










CONTENTS

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INTRODUCTION

Our Brand Positioning

BRAND POSITIONING IS THE ARTICULATION OF WHY WE EXIST. IT IS THE ROLE WE PLAY IN THE WORLD THAT HELPS US REMAIN COMPETITIVE AND RELEVANT.

We power The Project Economy,
strengthening society
by enabling organizations
and empowering individuals
to make ideas a reality.



Our Brand Personality

BRAND PERSONALITY IS THE ESSENCE OF OUR BRAND THAT INFORMS HOW WE EXPRESS IT. IT TURNS OUR STATEMENTS AND ACTIONS INTO UNMISTAKABLE EXPRESSIONS OF OUR BRAND.

We are **Fearless**

We're unafraid to try new approaches, we learn from our failures and move forward, paving the way for those brave enough to do the same

We are **Bright**

We enlighten and energize people to make a difference in their careers and an impact in their communities

We are **Nurturing**

We understand what our community needs, help people get where they want to go, and celebrate them along their journey



Our Brand Story

OUR BRAND STORY IS THE NARRATIVE THAT WE WANT PEOPLE TO RECALL WHEN THEY THINK OF THE PROJECT MANAGEMENT INSTITUTE.

It begins
with
leadership

To drive a profession forward, it helps to have played a role in establishing it in the first place

It is
activated by
community

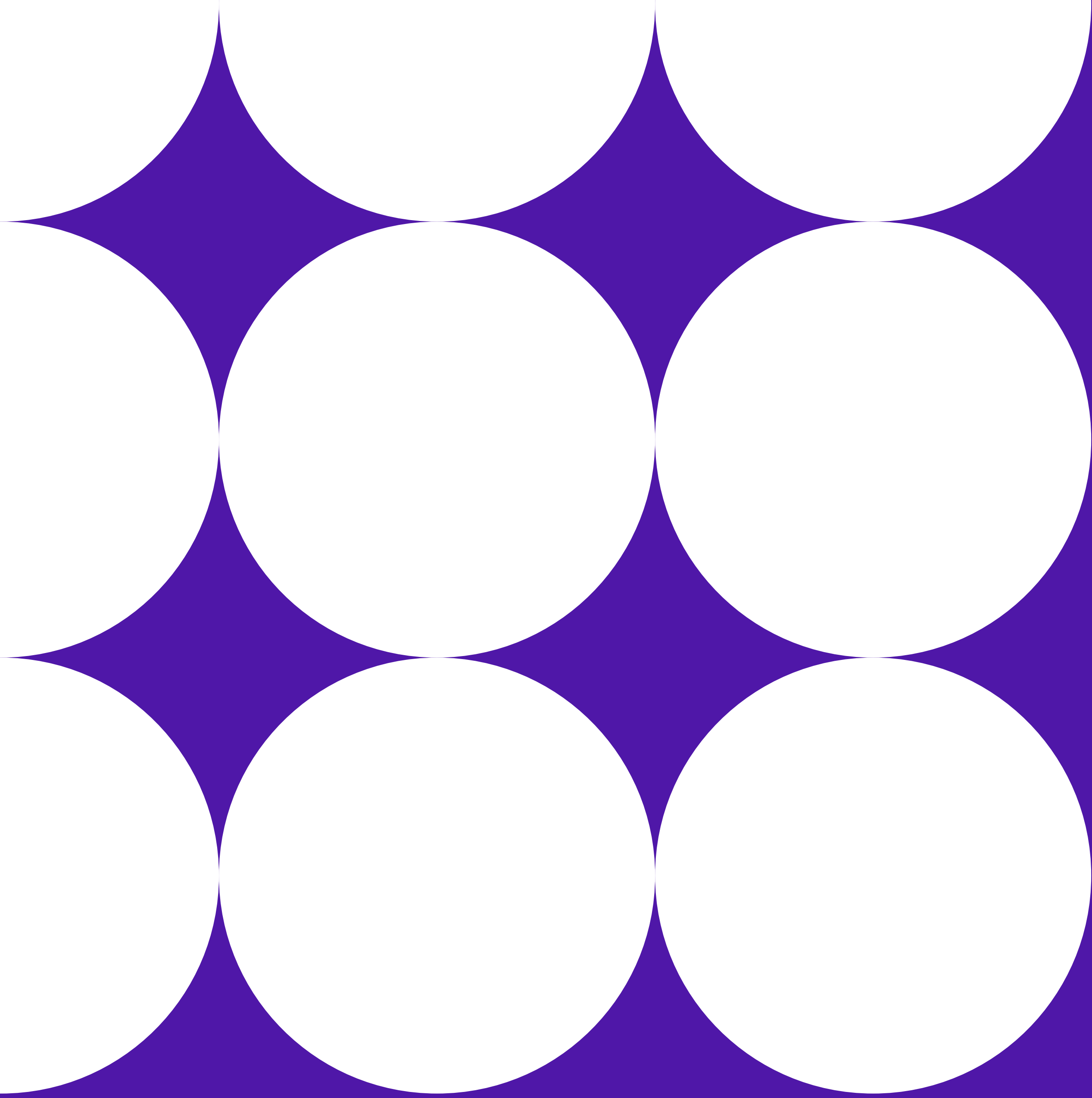
Connecting people to the right resources, tools, community and network they need to reach their full potential

It is
fueled by
passion

Nurturing the hearts and minds of people, gearing them for achievement with a dedication to deliver real outcomes

It
realizes
outcomes

Fostering the perspective to remind us why we do what we do, and the will to get it done



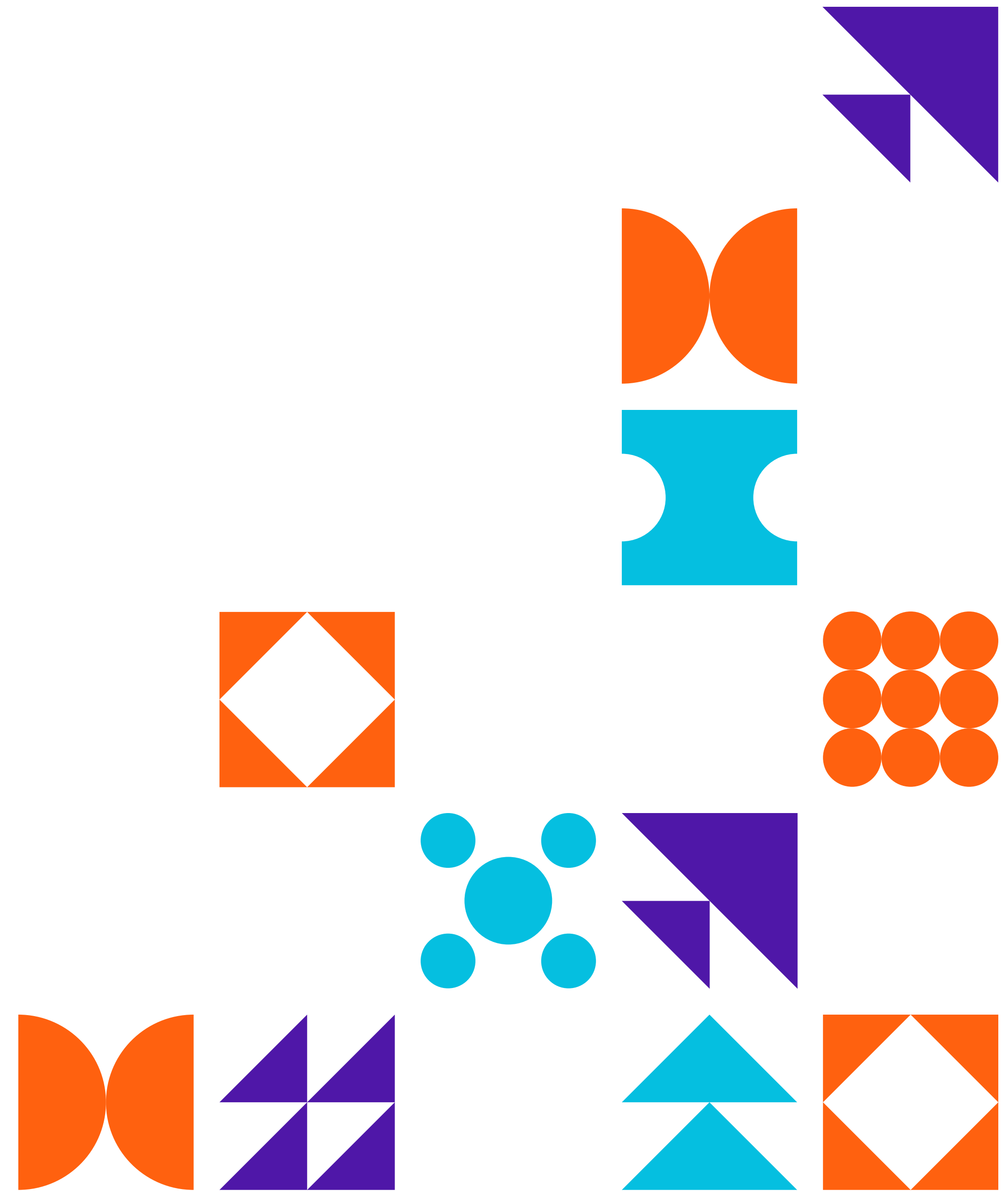
OUR DESIGN LANGUAGE

Creating a Brand design language

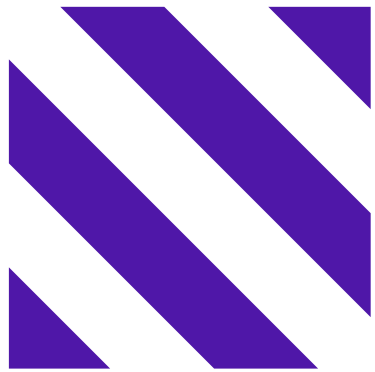
Our Visual Identity helps us define and lead our path forward into the future.

It begins with a design language that represents the qualities required to create 10x impact: Collaboration, determination, change, innovation, teamwork, outcomes, growth, vision and community.

We represent each of these qualities with a unique symbol, the full set of which creates a design language that will be adopted over time as we gradually begin to familiarize ourselves with the meaning behind each symbol.



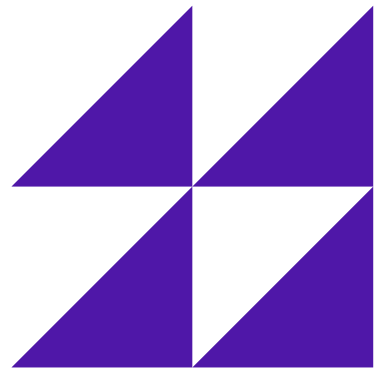
Symbol meanings



CHANGE

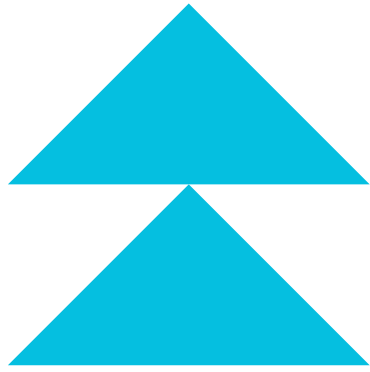
Disruption isn't new—it's constant. Learning how to navigate change is inherent to our growth and challenges us to continuously evolve. Greater challenges bring greater satisfaction in giving back.

This symbol is the unique identifier in the PMI Project Mark and cannot be used in any other way other than within the PMI masterbrand logo.



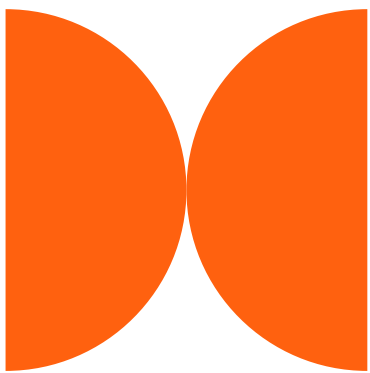
INNOVATION

New ideas. New products. New methods. Constant transformation is what helps us tackle new problems and find fresh solutions. We know that the world isn't one-size-fits-all. We bring new takes on everyday things to constantly move forward and make life better across the world.



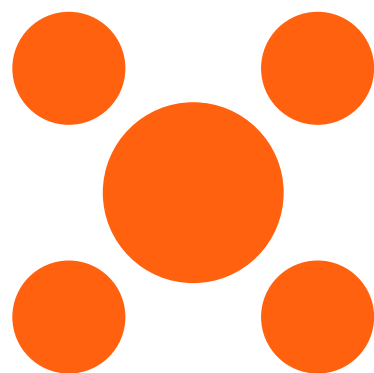
GROWTH

Change and transformation, while at times unfamiliar, spur progress. Whether it's skill development or organizational expansion, growth brings new opportunities into our economy—and contributes to the greater good.



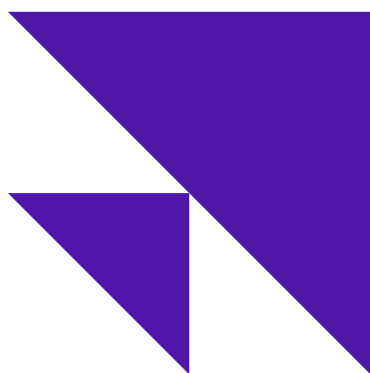
COLLABORATION

We can't do it alone. Whether it's partnering with a colleague, client, company or non-profit organization, each of us brings something unique to the table. And we are made stronger when we work together.



TEAMWORK

Projects are delivered by people, but winning projects are delivered by teams. Project delivery relies on team players and people who contribute added value to any project, making the team stronger.



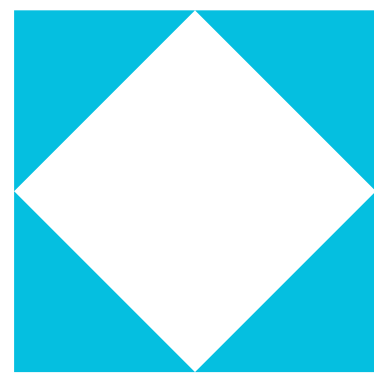
VISION

This can mean being unconventional. It can mean coming up with new ideas to solve new challenges. It's about perspective, seeing the big picture, and the ability to create solutions for now that are sustainable for generations to come.



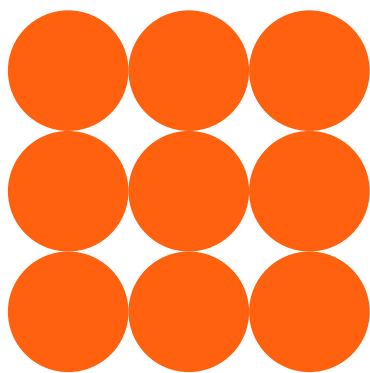
DETERMINATION

Sometimes projects go according to plan. Most of the time, not. Perseverance is needed to complete any project and successfully deliver outcomes that make a difference in the world.



OUTCOMES

We celebrate not just the process, but the positive impact that projects around the world make on society. We're changing the world—for the better—one project at a time.

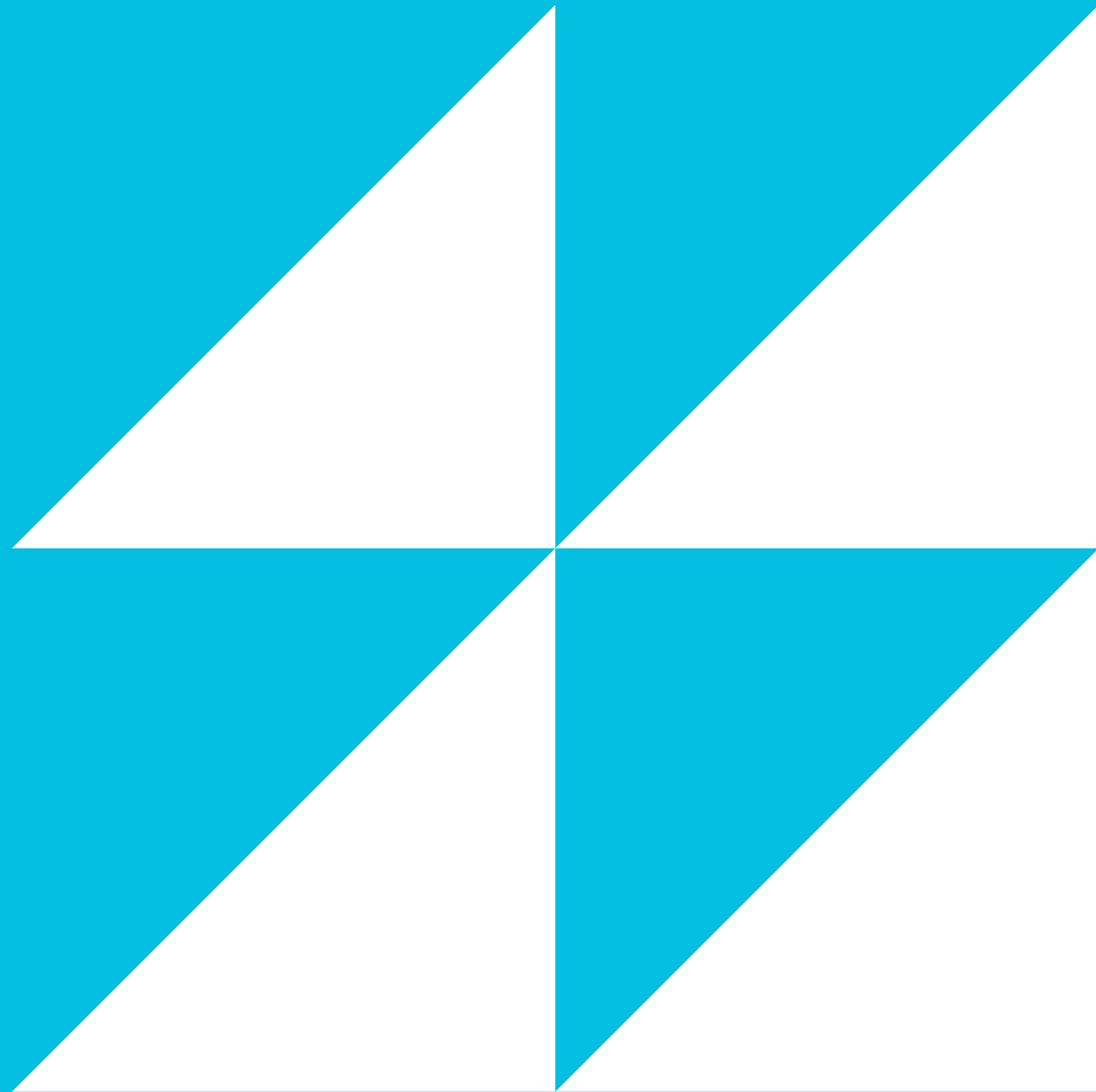


COMMUNITY

The people that are part of our world make it what it is today. Our community is one of our most valuable assets. We celebrate it and keep it going by welcoming all who wish to join us to make the world a better place.



LOGOS



The Project Mark

The Project Mark is comprised of the letter 'P' to represent 'Project' and symbols from the design language we've created, representing collaboration, determination, and change.

We know that a project is everything from the Euro and Google's search engine to everyday assignments. That's why we're elevating "Project" in our mark. We're experts on all things project and on turning ideas into reality.

What do we need to do in order to empower changemakers?

Our success is rooted in collaboration, grows through determination, and is tested with constant change. These elements together convey what's at the heart of PMI.

Note

The "change" symbol is especially developed for the PMI masterbrand logo and cannot be used in any other way, including as a secondary graphic or within a symbol pattern.



Masterbrand logo

We pair the Project Mark with the “Project Management Institute” wordmark to form the logo. The typographic treatment elevates “Project” by spelling it out, and creates hierarchy within the wordmark by using the bold weight.

The PMI logo is the most singular visual expression of who we are.



THE PROJECT MARK

Project
Management
Institute®

WORDMARK



Masterbrand logo

Clearspace

Adhere to the clearspace parameters to retain the integrity of the logo in communications.

The same clearspace rule applies to the vertical lockup and Project Mark versions.

Sizing

To maintain maximum clarity at all times, the masterbrand logo and Project Mark should not be reproduced below the minimum sizes indicated for both print and on-screen (digital) uses.

Clearspace



Minimum size



Print = 0.175" height
On-screen = 32px height



Print = 0.175" height
On-screen = 32px height

Exception:
Favicon minimum size is 16px

Do not include the trademark
for social media profiles
or favicons.

Masterbrand logo

Versions

The PMI logo is available in two lockup versions to work in a variety of applications.

The Project Mark can be used on select marquee applications (signage, merchandise), where space is limited, or in a secondary placement on communications (i.e. website, presentation or brochure).

Primary
Full-color, horizontal lockup



Secondary
Full-color, vertical lockup



Full-color, Project Mark only
With trademarks



Use for print
applications

Full-color, Project Mark only
No trademarks



For social media
and other small use
digital applications,
merchandise and signage

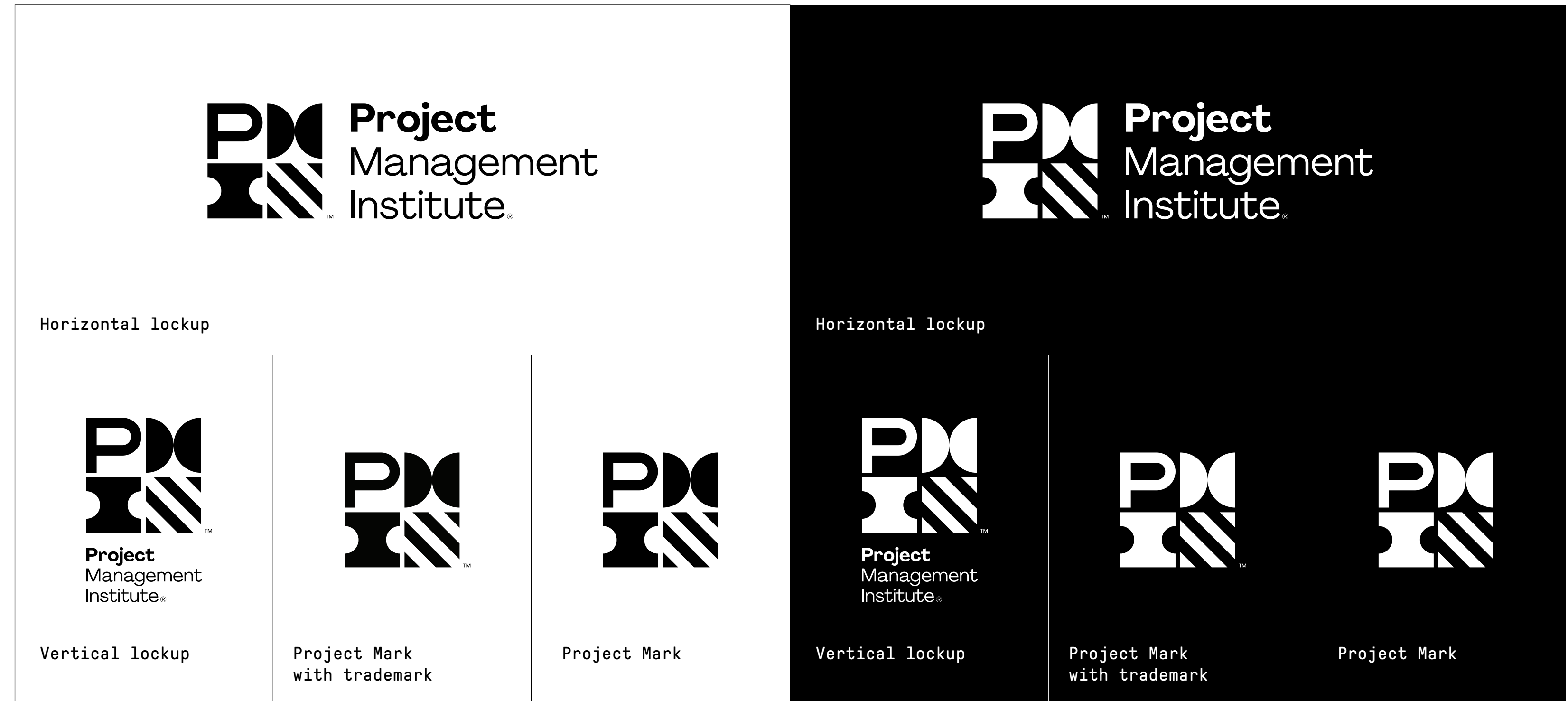


Masterbrand logo

A positive one-color black or reverse white version are only to be used in cases where the application does not allow for color.

