





GUIDANCE ON USE OF YOUR CIH DESIGNATORY LETTER

CIH Member and **CIH Chartered Member** grades entitle members to use the following designations:

Grade	Designation	Logo
CIH Member	CIHM or CIH Member	
Certified Practitioner	Cert CIH	
CIH Chartered Member	CIHCM or CIH Chartered Member	
Fellow member	FCIH	

How and when to use your designations:

- You are entitled to use your CIH honours as long as you are a current member
- You can use either the letters or words as outlined above after your name.
- You may additionally choose to use the logo as shown above. Two different file types are available (EPS and JPeg) for direct use on business cards, email signatures and in presentations.
- Either logo must never appear smaller than 14mm (wide) x 17mm (height) or larger than 30mm (wide) x 37mm (height) and colours should not change in any way. If you resize the logo it must retain its proportion at all times and must not be distorted in any way. To request a copy please email: membership.services@cih.org
- Use only the original file provided to you by CIH Membership Services (the above images are only for illustrative purposes and should not be used under any circumstances)
- Use as part of your name, on business cards or business letters
- The use is restricted to individual members only and must not be used to denote a link to an employing organisation to whom the member is associated

You should NOT:

- Use the designatory letters, wording or logo if you choose not to retain your membership.
- Use the logo on business stationery unless it is specifically associated with your name. It should not be used in a way that could be regarded as CIH endorsing your business
- Stretch, distort or change the design or colour of the designatory logos
- Use the designation or logo to represent a link to your employing organisation as a whole

Additional notes:

- Use of the letters and or logo denotes that you are an active member of CIH and are signed up to the CIH Member Code of Conduct. It does not, however, denote endorsement of you or your work by CIH
- Any misuse may result in a breach of CIH Code of Conduct and will be dealt with in accordance with CIH formal breach of code of conduct procedures