



Commitments Honored, Disputes Resolved

**Professionalism Assured**

## IAMTrusted Moving Company Brand Guide



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The IAMTrusted Moving Company (“ITMC”) 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 ITMC credentials.

Only IAMTrusted Moving Companies in good standing may display the ITMC logo or associate the brand with their company. If the ITMC 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 ITMC logo.

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

IAM member companies that falsely promote, display or associate their company with the IAMTrusted Moving Company 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 Moving Company Program: IAMTrusted Moving Company – IAMX ([mobilityex.com](http://mobilityex.com))



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

# Logo Proportions



$$M = x$$

IAMTrusted Moving Company badge must have padding/margin equal to or greater than the "M" in "Moving Company" all around the ITMC 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)



A business card back template with a white background and a thin blue border. In the top right corner, there is a square QR code. Below it, the name "ALEXANDERSON" is printed in a large, bold, black sans-serif font. Underneath the name, "Move Coordinator" is written in a smaller, blue sans-serif font. A thick horizontal bar, split into black and blue sections, is positioned below the text. At the bottom, there are three contact icons: a house icon for "Street Address Here", an envelope icon for "urname@email.com" and "www.websitename.com", and a telephone icon for "+18 2767 9470 1808".

**ALEXANDERSON**  
Move Coordinator

Street Address Here  
Street Address Here

urname@email.com  
www.websitename.com

+18 2767 9470 1808  
+18 2767 9470 1808



A business card front template with a white background and a thin blue border. It features a blue hexagonal logo with a white geometric pattern inside. Below the logo, the text "Move Fast" is in a large, bold, black sans-serif font, and "Moving Company" is in a smaller, black sans-serif font. To the right of the company name are two certification badges: the "IAM TRUSTED" badge, which includes a globe icon and a truck icon, and the "IAMX VALIDATED" badge, which includes a globe icon and a checkmark icon. A thick horizontal bar, split into black and blue sections, is positioned at the top and bottom of the card.

**Move Fast**  
Moving Company

IAM TRUSTED Moving Company

IAMX VALIDATED

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

**ALEX ANDERSON**  
Move Coordinator

 [urname@email.com](mailto:urname@email.com)  +18 2767 9470 1808  
[www.websitename.com](http://www.websitename.com) +18 2767 9470 1808

