



PMI Brand Identity Guidelines

For Internal Use Only

[PMI.org/MarketingPortal](https://www.pmi.org/MarketingPortal)

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Foreword

Our brand image is the result of everything we do — from the way we speak about our organization, to the way we treat our members, to our dealings with the world at large. As such, communicating through consistent visual and verbal messages is important to maintaining a powerful and trusted brand.

These PMI Brand Identity Guidelines have been developed to provide those within the Project Management Institute, as well as our partners and agencies, with an understanding of how to implement the PMI brand identity system. We want to help people better understand what the PMI brand stands for and how our positioning translates into PMI marketing and communications materials. While it is not possible or practical to illustrate every scenario, the examples in these guidelines include fundamental principles to be followed in all situations.

Background

PMI is the world's largest project management member association, representing more than half a million project managers in over 185 countries. As a global thought leader and knowledge resource, PMI advances the profession of project management by developing global standards and credentials, creating collaborative communities, and conducting and publishing academic research.

Our brand position is "Organized Adrenaline." This refers to the unique combination of skills and attributes that only those affiliated with PMI bring to an organization. (Remember that "Organized Adrenaline" is not a tagline and should never appear on external communications.)

Project managers are not just disciplined; they're energetic and creative. Bringing a unique combination of deliberate skill and inspired productivity, they're able to help organizations complete a higher percentage of their projects.

In order to improve recognition of the PMI brand and to reflect our consistent approach to promoting the profession, it is important to adhere to PMI's brand position. It is the underlying principle for creating and producing all marketing and communications materials.



1.0 Brand Architecture

Overview

Brand architecture establishes the optimal structure and interrelationships of a brand and its subsidiaries, products, services, etc., within an organization.

Like many other large organizations that operate globally, PMI encompasses many communities of practice, chapters, related stakeholders, products and services. The PMI brand architecture organizes, manages and markets its brand using a coherent structure and hierarchy. It provides clarity (eliminating clutter) and creates guidance in creating lockups for future community names, credentials, alliances, education providers, products and services. Please adhere to this structure at all times; only then will the full power of PMI emerge on all fronts, portraying us as a family that strives to accomplish more and do better.

Our Brand

Under the PMI brand architecture, the PMI brand is the “master.” It is recommended that this architecture be used at all times to elicit instant brand recognition and to create consistency across countries and markets.

Our brand promise defines our business — how our brand distinguishes itself and how the customers will benefit from its features. While it is important to communicate these benefits to our intended audience, we should not dilute our brand by locking it with the brand promise. It is, however, acceptable to place the positioning in close proximity to our logo.

Always observe the clear-space requirement around the logo. See the Brand Identity section for more information.



+

Making project management indispensable for business results.®

Chapters

PMI supports more than 250 chapters and more than half a million project managers in over 185 countries. Chapters support and encourage all project professionals to pursue a new balance of global and local best practices, relationship building and sharing resources.

At this level of the brand architecture, you have some flexibility in the creation of your logo within the constraints of PMI's graphic standards. Your identity must include the established element of the "PMI" lettering. Additionally, the name of your chapter, specific interest group or college must align to the left edge of the square icon. The element of the logo that makes your brand identity unique is the square icon to the left of the lettering.

For more details on how to create a logo, refer to the Graphic Standards for PMI Component Logos Toolkit at PMI.org/MarketingPortal.



Clear-space requirement around the logo should always be observed. Exceptions are made to the logo lockups for chapters, illustrated here, and some existing communities of practice, credential, alliance and education provider logos, illustrated in the following pages. The same clear-space requirement around these logo lockups should also be observed. See the Brand Identity section for the minimum required space.

Communities of Practice

Communities of practice are groups that connect members with others in their professions so they can communicate with peers, share their knowledge, increase their contact network, etc.

At this level of the brand architecture, an emphasis is placed on the community of practice names without losing the importance of our brand. The names are set in all upper case in our corporate typeface below our logo, but without the full name of the institute to create brand recognition and yet allow for community of practice distinction and future extension.



Credentials

PMI's credentials can help business professionals start, build or advance their careers in project, program and portfolio management.

At this level of the brand architecture, the credential name is set on a blue background in upper/lower case in our corporate typeface below our logo, but without the company name to create differentiation.



Products, Services, Alliances & Education Providers

At this level of the brand architecture, the product, service, alliance and education provider names are set in upper/lower case in our corporate typeface below our logo, but without the company name to create differentiation from the communities of practice.



