

# CIGRE

## National Committee

## Brand Resources

**Sharing our story.** In our first century, since 1921, CIGRE has become the foremost global community for collaborative development of power system expertise. As we enter our second century, to realise a vision of sustainable electricity for all, we must embrace a new age in electrical power systems engineering. Technological advancements demand shifts in the way we think, and as the world's grid evolves, new people are joining our industry. Many are unaware of or have incorrect perceptions about CIGRE.

For CIGRE to realise our full potential, we must better tell our story to a wider, more diverse audience. This starts with our brand and our communications.

CIGRE is a diverse, volunteer powered organisation with an on the ground presence in countries across the globe. It is the National Committees and Working Groups that engage most with our industry. So these brand resources have been developed to meet your needs while also enabling all National Committees to tell our story consistently and professionally.



### This brochure

Provides an overview of the brand and communications resources available to National Committees and where to find them.

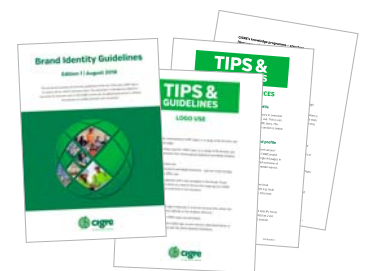
### Paris brand station tutorial PowerPoint

A copy of the PowerPoint presentation from the Paris Session Tutorial is available to you on the home page of <https://marketingresources.cigre.org>. This introduces all the resources as discussed at the Brand Station at Session 47.



### Tips and guidelines

Throughout the brand resource website you will find a range of short tips and guidelines documents to assist you.



# Key CIGRE brand and communications tools hierarchy

When promoting CIGRE you now have a range of resources available. This diagram is a visual summary of the key items. These resources and more are available at <https://marketingresources.cigre.org>

If you are promoting to an audience that is new to CIGRE it is best to use the primary resources. Once they become interested to learn more the secondary and tertiary resources should be used.

## PRIMARY

"they are new to CIGRE"

**Collaborating**  
sharing knowledge  
connecting people



Three rollup screen designs available for local production, covering key intro messages from our CIGRE story.

Carried on our stationary, presentation templates and everywhere else.

"The foremost global community for the collaborative development and sharing of power system expertise"

A short video introducing the world of CIGRE, great for opening an annual meeting or introducing CIGRE to a general audience.



Global profile abridged – an ideal short summary of the world of CIGRE, intended for use as a high level introduction.



Similar to the Welcome video, but with a focus on the benefits of membership, ideal for promoting CIGRE to a mixed audience considering membership.



The nine key benefits of a CIGRE membership value of CIGRE. A strong promotional tool to engage those considering joining.



## SECONDARY

"they know a little about CIGRE"

Global profile – ideal when someone is aware of CIGRE to some degree, but would like more substantial detail about our activities.



Knowledge programme structure video – CIGRE has a highly strategic way of working often not well understood. This video simply explains this to help demystify this area.



Publications and resources video – this resource introduces our CIGRE publications and resources, a key outcome of our collaborative work.



Join video – a generic global video promoting how to join and explaining participation opportunities.



Knowledge programme events video – similar to the structure video, this provides an overview of the wide programme of CIGRE events and the Paris Session.

## TERTIARY

"have seen our overview content and want more detail"

A series of more in depth information leaflets that partner with the videos of the same title.



Knowledge programme structure.



Publications and resources info leaflet.



Knowledge programme events info leaflet.



Join flyer info leaflet – If a National Committee is to use this it may require some adaptation.



Introduction to CIGRE presentation – a standard video presentation available online and in PowerPoint.



NC Profile – a high level introduction to the local committee offering links out to more in depth information, with more focus on local contacts and joining information than the global profile.

# Welcome to CIGRE's Brand Resources

Everything you need to consistently and professionally share our CIGRE story is available at <https://marketingresources.cigre.org>. This site lets you download a host of useful CIGRE branded resources and associated guidelines. Below are the five main sections within the site, each with a list of the items offered within it.



## Logos and fonts

Here a comprehensive range of logo files, our brand fonts and Brand Identity Guidelines are provided.

### Resources in this section include:

- Professional logo files in various formats
- Desktop png files
- Brand identity guidelines
- Links to your folder of National Committee specific logos



## Presentation and display

Here stationery and PowerPoint presentation templates are provided, as well as a request form for rollup display screen artwork that meets your local production specification.

### Resources in this section include:

- Designs for rollup display screens
- Standard introduction to CIGRE PowerPoints
- Standard PowerPoint presentation templates
- Business card, letterhead and email signature resources



## Telling our story

This is where many of the key resources shown on the previous page are located.

### Resources in this section include:

- The full range of profiles and info leaflets for print and digital use
- MP4 videos



## CIGRE online mobile presenter

You can also find the mobile presenter at:

<https://intropresenter.cigre.org/>



## Online branding

Here a flexible, easily tailorable National Committee website template with associated guidelines, plus a range of email and social media files are provided. Don't forget, you will need a local provider to support your website if you use this starter template.

### Resources in this section include:

- A starter National Committee WordPress website
- Social media banners
- An email newsletter style



## Support and feedback

As prime users of CIGRE's brand resources we need your feedback about how current resources can be improved and where you need assistance.

In this section you can give online feedback and request assistance via the form provided. There is also some other useful support information.



[cigre.org](https://cigre.org)