 **Move Fast**  
Moving Company





Move Fast  
Moving Company

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Lorem Ipsum

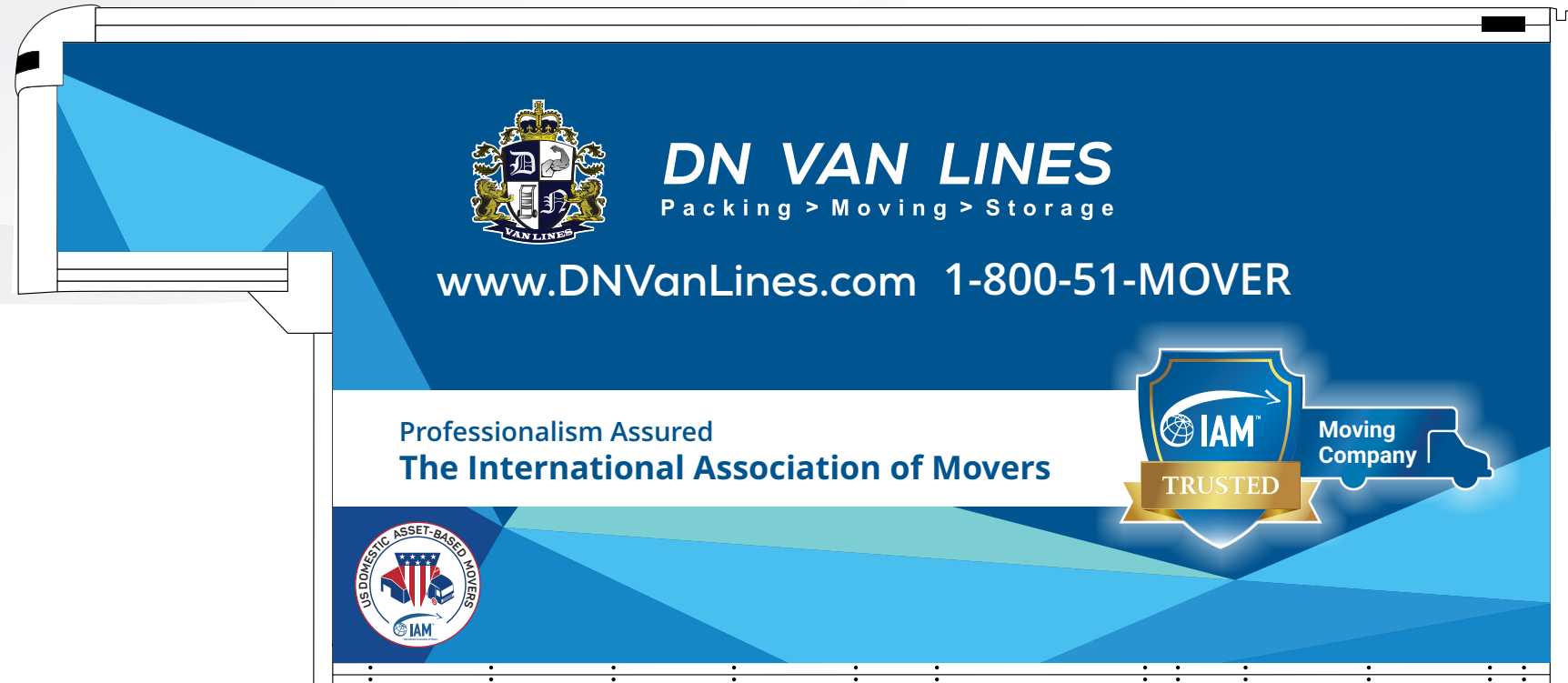
# Landing Page Design

Sign up

Show more



Logo Applications (Full Truck Wrap)



Logo Applications (Truck Wrap - Simulated)





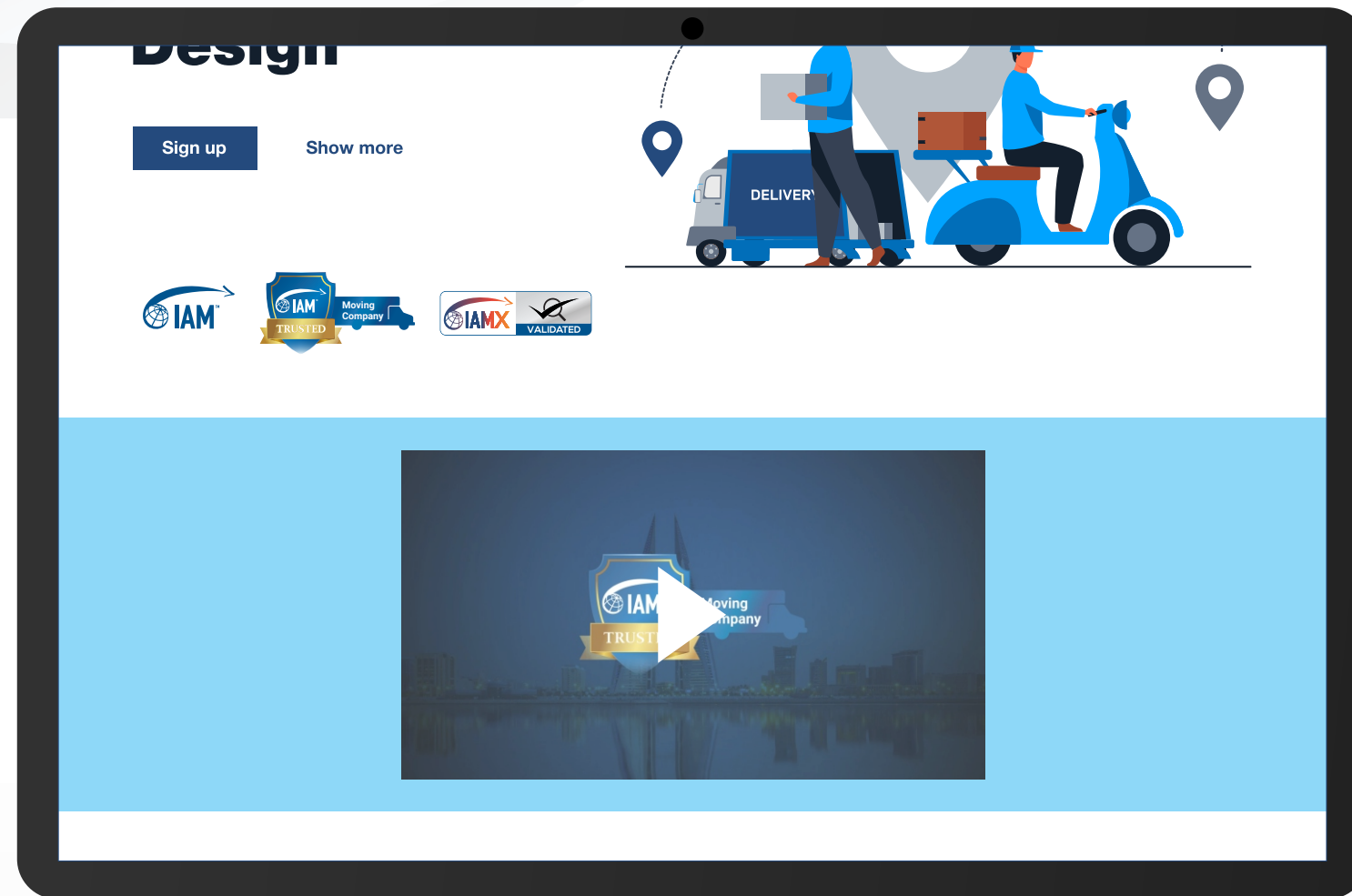
Professionalism Assured  
**The International Association of Movers**

Logo Applications (Vinyl Sticker - Simulated)





## IAMTrusted Moving Company Consumer Video - Application & Instructions



### How to embed a YouTube video:

1. Go to the IAMTrusted Consumer 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 IAMTrusted Moving Company Badge.