Platinum Supporter
Alliance Circle



Global Executive Council



Project Movie

For exceptions to this level of brand architecture see page 1.7.

Products, Services, Alliances & Education Providers: Exceptions

No other logo lockups are allowed. For strategic, marketing or legal reasons, exceptions are made for some existing products, alliance and education provider logos where either the globe symbol or the PMI logotype is locked up with the products, alliance or education provider names and/or graphics.



Brand Architecture Summary

Master Brand



Chapters



Communities of Practice



Credentials



Products, Services & Alliances





2.0 Brand Identity

Overview

Our logo is the visual cornerstone of our identity. We need to protect it by ensuring that it is always properly reproduced.

The elements of the logo have a strictly defined relationship to each other. Used correctly and consistently, our logo will create an instantly recognizable and powerful brand. It is up to all of us to ensure our identity delivers a strong, consistent presence wherever it appears around the world.

Our Full Logo

The full PMI logo is made up of three elements: the globe symbol, the specially-drawn PMI logotype and the full company name, Project Management Institute. The PMI logo in blue symbolizes the foundation of trust; it speaks to how project managers go about their jobs in a precise, disciplined and professional manner.

This is the only logo configuration. The proportions and relationships of all elements of the PMI logo, including the registration mark, are fixed and should not be altered or recreated. Always use master artwork obtained from the Marketing Department at PMI's Global Operations Center.



Clear Space & Minimum Size

To ensure the optimum legibility of the PMI logo, position all text, graphics and other logos outside of the recommended clear space. The more space provided around the logo, the less cluttered it is and the better it will stand out.

The area indicated shows the minimum amount of clear space required. It should always be X distance around the logo where X is half the height of the letter "I" in the logotype at reproduction size.

To protect the integrity, legibility and impact of the PMI logo, it should not be reduced smaller than 0.875 inches or 2.2 cm in width (excluding the ® mark). At this size, it is recommended that the institute name "Project Management Institute" be omitted due to illegibility and lack of production integrity. In extreme circumstances the globe symbol might also be omitted but only if prior approval has been obtained from the Marketing Department at PMI's Global Operations Center.



Clear-space exceptions are made to some logo lockups, illustrated in the Brand Architecture section, where either the globe symbol or the PMI logotype is locked up with some names and/or graphics.

Acceptable Logo Applications

Whenever possible, use the full PMI logo in PMI Blue in all marketing materials, advertising and communications.

White is the preferred background for presenting the full PMI logo. In instances where this is not possible, the full PMI logo may be reversed to white on any PMI color palette. Please ensure legibility of the PMI logo when placing on a less contrasty color such as yellow.

For applications limited to black and white such as newsprint, the full PMI logo can be in black or reversed white.

Although not preferred, the full PMI logo can be placed on image backgrounds. Uncluttered image and sufficient contrast between the image and the full PMI logo are the criteria for optimum legibility.



Full PMI Blue logo on white (from the PMI color palette)



Full PMI logo in black on white



Full logo reversed on PMI Blue



Full logo reversed on black



Full logo reversed on PMI Green



Full logo reversed on an image

Acceptable Logo Applications (cont.)

The only exceptions are made to the following:

- **Minimum size application**

At the minimum size of 0.875 inches or 2.2 cm in width (excluding the ® mark), it is recommended that the company name "Project Management Institute" be omitted due to illegibility and lack of production integrity.

- **Social media applications, such as Twitter, Facebook, YouTube, etc.**

On social network sites where the branding area may be smaller than the minimum size, it is acceptable to use the PMI logotype alone, without the globe symbol and the institute name "Project Management Institute." Local chapters are permitted to set their chapter names below the PMI logotype, using the master artwork.

- **Community of practice logo lockups**

The community of practice names can encroach on the clear space area to create a logo lockup. However, the clear space requirement of half the height of the letter "I" in the logotype around the entire logo should be observed. The same principles apply to credentials, alliances and education providers logo lockups.



Minimum size application



Social media applications



Social media applications:
Short local chapter name



Social media applications:
Long local chapter name



Community of practice logo lockup



Credential logo lockup

Unacceptable Logo Applications

The full PMI logo should never be redrawn in any way, shape or form.

The examples on the right illustrate some common unacceptable applications that must be avoided when reproducing the full PMI logo.



