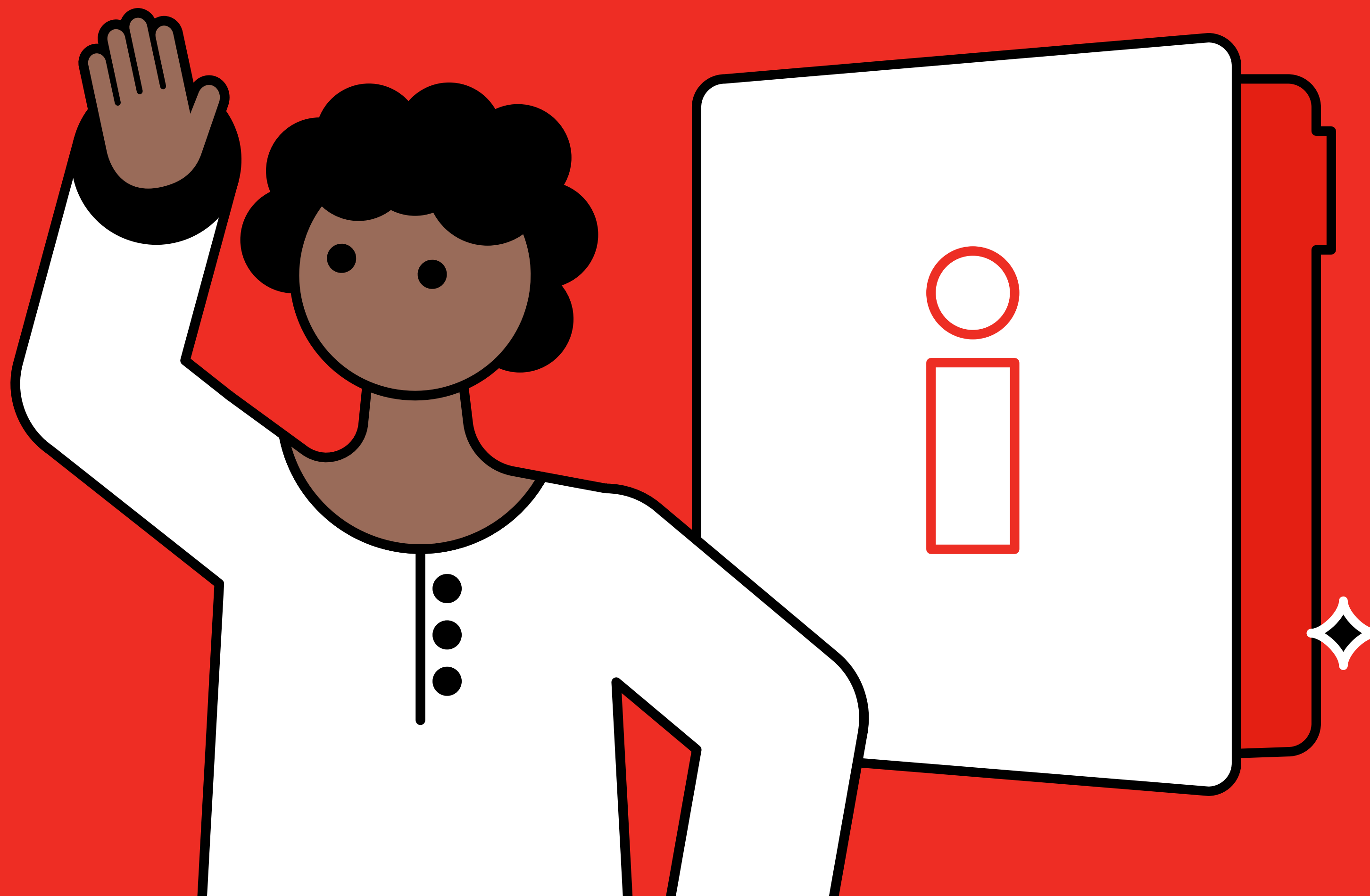


Institute of Internal Communications

Brand Book



“Our brand guidelines are essential to ensuring we are consistent, clear and true to our values. We are the organisation for internal communication professionals where they can access advice, support and be part of community which is driving standards whilst elevating the voice of our members and the impact of their work on organisations and working lives.”