One-color black versions

One-color white versions



Background control

The full color PMI masterbrand logo and Project Mark are only to be used on a white background.

For use on photography, PMI primary color backgrounds, or grayscale backgrounds, use the one-color white or black versions of the PMI masterbrand logo or the Project Mark.

On a photographic background, ensure that there is enough contrast with the masterbrand logo to maintain legibility. Refer to these examples for best use cases.

Refer to the example for which one-color logo to use on black, shades of gray or white backgrounds.

Only on white background



On PMI primary colors



On photography



On black, shades of gray and white



Incorrect usage

In addition to the guidance on how to properly use the PMI logo system, while not extensive, here is a list of common things to avoid.



Do not apply one color (other than black or white) to the masterbrand logo.



Do not rearrange the symbols in the Project Mark of the masterbrand logo.



Do not apply a drop shadow or special effects to the masterbrand logo.



Do not alter the masterbrand logo by using off-brand typefaces.



Do not alter the colors of the Project Mark.



Do not skew or distort the masterbrand logo.



Do not use the full color masterbrand logo on a dark or color backgrounds.



Do not place the full color masterbrand logo on an image or any background where legibility is compromised.

Masterbrand strategy

Our Masterbrand is the Project Management Institute. In our strategy, we focus on building equity in the Masterbrand—or, PMI.

We have two primary ways we express the Masterbrand visually:

- 1 The PMI logo
- 2 The Project Mark

The PMI logo



The Project Mark



Chapter logos

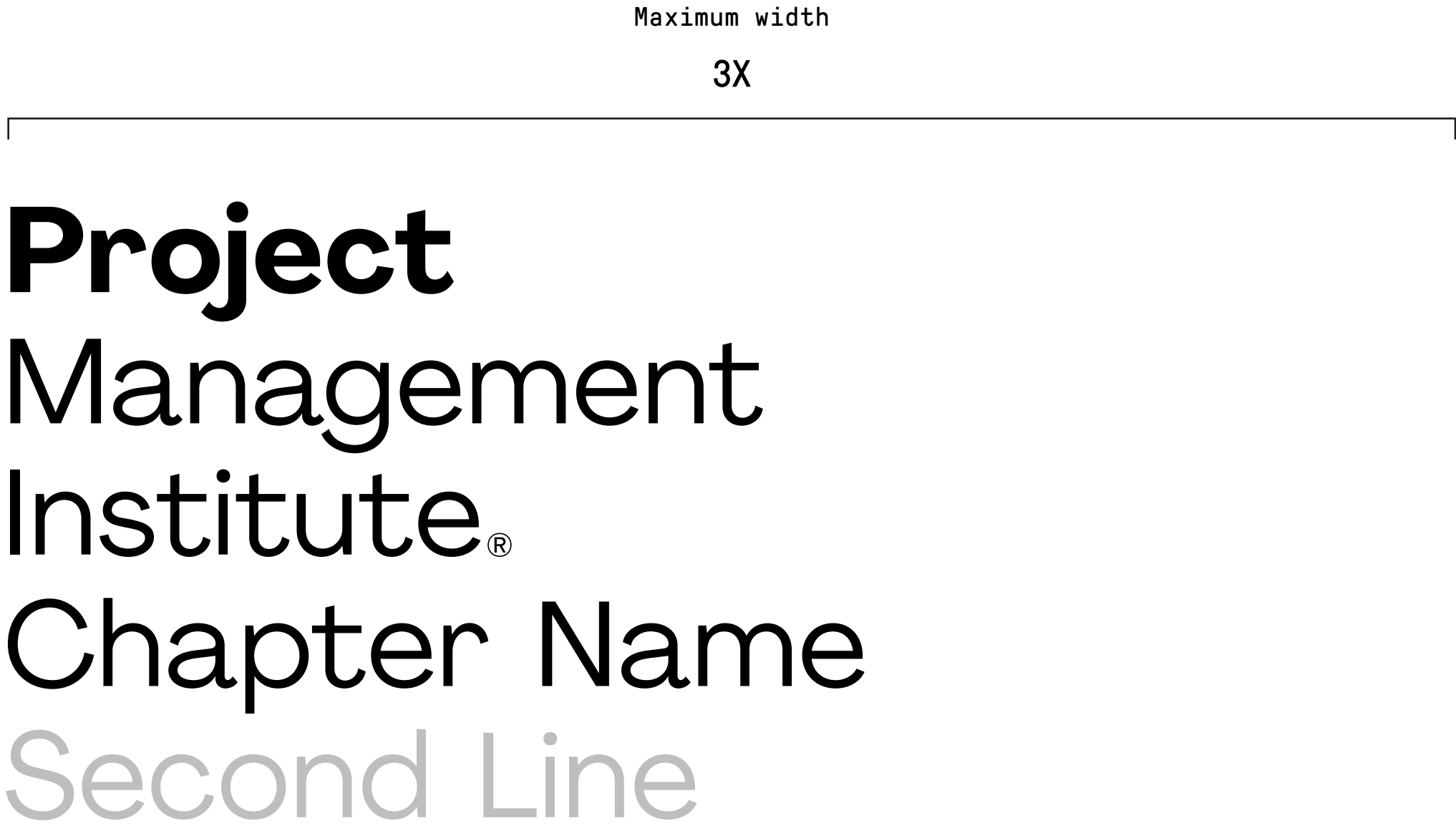
PMI is represented globally with over 300 chapters around the world. It's important that the Chapters have an aspect of customization within their logos to distinguish themselves from other Chapters. But it is also important that Chapter logos maintain a close connection to our Masterbrand, to maintain global consistency.

The Chapter name, for example, Baltimore or Democratic Republic of Congo, appears after Project Management Institute. A second line may be necessary if the length exceeds the maximum width of the typography.

PMI will retain responsibility for creating the Chapter's unique icon for brand consistency, based input from the Chapter. Lastly, the word "Chapter" is not in the Chapter logo.



CHAPTER ICON



CHAPTER NAME



Visual Identity Guidelines



Logos



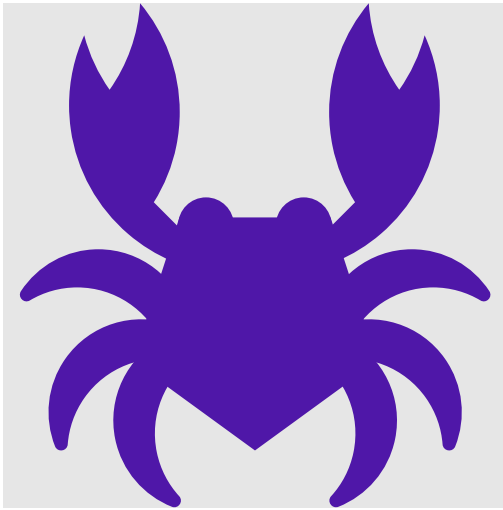
Chapter mark

The bottom right quadrant of the Project Mark is allocated for a customized, singular, geometric icon that becomes a truly distinct expression of that Chapter's identity. Chapters, and only Chapters, have the opportunity to have a unique symbol developed, that is used only by them.

The Chapter icon fits in the same square proportion as the other elements in the Project Mark. The customized chapter icon takes the place of the change symbol in the Project Mark, and is always colored purple.



CHAPTER ICON



The crab is representative of the Baltimore, Maryland area



The Taj Mahal is used as the singular visual to represent the North India Chapter



Chapter logo versions

The full logo suite for the Chapter should follow the example on this page. The versions allow the logo to work in a variety of mediums and applications.

Full-color versions



Horizontal lockup



Vertical lockup



Chapter Mark

One-color black versions

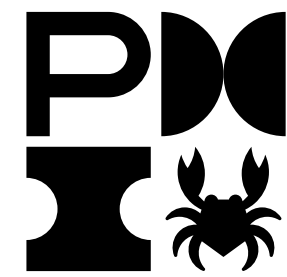


Horizontal lockup

One-color white versions

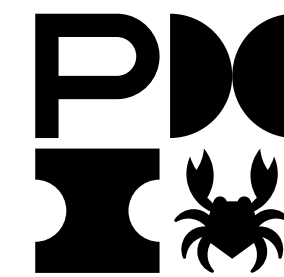


Horizontal lockup

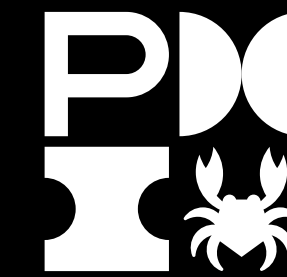


Project
Management
Institute.
Baltimore

Vertical lockup

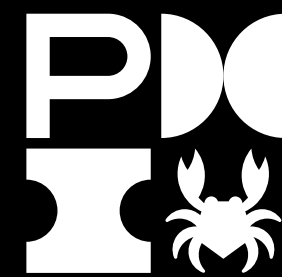


Chapter Mark



Project
Management
Institute.
Baltimore

Vertical lockup



Chapter Mark

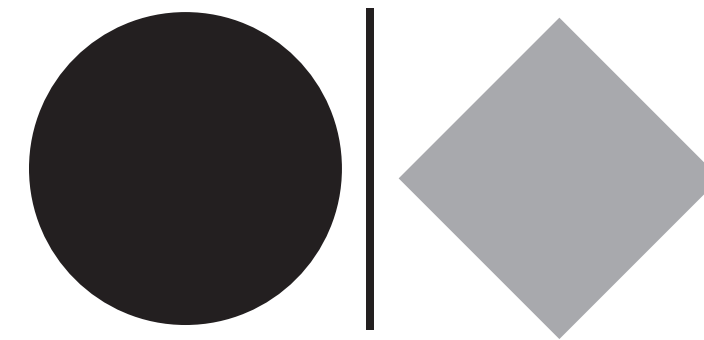
Co-branding for Partnerships

PMI is always growing and changing, and partnerships are an important part of this growth. How we represent the relationship with another organization may vary case by case.

Shown here are examples of approaches to co-branding. Please consult the Brand team by reaching out to Brand@PMI.org to discuss any potential co-branding initiatives.

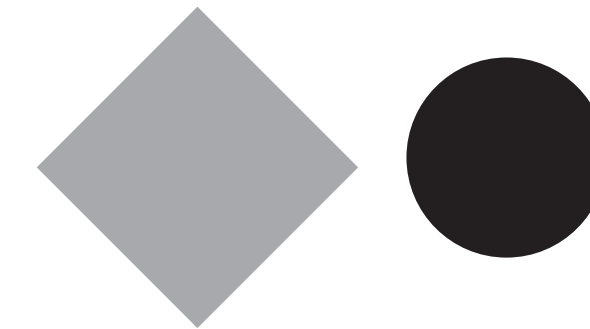
CO-BRANDED

Represents third-party relationships, partnerships, and initiatives



DISTINCT BRAND ALIGNED

Represents support from the Masterbrand for a distinct entity

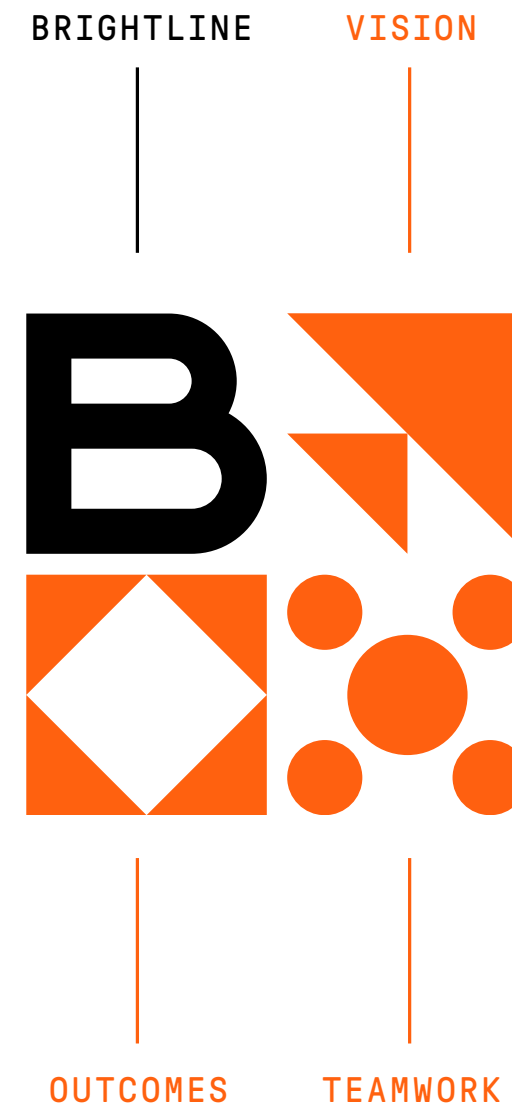


Brightline and Global Accreditation Center logos

The Brightline and Global Accreditation Center are brands that have high strategic value, brand equity, and have available investment to build the brand.

While they are autonomous, we still want to be recognizably connected to our Masterbrand. Like the PMI Masterbrand logo, these logos are comprised of symbols from the PMI visual identity, chosen to represent the qualities of that organization.

This is also the only type of brand that does not lead with “Project Management Institute.”



Horizontal and vertical logos



Horizontal and vertical logos



Brightline and Global Accreditation Center logos

A positive one-color black or reverse white version are only to be used in cases where the application does not allow for color.

Brightline
One-color versions



Global Accreditation Center
One-color versions



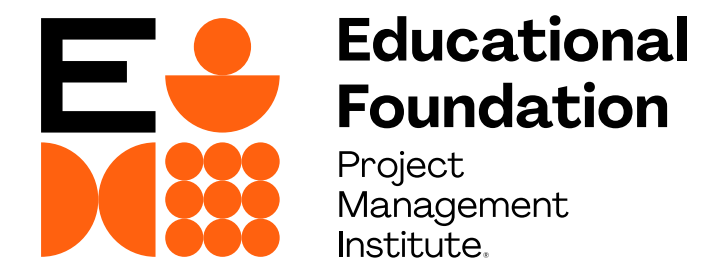
Educational Foundation

Like Brightline and Global Accreditation Center, the first letter of the brand name goes in the top left quadrant of the mark. The following three quadrants hold three symbols – philanthropy, collaboration, community – strategically selected to represent that brand.

The philanthropy symbol is especially developed for the Educational Foundation and unique to this brand. It is not used as a symbol in the pattern graphic.



Horizontal and vertical logos



One-color versions



PMI Group Brands

PMI Group Brands are comprised of people and groups that share a common purpose.

They are a unique part of PMI but they are not distinct from PMI.

PMI Group Brands have sufficient long-term investment to support and build the brand—likely through targeted events and memberships.

Examples include “Leadership Institute” and “The Council.”



PMI Leadership Institute



One-color versions



The Council



One-color versions



Products, services, and offerings

Our products, services and offerings enable individuals with the right skills and mindset to move seamlessly from project to project in order to help their organizations deliver strategic outcomes.

In PMI's brand portfolio, products, services and offerings don't receive their own logo, because they are an offer of our Masterbrand. So the more people associate our products with PMI, the better.

These product identities use a typographic treatment in our brand typeface.

Certification - registered

PMP®

CAPM®

Product offering - trademark

Projectified™

Products, services, and offerings use case

Within PMI-branded marketing and communications, such as a 1-pager sell sheet, brochure, or website, products and services will appear in a typographic treatment (Agrandir Regular).

It may only appear locked up with the Project Mark when shown outside of PMI, such as third-party communications or stand-alone instances like a PMP® badge.

Within PMI communications or in text

PMP® PMISStandards+™

Outside PMI communications or stand-alone applications

 PMP

 Kickoff

 PMI
Citizen
Developer™

Brand architecture visual treatment

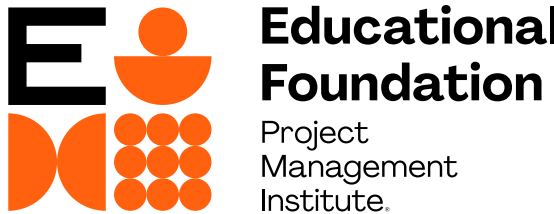
Masterbrand

The core entity of the organization



PMI Brands

Entities that operate as a line of business and offer a product, service, or certification/accreditation



PMI Groups

Entities that are formed of people and groups that share a common purpose



Products, Services, and Offerings

Core offerings of the Masterbrand

PMP®

PMIStandards+™

Projectified™



File naming structure

The PMI logo (Project Mark and wordmark), Project Mark, as well as logos for PMI sub-brands are available in a number of versions and formats for use in a variety of applications. Versions include Pantone colors, CMYK and RGB. To accommodate the files, a file naming structure has been created for ease of use.

Color Space

Use CMYK or Pantone for printed material. Use RGB in all PowerPoint and Word documents and templates, and for all on screen uses.

File Format

EPS and AI (vector): Use for highest-quality reproduction in offset and digital print, and special applications.

JPG (raster): High compression with no transparency support; for web and on screen use, also an alternate for PowerPoint and Word.

PNG (raster): Little to no compression with transparency support; best used for PowerPoint, Word, and on screen.

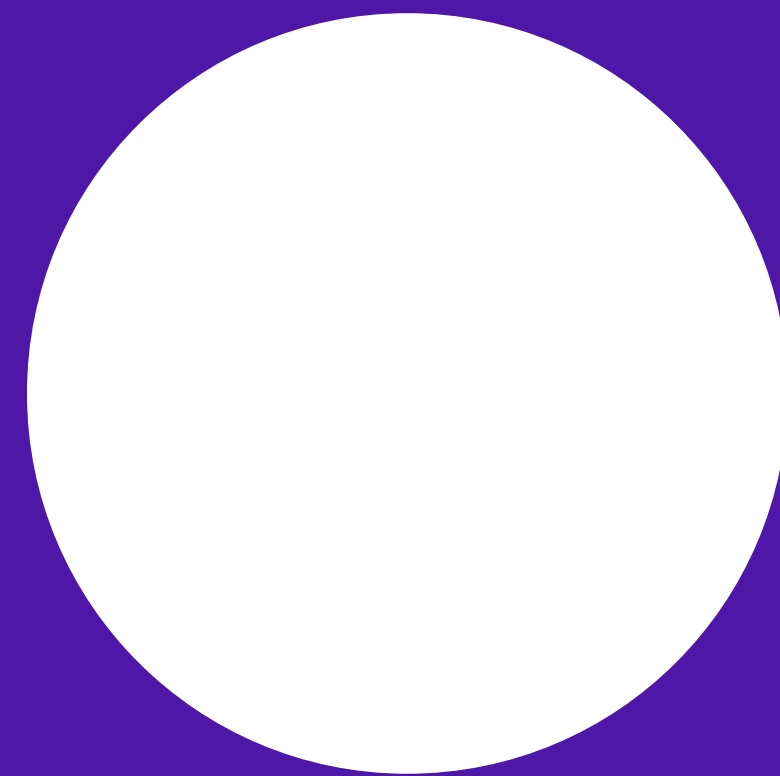
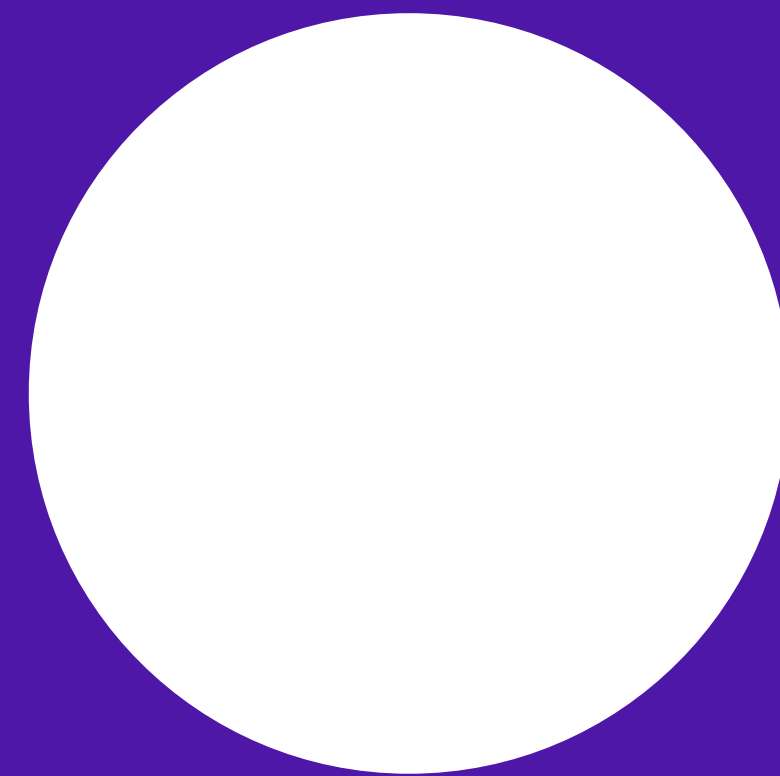
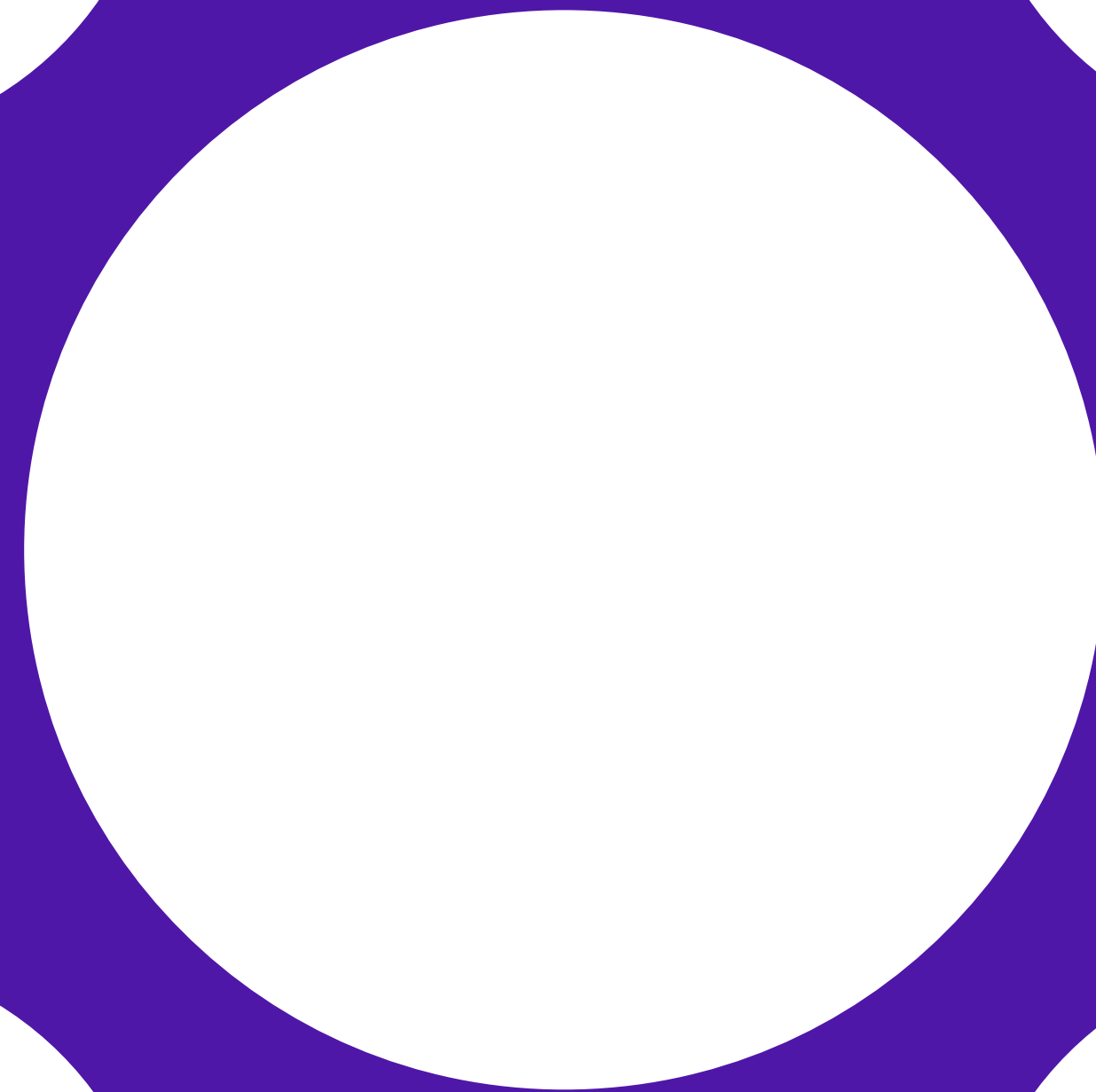
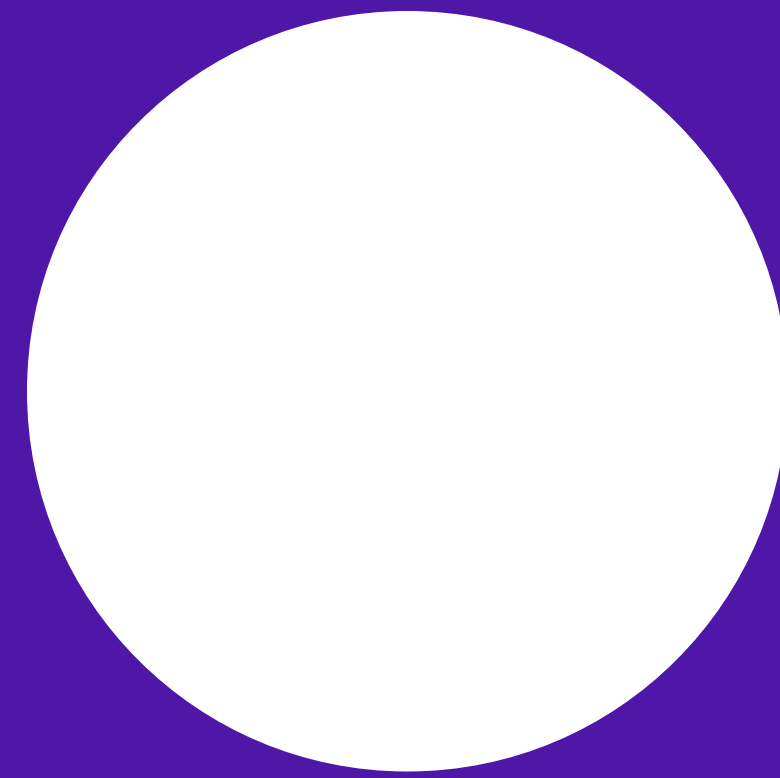
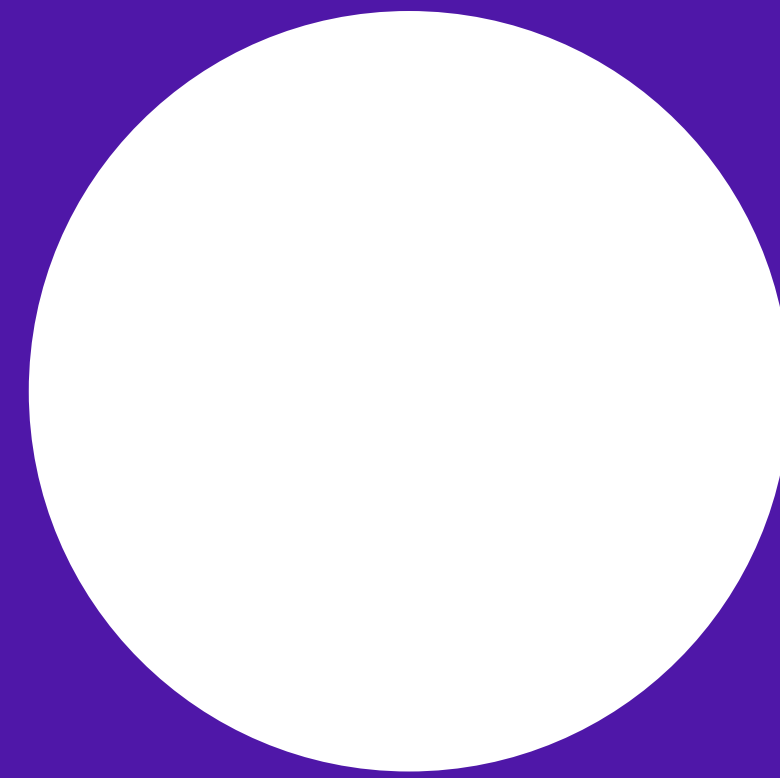
Filename example