Do not use PMI Blue and PMI Gray. Use only PMI Blue.



Do not use any gray tint. Use 100% black for black and white reproduction.



Do not use any color from the PMI color palette on the logo. Only reversed white is acceptable.



Do not place the PMI logo on a light background. Use colors from the PMI color palette.



Do not place the PMI logo on a low-contrast color from the PMI color palette.



Do not place the PMI logo on a busy, cluttered image.

Unacceptable Logo Applications (cont.)

The full PMI logo should never be redrawn in any way, shape or form.

The examples on the right illustrate some common unacceptable applications that must be avoided when reproducing the full PMI logo.



Do not alter the full PMI logo in any way.



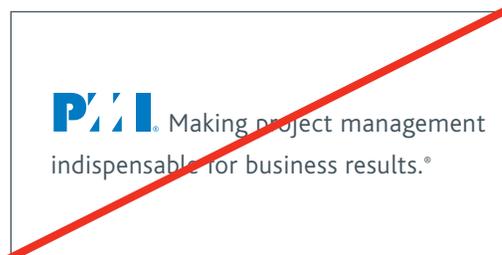
Do not place a long credential, alliance or education provider name on one line.



Do not encroach on the clear space with any copy or graphics.



Do not create any new logo configuration.



Do not place the PMI logotype in copy to create a "read-through."



Do not create any logo lockup with the full PMI logo.



3.0 Graphic Elements

Overview

The following pages introduce the graphic framework and governing principles central to all PMI marketing materials. The common goal is to visually communicate the concept of our positioning statement “Organized Adrenaline.”

To reflect this positioning and to give PMI a distinctive presence, a proprietary supergraphic element, color application, typographic treatment and photographic style have been developed for our communications system. This system is extensive and flexible enough to address just about any target audience from any background.

When creating branded materials, it is imperative to use this section as a guide, not a template.



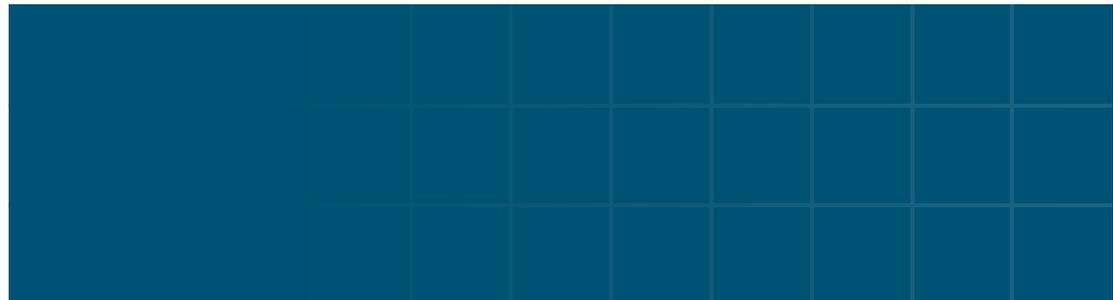
Supergraphics

Supergraphics are graphic elements that reflect our brand position, strategically applied throughout all branded communications materials to create a visual link or “look and feel.” It is not a substitute for a logo but an aid in recognition of a brand.

The PMI supergraphics were inspired by the brand positioning statement “Organized Adrenaline.”

The bars stand for the adrenaline — creativity and intuition, energy and speed — that PMI and its stakeholders offer in helping organizations achieve strategic advantage. Always use the secondary colors from the color palette for the bars.

The grid field speaks to how PMI-affiliated project managers go about their jobs in an organized, precise, disciplined and professional manner. Always use the primary colors from the color palette for the grid field.



Supergraphics: Applications

The bars may be placed adjacent to a block of color (with or without the grid field) or an image, as illustrated on the right.

The bars can be extended or enlarged to fit the design. However, do not reduce the bars smaller than the ratio of 1x to 10x or enlarge the bars bigger than 1x to 22x where x is the total height of the bars. It is acceptable to wrap the bars around a brochure spine and extend it to the back. However, the bars ratio should be applied to the front cover.

The grid is a gradient of the primary color used on the field, varying from 30% tint to 100%.

