



IAMTrusted

Brand Guidelines



IAMTrusted Brand Guide

The IAMTrusted designation recognizes IAM member companies that have made significant investments in their business to promote a culture of competence, knowledge, and conscientiousness within their staff and wish to display a tangible commitment of their trustworthiness. These companies also wish to reduce inefficiency and risk by choosing to collaborate with their peers who have also made this same commitment by earning their IAMTrusted credentials.

Only IAMTrusted Companies in good standing may display the IAMTrusted logo or associate the brand with their company. If the IAMTrusted logo does not appear in the IAM Mobility Exchange listing for that company in the specific location of their IAM membership, they may not use or display the IAMTrusted logo.

IAMTrusted status applies to the specific location of the IAM member company. Branch offices of IAMTrusted companies may not use, display or associate those branch offices unless those branch offices have applied for and received their IAMTrusted status. If the company or branch office listing in IAM Mobility Exchange does not show the IAMTrusted logo, they do not have IAMTrusted status.

IAM member companies that falsely promote, display or associate their company with the IAMTrusted program will be in violation of the IAM Code of Ethics and may face penalties including expulsion from membership.

For more information on the IAMTrusted Moving Company Program: IAMTrusted Moving Company – IAM (iamovers.org)





IAMTrusted Moving Company badge cannot have a height that is less than 14mm. This rule applies to digital and print media.



Logo Proportions



$U = X$

IAMTrusted Moving Company badge must have padding/margin equal to or greater than the “M” in “Moving Company” all around the ITMC badge.



Color



Trusted Blue (gradient)
RGB: 35 / 92 / 146
CMYK: 100 / 73 / 18 / 3



Trusted Gold (gradient)
RGB: 188 / 141 / 66
CMYK: 34 / 56 / 100 / 19



Note: The Trusted Blie and Trusted Gold gradients are trademarks of the IAMTrusted brand.



Company Designation



Company Designations are denoted by the Trusted Blue band and white font.

Individual Designation



Individual Designations are denoted by a white band and Trusted Blue font.

Note: The logos shown above are the current available options, and more may be added as new courses become available. These logos are for use only by individuals who have successfully completed the corresponding course and cannot be used to represent or refer to the company.



Logo Application (Dark Backgrounds)



full color logo



full color logo on dark background



full color logo on black background



Brand Logo Rules



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

Note: These rules apply to all current and future variations of the IAMTrusted logo.

Logo Applications (Business Card)



IAMTrusted Moving Company badge cannot have a height that is less than 14mm.





ALEXANDERSON

Move Coordinator



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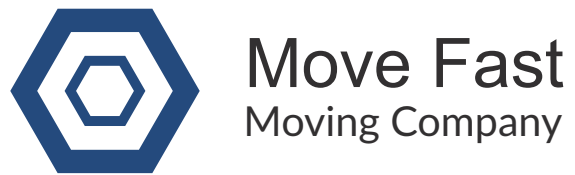


Move Fast
Moving Company









Lorem Ipsum

Landing Page Design

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