



International Association of Movers

# Brand Guidelines

# IAM Logo Usage Guidelines

The International Association of Movers is a global trade association of domestic and international transportation providers, and is dedicated to providing the global shipping community with the highest standard of service. The IAM supports our members' efforts and promotes excellence of service through the education and advancement of its membership worldwide.

IAM members are encouraged to use the association logo proudly, and the guidelines that follow are offered as an aid to its proper usage.

# IAM Logo Usage Guidelines (continued)

## Usage

- Only Premier, Core and Value members in good standing may display the logo on their premises, vehicles, websites, online, on printed materials and all other forms of promotional materials in all media.
  - **Only** employees of Premier, Core and Value members in good standing **operating in the location where the membership is recorded** with IAM are authorized to utilize the IAM Logo.
  - Affiliates of Premier, Core and Value members in good standing may utilize the IAM Logo in accordance with the above guideline **only if the affiliate is itself a Premier, Core or Value member in good standing.**
- The IAM logo may be used to indicate the user's membership in the IAM, but not to imply the Association's endorsement of the user's services or products.
- When using the acronym IAM, it should always appear in capital letters.
  - Correct Written Use: IAM
  - Incorrect Written Use: I.A.M. / I-A-M / iam
- Misuse of the IAM logo may result in termination of membership. Evidence of misuse will be referred to the IAM Executive board for appropriate action on a case-by-case basis.
- Cancelled (including voluntary cancellations) or expelled members must remove the IAM logo from websites, business cards, letterhead and any other marketing materials, print or electronic. Failure to do so will result in those companies being identified to the membership as misusing the IAM logo or name.

## Obtaining the IAM Logo

The IAM logo is no longer available for direct download. If your company needs a copy of the IAM logo file, please contact us by email at [membership@IAMovers.org](mailto:membership@IAMovers.org) or by telephone at (703) 317-9950.

# Design Principles

001

## **A World-Class Experience**

Design that reflects professionalism, sophistication and a seamless experience, enhancing the brand's presence and impact.

002

## **Professional Excellence**

A visual identity that resonates competence and our commitment to professional excellence.

003

## **The Preeminent Association**

Establishing our brand as the preeminent authority in the moving industry with a design that reflects our mission and our goals.



**International Association of Movers**



IAM Logo cannot have a height that is less than 14mm. This rule applies to digital and print media.

- The IAM logo, the acronym “IAM,” and the formal name “International Association of Movers” shall be used only in a context in which the mark is likely to be understood by the public to denote membership in the Association.



The IAM Logo must have padding/margin equal to or greater than the “M” in “Movers” all around the logo.

Increased spacing between Logo and Sub-text/Wordmark by 10%.

IAM Sub-text/Wordmark slightly increased by 1% for better proportions.

No light blue dot on IAM Globe.

$$M = x$$



Full Logo



Simplified Logo



Branding Accent

- The logo may not be altered, combined with any other symbols or words, or be used in part, with the exception of dropping the “International Association of Movers” tagline.
- The “TM” trademark symbol should always appear with the IAM logo.



**International Association of Movers**

**IAM Blue**  
PMS 653 C  
#235C92  
RGB: 35 / 92 / 146  
CMYK: 100 / 73 / 18 / 3

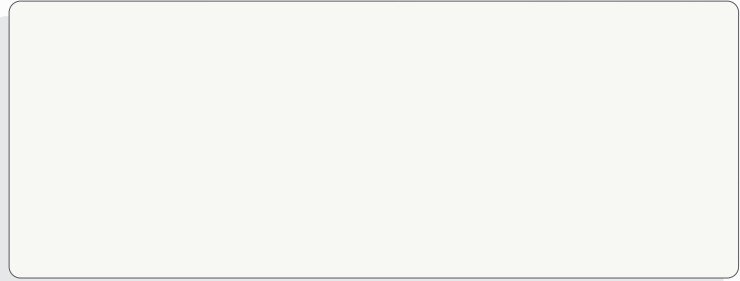
- When using the IAM logo in print media, the logo must appear in BLACK or in the corporate color PMS 653 C.



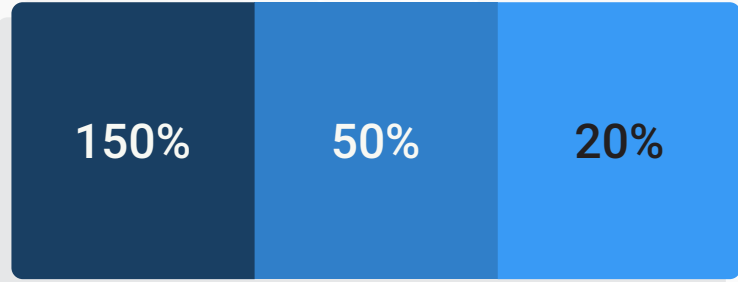
# IAM Brand Colors



**IAM Blue (Logo & others)**  
PMS 653 C  
#235C92  
RGB: 35 / 92 / 146  
CMYK: 100 / 72 / 20 / 4



**IAM Pearl White (Logo & others)**  
#F7F8F3  
RGB: 247 / 248 / 243  
CMYK: 2 / 0 / 4 / 0



**IAM Blue (Percentage Accents)**  
150% - #193F63  
50% - #307FC9  
20% - #399AF5



**IAM Orange (Accent Only)**  
#F2A409  
RGB: 242 / 164 / 9  
CMYK: 4 / 49 / 100 / 0

*Introducing*



**IAM Green (Accent Only)**  
#03C92B  
RGB: 3 / 201 / 43  
CMYK: 77 / 0 / 100 / 0

Logo Application (Dark Backgrounds)