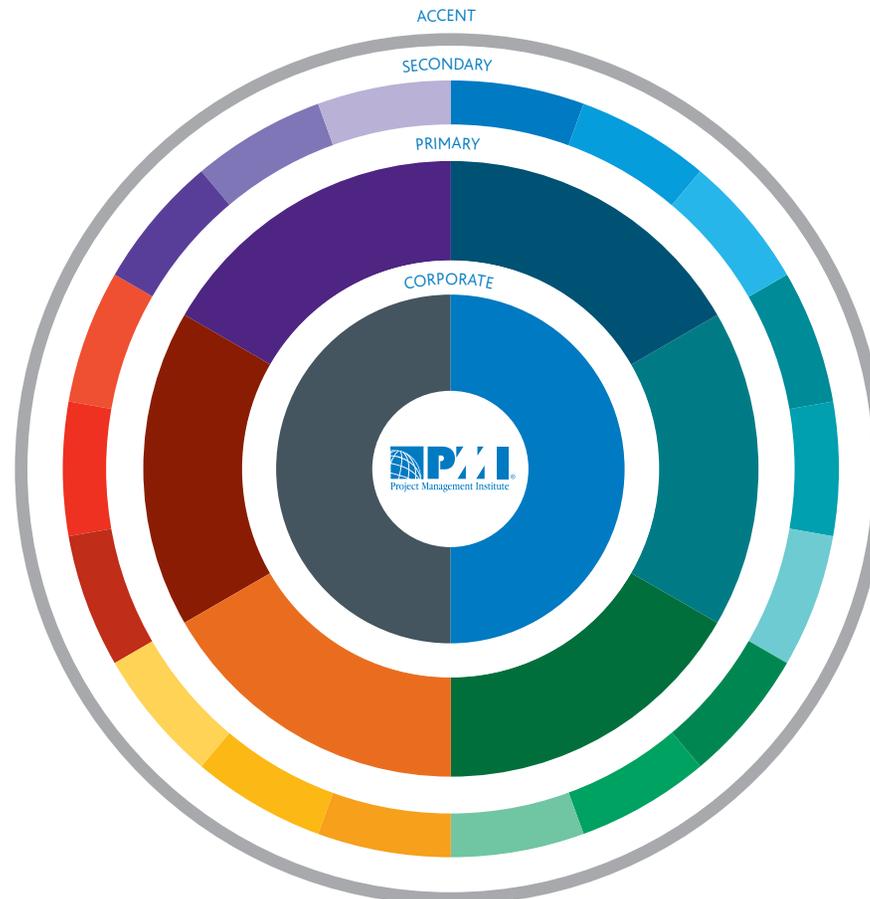


Color Palette

The PMI color palette revolves around the brand position of “Organized Adrenaline.”

The deeper colors from the inner circle are more sophisticated in tonality to represent organization, while the more vibrant tones on the outside of the wheel represent adrenaline.

Each color group can be used in conjunction with the corporate colors: PMI Blue and PMI Gray. While it is acceptable to use two color groups in a marketing piece, one color group should be treated as a dominant color with the other as complementary. Using three color groups is not acceptable. Tints of these colors should be used sparingly.



To ensure legibility, always reverse the full PMI logo on a color background that provides the optimum contrast.

Color Specifications

The PMI color chart contains the color specifications for use throughout all PMI communications — print, advertising, signage and electronic.

The color specifications reference specific Pantone spot colors, their four-color process and web-safe equivalents. Reproduction artwork must match these color specifications as closely as possible. This allows the PMI colors to remain consistent across different media. As not all media are represented, such as films, adhesives and fabric, it may become necessary to work beyond these specifications. When doing so, please ensure that the essence of the PMI colors is preserved.

** When printing in 2-color, replace PMI Gray with black.*

*** PMI Metallic Silver should be used only as an accent color when needed for select audience segments.*

										
Pantone 300 C C100, M44, Y0, K0 R0, G101, B189 HEX 0065BD	Pantone 432 C * C23, M2, Y0, K77 R55, G66, B746 HEX 37424A	Pantone 877 C ** R79, G45, B127 HEX 4F2D7F								
										
Pantone 302 C C100, M25, Y0, K50 R0, G65, B101 HEX 004165	Pantone 322 C C100, M0, Y33, K35 R1, G116, B122 HEX 00747A	Pantone 349 C C100, M0, Y91, K42 R0, G105, B60 HEX 00693C	Pantone 268 C C82, M100, Y0, K12 R79, G45, B127 HEX 4F2D7F	Pantone 1815 C C0, M90, Y100, K51 R120, G35, B39 HEX 782327	Pantone 173 C C0, M69, Y100, K4 R223, G109, B31 HEX E96D1F					
										
