



Commitments Honored, Disputes Resolved

Professionalism Assured

IAMTrusted Supplier Brand Guide



IAMTrusted Supplier Brand Guide

The IAMTrusted Supplier (“ITS”) designation recognizes IAM member companies that have made significant investments in their business to promote a culture of competence, knowledge, and conscientiousness within their staff and wish to display a tangible commitment of their trustworthiness to their industry colleagues. These companies also wish to reduce inefficiency and risk by choosing to collaborate with their peers who have also made this same commitment by earning their ITS credentials.

Only IAMTrusted Suppliers in good standing may display the ITS logo or associate the brand with their company. If the ITS logo does not appear in the IAM Mobility Exchange listing for that company in the specific location of their IAM membership, they may not use or display the ITS logo.

ITS status applies to the specific location of the IAM member company. Branch offices of ITSs may not use, display or associate those branch offices unless those branch offices have applied for and received their ITS status. If the company or branch office listing in IAM Mobility Exchange does not show the ITS logo, they do not have ITS status.

IAM member companies that falsely promote, display or associate their company with the IAMTrusted Supplier program will be in violation of the IAM Code of Ethics and may face penalties including expulsion from membership.

For more information on the IAMTrusted Supplier Program: IAMTrusted Supplier – IAM (IAMMovers.org)



IAMTrusted Supplier badge cannot have a height that is less than 14mm. This rule applies to digital and print media.

Logo Proportions



$$S = x$$

IAMTrusted Supplier badge must have padding/margin equal to or greater than the "S" in "Supplier" all around the ITS badge.

Color



Trusted Blue (gradient)

RGB: 35 / 92 / 146

CMYK: 100 / 73 / 18 / 3



Trusted Gold (gradient)

RGB: 188 / 141 / 66

CMYK: 34 / 56 / 100 / 19



Logo Application (Dark Backgrounds)



full color logo



full color logo on dark background



full color logo on black background

Logo Applications (Business Card)



ALEXANDERSON
Move Coordinator



 Street Address Here
Street Address Here

 username@email.com
www.websitename.com

 +18 2767 9470 1808
+18 2767 9470 1808





Move Fast
Moving Company



IAMTrusted Supplier badge cannot have a height that is less than 14mm.



ALEX ANDERSON

Move Coordinator



urname@email.com
www.websitename.com



+18 2767 9470 1808
+18 2767 9470 1808



Move Fast
Moving Company





Supplier First
Supply Company

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Lorem Ipsum

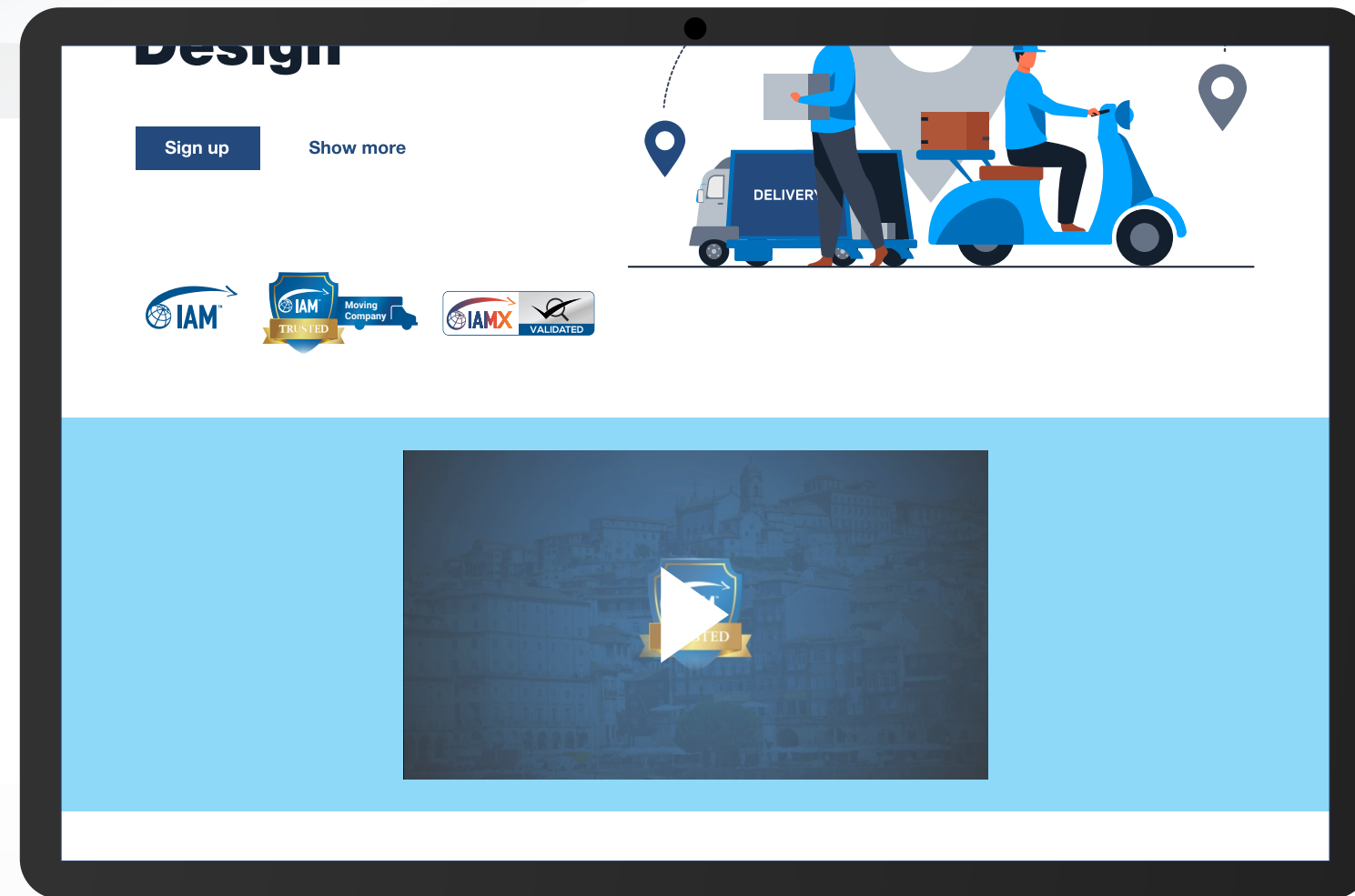
Landing Page Design

Sign up

Show more







How to embed a YouTube video:

1. Go to the "IAMTrusted Testimonial Video" on IAM's Video Channel on YouTube at [YouTube.com/@IAM-VideoChannel](https://www.youtube.com/@IAM-VideoChannel)
2. Below the video, click the Share button, then select "Embed".
3. A pop-up will show the embed code. Copy it by clicking Copy.
4. Open your website editor, switch to HTML view, and paste the embed code where you want the video to appear.
5. Save the changes, then preview your page to ensure the video displays correctly.

Logo Rules



Do NOT shear, skew, fold, spindle, or mutilate the IAM Trusted Supplier Badge.