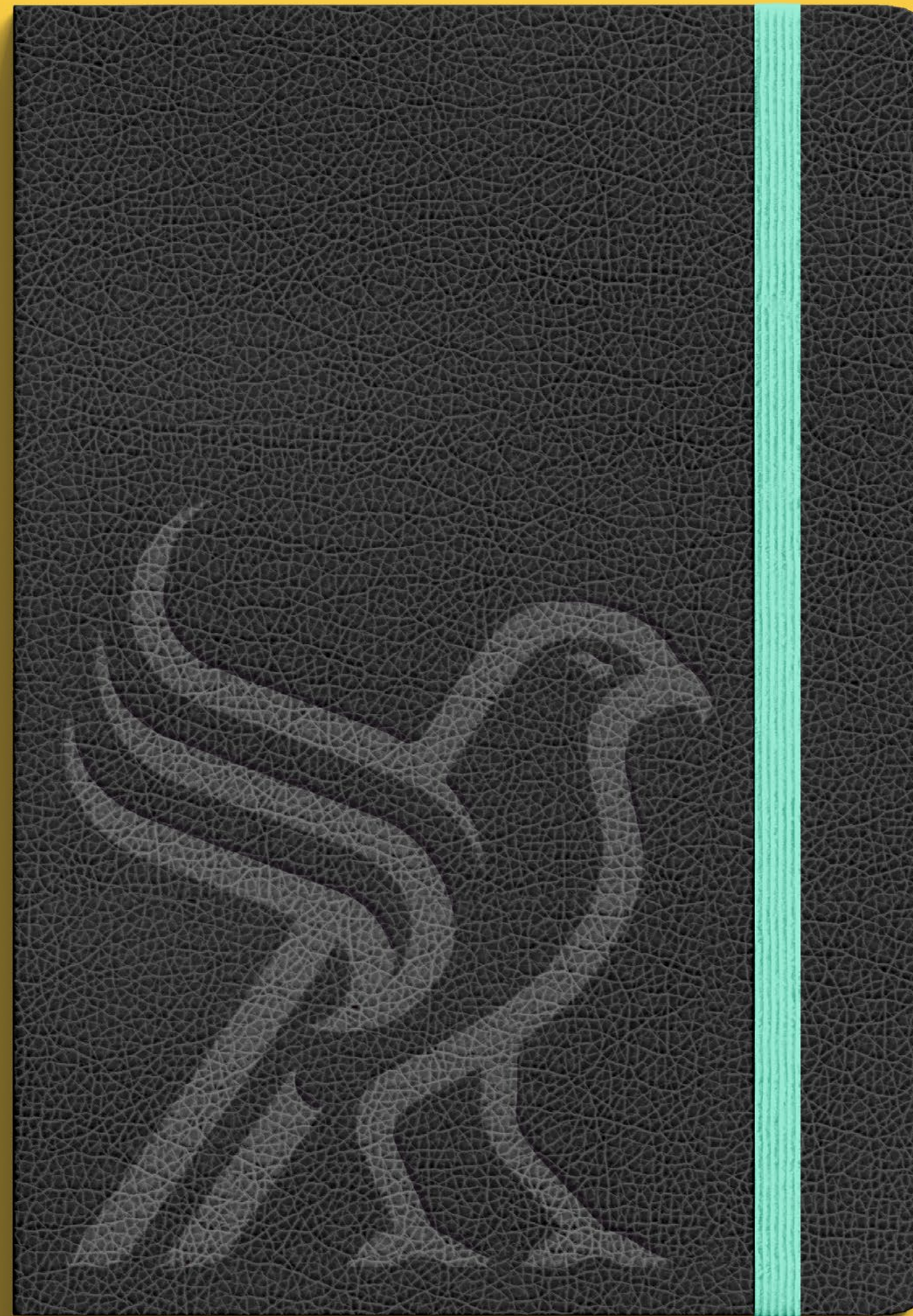
Socials

Instagram assets play up the use of the lighter tones in the colour palette, mixing cutout photography on bright gradients with more playful images and typography treatments, to appeal to a younger, broader audience.



Office branding

Bright colour can juxtapose and liven up architecturally strong spaces, making offices feel livelier and more creative.



Event branding

The abstract application of the brand works well at large scale, allowing simple messaging to take centre stage.

The warmth of the colour palette along with the motion blur of the icon gradient grab attention in any space.



Thank you

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