pmi_mb_logo_hrz_fc_c-pms.eps

Brand	Type (if applicable)	Visual	Orientation (if applicable)	Color version	Color space	File format
pmi: pmi	mb: masterbrand	logo: project mark + wordmark	hrz: horizontal	fc: full color	c-pms: pantone coated	ai
bl: brightline	chp: chapter	prjmrk: project mark only (pmi)	vrt: vertical	blk: black	u-pms: pantone uncoated	eps
gac: global accreditation center	grp: group (the group name follows e.g., pmi_grp_gec)	mark: mark (with symbols)		wht: white	cmyk: 4-color process	jpg
	rep: registered education provider				rgb: rgb	png
	pso: products, services, offerings					



SEALS AND BADGES



PMI Authorized Training Partner seals

Third parties can become verified to provide education and training for PMI certification exams and PDU-earning opportunities through the PMI Authorized Training Partner program. They are indicated through an official seal used in their marketing and communications. The Project Mark is at the center of the design, surrounded by “Project Management Institute”, the name of the program, and the current year. As this seal is for third-party use, we use the PMI secondary typeface, Pressura Mono, to communicate information.

The seal is only available in a full-color version.

There are three types of Authorized Training Partner seals:

- Authorized Training Partner
- Authorized Training Partner - Instructor - PMP
- Authorized Training Partner - Instructor - Disciplined Agile

Clearspace

Adhere to the clearspace parameters to retain the integrity of the seal in communications.

Sizing

To maintain maximum clarity at all times, the seal should not be reproduced below the minimum sizes indicated for both print and on-screen (digital) uses.

Authorized Training Partner Full-color seal



Clearspace

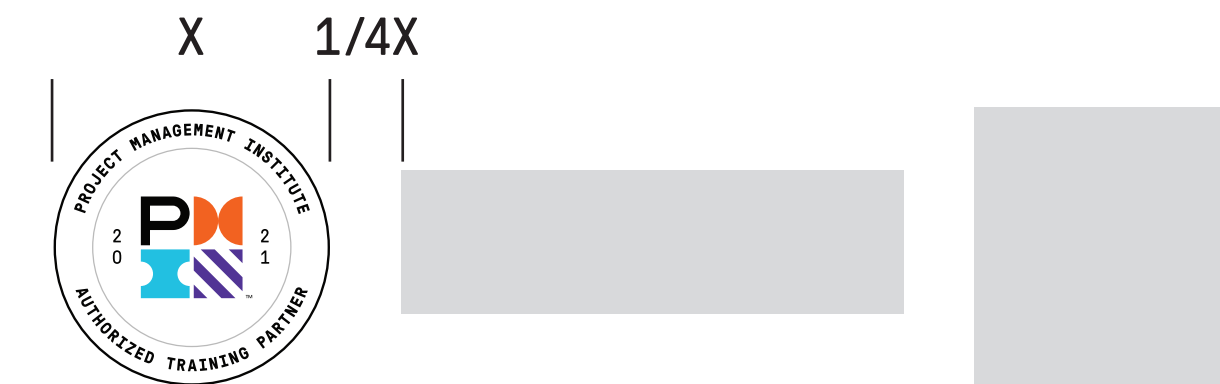


Minimum size



Print = 1" height
On-screen = 125px height

With other training seals or certification identities



GAC Accredited Program seals

When a project management program is accredited by the Global Accreditation Center for Project Management Education Programs (GAC), the institution may use an official seal in its marketing and communications to indicate its Accredited Program status.

The GAC mark is at the center of the design, surrounded by the “PMI Global Accreditation Center for Project Management” and “Accredited Program”. As this seal is for third-party use, we use the PMI secondary typeface, Pressura Mono, to communicate information.

This seal is 2-color, black and violet. A black version with white text is also available for use when color is not an option; there is also a reverse white option for use on dark or full color backgrounds.

Color Space

Adhere to the clearspace parameters to retain the integrity of the seal in communications.

Sizing

To maintain maximum clarity at all times, the seal should not be reproduced below the minimum sizes indicated for both print and on-screen (digital) uses.

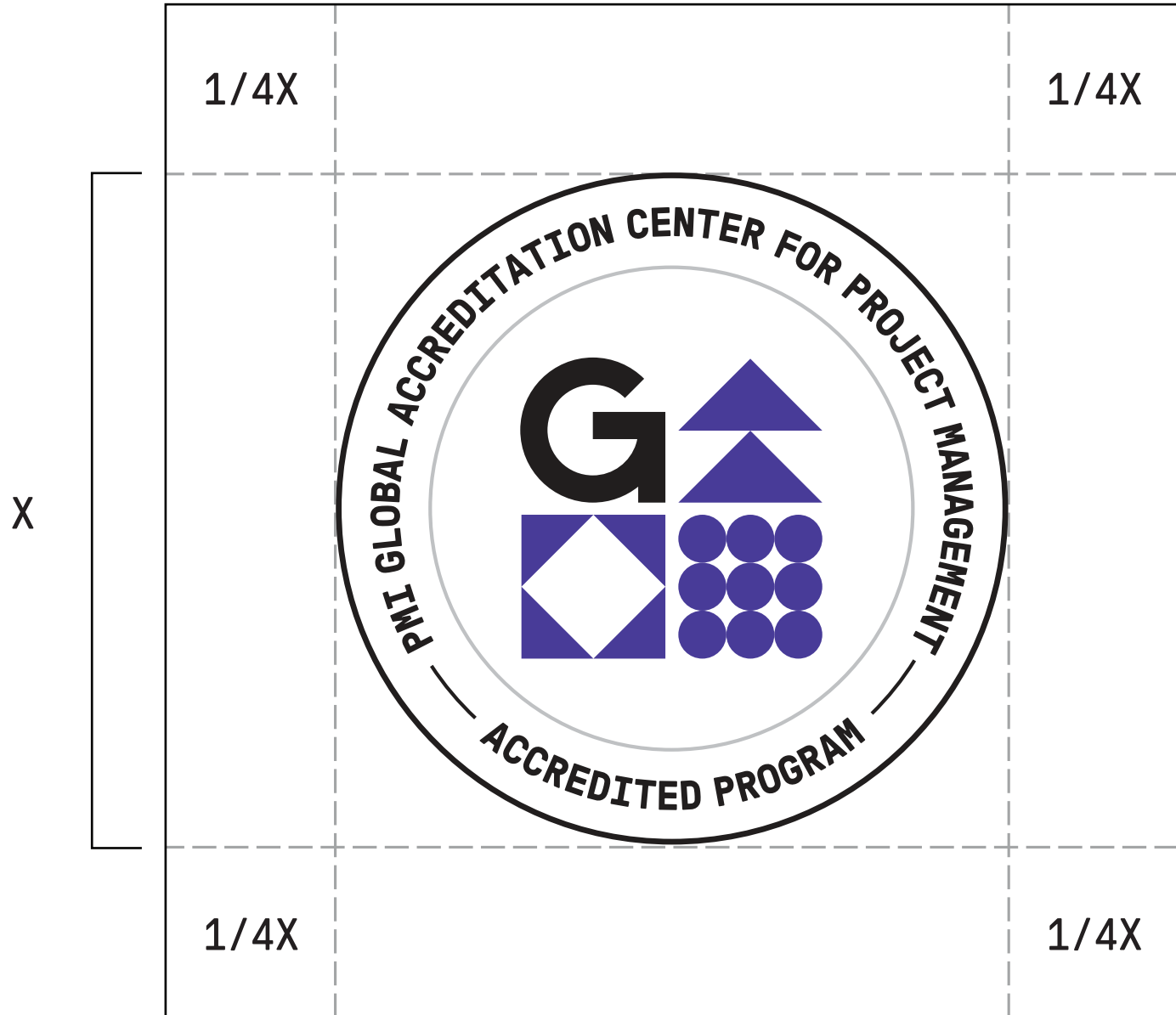
GAC Accredited Program Full-color seal



One-color seal



Clearspace

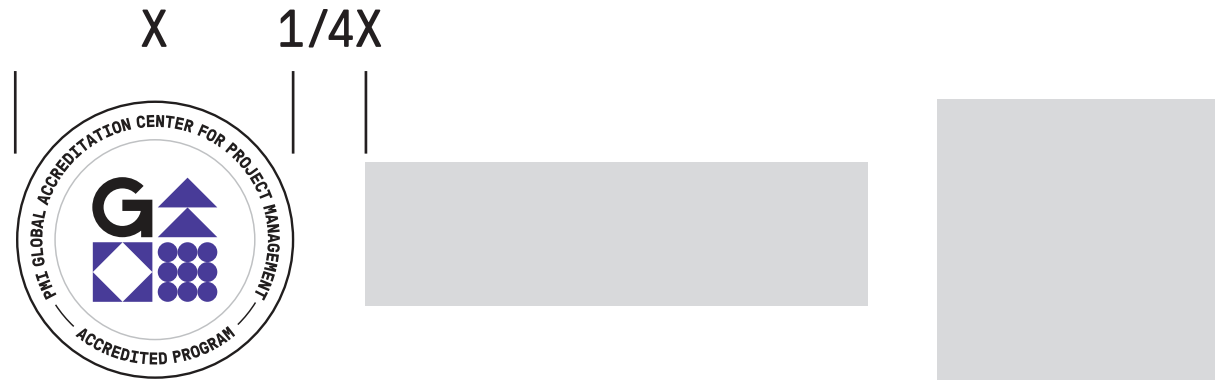


Minimum size



Print = 1" height
On-screen = 125px height

With other training seals or certification identities



Digital Badges

Badges are most often issued by PMI via Credly to individuals who have passed exams and earned a credential, certification or micro-credential. People who have earned a badge are encouraged to display it on social media platforms such as ProjectManagement.com, LinkedIn, Indeed, Glassdoor, etc. They can also be used on an electronic resume.

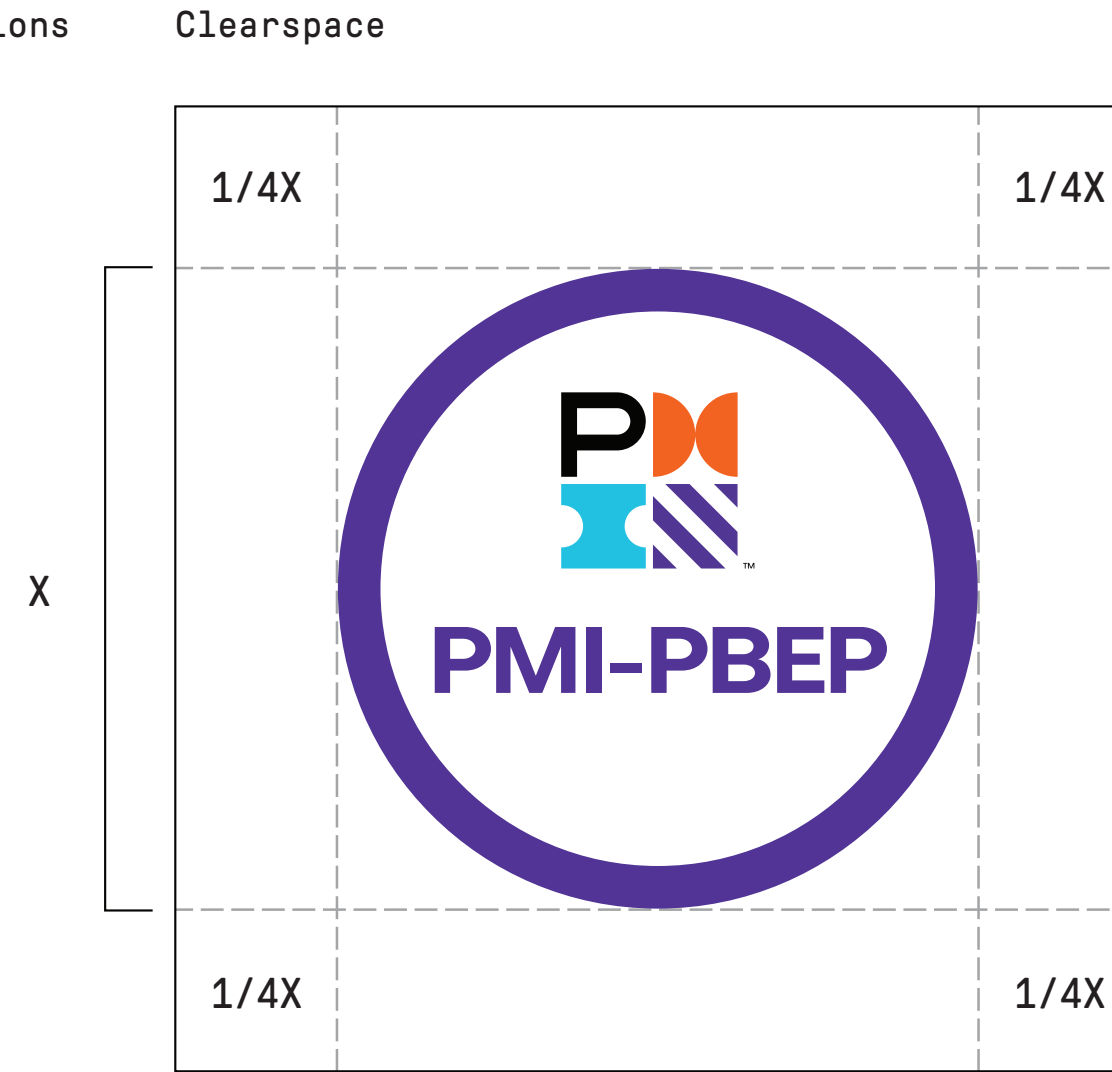
Badges issued for credentials and certifications are circular in shape, with the Project Mark in the center and a narrow Violet border. The words Project Management Institute do not appear on the badge. The acronym for the credential or certification is written under the Project Mark, with the exception of PMI Project Management Ready, which must always be spelled out.

Badges issued for micro-credentials are hexagonal in shape, with the PMI masterbrand logo inside the hexagon, a narrow border that can be one or two colors (color-coded to the category of the micro-credential), and a horizontal bar with the words 'Micro-Credential' going across it in the lower part of the hexagon.

Some variations on this format include the current badges for Disciplined Agile and PMI Citizen Developer certifications.

PMI chapters occasionally create badges for social media use that can include the chapter's Project Mark, name, region, a program name or other wording. These badges are generally acceptable but must be reviewed by the PMI Brand Department – Brand@PMI.org – prior to use.

