

CHAPTER 1

The Look of PMI

PMI logo



PHILIP MORRIS
INTERNATIONAL

PMI LOGO

Our logo

The PMI logo, the most valuable asset of our visual identity, is an instantly recognizable symbol of the organization. It reflects PMI's long history while also being appropriate for our new core proposition: *delivering a smoke-free future.*

Our logo is confident and distinctive, and ensures we stand out in the marketplace. It is made up of three elements: the crest, the divider line, and the wordmark. These elements are of a fixed size and position relative to one another and should not be altered in any way.

Never attempt to recreate the logo; always use the master artwork supplied.



PMI crest

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Divider line

PMI wordmark

PMI LOGO

Alternate logo lockup

In some instances, the preferred logo lockup (introduced on the previous page) may not be optimal for displaying our brand identity.

An alternate stacked lockup may be used in exceptional cases. Note that the vertical lockup does not include a divider line. Place this logo version into application formats in a way that maximizes its presence and impact while respecting the minimum exclusion zone around it, as shown below.

Consult with the PMI Global Communications department before using the alternate logo lockup.



PMI LOGO

Logo usage

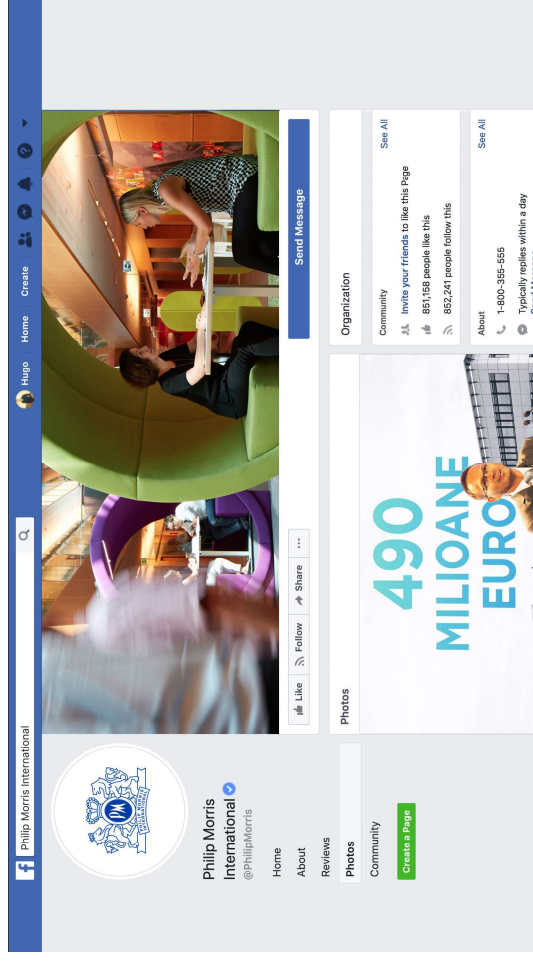
The logo is considered a unit. Never use the wordmark without the accompanying crest.

The crest itself may be used without the wordmark in certain instances where space or other restrictions do not permit the complete PMI logo.

Examples of such instances include icons for digital apps, social media icons, URL icons, when the PMI

identity is used as part of a business unit, program, or project identity, as shown in the examples on this page.

Please refer also to the page entitled "Relationship with business units, programs, and projects" within these guidelines. Always consult with the PMI Global Communications department before using the crest symbol as a stand-alone element without the full company name.



Use of stand-alone PMI crest

Social media content playbook

Please read How we do social at PMI playbook designed by the Global Digital Communications team in collaboration with the Talent Attraction and Engagement team

> PDF IN MEDIA BANK

PMI LOGO

Logo color variants

The PMI logo is available in various color versions to allow maximum impact and reproduction quality.

The logo may appear only in the color combinations shown in these pages. Never attempt to recreate the logo; always use the master artwork supplied.