Pantone 300 C C100, M44, Y0, K0 R0, G101, B189 HEX 0065BD	Pantone 321 C C100, M0, Y31, K23 R0, G139, B149 HEX 008B95	Pantone 348 C C100, M0, Y85, K24 R0, G133, B82 HEX 008542	Pantone 266 C C79, M90, Y0, K0 R102, G57, B183 HEX 6639B7	Pantone 1805 C C0, M91, Y100, K23 R170, G39, B47 HEX AA272F	Pantone 138 C C0, M42, Y100, K1 R223, G122, B0 HEX DF7A00					
										
Pantone 299 C C85, M19, Y0, K0 R0, G161, B222 HEX 00A1DE	Pantone 320 C C100, M0, Y31, K7 R0, G154, B166 HEX 009AA6	Pantone 347 C C100, M0, Y86, K3 R0, G155, B72 HEX 009B48	Pantone 265 C C54, M56, Y0, K0 R140, G108, B208 HEX 8C6CD0	Pantone 1795 C C0, M94, Y100, K23 R205, G32, B44 HEX CD202C	Pantone 130 C C0, M30, Y100, K0 R240, G171, B0 HEX F0AB00					
										
Pantone 298 C C69, M7, Y0, K0 R61, G183, B228 HEX 3DB7E4	Pantone 319 C C63, M0, Y19, K0 R114, G207, B213 HEX 3FCFD5	Pantone 346 C C55, M0, Y47, K0 R114, G206, B155 HEX 72CE9B	Pantone 264 C C26, M28, Y0, K0 R193, G175, B229 HEX C1AFE5	Pantone 1788 C C0, M84, Y88, K0 R234, G40, B57 HEX EA2839	Pantone 129 C C0, M16, Y77, K0 R243, G207, B69 HEX F3CF45					

PANTONE® DISCLAIMER: In lieu of the PMI colors shown throughout these guidelines, you may use PANTONE® colors listed on this page, the standards for which can be found in the current edition of the PANTONE Color Formula Guide. The colors shown on this page and throughout these guidelines have not been evaluated by Pantone, Inc. for accuracy and may not precisely match the PANTONE Color Standards. PANTONE® is a registered trademark of Pantone, Inc.

Color Applications

While it is not a recommendation to color code our organization, the suggested colors from our color palette may be used for the following applications to elicit instant recognition.



For further guidance on how to apply our color palette, contact the Marketing Department at PMI's Global Operations Center.

Typography

To provide a visual contrast to the full PMI logo, Bliss has been selected as our corporate typeface. Bliss is a sans serif typeface that is classic yet at the same time possesses unique qualities that give it a fresh and contemporary look.

The Bliss type family consists of many fonts; the approved fonts are illustrated to provide a full spectrum for typographic expression when used in all marketing materials to create a powerful recognition for all PMI communications.

Arial should be substituted for Bliss with web and Microsoft® Office applications such as stationery correspondences, office documentation and PowerPoint® presentations.

