

A HIGHER LEVEL of  
management consulting



Un NIVEAU SUPÉRIEUR  
de conseil en management

## Logo Usage Guidelines

The Certified Management Consultant (CMC) designation is the most valuable asset of CMCs across Canada. It should also be the most visible. The national Association developed the logos contained within this document to increase the visibility and value of the designation and to assist CMCs in marketing their consulting services.

The CMC logo is the registered trademark of CMC-Canada. CMC-Canada licenses the usage of the CMC designation logo under strict standards to its certified members. This document sets out the standards of usage by which certified members may use the CMC designation logo.

Use of the logo is to be made only in the colours and visual relationships demonstrated in this manual; elements are not to be redrawn, reportioned or repositioned, other than by enlargement or reduction of the logo.

The usage standards are appropriate for most applications but should a situation arise that is not covered in this document or is of exceptional nature, the application should be discussed with Jordan Sandler, CMC-Canada's Director, Marketing & Communications at [jsandler@cmc-canada.ca](mailto:jsandler@cmc-canada.ca) prior to implementation.

**CMC-Canada authorizes limited use of the CMC designation logo to certified members, but this privilege does not extend to firms in which the certified members are employed.**

**The CMC designation logo may not be used by individual members who have not been awarded the CMC designation or by individuals who were previously CMC members but are no longer members in good standing.**

### The Designation Logo

English



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CERTIFIED MANAGEMENT CONSULTANT

The Designation Logo incorporates the name of the designation and tagline with the "CMC" logo. It was designed to place emphasis on and unite the designation and tagline. Three versions of the Designation Logo have been created: English, French (for usage in provinces outside Quebec), and French - Quebec (for usage in Quebec).

French



Un NIVEAU SUPÉRIEUR  
de conseil en management  
CONSEILLER EN MANAGEMENT

The elements of the logo – oval, CMC letterforms and text – should never be changed or modified in any way. Likewise their relative proportions or visual relationship may not be changed in any way.

### Usage

French - Quebec



Un NIVEAU SUPÉRIEUR  
de conseil en management  
CONSEILLER EN MANAGEMENT CERTIFIÉ

CMCs are encouraged to use this logo *in their signatures* on the following materials:

- business cards
- e-mail signatures
- websites
- letterhead

**The designation logo may only be used in close proximity to the CMC's name. The logo must not be placed beside corporate logos on letterhead, websites and other materials.**

For usage on documents not listed above, first seek the approval of CMC-Canada's Director, Marketing & Communications, Jordan Sandler, at [jsandler@cmc-canada.ca](mailto:jsandler@cmc-canada.ca)

Minimum size:



*Minimum size*

This image will not be used at a size smaller than: W 1.37" x H 0.25" or W 98.8 pixels x H 18 pixels.



PMS	CMYK	RGB
282	C-95%	R-6
	M-82%	G-20
	Y-36%	B-63
	K-32%	


**Example of e-mail signature**

Dear Bill,

Please forward the following files to Janet.

Regards,  
Bob

Bob Johnson, CMC  
Johnson Consulting Inc.  
4 King Street West, Suite 815  
Toronto, ON M5H 1B6  
T: (416) 860-1515



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CERTIFIED MANAGEMENT CONSULTANT

The Certified Management Consultant (CMC) designation is the profession's only international certification mark, recognized in 43 countries. It represents a commitment to the highest standards of consulting and adherence to the ethical canons of the profession. CMC-Canada (the Canadian Association of Management Consultants) administers, and its provincial Institutes confer, the CMC designation in Canada. For more information, please visit [www.cmc-canada.ca](http://www.cmc-canada.ca).

**Protection Space**

A minimum area the height of the "C" should surround the image at all times. Adjacent visual elements, printed text, corporate logos, photos, etc. may come no closer vertically or horizontally than the height of the "C."

**Colour**

The Designation Logos's colour is PMS 282 (blue-black). In many printing situations, black, grey or white may be the only colours available, and they are acceptable.