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Spot color logo



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Process color logo



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RGB color logo



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Solid black logo



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White logo (on contrasting background)

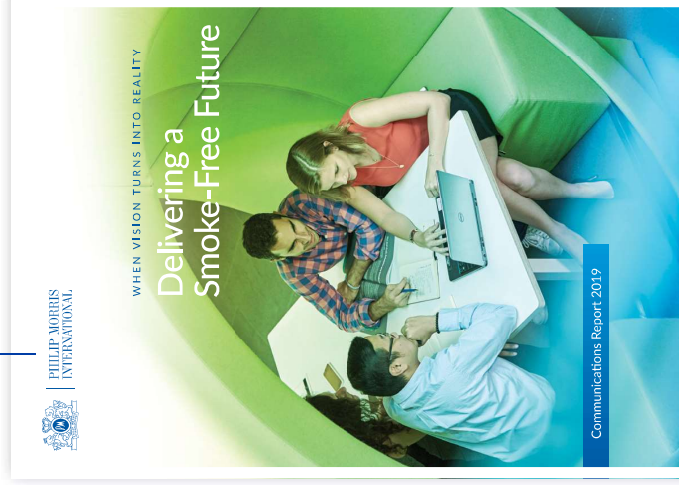
Logo color formats

The PMI logo is available in an array of color versions for different applications. This page explains where to use each version. Please ensure the correct logo is used when creating online and offline visual materials.

Process color logo

Use the process color version of the logo when producing communications using process printing, such as color advertising and print collateral.

> USE EPS FILE FORMAT



RGB color logo

Use this version for all on-screen applications such as PowerPoint presentations and intranet sites.

> USE PNG FILE FORMAT



Solid color logo

Provide this version of the logo to production houses that produce branded touchpoints that require screen printing, etching or embossing.

> USE EPS FILE FORMAT



White logo

Use this reversed version of the logo only on dark backgrounds. However, generally speaking, avoid dark backgrounds.

> USE EPS FILE FORMAT



Solid black logo

Use this version on applications where only black-and-white reproduction is available, such as forms and mono newspaper advertising.

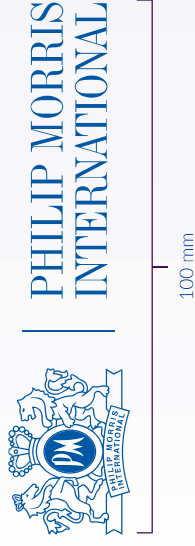
> USE EPS FILE FORMAT

PMI LOGO

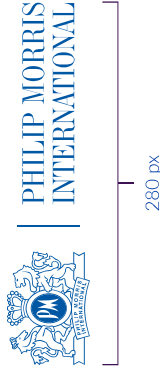
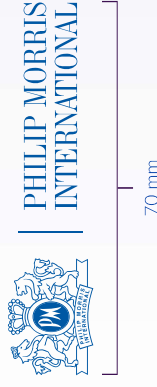
Logo sizes

Varying sizes of the PMI logo should be used depending on the application. On this page are the recommended sizes to use on standard format applications. There is no maximum size at which the logo can be reproduced, although care should be taken to ensure that it is appropriate for its application.

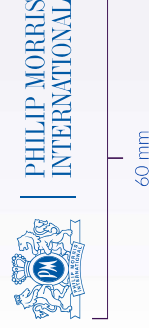
A3 format



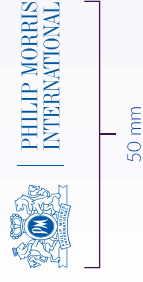
A4 format



Digital



Flyer format (trifold)

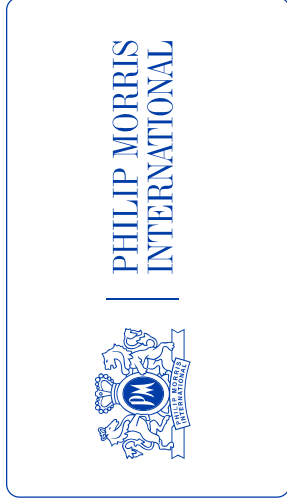


Postcard (A6)

