

# CIM GLOBAL PROFESSIONAL MARKETING FRAMEWORK GUIDELINES

# Contents

## CIM Global Professional Marketing Framework (GPMF) Guidelines

CIM GPMF, the standards for excellence in marketing	3
Referencing the CIM Global Professional Marketing Framework: Visual and Text Guidance	5
Logo usage	6
Approval variations of use	7

## Introduction

### **CIM GPMF, the standards for excellence in marketing**

As the world's leading professional marketing body, CIM set the industry standards to ensure consistency across the profession. The CIM Global Professional Marketing Framework (GPMF) is the foundation for this robust approach, providing an understanding of excellence and responsible marketing. Developed with input from business leaders, recruitment agencies, and marketing professionals globally, the GPMF identifies the critical skills, behaviours, and capabilities required for an outstanding marketer.

The GPMF defines eight broad areas of technical knowledge and expertise, which are further broken down into more than 30 distinct skillsets key for success in today's marketing landscape.

# Introduction



# Referencing the CIM Global Professional Marketing Framework: Visual and Text Guidance

## Referencing the CIM GPMF

- When mentioning the CIM Global Professional Marketing Framework (GPMF) for the first time, always use the full name. After that, you can reference it as GPMF.
- If you’re talking about your organisation’s involvement in the GPMF, describe the collaboration like this:

“CIM Global Professional Marketing Framework, developed in association with “name of organisation”.

When visualising the GPMF, use at minimum the full image shown on page 6, including the CC logo. For digital applications, ensure the image links back to the [GPMF webpage](#) when used in digital applications.

Alongside the CC logo, also include the text, “**CIM Global Professional Marketing Framework © 2024 by The Chartered Institute of Marketing is licensed under CC BY-NC-ND 4.0**” and ensure the CC logo links back to [license](#) when used in digital applications.

When referencing the GPMF across different channels, it’s important to adapt the copy to suit the context while maintaining consistency and clarity. When writing about the GPMF choose the most appropriate copy length and format based on the channel, audience, and purpose.

## Short Form

The CIM Global Professional Marketing Framework (GPMF)  
Setting the standard for excellence and responsible marketing.

### Examples of where to use:

- Social media posts
- Email
- Headline and subheads
- Promotional banners

## Medium Form

The CIM Global Professional Marketing Framework (GPMF). Setting the standard for excellence and responsible marketing.

Developed with business leaders and recruiters, it defines the skills and behaviours needed for success, guiding performance and talent attraction. Focused on strategy, professionalism, and impact, the GPMF drives recognition, mobility, and growth, shaping the future of marketing.

### Examples of where to use:

- Website landing pages
- Brochures and flyers
- Email body copy
- Presentation slides

## Long Form

As the world’s leading professional marketing body, CIM set the industry standards to ensure consistency across the profession. The CIM Global Professional Marketing Framework (GPMF) is the foundation for this robust approach, providing an understanding of excellence and responsible marketing. Developed with input from business leaders, recruitment agencies, and marketing professionals globally, the GPMF identifies the critical skills, behaviours, and capabilities required for an outstanding marketer.

The GPMF defines eight broad areas of technical knowledge and expertise, which are further broken down into more than 30 distinct skillsets key for success in today’s marketing landscape.

Every product and service is built on this foundation, helping marketers thrive and deliver meaningful results. CIM is setting the bar for responsible marketing — driving innovation, excellence, and continuous development.

### Examples of where to use:

- Website articles and blogs
- Reports and white papers
- Detailed product or guidance pages