Bliss Light

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Bliss Regular

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Bliss Medium

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Bliss Bold

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Bliss Extra Bold

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Bliss Light Italic

*abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ*

Bliss Italic

*abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ*

Bliss Medium Italic

*abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ*

Bliss Bold Italic

*abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ*

Bliss Extra Bold Italic

*abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ*

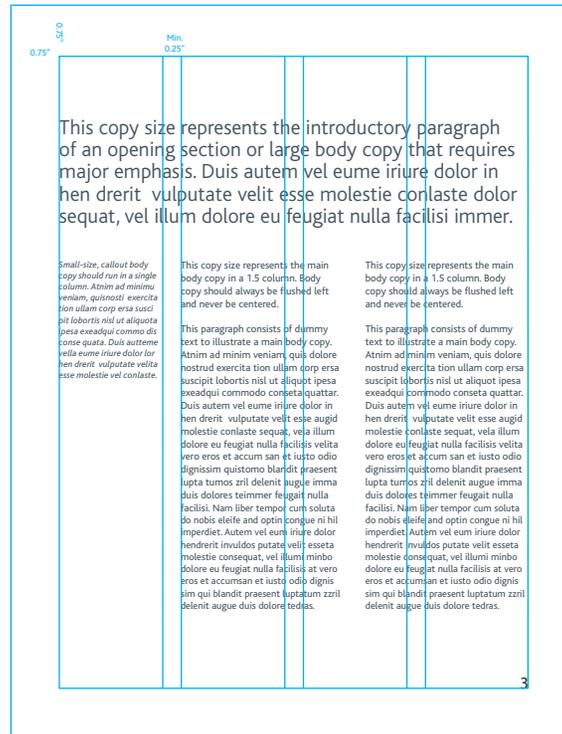
ABCDEFGHIJKLM

Grid and Type Applications

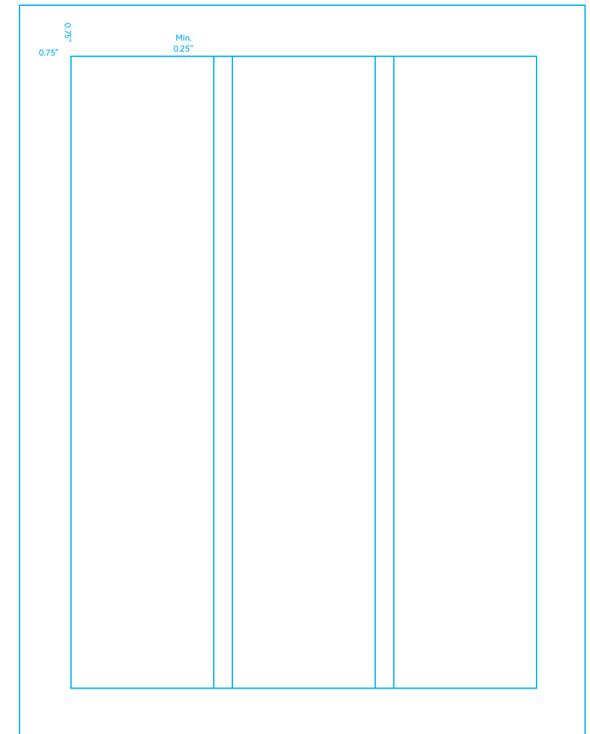
When creating PMI marketing collateral, use these grids as guidance for type arrangements. Typographic style is based on a type grid, which is a flexible framework within which type can be arranged. The PMI grids consist of a 1-, 2-, 3- or 4-column option, applicable to any size formats, e.g., folder 9"x12", pamphlet 3.5"x8.5", brochure 8.5"x11" or A4.

Large-size copy, such as intro copy or headlines, can run across the page. Medium-size copy, such as main body copy, can run from 1 to 3 columns. A body copy of 4-column medium type is tiring to readers' eyes and is not recommended. Similarly, small-size copy, such as callouts, should run only in a single column, as small type size in a wide column width is strenuous to read. Emphasis should be placed on the legible type size and logical flow of the body copy to promote clear, informative and "scannable" communication.

Margins should be consistent on all sides with the gutter or inside margins of a spread slightly wider to accommodate folding and scoring. Minimum distance between columns should be 0.25".



8.5" x 11", four-column grid



8.5" x 11", three-column grid

Images: Conceptual

Conceptual images are often more effective than literal ones. They are used to simplify the complex and to lend unlimited interpretation that engages viewers' imaginations.

The PMI conceptual images should highlight our positioning statement "Organized Adrenaline." As such, images with energy and speed are strongly favored to convey the result- and action-driven characteristics of our members.

Royalty-free images can be obtained from the brand image bank at PMI.org/MarketingPortal. It is recommended that the images be manipulated to match our color palette for maximum usage and exposure.

Note: Chapters may localize the images in their communications to reflect cultural or regional preferences.



No additional images may be substituted at this time unless prior approval has been obtained from the Marketing Department at PMI's Global Operations Center.

Images: Conceptual (cont.)



No additional images may be substituted at this time unless prior approval has been obtained from the Marketing Department at PMI's Global Operations Center.

Images: People

To accommodate the various applications of photography throughout PMI's marketing communications, people images with a focus on real-life work scenarios are recommended.

People should be portrayed in a group with a focus on an individual with the following attributes:

- Organized
- Energetic
- Diverse
- Confident
- Creative

While each image style has its own unique art direction, the following principles apply to every PMI image:

- Singular point of focus
- Simple, uncluttered composition and background
- A sense of reality in context and situation
- Rich but restrained use of color on neutral backgrounds that are not industry specific

Images of a single person should only be used in materials such as newsletters or flyers with reportage style.