Full color logo



Full color logo on dark background



Full color logo on black background



White logo on dark background



White logo on black background

IAM Wordmark Font | DIN Engschrift Std

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz**

IAM Communications Font (Headers/Titles) | Roboto Font Family

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz**

IAM Communications Font (Body/Paragraph) | Trebuchet MS Font Family

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz**

## The IAM Strategic Plan

The Executive Committee of IAM and its staff set forth IAM's most recent strategic plan in the spring of 2021. The below sets forth IAM's Strategic Priorities for the next 3-4 years and the initiatives it intends to pursue during this time frame to achieve this ambitious plan.

Input on the strategic plan can be directed to IAM's Brian Limperopulos.

▶ Roboto (Bold)

▶ Trebuchet MS

The **IAM Logo** is unique and immediately recognized by those within the moving industry.

Aiming to capitalize and maximize the IAM's brand power, the following sub-brands could be branded using the **IAM's Logo Accent**.

*Usage of IAM Sub-brands outside of IAM Communications must always be accompanied by the Full IAM Logo.*



Option A



Option B

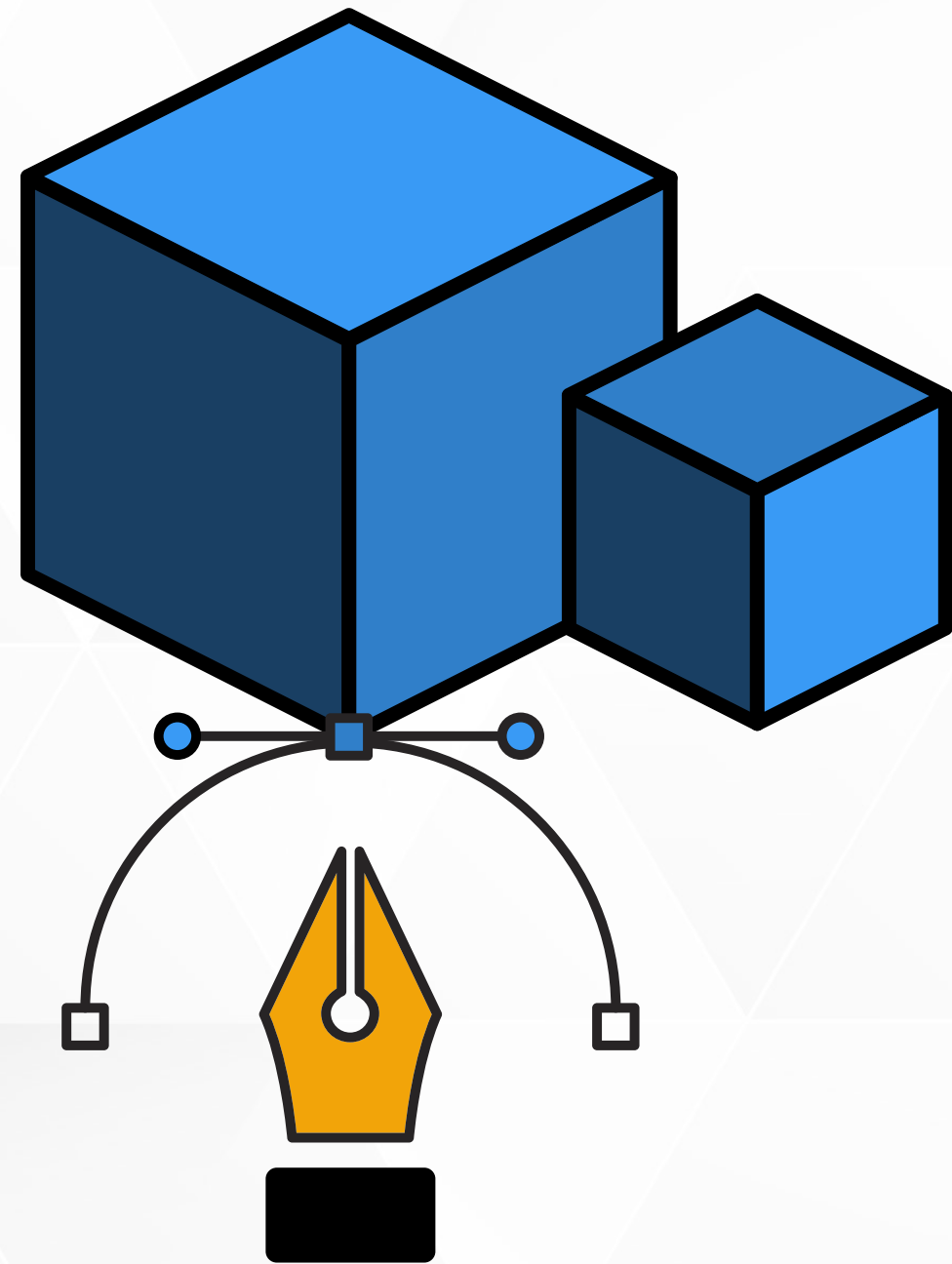


# Logo Rules



Do NOT shear, skew, fold, spindle, or mutilate the IAM Logo.

