

4 November 2020

PRESS RELEASE

For immediate release

The Institute of Materials, Minerals & Mining (IOM3) launches new visual identity & website

IOM3 is proud to launch its new logo, visual identity and website, devised to reinforce our Institute core values of being forward looking, dynamic, mindful, environmentally conscious, innovative and global.

IOM3 wanted a new visual identity that was strong, simple & striking, embodying the forward looking nature of IOM3 but also using different shapes to represent our history, the mergers of diverse bodies, and the eclectic mix of people and ideas, which have come together to form the Institute we know today. The various shapes make reference to the fact that our differences can become our strengths when we work together towards a common goal.

In a statement, IOM3 President Professor Serena Best CBE FREng CEng FIMMM said, 'I am delighted with the refreshment of the IOM3 visual identity - this modernisation of our image and has been developed with wide consultation across the membership. The new visual identity represents an important development for our whole membership and comes alongside the successful delivery of the new IT platform which will enhance engagement with our global community.'

The launch of our visual identity and website is the culmination of a major digital transformation project within IOM3, delivered in record time. IOM3 has worked with partners BlueLight, Pixl8 and Hart Square to deliver a new website, portal and CRM over the course of 15 months. Our visual identity was developed by our talented In-house design team. The new digital systems provide a flexible and modern new platform that has brought together all our administrative systems in one and will allow IOM3 to deliver better and more customised services to its members. Over the coming months we will be building on this and providing additional content and functionality to members and customers alike.

Take a look around the new website at www.iom3.org

A copy of our brand guidelines can also be found at bit.ly/IOM3-visual-identity-20

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Notes to editors

The Institute of Materials, Minerals and Mining (IOM3) is a major UK engineering institution and is the professional body for the advancement of materials, minerals and mining to governments, industry, academia, the public and the professions. For more information, visit www.iom3.org

The global network for the materials cycle

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