Refer to the above images for overall image style while selecting or commissioning photography. These images are for stylistic interpretation only and are not available for distribution.

4.0 Putting It Together

Overview

There are many ways to design marketing communications using our graphic elements. The examples in the following pages illustrate how the integration of our brand identity, color, typography (message), grid, supergraphic and images plays an important role in our proprietary look and helps establish a stronger, distinctive and organized brand.

Always adhere to these guidelines and obtain master artwork from the Marketing Department at PMI's Global Operations Center.

Brochure

Follow these general guidelines and reference the illustrated example when creating a brochure:

1. **Logo:** The full logo should be used at all times. The logo should be in PMI Blue or reversed white on a contrasty color or image background. A minimum of 0.5" margins should be observed.
2. **Image, supergraphics and grid field:** The image, supergraphics and grid field can be extended to the back of the brochure cover.
3. **Website:** The website is optional and should always be placed on the back cover.
4. **Sign-off:** The full logo should be placed above the headquarters address (regional operational addresses are optional), copyright information and publication number. The logo clear space and a minimum of 0.5" margins should be observed.
5. **Title:** The brochure title should be flushed left. It should be placed on a white background. Reversed white title on a color or image background is acceptable only with optimum legibility.



Native design files can be obtained at PMI.org/MarketingPortal.

Brochure: Inside Spread

This brochure inside spread is only an example, illustrating how some of the PMI graphic elements are being applied. Use this as a reference as content will determine how each piece will “look and feel.”



Newsletter

When creating a newsletter, always use the master artwork for the following graphic elements:

1. **Masthead:** The PMI masthead consists of the eyebrow, the publication name, the issue number, the supergraphics and the grid field. The PMI masthead should be used consistently in all PMI newsletters to ensure a coherent visual presentation. The supergraphics and grid field should be 2.2” in height with 0.3125” margins.
2. **Eyebrow:** The eyebrow should always be placed above the publication name to further describe its origin.
3. **Publication name:** The publication name “PMI Today” is a proprietary drawn typeface. Do not attempt to recreate it and always use the master artwork, locking it up with the eyebrow.
4. **Issue number:** The issue number should be placed on the upper right corner of the newsletter in a contrasty color to the masthead color.



Native design files can be obtained at PMI.org/MarketingPortal.

Newsletter (cont.)

- 5. **Baseline:** The 1.5 point baseline should always be placed on the bottom of the front cover to end the page and to accentuate the bottom margin.
- 6. **Sign-off:** The full PMI logo should be used in reversed white on the publication color. It should take up a full column width and be placed on the lower right corner of the newsletter cover.

These elements should not be altered in any way. Always use master artwork obtained from the Marketing Department at PMI's Global Operations Center. Other graphic elements can take on their distinctive look unique to the design piece.



Newsletter: Inside Spread

This newsletter inside spread is only an example, illustrating how some of the PMI graphic elements are being applied. Use this as a reference as content will determine how each piece will “look and feel.”

PMI Today
Page 2

Asedum lobotis diamata nomate blandit praesent

CORE VALUES ARE THE ESSENTIAL AND ENDURING PRINCIPLES GUIDING PMI. LOREM IPSUM LOREM DUIS ATUMA, VELLUM IRIURE

Duis autem vel eum iriure dolor inob hendrerit in vulputate velit et essetu molestie consequat, vel illum dolores eu feugiat nulla facilisis at verotar es qui blandit dolores. Praesent immera luptatum zzril delenit aug dui dolore te theraf feugiat nulla ipsis lorem ipso facilisi. Lorem ipsum dolor.

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PMI EDUCATIONAL FOUNDATION ANNOUNCES Scholarship Recipients



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Flyer

Unlike the newsletter, the PMI flyers have more flexibility in their “look and feel.” However, these general guidelines should be used when creating the flyer:

1. **Logo:** The full logo should be used at all times. The logo should be in PMI Blue or reversed white on a contrasty color or image background. A minimum of 0.5” margins should be observed.
2. **Supergraphics and grid field:** The supergraphics and grid field can be used as visual elements not only to contain the logo but also the headline and/or subhead.
3. **Supergraphics and image area:** While there is no stipulation on where the supergraphics and image should be placed on marketing communications, the example illustrates how the supergraphics and the grid field are extended to the back page, in the same position as the front but with the color box replaced by an image. Please refer to page 3.3 for applications of the supergraphics.