Badge for credentials and certifications
Full-color seal



Minimum size

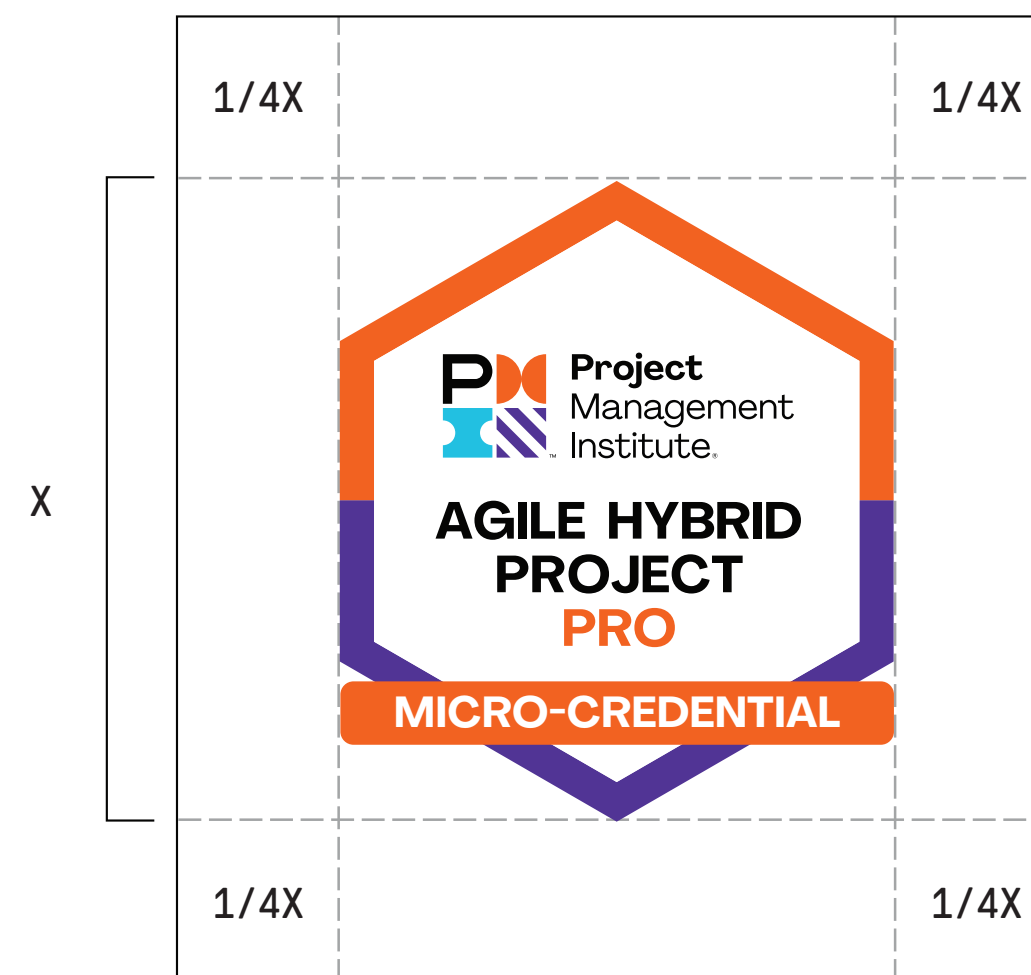


Print = 1" height
On-screen = 125px height

With other training seals or certification identities



Badge for micro-credentials
Full-color seal

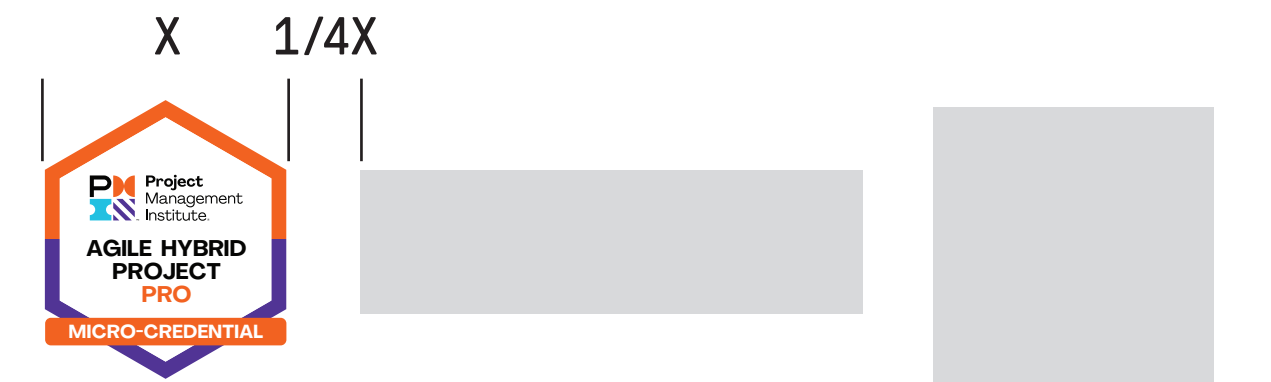


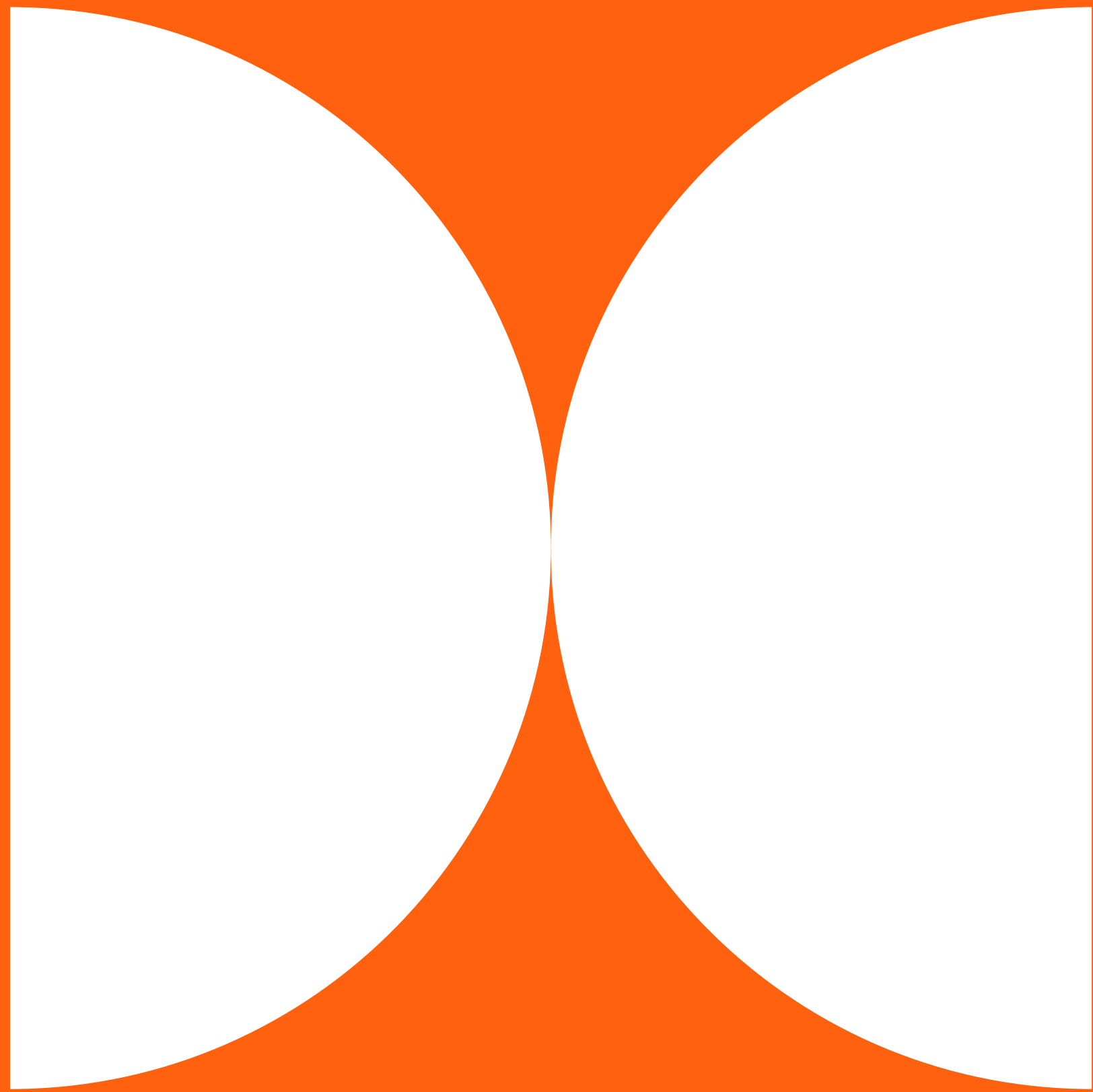
Minimum size



Print = 1" height
On-screen = 125px height

With other training seals or certification identities





TYPOGRAPHY AND COLOR

Primary typography

Agrandir is a contemporary sans-serif typeface that expresses the human side of PMI by celebrating the beauty of imperfection. It was designed to stand out from neutral modernist fonts. It's round geometric design makes it very versatile in application; in sentence case Agrandir is very approachable, but in large or all caps use cases it becomes more serious.

Use Agrandir Regular for headlines, page titles, and large bodies of copy. Agrandir Bold may be used to highlight areas of importance.

Agrandir

Agrandir – Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 !?@#\$\$%^&*

Agrandir – Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 !?@#\$\$%^&*

Agrandir – Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 !?@#\$\$%^&*

Agrandir – Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 !?@#\$\$%^&*

Secondary typography

GT Pressura Mono is a condensed sans-serif typeface with slab-serif like qualities that brings a technical side to our communications. Use Pressura for subtitles, subtexts, captions, and footers. For information that needs to feel different from body copy, such as quotes or call-outs, Pressura can also be used in these less common instances.

Pressura

Pressura Mono - Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 !?@\$%^&*

Pressura Mono - Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 !?@\$%^&*

Typographic hierarchy

Please follow these guidelines for typographic hierarchy, using our brand typefaces. While different programs and interfaces may have different sizing, maintain the overall proportion of the typographic hierarchy.

UNDER DEVELOPMENT



For hero copy or headlines:
Agrandir - Regular
All caps

118pt | Leading: 76 | Kerning: 20

For page titles:
Agrandir - Regular

70pt | Leading: 76 | Kerning: 0

For subtitles or subtext:
Pressura Mono - Regular

18pt | Leading: 22 | Kerning: 10

Use purple or orange above 16pt,
or black. Do not use PMI blue.

For body copy:
Agrandir - Regular

Level 1
28pt | Leading: 32 | Kerning: 20

Level 2
22pt | Leading: 27 | Kerning: 20

For captions or footnotes:
Pressura Mono
All caps

18pt | Leading: 22 | Kerning: 75

Visual Identity Guidelines

HEADLINE

Title

Subtitle Subtext Subtext

This is Level 1 body copy, for information you'd like to call out, or pages with minimal copy.

This is Level 2 body copy, for large areas of copy. This will be the most common typesetting for body copy. For parts that are important, feel free to use Agrandir Bold.

CAPTION / FOOTNOTE

Typography and Color

Primary color palette

Our primary color palette expresses our Brand Personality—fearless, bright, and nurturing—through three core colors: Tangerine, Aqua, and Violet. These colors combined create an approachable and energetic atmosphere, that helps build a recognizable look and feel for PMI.

Applying PMI’s core color palette will build brand awareness by creating a strong connection across all of our brand touchpoints, from our website to event signage.

In most cases, our three core colors and black and white should be all you need to make distinct PMI communications.

GO TO THE “BRINGING IT ALL TOGETHER” SECTION FOR EXAMPLES OF HOW TO USE COLOR.



Tangerine

Screen

RGB 255/97/15
HEX #FF610F

Print

Coated
Pantone 171 C
CMYK 0/76/100/0

Uncoated
Pantone 172 U
CMYK 0/76/100/0

Aqua

Screen

RGB 5/191/224
HEX #05BFEO

Print

Coated
Pantone 306 C
CMYK 65/0/0/0

Uncoated
Pantone 306 U
CMYK 65/0/0/0

Violet

Screen

RGB 79/23/168
HEX #4F17A8

Print

Coated
Pantone 2098 C
CMYK 88/92/0/0

Uncoated
Pantone 2098 U
CMYK 72/76/0/0

BLACK

Screen

RGB 0/0/0
HEX #000000

Print

CMYK 0/0/0/100

WHITE

Screen

RGB 255/255/255
HEX #ffffff

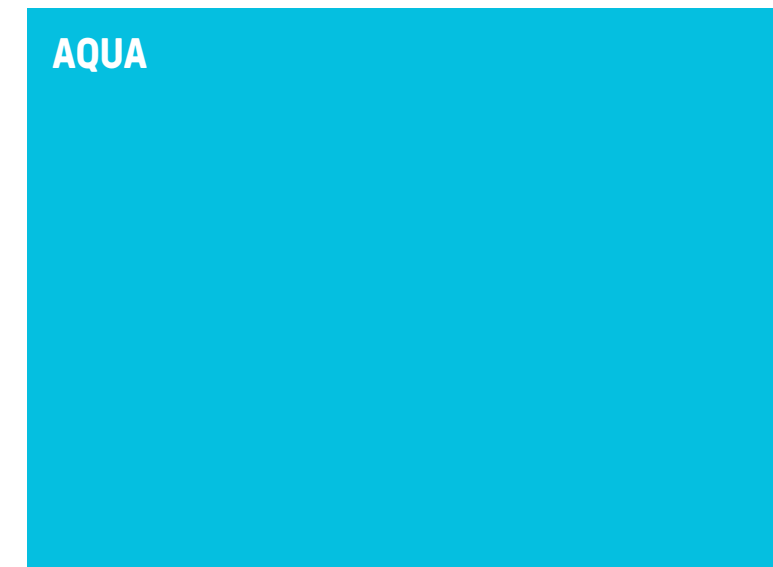
Print

CMYK 0/0/0/0

Secondary color palette

In cases where you need more than the core colors for your project, please use the tints and shades of our secondary palette. Each primary color has three tints and one shade. With twenty colors you can create dynamic and balanced layouts that feel distinctly PMI.

Primary



Secondary

DARK TANGERINE

Screen	Print
RGB 221/49/11 HEX #DD310B	CMYK 7/95/100/1

MID TANGERINE

Screen	Print
RGB 255/148/97 HEX #FF9461	CMYK 0/51/64/0

LIGHT TANGERINE

Screen	Print
RGB 255/201/176 HEX #FFC9B0	CMYK 0/25/27/0

TANGERINE BACKGROUND

Screen	Print
RGB 255/231/219 HEX #FFE7DB	CMYK 0/10/11/0

DARK AQUA

Screen	Print
RGB 0/128/168 HEX #0080A8	CMYK 85/39/20/1

MID AQUA

Screen	Print
RGB 89/212/235 HEX #59D4EB	CMYK 54/0/9/0

LIGHT AQUA

Screen	Print
RGB 171/232/245 HEX #ABE8F5	CMYK 29/0/4/0

AQUA BACKGROUND

Screen	Print
RGB 218/245/250 HEX #DAF5FA	CMYK 12/0/2/0

DARK VIOLET

Screen	Print
RGB 43/0/140 HEX #2B008C	CMYK 97/100/7/7

MID VIOLET

Screen	Print
RGB 138/102/196 HEX #8A66C4	CMYK 53/67/0/0

LIGHT VIOLET

Screen	Print
RGB 196/178/227 HEX #C4B2E3	CMYK 21/29/0/0

VIOLET BACKGROUND

Screen	Print
RGB 229/220/242 HEX #E5DCF2	CMYK 8/12/0/0

DARK GRAY

Screen	Print
RGB 33/33/33 HEX #212121	CMYK 73/65/65/73

MID GRAY

Screen	Print
RGB 87/87/87 HEX #575757	CMYK 0/0/0/66

LIGHT GRAY

Screen	Print
RGB 171/171/171 HEX #ABABAB	CMYK 0/0/0/33

GRAY BACKGROUND

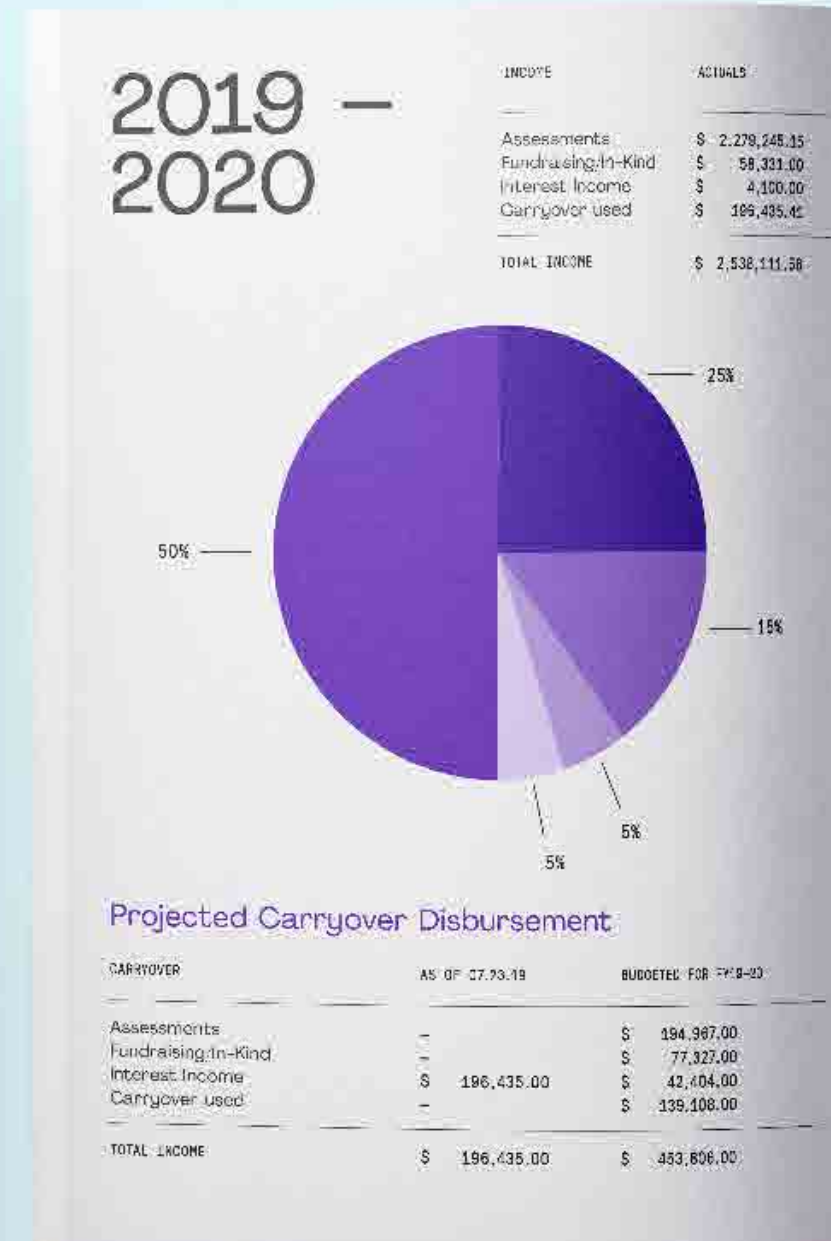
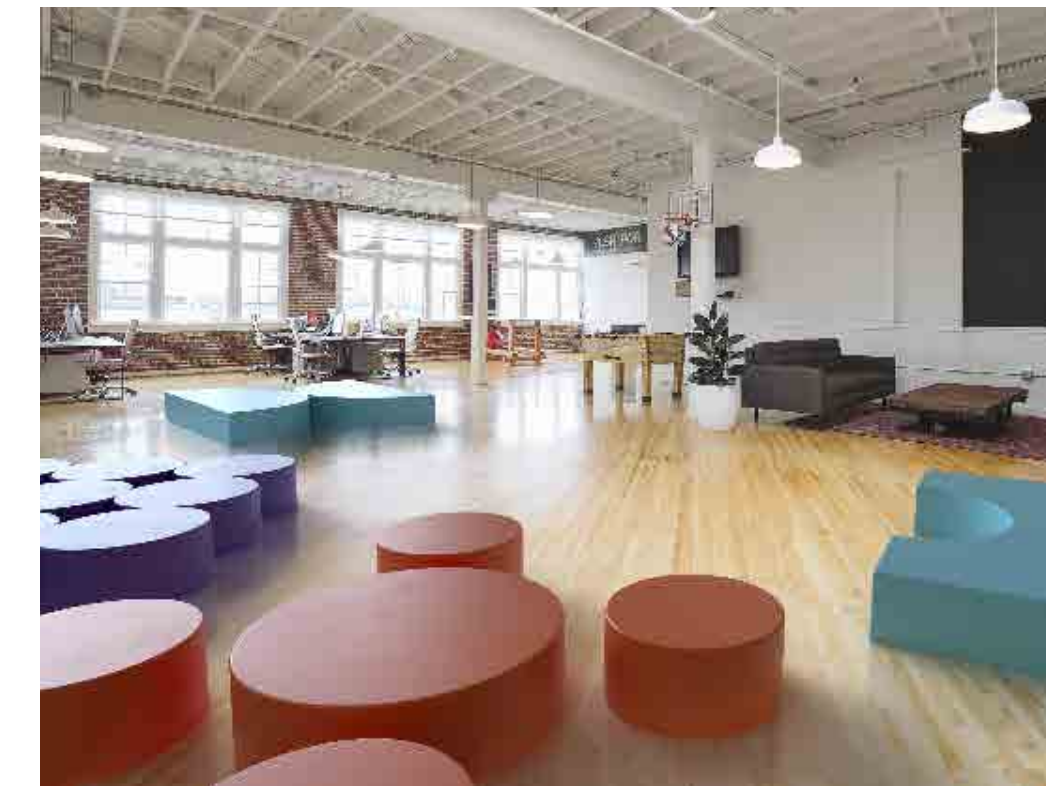
Screen	Print
RGB 217/217/217 HEX #D9D9D9	CMYK 0/0/0/15



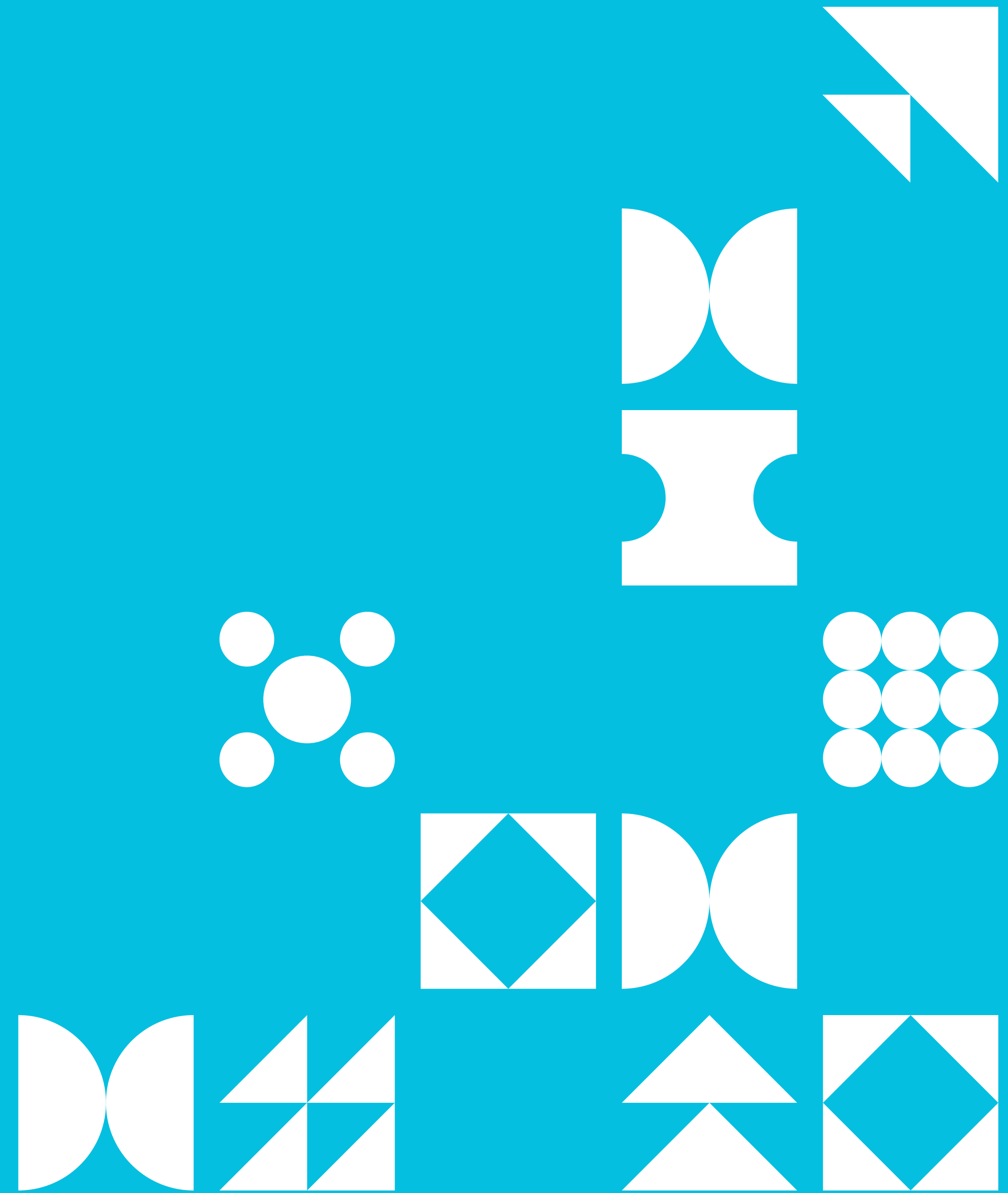
In application

Whether in print, digital, or real life applications, lead with our primary brand colors to create distinctly PMI.

For all other applications that require more variations of color to help define important information or create differentiation within layouts, such as charts and graphs, use our secondary color palette.



SYMBOL USE



Symbol as hero

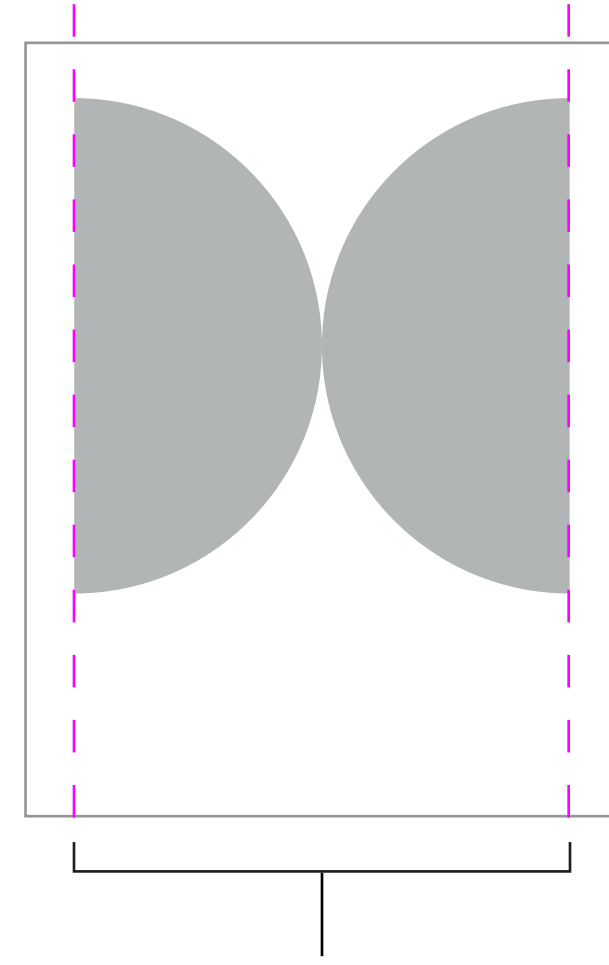
Our symbols are incredibly versatile and can be used in a number of ways: as a hero image, pattern, or integrated with messaging. The symbols can be represented in any of our three core brand colors, to offer the most flexibility when creating communications.