Jennifer Sproul, Chief Executive



About IoIC

The Institute of Internal Communications (IoIC) exists to help organisations and people succeed through promoting internal communication of the highest standards.

The Institute of Internal Communication is the only professional body solely dedicated to internal communication in the UK. We help organisations and people succeed through promoting internal communication of the highest standards.

We work with our members who are shaping workplaces for the better. They know people and business.

They create conversations that help people at work feel informed, connected, and purposeful to drive organisational performance. They impact the working lives of millions.

We've been driving standards for over 70 years, by developing and supporting internal communication professionals through our qualifications, training, awards, communities, and thought leadership.

We are the voice for internal communication, driving the agenda and building a movement of passionate, dedicated professionals. Because how we communicate at work matters.

Because #WeMatterAtWork.

Our Vision

The Institute's vision is to be recognised as the leading professional body solely dedicated to internal communication.

We will champion a commitment to standards and professional development, provide expert guidance, thought leadership, and support a growing international community of internal communication professionals.

Our Mission

Our mission is to promote the impact of effective internal communication on organisational performance and working lives.

Employees deserve to feel that they matter, and that they are valued and being kept informed authentically, truthfully and with respect. Effective internal communication gives employees a powerful and articulate voice and is critical in building deeper and longer lasting connections between them and the organisations they work for.

An organisation that communicates well with its people can achieve greater productivity, innovation, reputation, talent attraction and retention.

How we communicate at work has the power to transform working lives by helping people

feel informed, connected, and purposeful – that they matter at work - making for better organisations and a better society overall. Because how we communicate at work matters. #WeMatterAtWork

Our Values

Authoritative and credible voice

We pride ourselves on being thought leaders in internal communication, using our combined experience, research, horizon scanning and strong networks to identify and prepare for future trends.

Integrity and rigour

We hold ourselves and our members to rigorous standards and this rigour is also built into the products, services and advice we provide.

Continuous improvement

We continually evolve our products, services and advice based on changing trends within internal communication to meet the needs of our members and the organisations they serve.

Collaborative and Inclusive

We continue to build a community of internal communication professionals who can share ideas and best practice, where everyone feels represented and that they have insight and experience worth sharing. We seek to attract and nurture talent to build an accessible and skilled profession of the future.

Ambition

We believe in the difference that excellent internal communication can make to organisations. We provide innovative and future-facing products and services to enable our members so they can thrive in delivering internal communication.

Brand Attributes

We are...knowledgeable, reliable, inclusive, professional, credible, forward-looking, expert, collaborative and nurturing. We wish our brand to evoke: gravitas, professionalism, community feel, slick, tidy, modern and inclusive.

Tone of Voice

What’s the world we want to create?

A world that enables internal communication professionals to help and support everyone at work to feel valued. We want to create opportunities and possibilities to expand the entry accessibility of this profession to a wider audience coming from different backgrounds and situations. We want to create a space where internal communication practitioners can develop their skills and knowledge as well as find support of the highest standards.

What do we stand for?

We believe in people, we believe in organisations that allow employees to come to work as their own self and that at the same time support and enable them to become their best self in a professional environment.

What do we stand against?

Greed, toxic work cultures and any environment that supports actively or inactively exclusion.

Brand Personality

Our brand personality is determined by the following three adjectives:



Inclusive

(accessible, friendly, no jargon, human, approachable)



Authoritative

(knowledgeable, reliable, professional, we have gravitas as an institute, history, on-trend, up-to-date, driving the future of the profession, credible, modern, expert)