Front



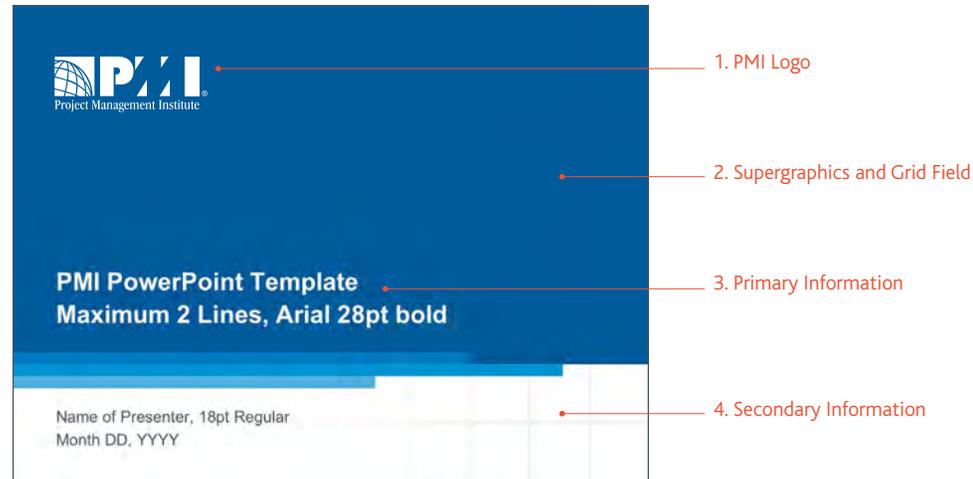
Back

Native design files can be obtained at PMI.org/MarketingPortal.

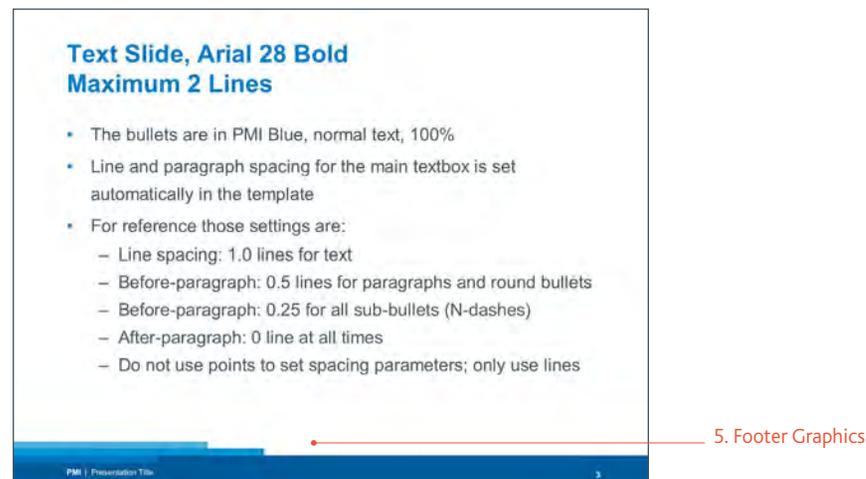
PowerPoint Template

The PowerPoint template should not be altered in any way. Prior approval is required from the Marketing Department at PMI's Global Operations Center to create a similar presentation format. Always use the PMI PowerPoint template as a guide and follow these guidelines:

1. **Logo:** The full logo should be used at all times. The logo should be in reversed white on a PMI Blue background. A minimum of 0.5" margins should be observed.
2. **Supergraphics and grid field:** The supergraphics and grid field should not exceed 6" in height.
3. **Primary information:** The supergraphics and grid field can be used as visual elements not only to contain the PMI logo but also the primary information such as headline and/or subhead.
4. **Secondary information:** The secondary information should have less emphasis; it is set in smaller type size and placed outside the supergraphics and grid field.
5. **Footer graphics:** The footer graphics are the reduction of the full supergraphics. They have been developed for inside page application to add branded PMI element and to create continuity without taking up too much content real estate. It should not exceed 0.72" in height.



Cover



Inside Page



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Fax: +1 610 356 4647
Email: brandstandards@PMI.org

[PMI.org/MarketingPortal](https://www.pmi.org/MarketingPortal)