Use the symbols thoughtfully as a hero image within a design. For example, use the innovation symbol for a story highlighting innovation. This will help to reinforce their meaning over time.

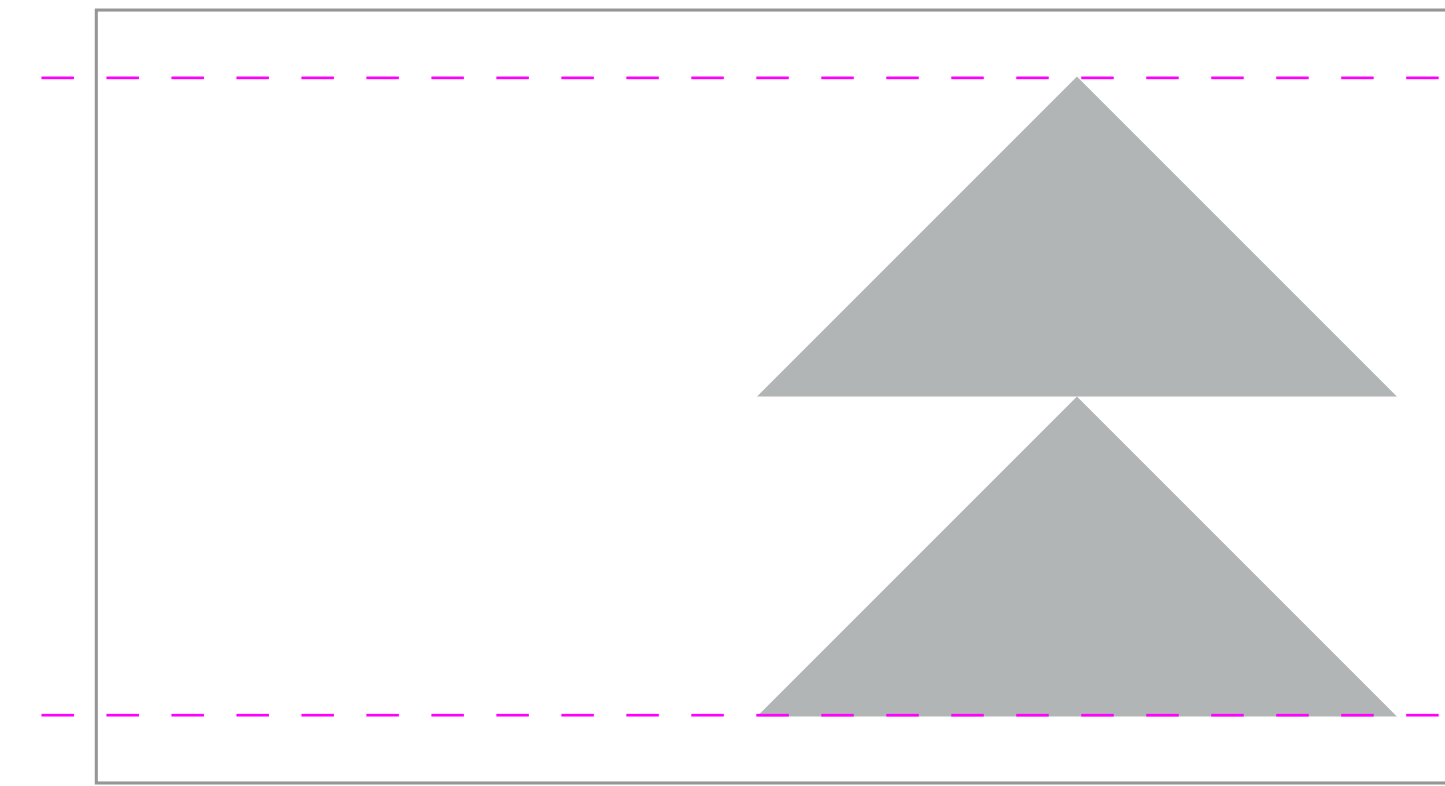
Only use one symbol at the maximum width or length of our grid, (fill the width for portrait layouts, or the length for landscape layouts). This will help to create a clear focal point.

Large scale symbols can also be scaled off the grid, but use this design for special moments (i.e. for a break page in a document).

Within grid

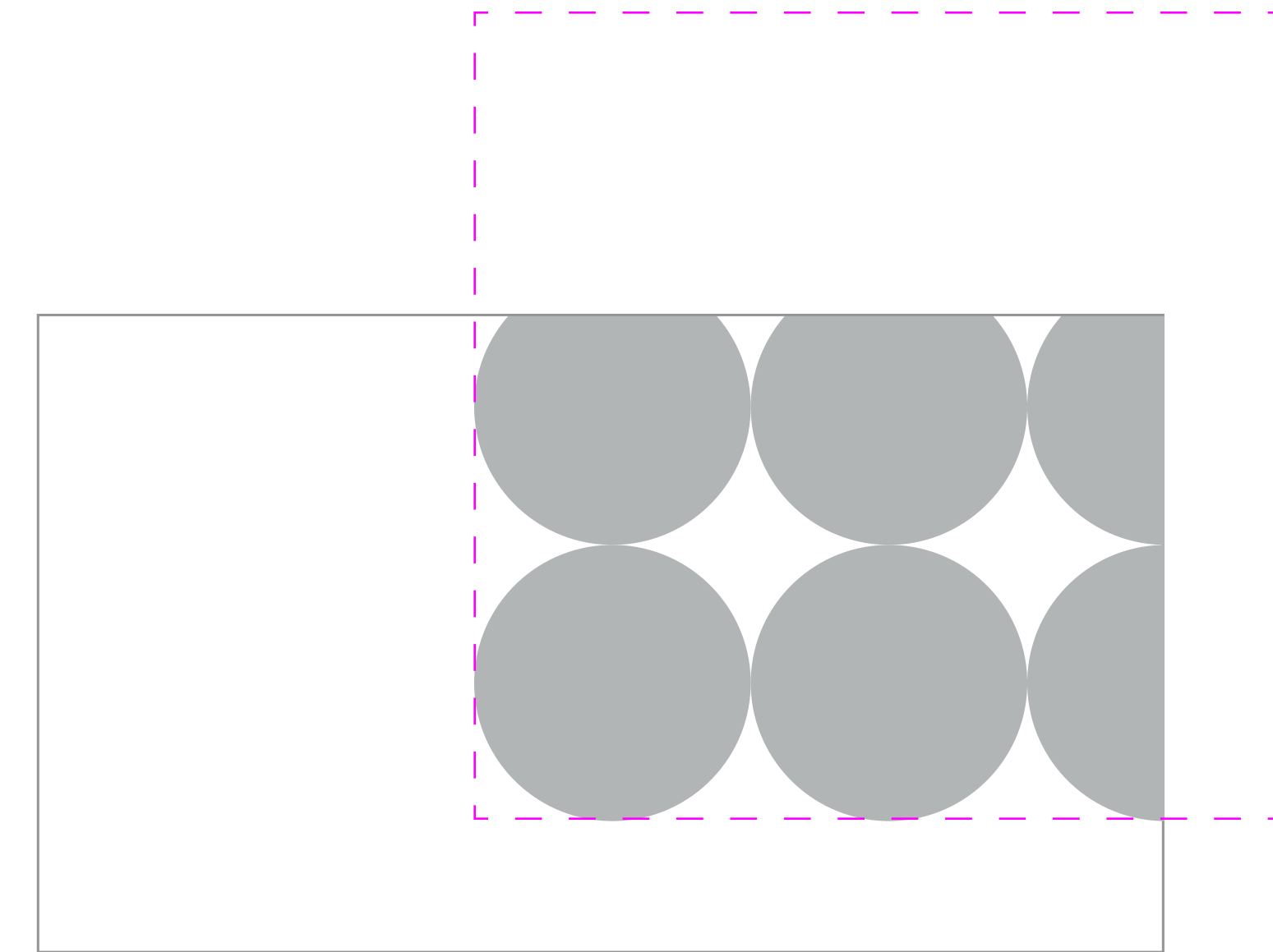
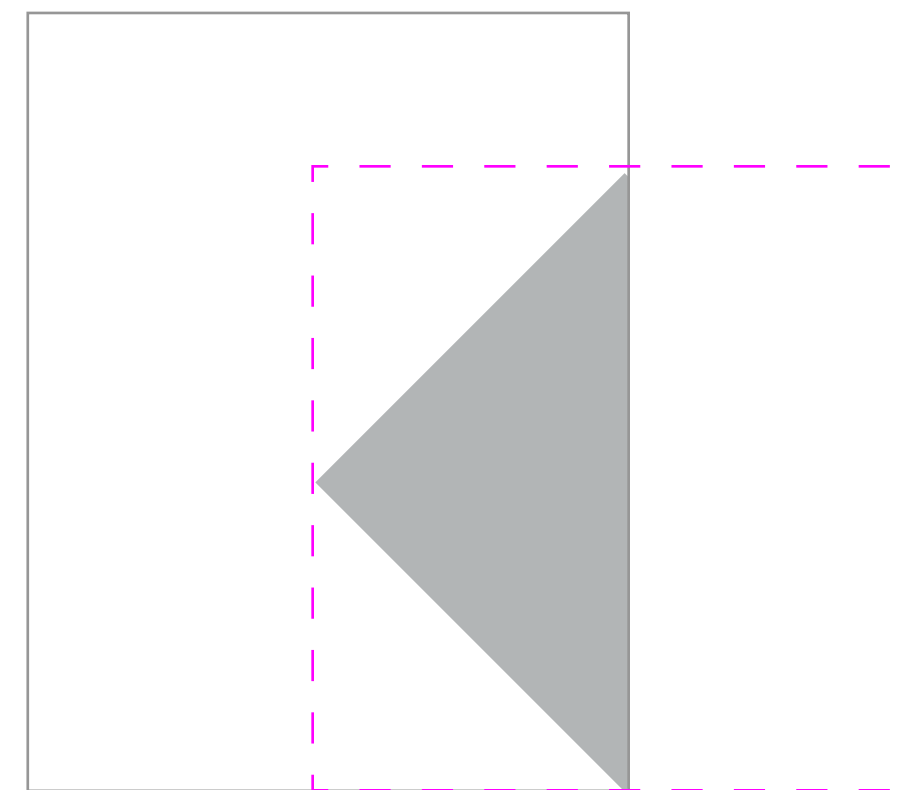


Full width of the grid



Full height of the grid

Scaled beyond the page



Symbol pattern

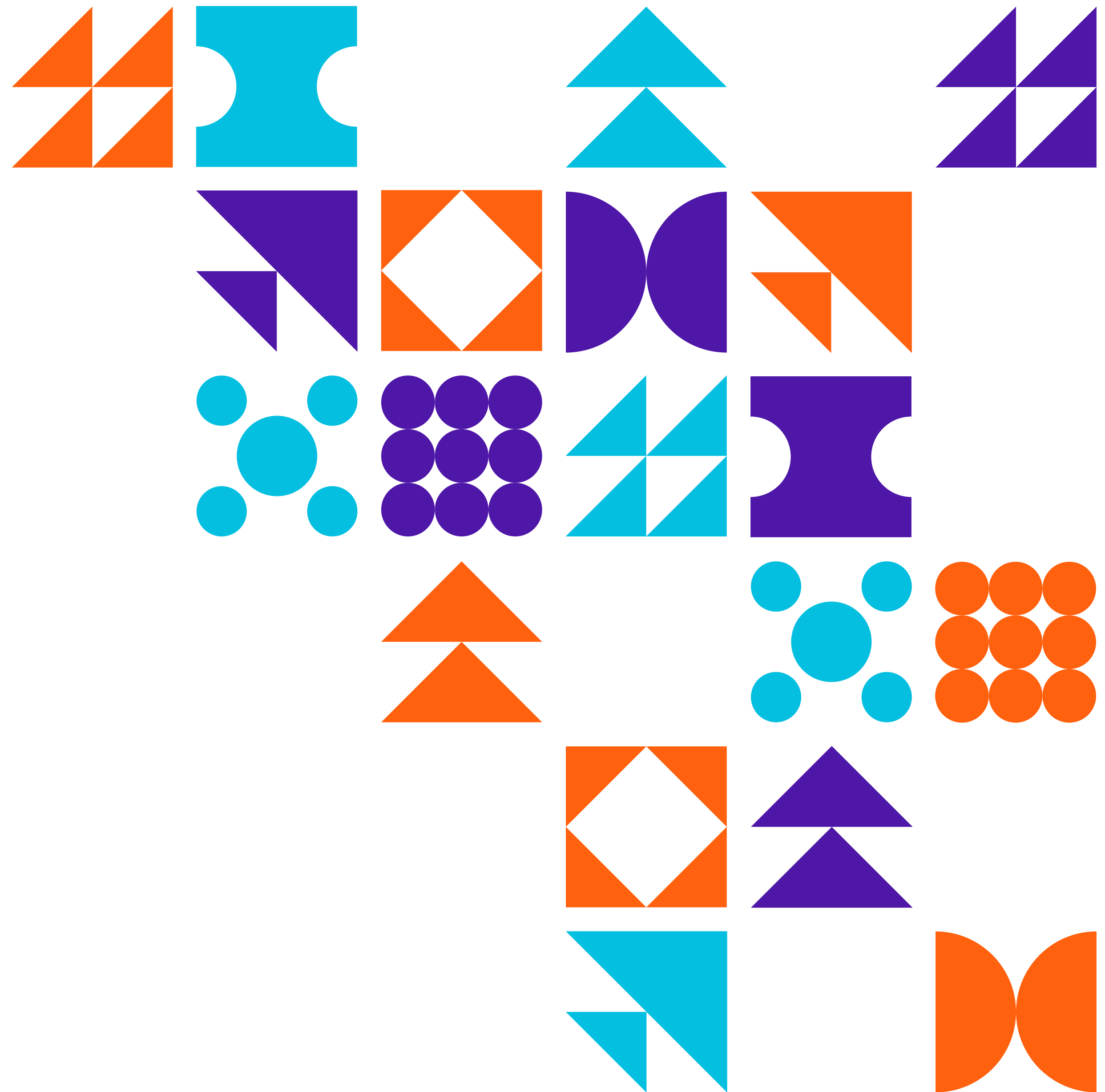
One of the ways we visualize the language of the Project Economy is through a unique pattern composed of our symbols.

The pattern is a versatile visual element that uniquely imprints our identity on our communications.

Symbols can be used in any color from our primary palette, for maximum flexibility when creating compositions. This helps avoid having the same color symbol adjacent to one another.

Note

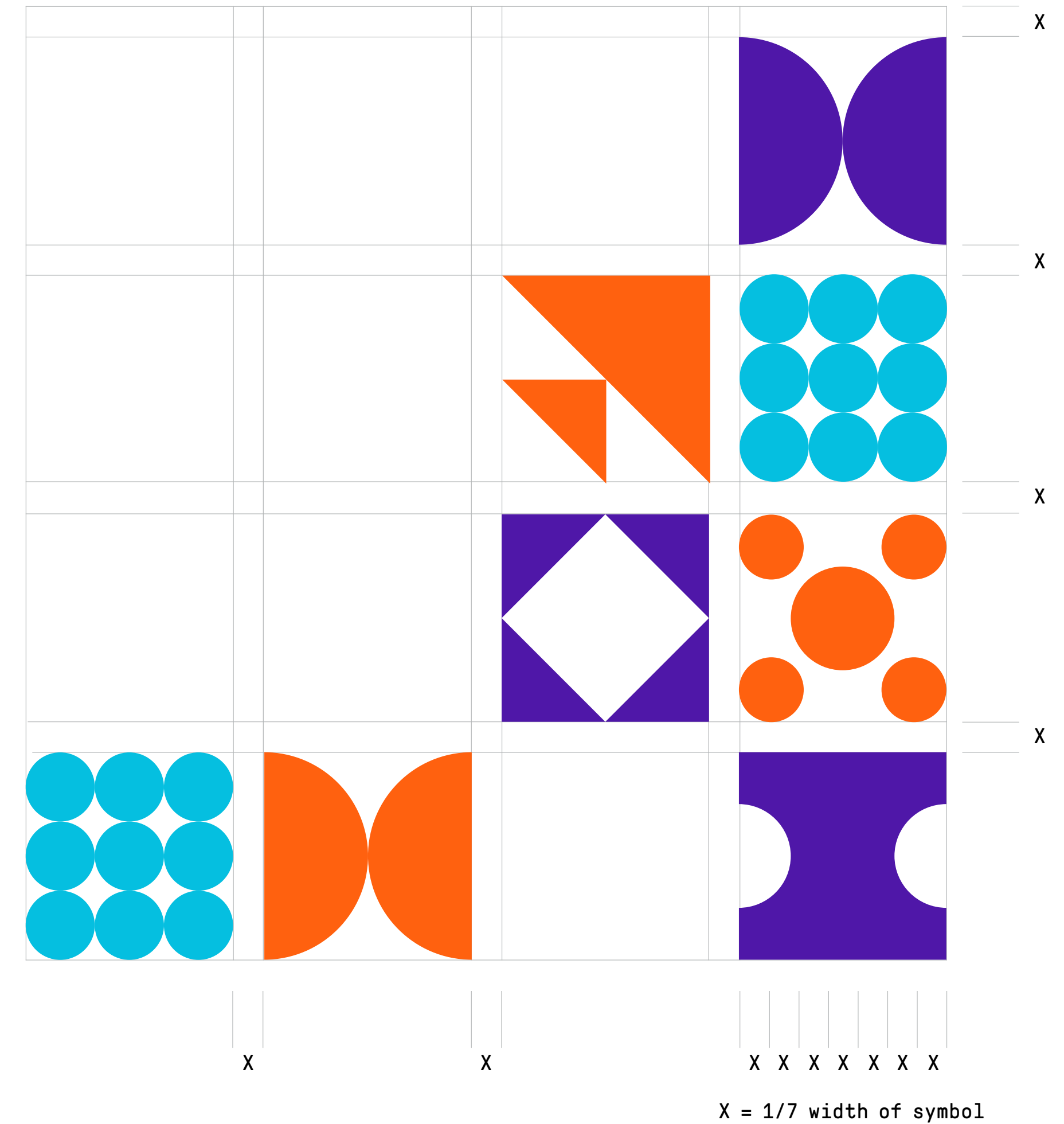
Symbols created especially for the Masterbrand logo (change symbol) and Educational Foundation (philanthropy symbol) are **not to be used** as secondary graphic or within the symbol pattern.



Uniform spacing

When creating a pattern, use equal spacing between each symbol to create uniformity and breathing room between the symbols. The spacing between should be $1/7$ the width of the symbol.

Uniform spacing



Composing the pattern

We use the symbol pattern either in color on white or in white on top of photography.

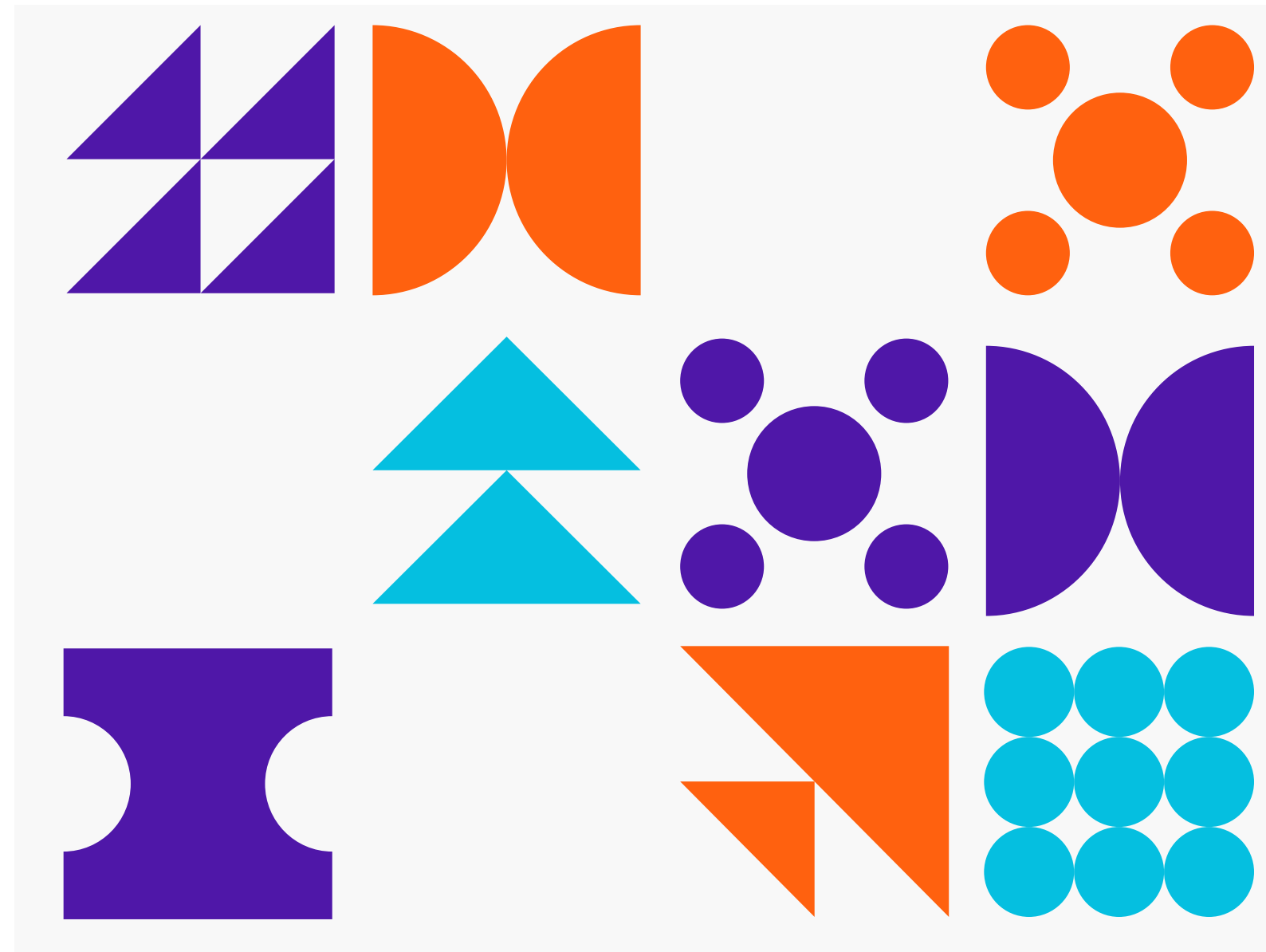
As the primary visual on a communication, the pattern should be used sparingly – in a corner or 1/3 – 1/2 of the layout. This is to avoid the symbols appearing disorganized, cluttered, or overwhelming.

Compositions that fill the space should be reserved for special moments, such as on an office entry wall, an all-over print, or book cover. These compositions should not fill more than 75% of the space.

In instances where the pattern is used on photography, placement of the pattern should complement the subject of the image and not obstruct the primary focus.

Refer to these examples for guidance on the amount of whitespace the pattern should have.

On white



Accent



On photography



File naming structure

The symbols are available in a number of versions and formats for use in a variety of applications. Versions include Pantone colors, CMYK and RGB. To accommodate the files, a file naming structure has been created for ease of use.

