

# GUIDELINES FOR IAM LOGO USAGE

The International Association of Movers is a global trade association of international transportation providers, dedicated to providing the global shipping community with the highest standard of service. The association supports our member's efforts and excellence of service through the education and advancement of our membership worldwide. IAM members are encouraged to use the association's logo proudly, and the guidelines list below are offered as an aid to its proper usage. Only Active and Associate members in good standing may display the logo on their premises, vehicles, printed materials and all other forms of promotional materials.

## USAGE

- The IAM logo may be used to indicate the user's membership in the International Association of Movers, but not to imply the association's endorsement of the user's services or products.
- The logo may not be altered, combined with any other symbols or words, or be used in part, except to drop the words "International Association of Movers."
- The "TM" (or "®" when granted) should always appear with the IAM logo.
- When using the IAM logo in print media, the logo must appear in **BLACK**, or in the corporate color **PMS 653 C**.



- When using the acronym IAM, it should always appear in capital letters.
- **Correct Written Use:** IAM / IAM, INC. / IAM, Inc.
- **Incorrect Written Use:** I.A.M. / I-A-M / iam
- 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.
- 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.

## OBTAINING THE LOGO IN PRINT FORMAT

Printed copies of the IAM logo in a member version, as well as the guidelines for usage, are available to IAM members only by writing to IAM at [5904 Richmond Highway | Suite 404 | Alexandria, VA 22303](#). You may also call to request the logo or submit your request by fax.  
tel: (703) 317-9950 | fax: (703) 317-9960

## DOWNLOADING THE IAM LOGO

To download the IAM logo in a digital format, go to: <http://www.iamovers.org/logo.cfm>