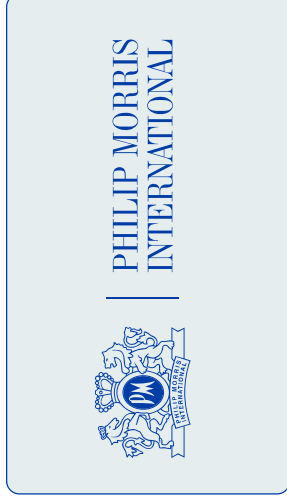
PMI LOGO

Use on colored backgrounds

The PMI logo should appear **only** on a white or lightly tinted background, or on neutral areas of photography. It may not be placed over colors that offer insufficient contrast, over busy areas of photography, or on a patterned background.



On a white background



On a lightly tinted background



On an image with sufficient contrast



On a background with insufficient contrast



Over busy areas of photography



On illustrations or patterns

PMI LOGO

Exclusion zone

A minimum clear space around the PMI logo has been defined, into which no other visual elements should be placed. To ensure visual impact, we recommend keeping a large area of white space around the logo wherever possible.

The dotted line indicates the exclusion zone. The zone is based on half the height of the PMI crest (defined as x). Note that this is the minimum space around the logo; a larger space is possible and in many cases preferable.

0.5x			
x			
0.5x			
	0.5x		0.5x

PMI LOGO

Positioning the logo

To allow maximum flexibility across the manifold communication materials on which the PMI brand will appear, our logo can be aligned either left or right, but must always be at top.

Wherever applied, the logo must be set away from the edge, as defined by the exclusion zone.



PMI LOGO

Relationship with local affiliates

Affiliate versions of the PMI logo follow the templated format illustrated below. **International** is dropped from the corporate name. The affiliation name is set in the same type treatment as our corporate name. Affiliate versions of the PMI logo are also available as a vertical format to accommodate formats that don't complement the preferred semi-horizontal version.

Always consult with PMI Global Communications before creating a new affiliate logo version.

Affiliate logo template with PMI corporate name



Vectorized type treatment;
do not alter



PHILIP MORRIS
GMBH



PHILIP MORRIS
FRANCE S.A.S



PHILIP MORRIS
FRANCE S.A.S

PMI LOGO

Relationship with business units, programs, and projects

PMI, as a global organization, has a broad array of business units, internal and external programs and projects, and partnership initiatives. It is important that we maintain a consistent approach in showing these relationships.

While a number of well-established "sub-brands" have their own identities, we wish to limit the proliferation of such sub-branding moving forward to preserve and concentrate the equity in our core brand. Put simply: Not every initiative requires a unique graphic treatment. Our corporate brand should be used prominently across our various activities.

Internal-facing sub-brands may stand by themselves, while external-facing sub-brands should be endorsed by the PMI crest wherever possible, as shown below.

IMPORTANT NOTE:

As of January 1, 2020, no new internal logos or sub-brands should not be created without prior approval.

When in doubt, please consult with PMI Global Communications.

Function or department branding template



PMI crest Divider line Department or function

Example



In some special cases, we can use the team name without the department name.



Project or initiative branding template



PMI crest Divider line Department or function Project or initiative

Example



Digital | Analytics

Cost Category Management

In some special cases, we can use the project or initiative name without the department name