Each symbol is available as a color set or individually.

Color Space

Use CMYK or Pantone for printed material. Use **RGB** in all PowerPoint and Word documents and templates, and for all on screen uses.

File Format

EPS and AI (vector): Use for highest-quality reproduction in offset and digital print, and special applications.

JPG (raster): High compression with no transparency support; for web and on screen use, also an alternate for PowerPoint and Word.

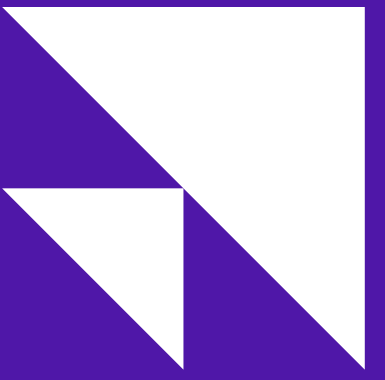
PNG (raster): Little to no compression with transparency support; best used for PowerPoint, Word, and on screen.

Filename example

pmi_sym_chng_tang_c-pms.eps

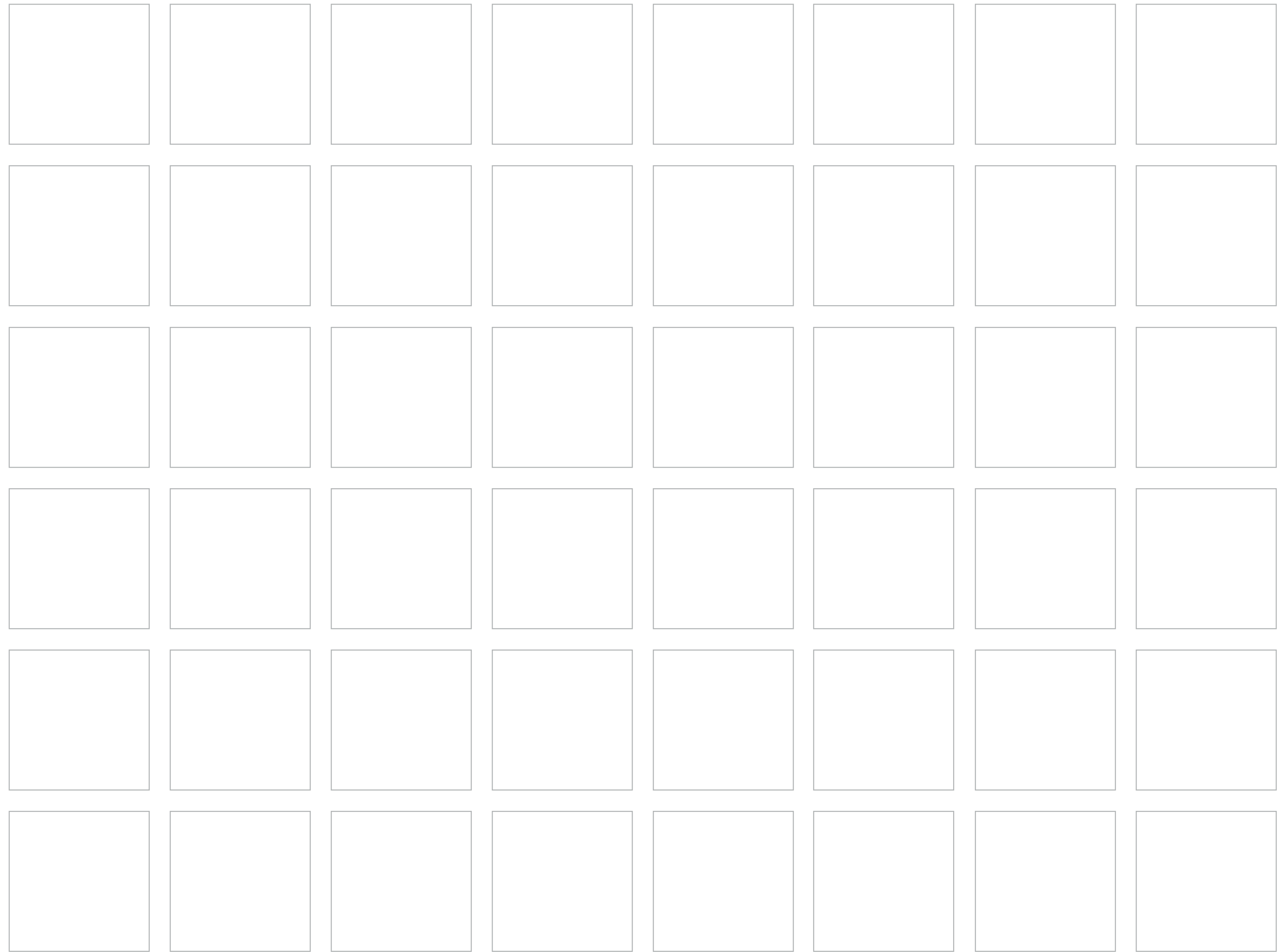
Brand pmi: pmi	Type sym: symbol	Visual change: chng collaboration: coll community: comm determination: dtrm growth: grwt innovation: inno outcomes: outc teamwork: tmwk vision: visn	Color version tang: tangerine aqua: aqua viol: violet black: black wht: white all: all	Color space c-pms: pantone coated u-pms: pantone uncoated cmyk: 4-color process rgb: rgb	File format ai eps jpg png
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BUILDING LAYOUTS



Using the grid

Our Visual Identity is based on a square grid. From the logo, to symbol patterns, to editorial layouts, all compositions are built on top of a structured square grid system. This allows for a high level of flexibility when it comes to creating layouts and compositions that seamlessly integrate with our design language.

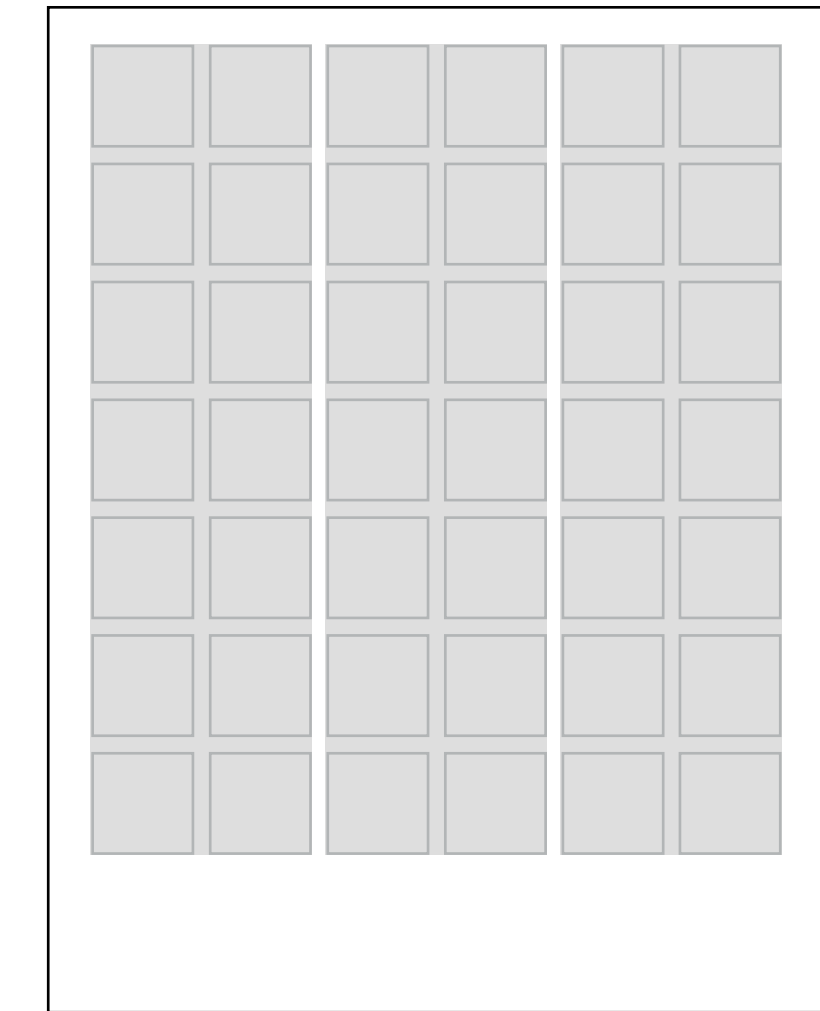
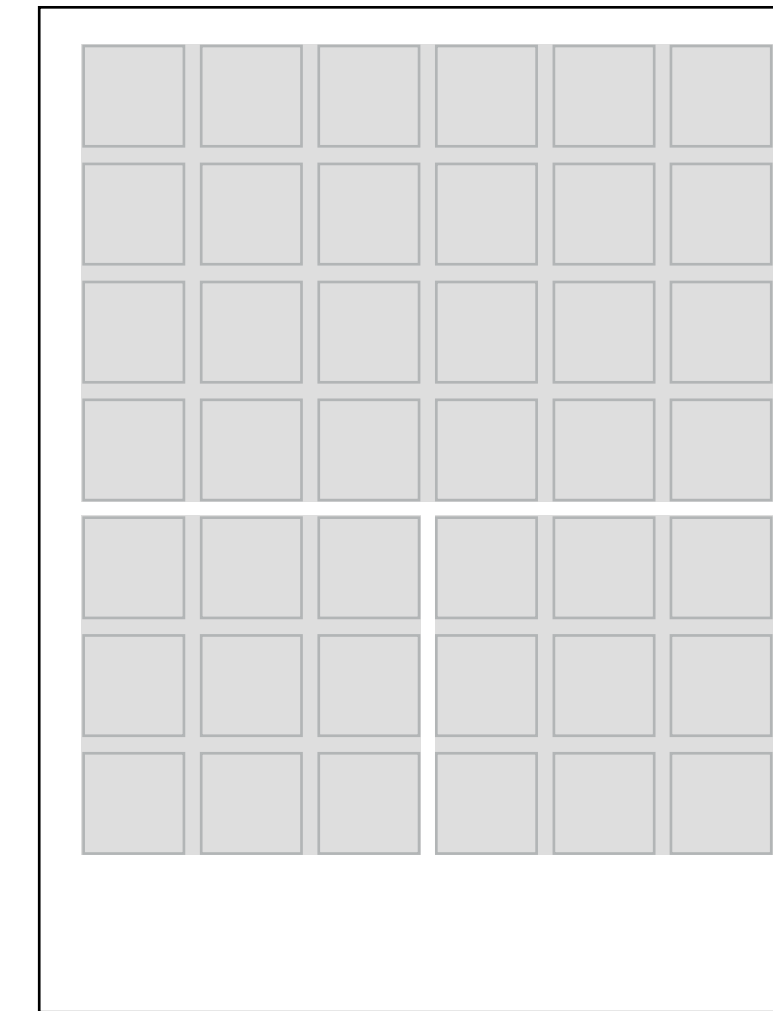
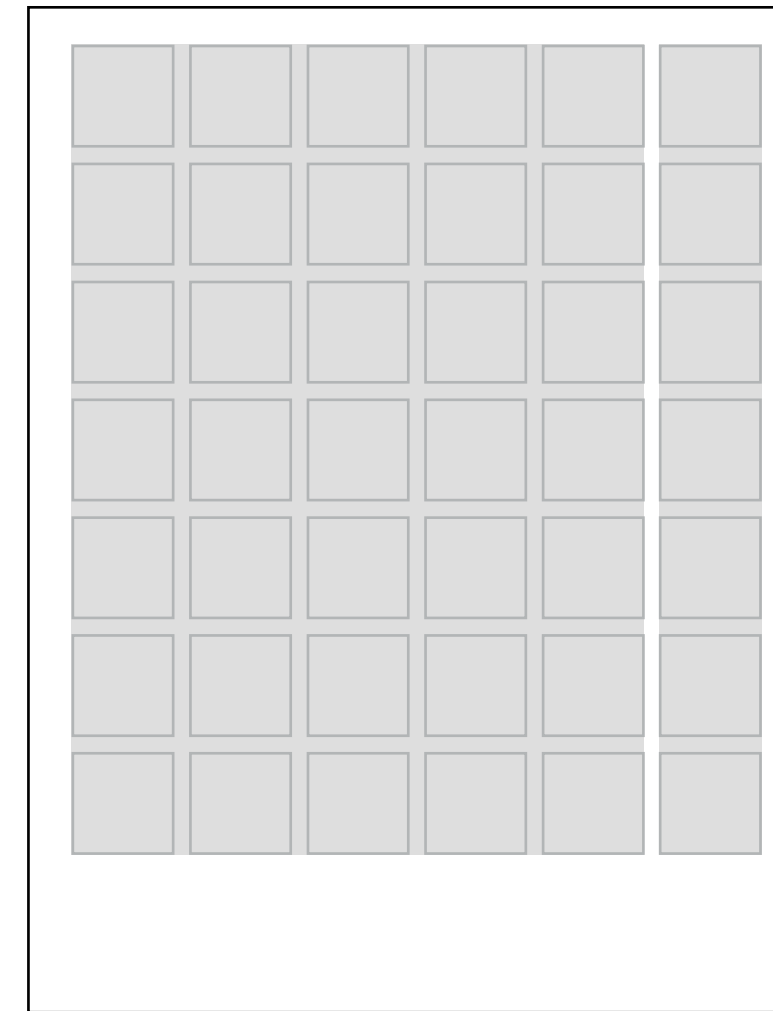
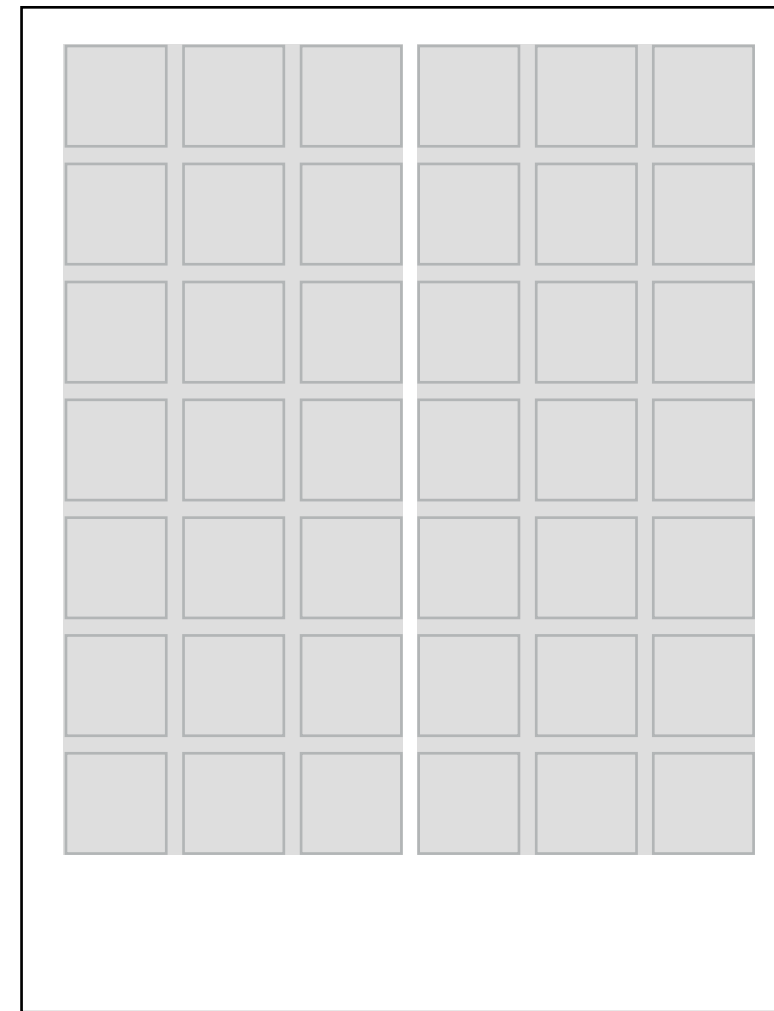


Using the grid

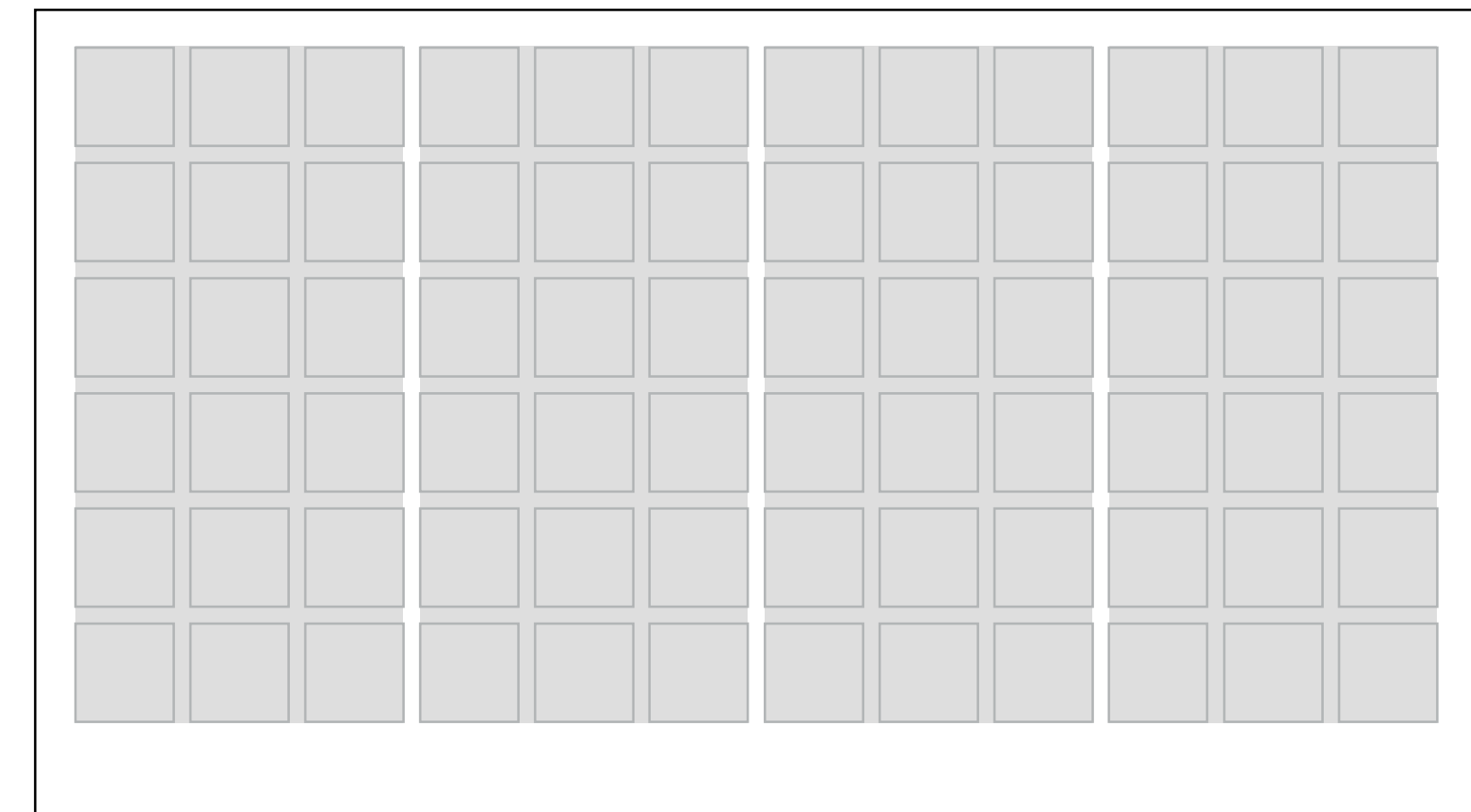
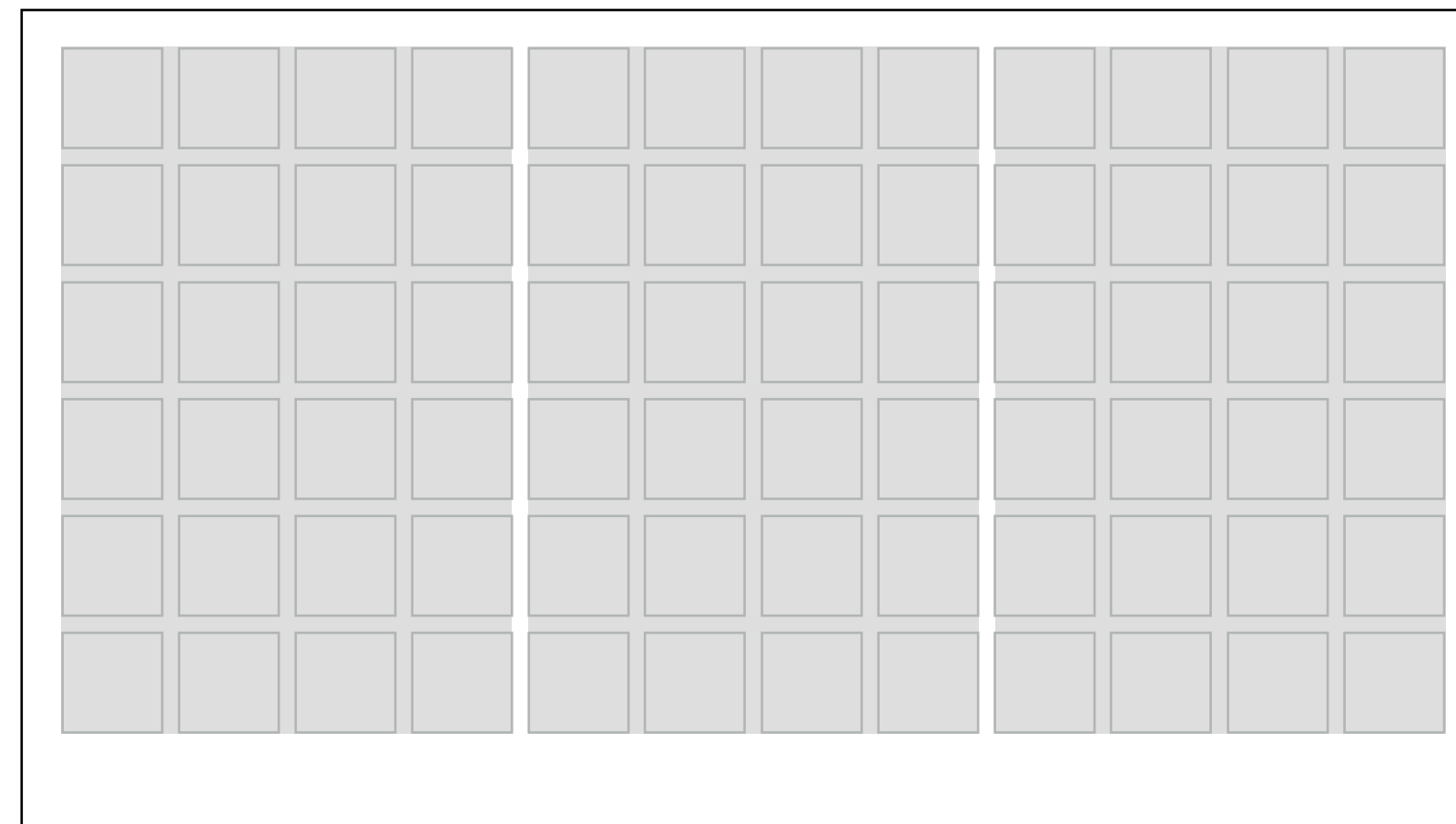
The square grid is incredibly flexible, allowing for single, two, three, and four-column templates making it suitable for all kinds of marketing and communications. And with the square at the root of the grid, integrating typography and symbols within layouts becomes far less complicated.

