



Using Your IAM Member Logo

A New Member Guide

Welcome to the IAM Community

Congratulations on joining the International Association of Movers. As a member in good standing, you can now display the IAM logo, and we encourage you to use it across your marketing materials.

Recognized throughout the moving industry, the IAM logo shows customers and business partners that your company belongs to a global network committed to professionalism, ethical conduct, and accountability.

This guide explains how to get the logo, where to put it, and the few rules that keep it looking right.

STEP 01

Request Your Logo

Obtaining the IAM Logo

The IAM logo is not available for public download. Request it from our membership team at **membership@IAMovers.org**. Use only the official file we send you, never a copy from another website or a screenshot.



Full Logo

Includes the tagline. Best for websites, print, vehicles and anywhere with room.



Simplified Logo

Without the tagline. Best for email signatures, social media and small spaces.

Ask for both a color version (IAM Blue) and a white version, so you're covered on light and dark backgrounds.

Step 02: Put Our Logo to Work

Put Our Logo to Work

Show your membership wherever customers meet your company.

01 Your Website

- Add the full logo to your footer or About page, with a line like "Proud member of the International Association of Movers."
- Consider linking the logo to iamovers.org so visitors can learn more about the association.
- Use a high-resolution PNG or SVG so it stays crisp on every screen.

02 Email Signatures

- Use the simplified logo, placed below your name and contact details.
- Keep it at least 14 mm tall (about 53 pixels at standard screen resolution), and never squeeze it to fit.
- Host the image or embed it so it doesn't show as an attachment.

03 Social Media

- Mention your membership in your company bio and add the logo to your cover or banner image.
- Share a "We've joined IAM" post and tag IAM to celebrate.
- Repost IAM's official "Welcome to IAM" post on the first of each month. Make sure to send us your company handle so your company can be tagged.

04 Vehicles, Signage & Print

- Place the logo on trucks, office signage, brochures, proposals, business cards and letterhead.
- For print, the logo must appear in black or in IAM Blue (PMS 653 C).
- Share this guide with your sign maker or printer so they follow the sizing and spacing rules. You can also ask for a more detailed brand guideline from the membership team.

Step 03: Follow the Design Rules

From the IAM Brand Guidelines; they apply in digital and print. View the full [guidelines](#).

Trademark	Always keep the ™ symbol with the logo.
Minimum size	Never smaller than 14 mm tall.
Clear space	Leave empty space on all sides at least the height of the "M" in "Movers."
Color	IAM Blue (#235C92, PMS 653 C), black, or the white version on dark backgrounds.
Backgrounds	On dark or photo backgrounds, use the white logo so it stays legible.
Proportions	Resize only by scaling evenly; never stretch or squash.
Written name	Write IAM in capital letters, never I.A.M., I-A-M or iam.

Please don't:

- Shear, skew, rotate, stretch or italicize the logo
- Recolor it, add gradients, or change individual letters
- Add shadows, blurs, outlines or other effects
- Use part of the logo (such as the globe alone) or rearrange its pieces
- Combine it with your own logo, other symbols or words into a new mark



Full-color logo on light backgrounds;
white logo on dark backgrounds.

Using the Logo Responsibly

Usage

The logo shows your membership in IAM. It should never suggest that IAM endorses your specific services or products.

- **Who may use it:** Premier, Core and Value members in good standing, and their employees at the location where the membership is recorded.
- **Affiliates and branches:** A related company or office may use the logo only if it holds its own Premier, Core or Value membership or is part of the branch member loyalty program.
- **If membership ends:** Remove the logo from your website, business cards, letterhead and all other materials, print or electronic immediately.
- **Misuse:** Improper use is referred to the IAM Executive Board and may lead to termination of membership.

Your Quick-Start Checklist

- ☐ Request the official logo files from the membership team
- ☐ Add the full logo to your website footer or About page and link to the official IAM website www.iamovers.org
- ☐ Add the simplified logo to staff email signatures
- ☐ Mention your membership in your social media bios
- ☐ Update vehicles, signage and printed materials as they're refreshed
- ☐ Check every placement: ™ included, at least 14 mm tall, clear space respected, logo unaltered

Questions?

Contact the IAM membership team at membership@IAMovers.org. We're happy to review a placement before it goes live.

Idea Corner

Idea Corner

Fresh places to show your membership, beyond the website and email signature.



Packing Tape & Labels

A small logo on tape or box labels travels with every box.



Crew Uniforms

A chest or sleeve badge builds trust right at the doorstep.



Quotes & Estimates

Add the logo to every quote to show you're an IAM member.



Move-Day Welcome Card

Leave a card in the new home: "Moved by an IAM member."



Truck Tailgate

The back of the truck is what drivers see in traffic.



Staff LinkedIn Banners

Let each team member carry the badge on their own profile.

Remember: the logo always stands on its own, unaltered and never merged with your logo, and it signals membership, not IAM endorsement.



International Association of Movers

Welcome aboard.

membership@IAMovers.org · +1 (703) 317-9950