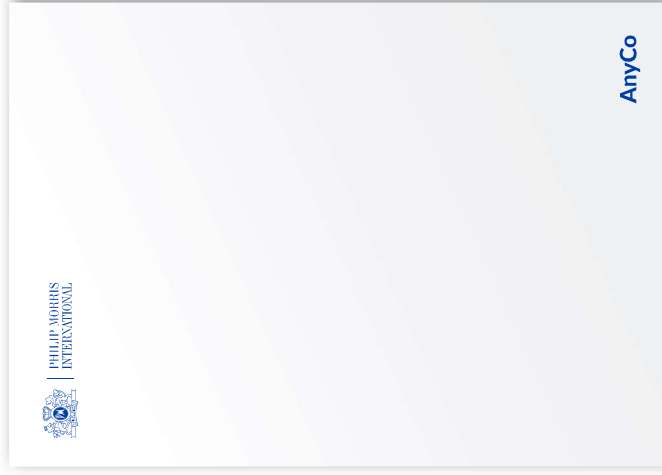


Cost Category Management

PMI LOGO

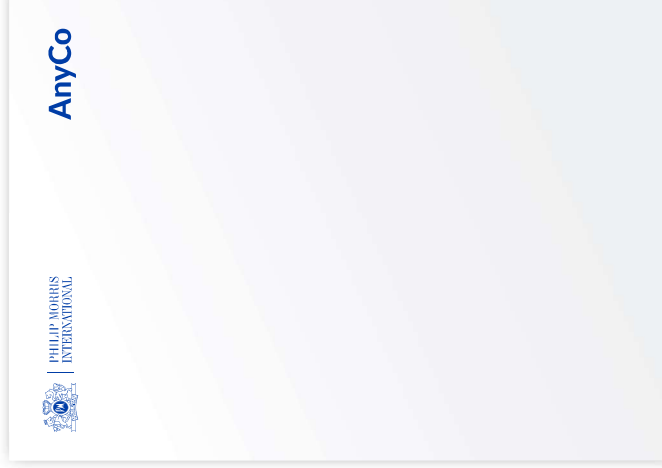
Relationship with partner logos

In certain instances, the PMI logo will appear alongside partners' logos on applications and communications. The examples on this page illustrate the three most likely relationships.



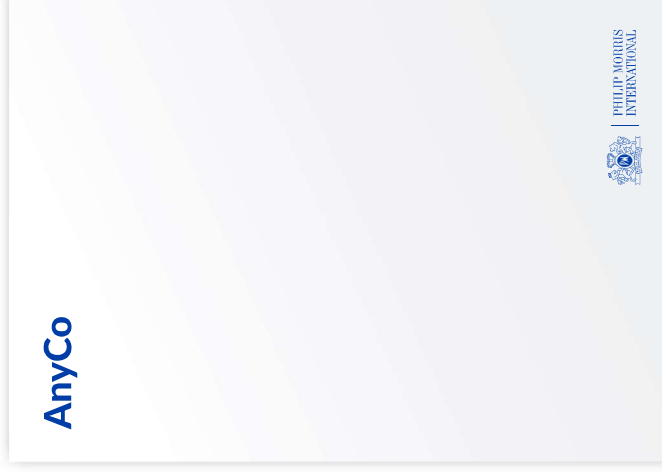
Lead partner

When PMI is the lead partner, the design of materials should conform to our visual style with our partner's logo positioned at the bottom of covers. The partner logo should be approximately 3/4 the size of the PMI logo.



Equal partner

Where we are working in equal partnership, both logos should appear at the top of covers, and the design of materials should, where possible, conform to our visual style or, at minimum, include one of the PMI design assets. The logos should be equal in size.



Secondary partner

Where PMI is a secondary lead partner, the design of materials will normally be influenced by our partner's visual style. In this instance, we must ensure that our logo is applied and positioned correctly according to the principles set out in these identity guidelines.

PMI LOGO

Prohibited

The PMI logo is a valuable brand asset; take great care to ensure it is clearly and correctly presented at all times.

To preserve the integrity of the logo, avoid executions that misuse, amend, or trivialize the PMI visual identity.

IMPORTANT NOTE:

As of January 1, 2020, no new internal logos should be created. Externally facing logos or sub-brands should not be created without prior approval.

When in doubt, please consult with PMI Global Communications.



✗ Never apply a drop shadow to the logo.



✗ Never distort or skew the logo to fit.



✗ Never use the logo in colors other than those approved.



✗ Never change the type treatment for the PMI name.



✗ Never place the logo at an angle.

✗ Never modify the relationship between the crest and the wordmark.

✗ Never change the placement of the crest relative to the wordmark.

✗ Never add additional elements to the logo.



✗ Never use the PMI logo font to create the department logo.



✗ Never place a second logo after the name of a department.



✗ Never place the project or initiative before the department or function.



✗ Never place two functions on the same logo.