**General placement guidelines**

**Placement on business cards**

It is recommended the Designation Logo be aligned left and placed near the bottom of the business card where possible.

**Placement on e-mail signatures**

It is recommended the Designation Logo be aligned left in the e-mail signature. The preferred size of the logo is W 2" x H 0.376" or W 144 pixels x H 27.09 pixels.

**Placement on websites**

It is recommended the Designation Logo be aligned left as a signature and vertically aligned with website artwork or text. The preferred size of the logo is W 1.92" x H 0.35" or W 138.31 pixels x H 25.19 pixels

**Placement on letterhead**

It is recommended the Designation Logo be aligned left and placed near the bottom as a signature. The preferred size of the logo is W 2" x H 0.376" or W 144 pixels x H 27.09 pixels.

**Recommended Signatures**

**CMC Signature**

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**Non-CMC Signature**

Ms. X is a member of CMC-(name of province) (the Institute of Certified Management Consultants of XXX) and CMC-Canada (the Canadian Association of Management Consultants). All members are committed to the adherence of the ethical canons of the profession. For more information, please visit [www.cmc-canada.ca](http://www.cmc-canada.ca).

For recommended Positioning Statements, please see page 3.

## Recommended Positioning Statements

### *About CMC-Canada*

CMC-Canada (the Canadian Association of Management Consultants) fosters excellence and integrity in the management consulting profession as a whole. CMC-Canada administers, and its provincial Institutes confer, the CMC designation in Canada. The Association and its members advocate for the CMC designation and are dedicated to advancing the profession and delivering the benefits of those efforts to the client community. CMC-Canada is a founding member of the International Council of Management Consulting Institutes (ICMCI).

For more information on CMC-Canada, please visit [www.cmc-canada.ca](http://www.cmc-canada.ca)

### *About the CMC Designation*

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### *Commitment to best practices*

Members who choose to pursue the Certified Management Consultant (CMC) designation have made a commitment to enhancing their skills to the highest level. The designation demonstrates a consultant's commitment to best practices in management consulting.

### *Recognized internationally*

The Certified Management Consultant (CMC) designation is an internationally recognized management consultancy qualification based on rigorous certification requirements relating to competency and industry ethics. The CMC designation implies international recognition and adherence to world-wide standards.

### *Impact on your business*

A Certified Management Consultant (CMC) has satisfied the commitment to attain thorough knowledge of management and a capacity to consult at a higher level. A CMC's insight can mean the world to your business.

### *Guarantee to clients*

The Certified Management Consultant (CMC) designation is a guarantee to clients that the consultant has the necessary experience and knowledge to deliver objective and independent interventions in the best interests of the client.

### *Administration of CMC*

The Certified Management Consultant (CMC) designation is conferred by the provincial Institute of Certified Management Consultants in which the CMC resides. Through a teaming agreement signed by all Institutes, members also belong to CMC-Canada (the Canadian Association of Management Consultants), the administrative arm of the profession. CMC-Canada and its members advocate for the CMC designation and are dedicated to advancing the profession and delivering the benefits of those efforts to the client community. The Association is a founding member of the International Council of Management Consulting Institutes (ICMCI).

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### *CMC Ad Text*

A) Congratulations to the following individuals who have earned the internationally-recognized Certified Management Consultant (CMC) designation...

B) CMC-(name of province) (the Institute of Certified Management Consultants of XXX) is pleased to announce....

Through CMC-(name of province)'s affiliation with CMC-Canada (the Canadian Association of Management Consultants) and the International Council of Management Consulting Institutes (ICMCI), CMCs in (name of province) enjoy reciprocal status in more than 25 countries across the globe.

### *Relationship between ICMCI and CMC-Canada*

The International Council of Management Consulting Institutes (ICMCI) is the global organization of national management consulting Institutes. These national Institutes administer, in accordance with world-class standards, the internationally-recognized Certified Management Consultant (CMC) designation. The CMC is earned by individual professional management consultants.

For more information on ICMCI, please visit [www.icmci.org](http://www.icmci.org).

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