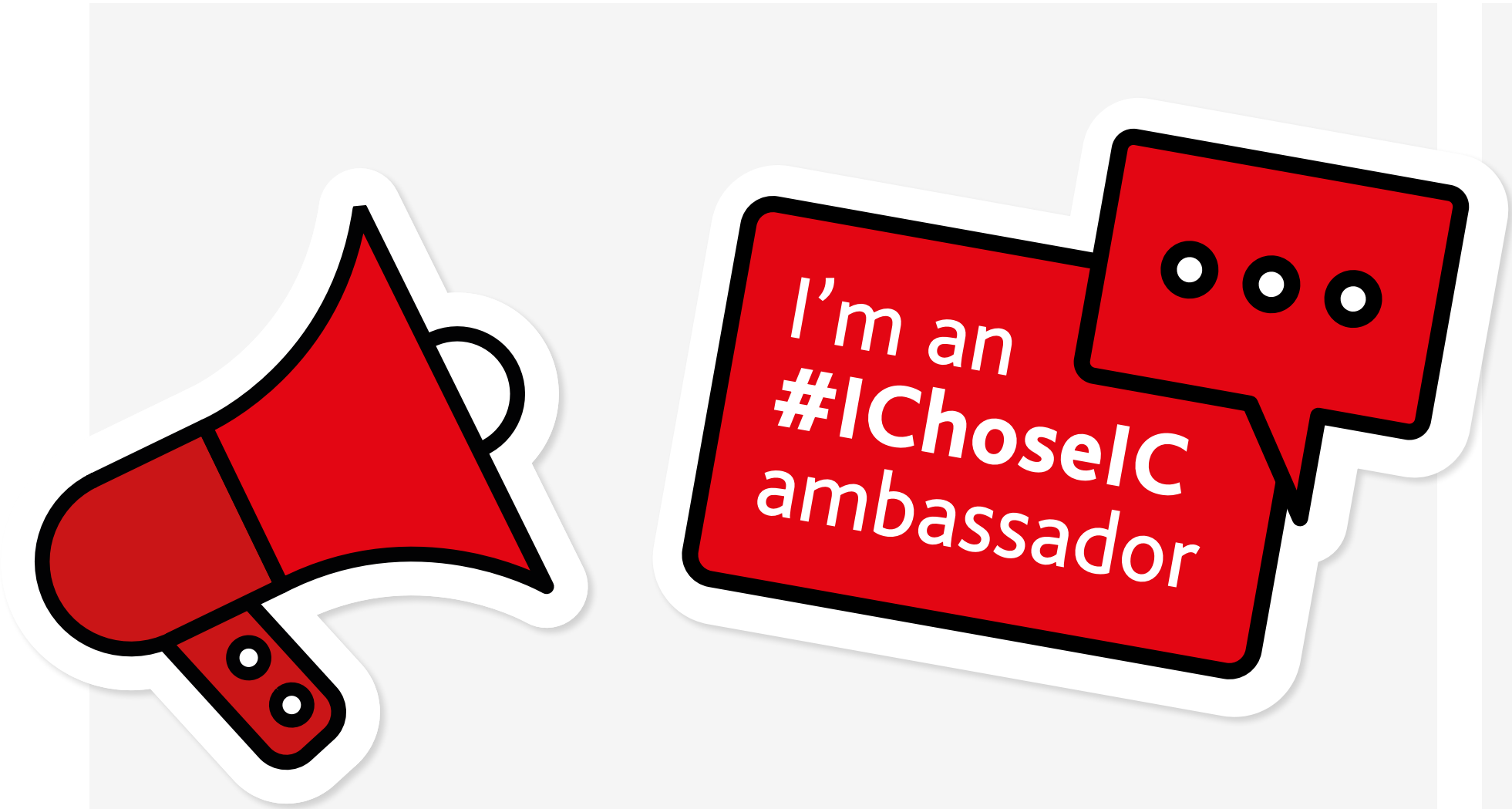


Collaborative

(top-down, community feel, helpful, nurturing)

Our Campaigns

Our two driving campaigns encapsulate what the soul of the IoIC is.



#IChoseIC

Help build the future of the internal communication profession. We're on a mission to raise awareness of internal communication as a career of choice and shift the narrative from 'I fell into IC' to 'I chose IC'

[Find out more about the #IChoseIC campaign](#)



#WeMatterAtWork

People drive the success of organisations, so it is vital to communicate with them effectively. Our mission is to promote the impact of effective internal communication on or organisational performance and working lives.

[Find out more about the #WeMatterAtWork campaign](#)



Should you need any help or guidance
please contact Daniela Girardi at daniela@ioic.org.uk.