For portrait layouts apply a six column grid.
For landscape layouts and a twelve column grid.

Portrait



Landscape



Portrait layouts

A Guide to the Project Management Body of Knowledge (PMBOK® Guide) – Sixth Edition and Agile Practice Guide (ENGLISH)

ISSUE 01 | JULY 2019

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Symbols A New Language

- 01 Collaboration
- 02 Determination
- 03 Change
- 04 Innovation
- 05 Teamwork
- 06 Outcomes
- 07 Growth
- 08 Vision
- 08 Community

The Future of Work

Our story. Quibus eum sequos sumenduci autestibus minulpa il eruptat ionsed maximagnate sum facepeditis nus auditibus sinveria ped quidenient qui dolecto dist, similor lberse ptiatio. Ferq que id quieti odit arbustrum nonsequo molendi stibus alicliatur, corumen hiliq uaeputitis nesectum corposin eum ex eosapere ellaut ut et quidisa anditraq unultum a id magnini ntaeputidas volenim agrima volore porunt autem rendene secabore ne.Elit harchi modis conecatet expurum laut alis pratus doluptatur?

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PMI's new Brand Personality is the essence of our brand that informs how we express it. It turns our statements and actions into unmistakable expressions of our brand.

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Annual Report

JULY 2019 — JUNE 2020 BUDGET

CARRYOVER	AS OF 07.23.19	BUDGETED FOR FY19-20
Assessments	–	\$ 194,967.00
Fundraising-In-Kind	–	\$ 77,327.00
Interest Income	\$ 196,435.00	\$ 42,404.00
Carryover used	–	\$ 139,108.00
TOTAL INCOME	\$ 196,435.00	\$ 453,806.00

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Landscape layouts



PM Project Management Institute

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Landscape Layout

Subtitle here if applicable Maximum two lines
Landscape layout

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DIVIDER PAGE


PM

The future of Project Management

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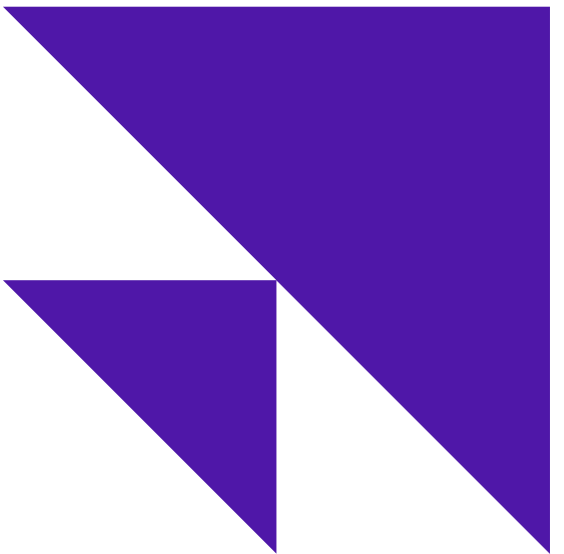
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The future of Project Management

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The future of Project Management

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The future of Project Management

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The future of Project Management

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The future of Project Management

The future of Project Management

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The future of Project Management

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- Consed ut aut etur, qui quas aliqui sunt
- Maximus volorem aliquasssi re volupta

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Budget

JULY 2019 — JUNE 2020 BUDGET

INCOME	ACTUALS
Assessments	\$ 2,279,245.15
Fundraising In-Kind	\$ 58,331.00
Interest Income	\$ 4,100.00
Carryover used	\$ 196,435.41
TOTAL INCOME	\$ 2,538,111.56



CARRYOVER	AS OF 07.23.19	BUDGETED FOR FY19-20
Assessments	-	\$ 184,867.00
Fundraising In-Kind	-	\$ 77,327.00
Interest Income	\$ 196,435.00	\$ 42,404.00
Carryover used	-	\$ 138,108.00
TOTAL INCOME	\$ 196,435.00	\$ 453,606.00

PROJECTED CARRYOVER DISBURSEMENT

PM

Budget

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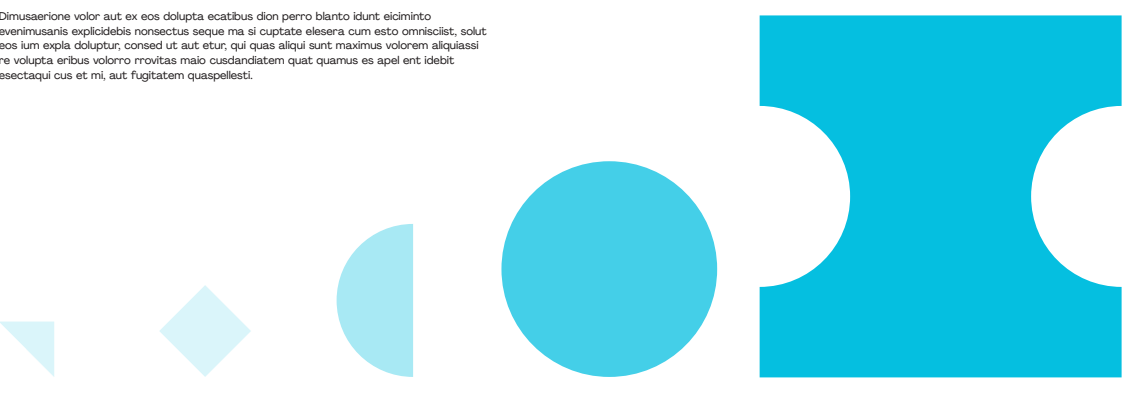
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PHOTOGRAPHY

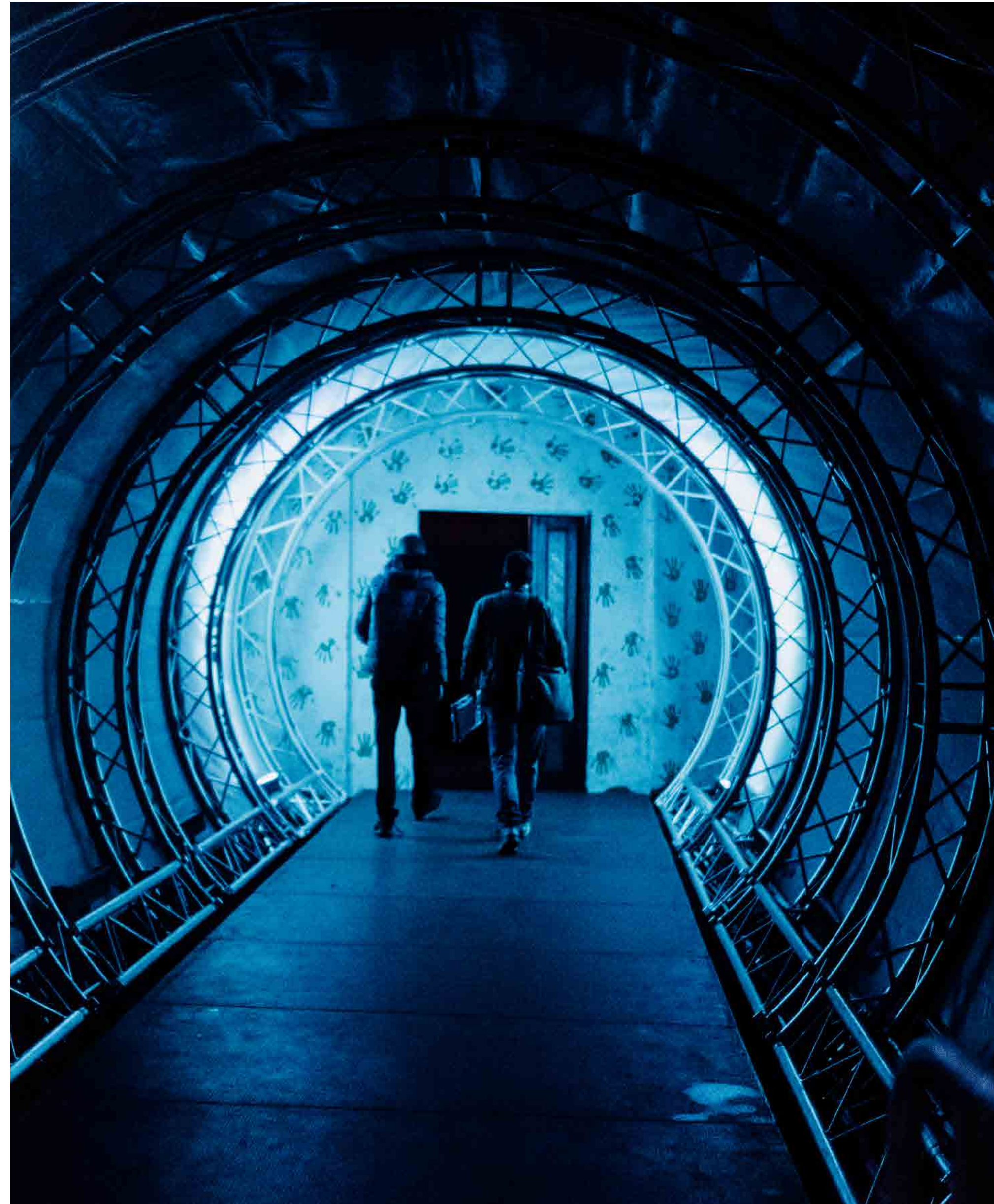
Overview

Our photography is representative of project managers and how they turn ideas into reality.

Through photography, we convey aspects of collaboration and teamwork, the communities within our organization and around the world, but also the big picture – the outcomes and our impact we make on society.

Our general guidance is as follows:

- Show individuals in concentration and focus or teams working collaboratively
- Utilize a variety of micro, mid, and macro level moments
- Our photography should feel human, authentic, and provide a window into the world of the Project Manager
- Show innovation through new ideas, new products, new methods and the boundary pushing industries we work in



Photography categories

The PMI visual identity uses three types of photography:

People at work (lifestyle/portrait)

This type of photography captures project managers in the real world. We should show them in working situations – inside and outside of the office – working collaboratively with team members or by themselves.

Impact (industry)

We capture the impact of project managers and their work through this type of image. It should convey the vast diversity of industries and project types, such as technology, finance, or pharmaceutical.

Conceptual

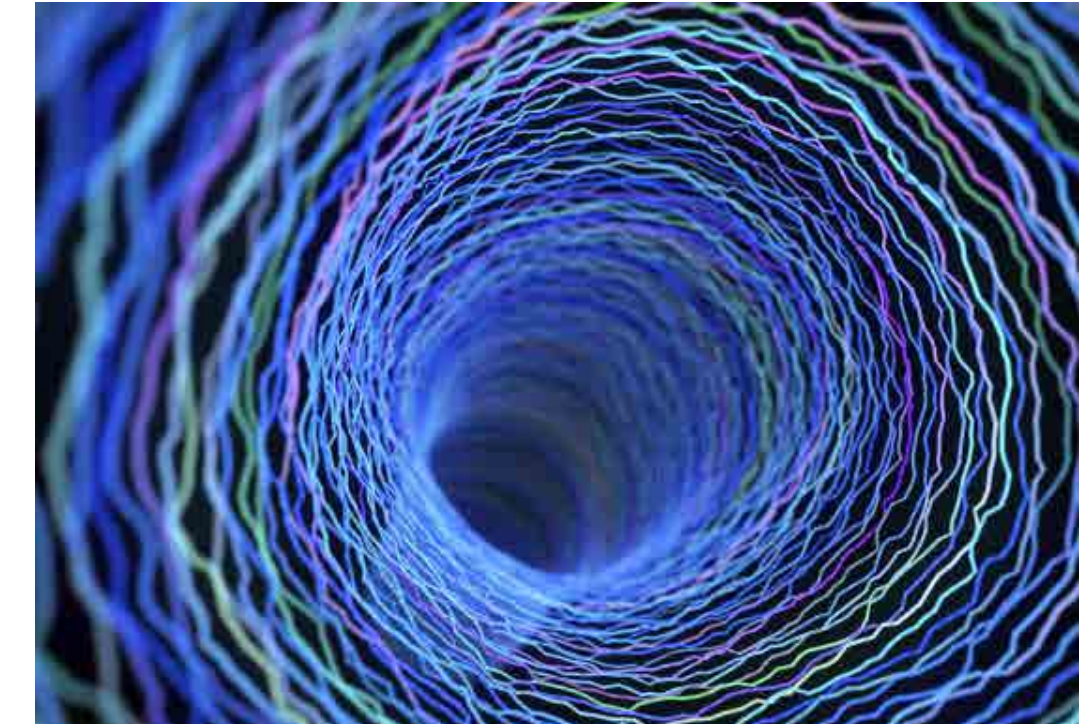
This is a secondary image type if photography does not work. We use this to illustrate broad ideas or abstract concepts, such as AI, that are difficult to capture with photography.



People at work



Impact



Conceptual

Image categories

People at work

For people at work, we capture moments both in and out of the office. Representing Project Managers truly invested in their teams and projects, all over the world.

As a global organization, it is important to reflect the diversity of our organization through our imagery. Where we show an individual, they should be focused and concentrated. It is also important we celebrate their drive, passion and humanity. In a team setting, it is important to show collaboration and teamwork.

People at work



Image categories

Impact

At the heart of it, impact is an idea realized.

From mapping human DNA to building cities, a project manager helped make that those things happen.

We celebrate the impact of project managers by showcasing those achievements. We give context to our work and ultimately, our affect on the world.

Industries

The industries we work in (for example technology, finance, or pharmaceutical) can be represented with this type of photography.

Impact

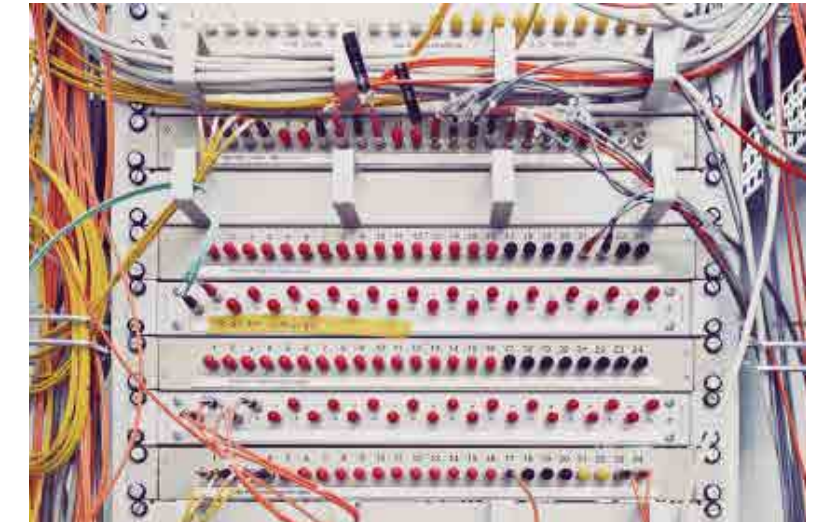


Image categories

Conceptual

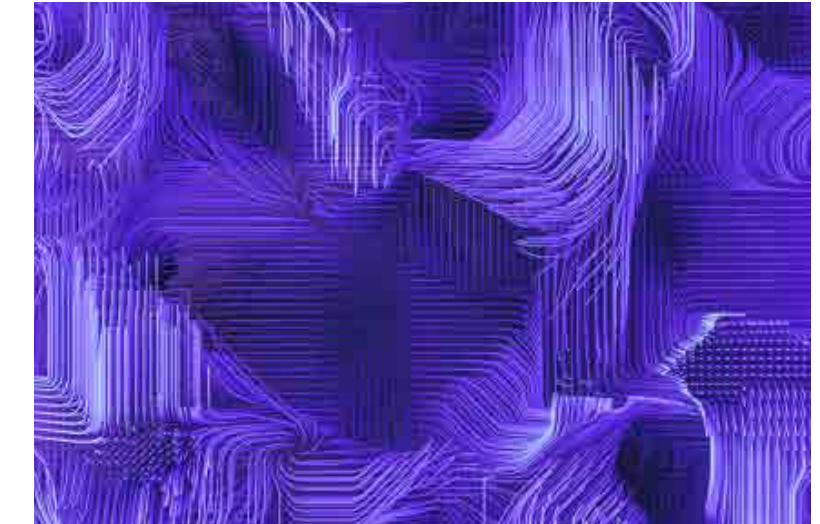
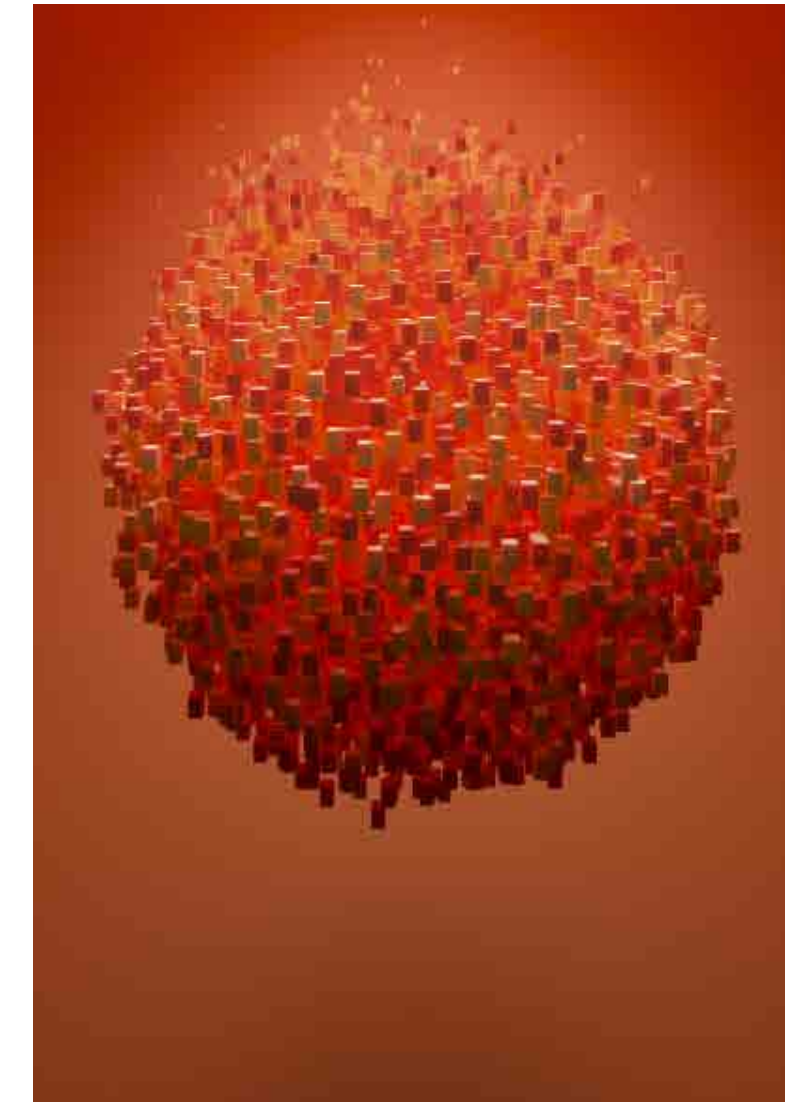
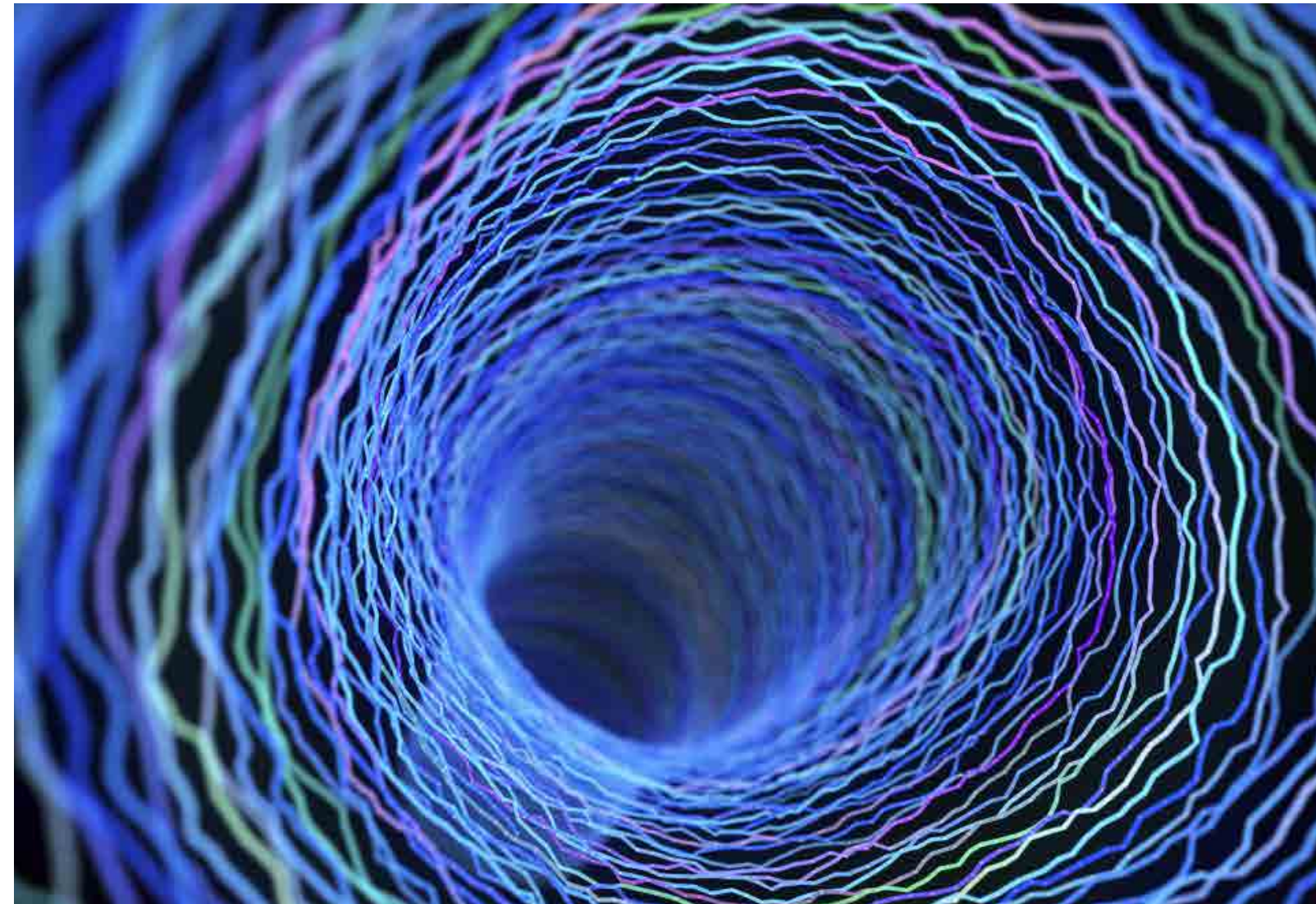
When lifestyle or real world photography does not clearly express a tangible idea or capture the content of your communications, it is acceptable to use conceptual or abstract images.

These images can represent concepts like networking, connection, movement, future, or innovation to name a few.

This image type is characterized by computer-generated forms (such as geometric shapes, line work or patterns), saturated color and lumination and lighting.

Only use conceptual images if a photograph cannot convey the idea of the content.

Conceptual



Photographic scale

We can explore photos at different altitudes, choosing intimate moments (micro) and bigger-picture stories (macro) to show our impact, at scale.

