



A quick reference to using the PMI logo

PMI has a graphic identity and a corporate brand known as the “PMI Brand Experience.” PMI’s graphic identity is just one element of our corporate brand.

By keeping consistent with one graphic format, PMI’s brand and identity are strengthened. Please keep this in mind when placing the PMI logo on documents and other printed material.

Basic logo colors are Blue PMS 300 for the graphic elements and black for the Globe border, typography and registration mark. The preferred background is a white field.

The “X” length, measured as the width of half the “I” in PMI, is the unit of measurement that defines the white space surrounding the logo on all four sides. Leave this minimum space to avoid other elements from interfering with the logo.

If you have any questions about the use of the PMI logo in any form, please contact the [Brand Development](#) Department. **All usage of the PMI logo must be submitted to Brand Development for approval.** Approved logo files will be supplied or contact your Brand Development support member for assistance.



To preserve the integrity of the logo, an area of isolation has been established. No other graphic elements may appear within this area, which is based on half the width of the vertical stem of the “I” in PMI, represented by the distance “X”.

Color Logo: Acceptable Usage

Use only the established logo files provided by Brand Development. **DO NOT** recreate any logos.

- Colors: Blue PMS 300, Black
- Trademark symbol must be in black
- Should always be used on a white background in order to provide contrast and retain its strong clear properties
- The smallest allowable size is 1¼ inches



Color Logo: Unacceptable Usage

1. With a drop shadow
2. With a white glow box
3. With the globe or any of its elements missing
4. Against any color
5. Against any non-solid color background
6. With any variation of the Project Management Institute text



As a general rule, only PMI Global Operations Center, its Regional Service Centres and Representative Offices are allowed to use the PMI logo to represent the Institute’s programs, products and services. In some instances, third parties may be allowed to use the PMI logo, but these requests must go through PMI’s Legal and Brand Development departments for approval, and a formal written agreement must be signed. If you have any questions about the use of the PMI logo, in any form, please contact the PMI Brand Development Department.

© 2007 Project Management Institute, Inc. All rights reserved.

“PMI”, the PMI logo and “Making project management indispensable for business results” are registered marks of Project Management Institute, Inc. Effective 5 July, 2007

For a comprehensive list of PMI marks, contact the PMI Legal Department.

White Logo: Acceptable Usage

Use only the established logo files provided by Brand Development. **DO NOT** recreate any logos.

- When using the logo in a non two-color print job
- Can be used against any gray or color background above 50%
- Trademark symbol must be in white



Black Logo: Acceptable Usage

Use only the established logo files provided by Brand Development. **DO NOT** recreate any logos.

- When using the logo in a non two-color print job
- Can be used against any gray or color background below 50%
- Trademark symbol must be in black



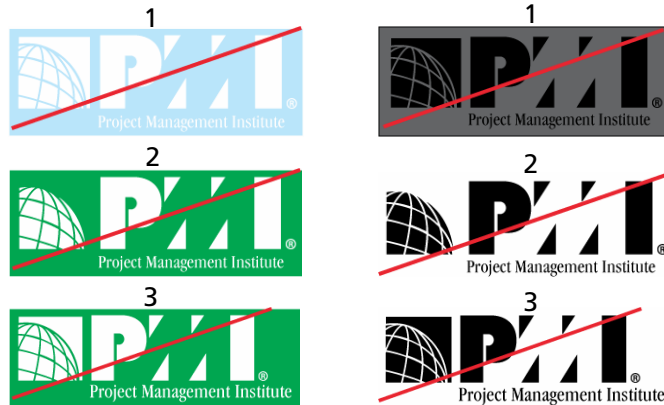
White and Black Logos: Unacceptable Usage

White

1. Against any color or gray background **below 50%**
2. With the globe or any of its elements missing
3. With any variation of the Project Management Institute text

Black

1. Against any color or gray background **above 50%**
2. With the globe or any of its elements missing
3. With any variation of the Project Management Institute text



Project Management Institute name

- Starts at the left edge of the globe and stops at the right edge of the "I" in the letters "PMI"
- Should appear in black for the color and black logo, and in white for the reverse logo
- The font is always Garamond ITC Book Condensed
- The gap between the bottom of the logo and the text is $\frac{1}{2} X$
- The gap between the globe element and the "P" is $\frac{1}{3} X$



As a general rule, only PMI Global Operations Center, its Regional Service Centres and Representative Offices are allowed to use the PMI logo to represent the Institute's programs, products and services. In some instances, third parties may be allowed to use the PMI logo, but these requests must go through PMI's Legal and Brand Development departments for approval, and a formal written agreement must be signed. If you have any questions about the use of the PMI logo, in any form, please contact the PMI Brand Development Department.

© 2007 Project Management Institute, Inc. All rights reserved.

"PMI", the PMI logo and "Making project management indispensable for business results" are registered marks of Project Management Institute, Inc. Effective 5 July, 2007

For a comprehensive list of PMI marks, contact the PMI Legal Department.