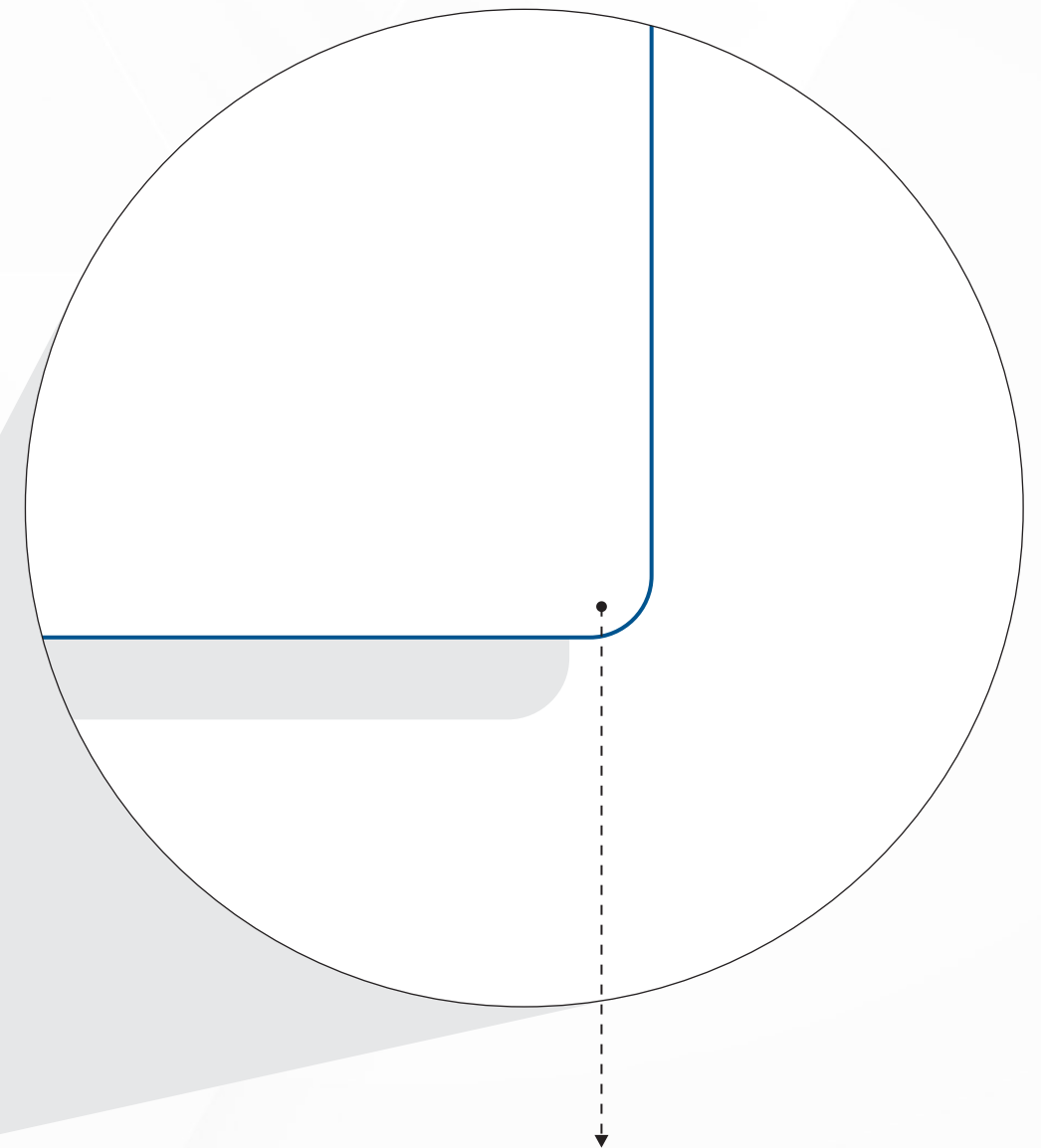
# Brand **Design** Details



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Rounded corners should be used on all assets and graphic elements containing text or images.



## Images: Gaussian Blur & Transparency



•-----> The application of Gaussian blur and transparency to images allows us to convey the message effectively but in a subtle way.

This technique enhances visual appeal and ensures a distinctive presentation while minimizing the risk of copyright issues.



# Brand Guidelines