# Logo

Correct use of logo  
and CC BY-NC-ND  
4.0 reference

Logo

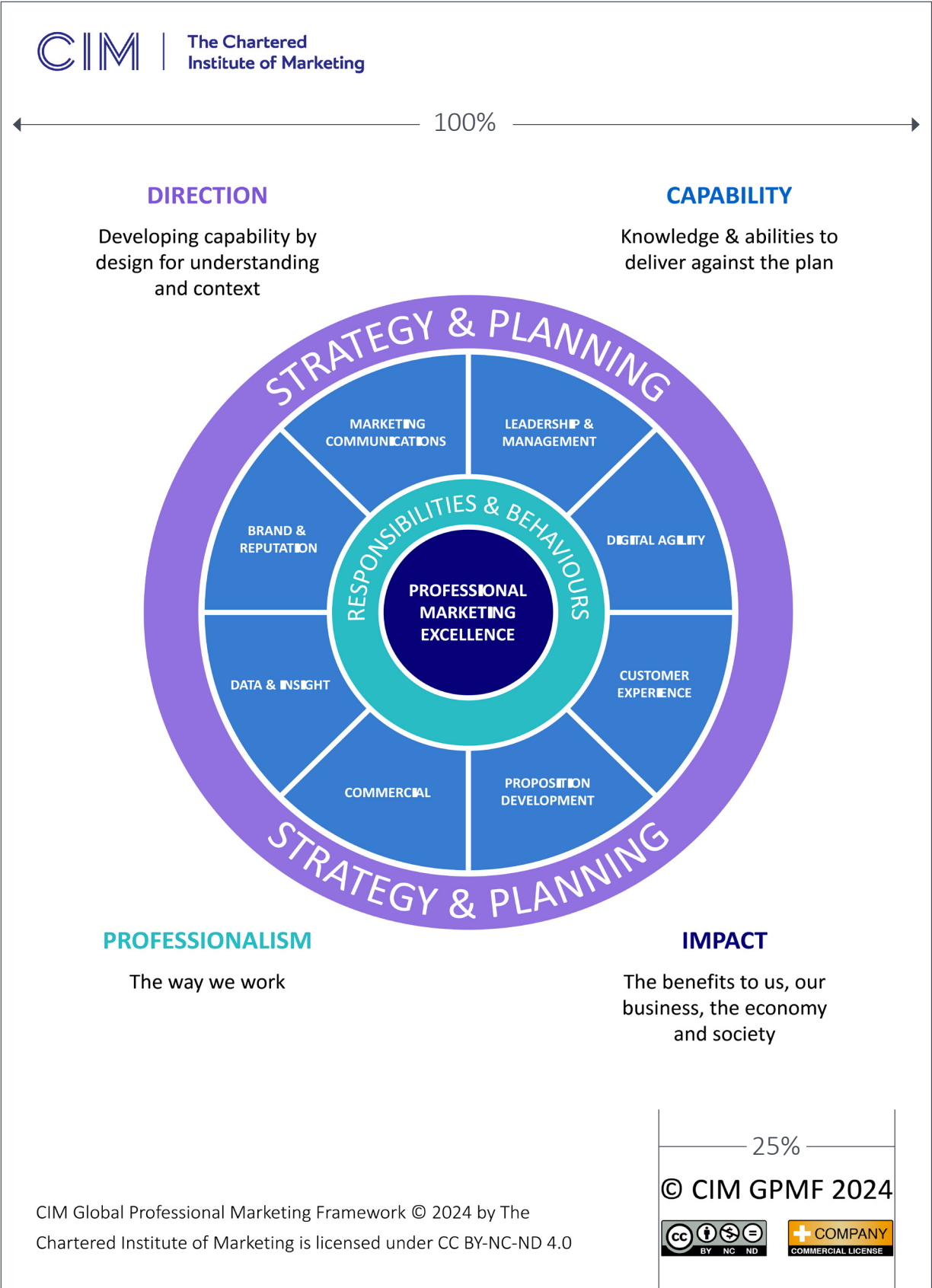
© CIM GPMF 2024



Exclusion zone



Page position





# Approval variations of use

To maintain the integrity and impact of the GPMF, the following approved variations of use are permitted. Any use outside of these must be reviewed and approved in advance.

## Current format

Use of the creative visual or context to reference the current GPMF is permitted where the original format and context remain intact. Any adaptation beyond reference (e.g. edits, overlays, or recontextualisation) is not allowed without approval.

## Deviation from current format

Minor deviations, such as resizing, cropping for placement, or adjusting to suit channel requirements, may be approved as long as they do not alter the core message or visual identity. Any significant changes — including reworking layouts, amending copy, or altering design elements — must be formally requested and approved to ensure consistency and brand alignment.

## Publishing as part of a wider piece of work

The creative visual or content may be included within larger communications (e.g. reports, presentations, academic journals) provided it is presented respectfully and without distortion. It must remain clear, unaltered in essence, and appropriately credited where applicable. Any integration that changes the meaning or dilutes the visual impact requires prior approval.

## Contact

For more information please contact:

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