

How to use the ILM logo

Quick guide for Approved Centres & Recognised Providers



What does ILM stand for?

ILM stands for 'ILM' and nothing else, not the Institute of Leadership & Management, as we were previously known. Where it is beneficial to do so, you can also refer to ILM as a City & Guilds Group business.

If you are delivering ILM qualifications (awarded by The City and Guilds of London Institute) that are regulated by Ofqual, the Scottish Qualifications Authority (SQA) or the Welsh Government, you must use the full title when describing ILM qualifications. These are clearly listed on your letter of approval but can also be found on the relevant regulators list of the ILM qualifications.



[Find out more by reading the full ILM Brand Policy](#)

When is my centre allowed to use the ILM logo?

We encourage our customers to use our logo on promotional material, prospectuses, signage, exhibition stands and press advertisements, in order to promote an ILM product and show clearly that ILM is providing it.

We also encourage the use of the appropriate ILM logo or a link to the our website in a list of organisations that the customer works with or is affiliated with.



[Find out more by reading the full ILM Brand Policy](#)

How can my centre get hold of the ILM logo?

As part of the approval process, we provide approved centres and recognised providers with the appropriate version of our logo.

However, customers can obtain the appropriate logo from the Customer Service team (customer@i-l-m.com) who will issue an image format version of the logo along with terms and conditions for its use.

When we create additional versions of our logo tailored to show associations with our products and services, the appropriate version of the logo will be issued to you.



[Find out more by reading the full ILM Brand Policy](#)

What version of the ILM logo should I use?

Please use the logo in the format sent by Customer Service. If enlarged or reduced, please do so proportionately. There must be a minimum clear space around the logo of half the height of the 'i' all around (please see diagram on the right). There are different versions of the ILM logo available according to your website or print needs. You can find a few examples below:



Exclusion zone

We prefer use of the full colour version if this fits in with the design of the materials being produced. However, if printing on a coloured background, you should use the reversed-out version.

[Find out more by reading the full ILM Brand Policy](#)

Other logo use rules & tips

- The colours **must not** be changed.
- The logo **should not be used in such a way as to suggest that you are in partnership with ILM**, and where practical any text should highlight the specific course(s) you are approved to offer.
- The ILM logo **should not dominate the page** either in print or on the web.

[Find out more by reading the full ILM Brand Policy](#)

More questions?

If you are still uncertain on how to use our logo, when you are allowed to do so or have any other questions, please contact us at ILMMarketing@i-l-m.com.

[Find out more by reading the full ILM Brand Policy](#)