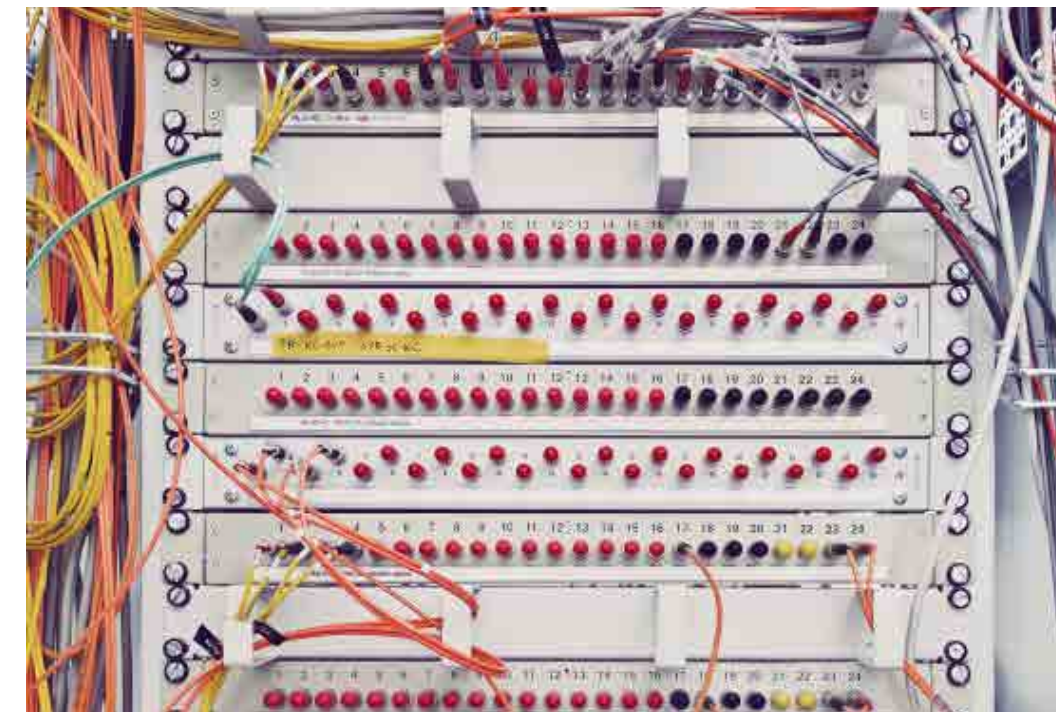
Macro



Mid



Micro



Stylistic considerations

Here are a few stylistic considerations to guide selecting, adjusting or shooting your own photographic content.



Lighting

Natural lighting is preferred, with high contrast that shows fine detail and texture.



Color

Color should be vibrant and rich. The color temperature should feel warm.



Focus

Ensure that the subject is emphasized to help tell the visual story in a clear way.



Composition

Cropping helps emphasize the subject(s) of the photograph. A close-up shot can show interesting details or a wide shot captures scale and gives the subject context.

Image cropping in symbols

The symbols can be used as holding shapes for photography. This type of cropping can be used in the primary image of a communication.

When importing the image in the shape, adjust the placement to ensure the subject(s) of the photograph are generally in the viewing area. Be aware of the negative spaces of some of the symbols which may obscure important details.



Incorrect usage

Avoid these common mistakes when using or selecting photography.



Avoid business meeting clichés such as shaking hands or high-fives



Avoid cliché photographs of teamwork, unity, or other metaphors



Avoid using photographs with out-dated or irrelevant props



Avoid extreme close-ups or cropping



Avoid silhouetted figures, photographic overlays or effects



Avoid treating photography with effects or filters



Avoid using black and white photography or color filters



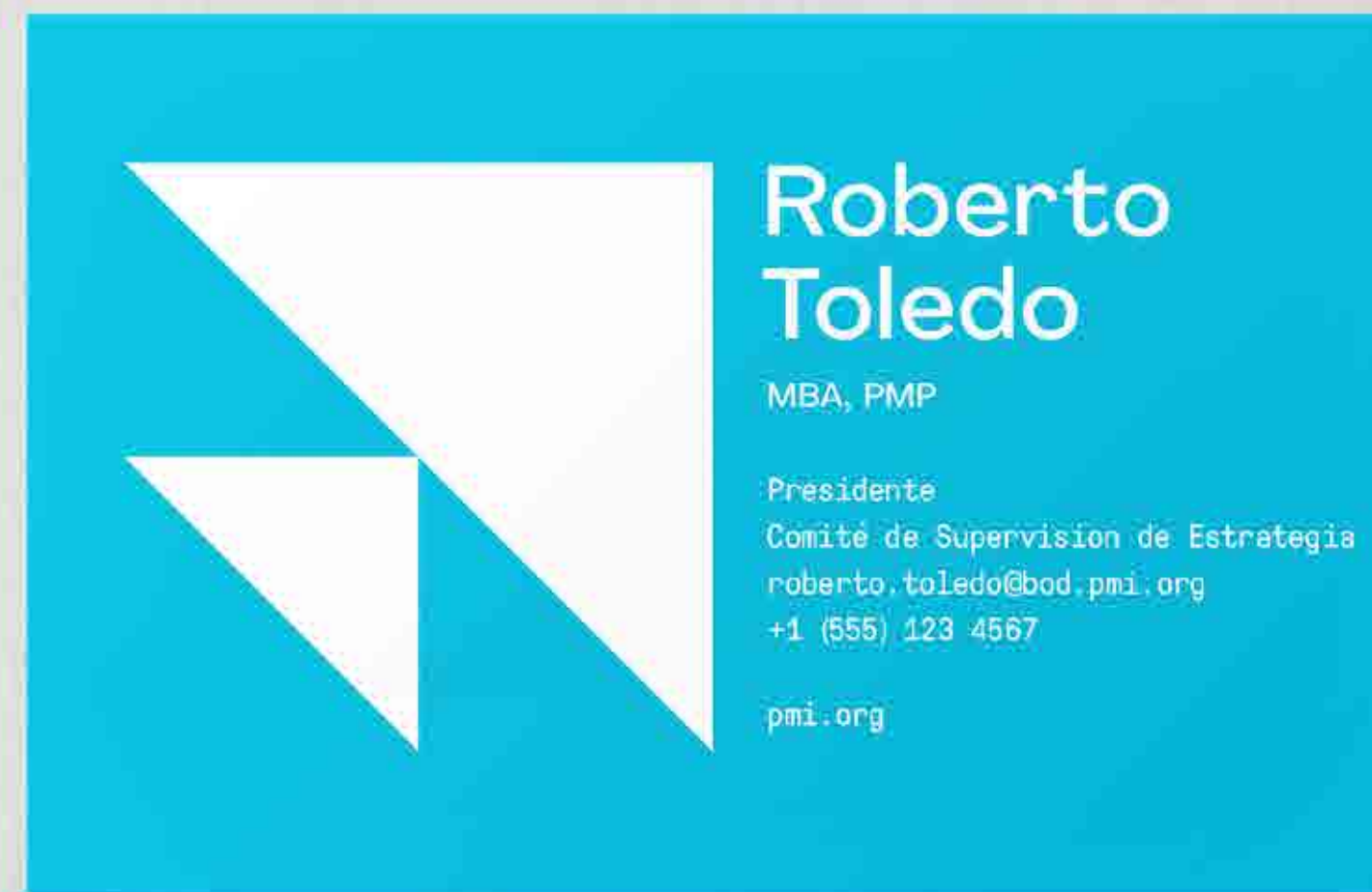
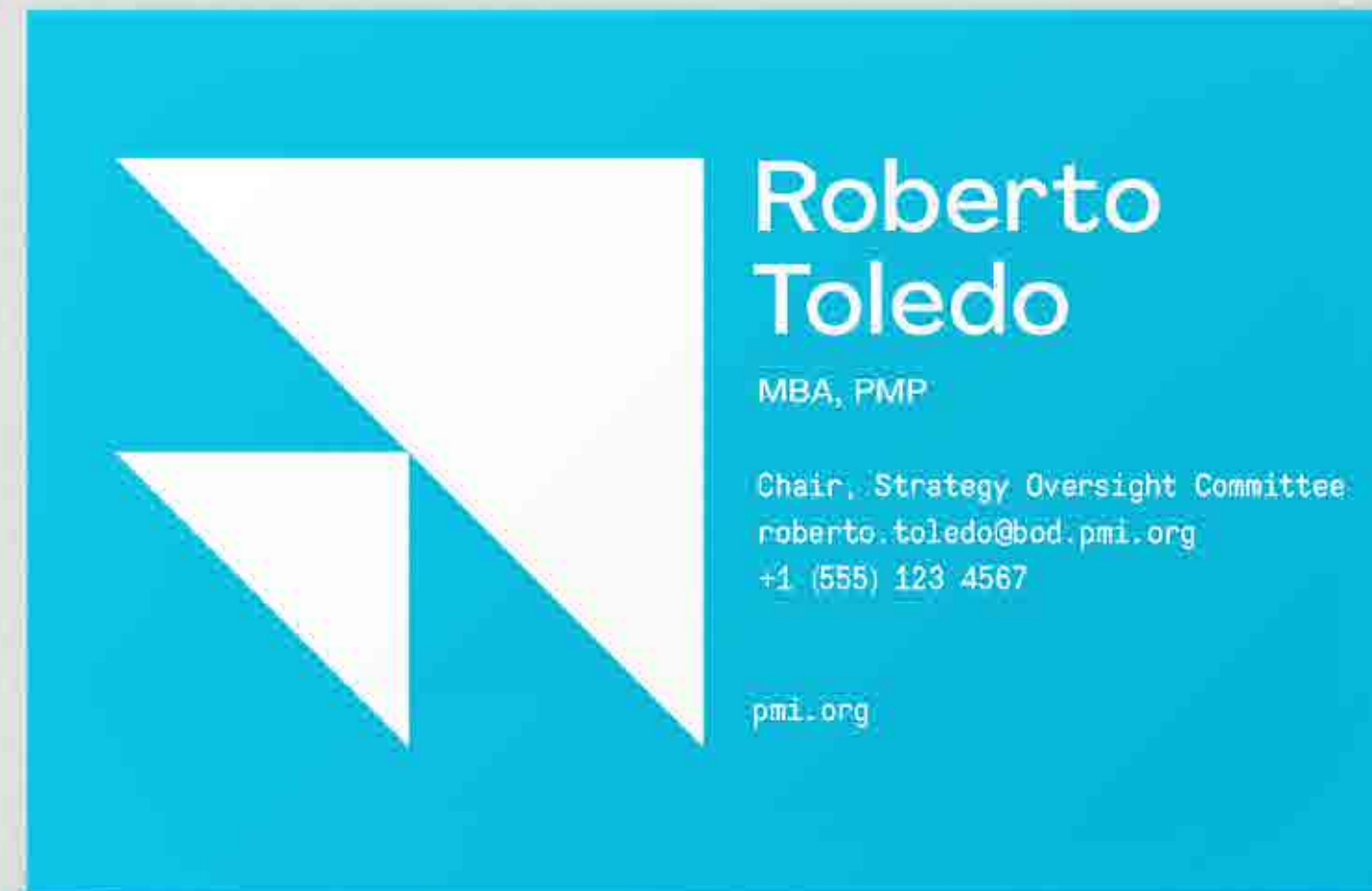
Avoid special effects such as UI

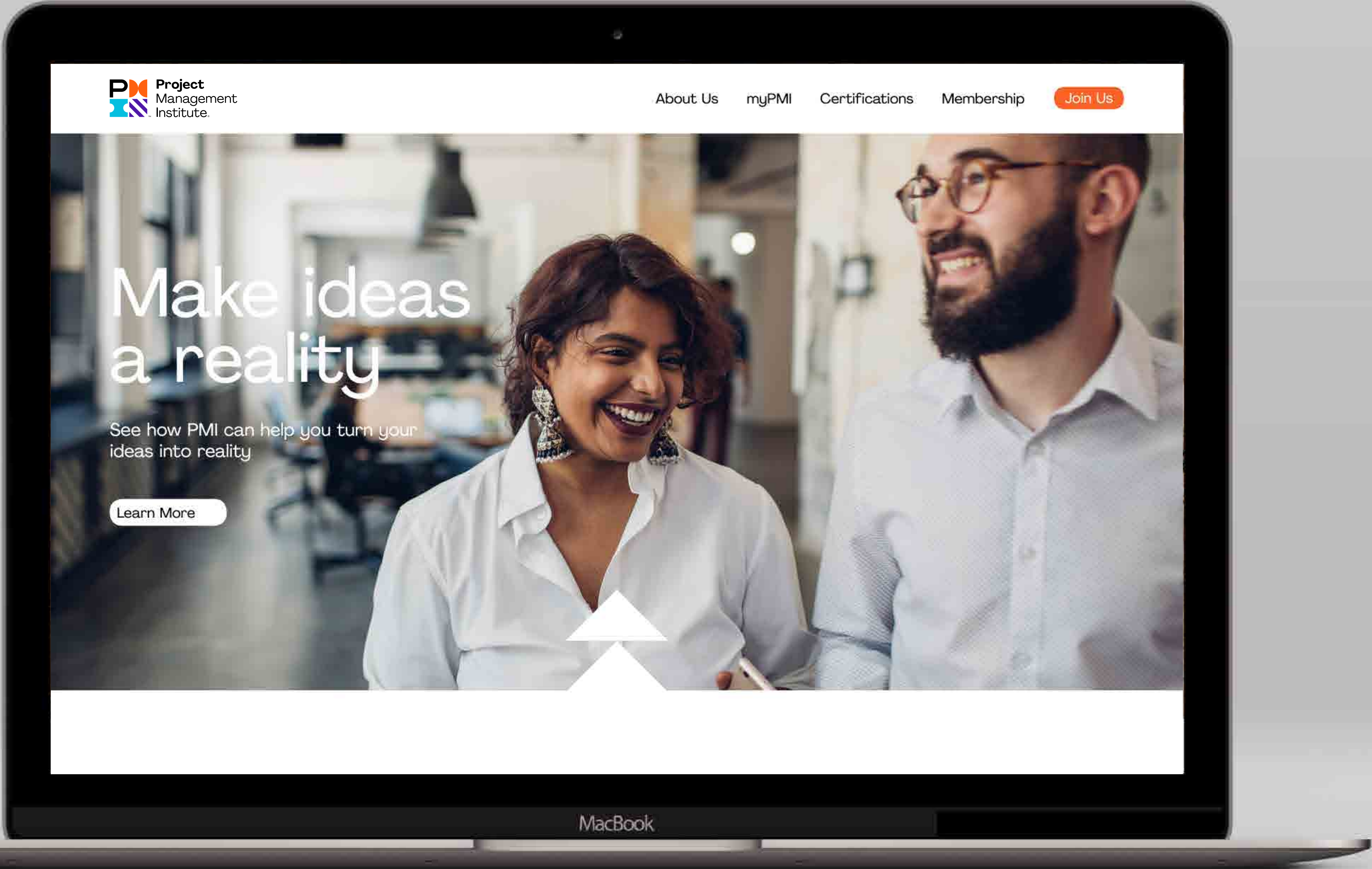
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To: Receiver Name

LIM Conference Follow Up



BUILDING COMMUNITY

As the chair of the GAC, I welcome you to the June edition of the Quarterly GAC Community Newsletter, a networking tool for the GAC community.

We are only four months away from GAC's inaugural Symposium, co-located within the **PMI® Global Conference** on Friday, 4 October 2019, in Philadelphia, Pennsylvania, USA and I hope you will be able to join us. Special pricing is in place for representatives from GAC programs. Additionally, PMI is celebrating 50 years of advancing the profession during Global Conference so this is a great opportunity to attend a fantastic educational event and interact with conference participants. More information is located below this article.


If you have ever thought about the benefits of volunteering as a FAC Onsite Team Member, be sure to read this month's **"Collaboration Corner"**. Four seasoned Team Member/Leads give their impressions of the role and its importance.

Finally, GAC wants to learn more about your program's best practices and innovative approaches to project management education. Reach out to GAC@pmi.org with any content ideas you are interested in seeing included in this newsletter.

Building the GAC community is a prime goal of this newsletter and I welcome your input as we move forward. Looking forward to your feedback.



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Teams rush to close the **global infrastructure gap**.

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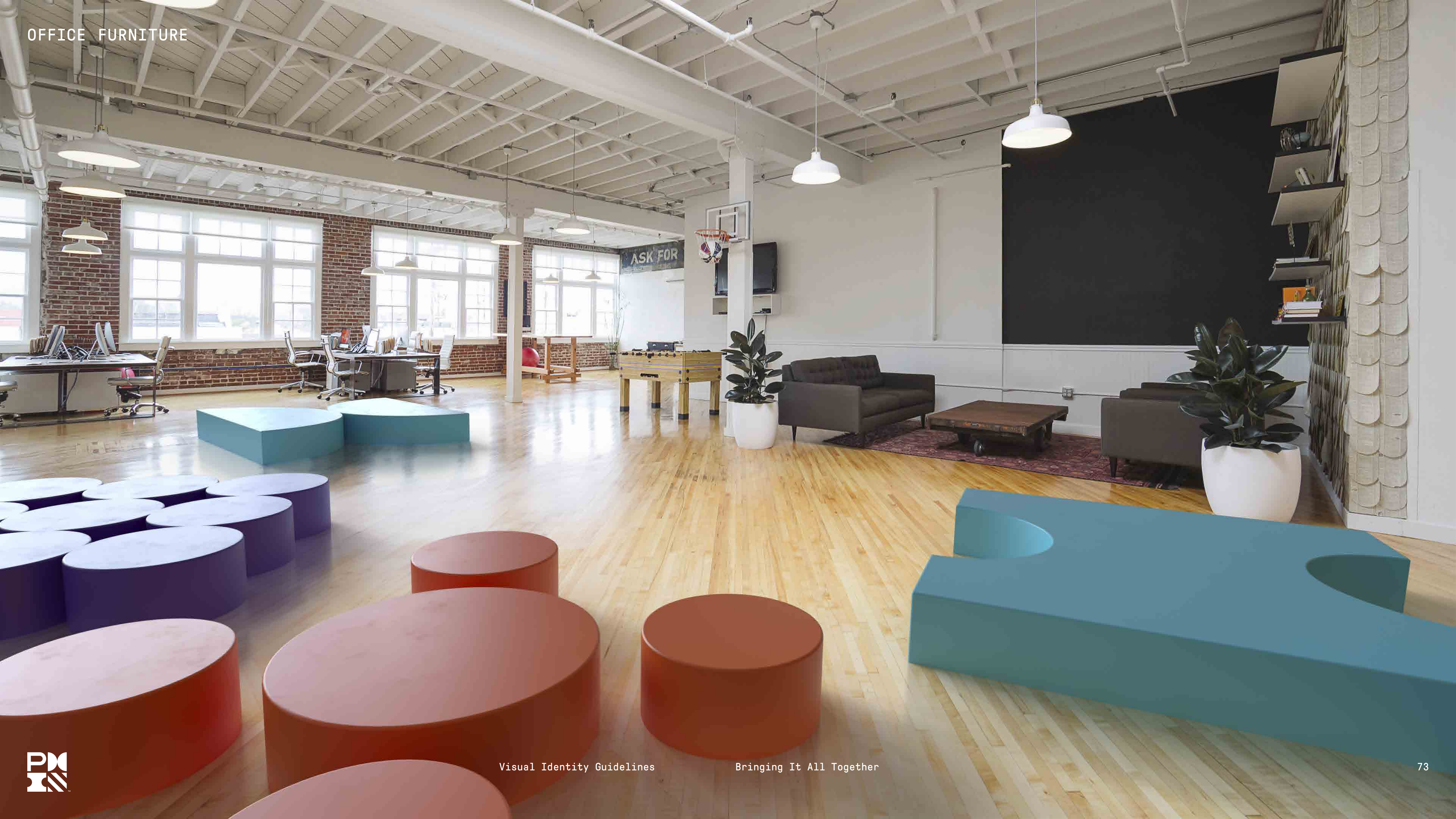
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Your volunteer news resource, PMInsight has just been updated. Please take the time to read it today as it is the one convenient place to learn of updated information regarding PMI products and services and news as it relates to your volunteer role. If you have any questions, please contact your [chapter partner](#).

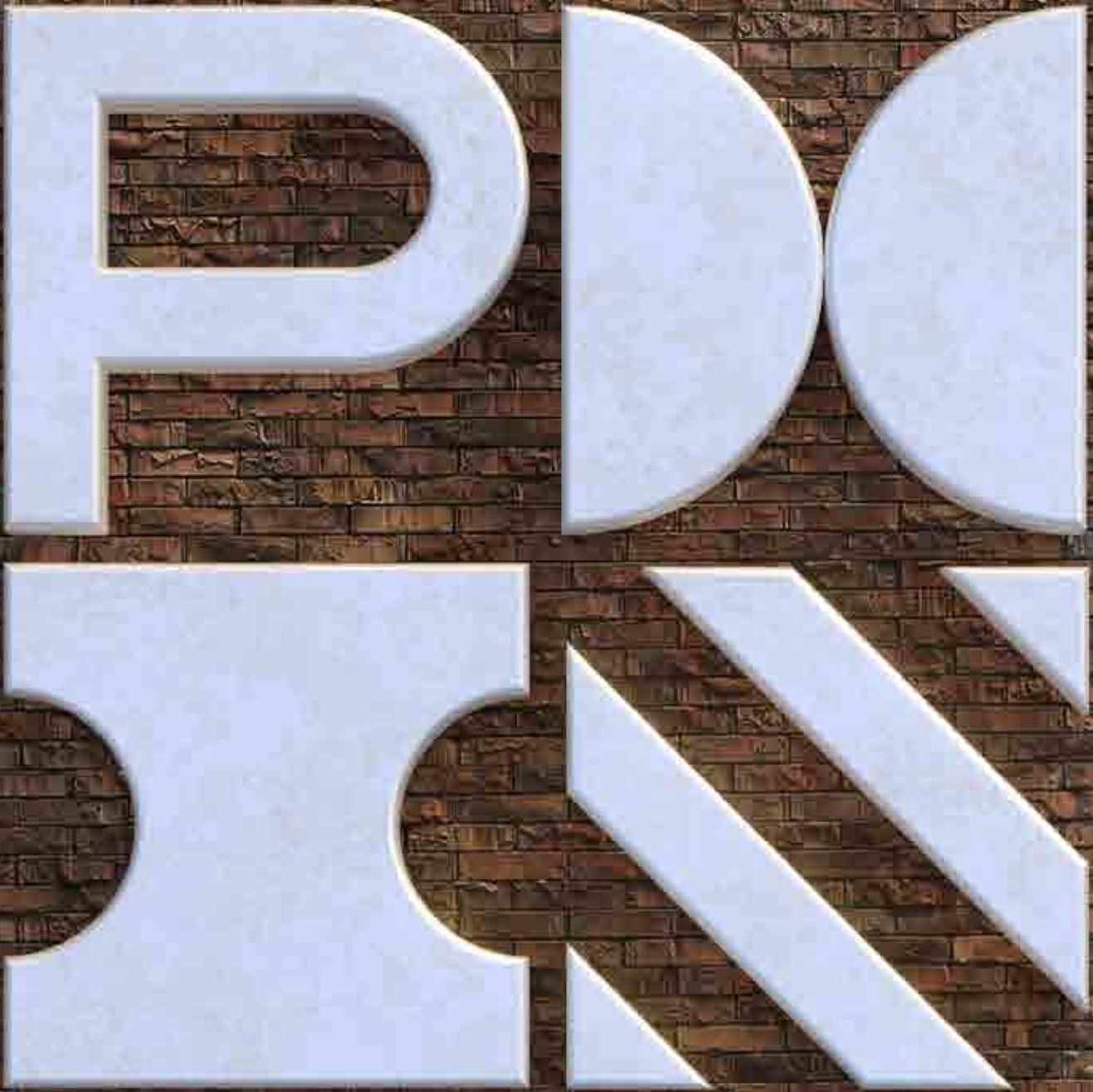
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