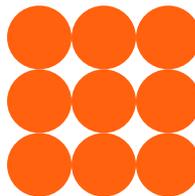
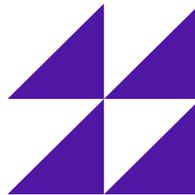
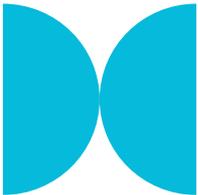


# Our Brand Story





# The Project Management Institute was founded in 1969,

when project management wasn't a thing yet.

It was a small group of people talking about new tools and processes that were changing the way work was being done.

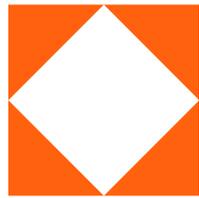
Today, the world  
of work is changing  
faster than ever.

We are broadening  
the stories we  
tell and the roles  
we play.

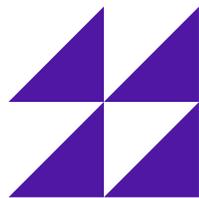




From start to finish



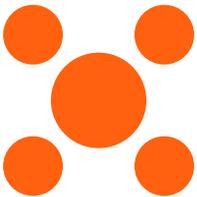
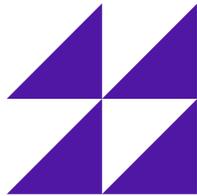
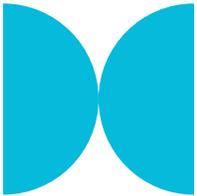
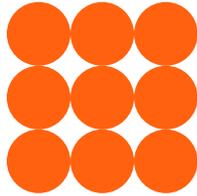
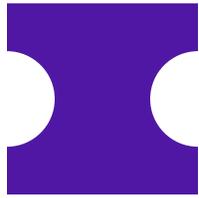
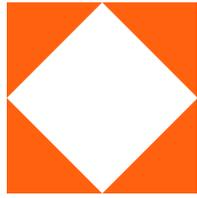
From inputs to outcomes



From frameworks to  
whatever works

**The future of work ... is here.**





# The Project Economy

Today, organizations and people are centered around a portfolio of projects to deliver outcomes. At PMI, we call this new way of working “The Project Economy.”

For people, this means they need the right skills and mindset to move seamlessly from project to project in order to help their organizations deliver strategic outcomes.

For organizations, this means decision-makers need to understand how to staff the right people to form project teams that drive strategic outcomes.

## 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  
people to make ideas a reality.

## Our Brand Story

OUR BRAND STORY IS THE NARRATIVE THAT TELLS PEOPLE WHAT WE DO TO POWER THE PROJECT ECONOMY.

# We lead change

We have a vision for the future and know what's needed to make it happen.

# We build community

Connecting people to the right resources, tools, networks, and communities they need to reach their full potential.

# We cultivate passion

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

# We celebrate outcomes

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

Our Brand Personality

We are  
**Fearless**

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.

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



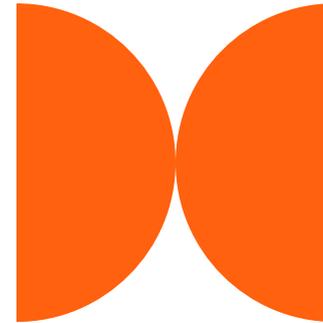
## Our Visual Identity

# Creating a language for The Project Economy

Our visual identity helps us define and lead The Project Economy. It begins with a design language. This is the language of The Project Economy and the qualities required to be a part of it: collaboration, determination, change, innovation, teamwork, outcomes, growth, vision, and community. We represent each of these qualities with a unique symbol.

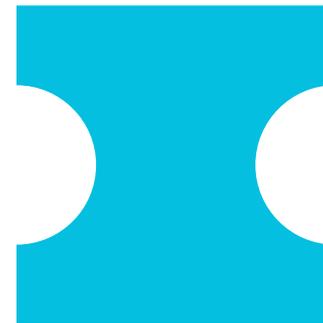
These symbols will be embedded in our communications over time, reinforcing their meaning.

## Symbol meanings



### 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.



### DETERMINATION

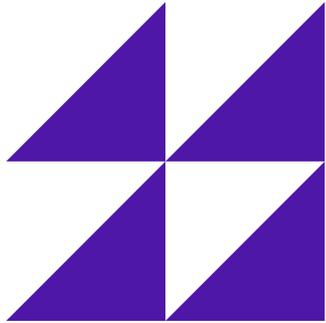
Sometimes projects go according to plan. Most of the time, not. Perseverance is needed to complete any project and successfully deliver outcomes that make a difference in the world.



### CHANGE

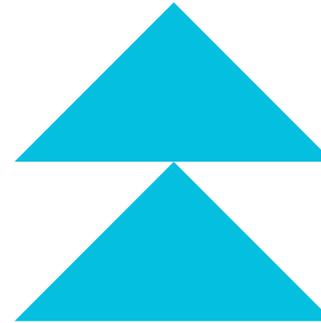
Disruption isn't new—it's constant. Learning how to navigate change is inherent to our growth and challenges us to continuously evolve. Greater challenges bring greater satisfaction in giving back.

This symbol is only to be used in the Project Mark.



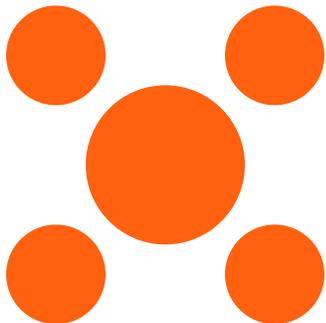
## INNOVATION

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.



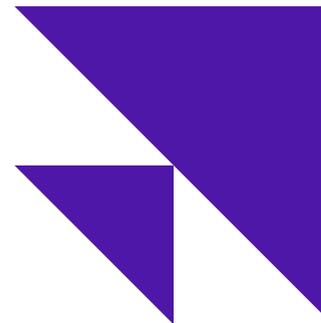
## GROWTH

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.



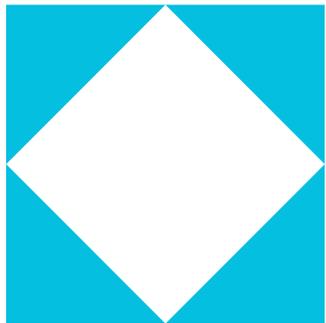
## TEAMWORK

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.



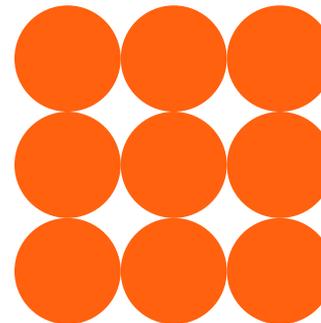
## VISION

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.



## 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.

This new language infuses our brand with meaning and represents what we stand for as we continue to lead the profession into the future.

If you have any questions, comments, or would like more information please contact:

[brand@PMI.org](mailto:brand@PMI.org)