



Q&A PMI New Brand

Q1: Why have the PMI changed their brand/logo?

We changed our brand and logo to resonate with our evolving and diverse membership, stay current in a fast-changing industry, and reflect our progressive, inclusive vision and global awareness. This bold and modern update enhances our ability to connect with our audience, showing we understand their needs and reinforcing our commitment to being a leading, relevant, and dynamic professional body in the UK pensions industry.

Q2: What difference will this be to the future of the PMI?

The new brand signifies a strategic shift for the PMI, going beyond visual changes to expand our role in pioneering thought leadership and innovation while continuing to provide world-class education. This evolution will help us prepare current and future leaders to achieve optimal outcomes for pension members.

Our brand review established three core principles: always forward-thinking, responsive to a changing world, and committed to your success. These principles guide our operations and strategic approach, helping us navigate the future with agility and foresight.

Q3: How does the new brand align with PMI's long-term strategic goals?

The new brand is an intrinsic part of our overall strategic plan and designed to support it. The plan includes our core focus on education, with three core principles: to be forward thinking, responsive to change, and committed to our members' success. There will be several new initiatives supporting these principles, including the Global Innovation Centre, a new education academy, and inclusive member-centric communities.

Q4: What changes will we see?

Immediately, you will see an updated logo and colours designed to reflect a more modern and forward-thinking organisation, and a refreshed website that will be redeveloped over the next year for better functionality, navigation, and stronger member resources. We have also defined new brand values—professional, inclusive, collaborative, future-focused, and trusted—which we will embed in all our actions.

This rebranding is part of a wider transformation in how we operate and support our members, not just a visual update.



Q5: Why now?

The completion of our strategic review acted as a catalyst to make change. We highlighted the changing needs of our members and stakeholders and the rapidly evolving pensions industry, recognising the need to adapt and innovate so we could better support our members and the wider industry.

Q6: Did you ask members about the brand change?

Yes, we consulted our members about the brand change. The project was led by the PMI Board and included consultations with key stakeholders. We also held focus groups with members and industry professionals to gather their views and feedback.

Q7: How have members responded to the changes so far?

The results of the focus groups were very positive: Over 85% felt the changes would give a more contemporary impression. Comments received included:

"I really liked the colourful aspect to the branding – it reminded me of university brochures and looked really inviting and a huge improvement on the current branding/colour palette for communication."

"I think modernising the brand is a positive move for PMI and will improve impact"

Q8: Why have we lost the traditional PMI crest?

Our heritage remains important, but to build a new audience and reflect a professional, forward-thinking organisation, we have decided to move away from the traditional PMI crest. The new branding better represents our commitment to modernity, inclusivity, and innovation while still honouring the rich history of the PMI. Our new brand will help us stay relevant in a rapidly evolving industry, and our new principles will ensure we continue to adapt and evolve to meet the changing needs of scheme members.

Q9: Why have you dropped the full name? The Pensions Management Institute?

As part of our review, we acknowledged that the term "Pensions" does not fully encompass everything we do, with our future scope covering a broader range of lifetime savings initiatives. Over the past few years, we have been using "PMI" more widely, and the rebrand has given us the opportunity to formalise this change. While we are aware that other organisations also use the acronym "PMI," we will retain our website URL to ensure our audience can still find us easily.



Q10: Why does the P look different?

We are not the only PMI. There are other organisations around the world using the same acronym. We felt it important therefore to have something unique in our brand identity to differentiate us from other PMIs.

Q11: How does the new branding compare to other bodies like PMI?

We conducted extensive research and tested our proposals with several diverse focus groups. The new branding positions us as modern and contemporary compared with some other bodies that are seen as old-fashioned.

Q12: How much have you spent on the new brand?

We have invested responsibly in our new brand to ensure it reflects our commitment to excellence and innovation. As part of our strategy, we are focused on making prudent decisions that enhance our brand while maintaining fiscal responsibility, therefore we are not discarding existing assets unnecessarily but will update collateral as needed.

Q13: When will the re-branding be fully implemented?

We plan to fully implement the new brand over the next 12 months. You will start seeing changes gradually, with all new materials featuring the new brand.

Q14: We use the PMI branding on our website or training materials, can we still use it?

Yes, for now, but we will ask all our partners to update the PMI logo. We will contact each organisation and provide new logos and guidelines.

Q15: Can I use the logo in my organisation?

Like most organisations, we protect our trademarks. This prevents other organisations and scammers selling goods and services purporting to be us. Therefore, we do not allow the general use of our logo. However, if you are working with us on a specific project and need our logo for publication/event purposes, please [contact us](#).

Q16: Didn't you re-brand a few years ago?

Over the past few years, we made some small revisions to the PMI brand, including introducing a new strapline and incorporating a chevron to symbolise driving change. However, our current approach is more substantial featuring a new, modern logo, confident colours, and a clear set of values that we believe will form a strong foundation for our ambitious strategy.



Q17: What will happen to old, branded materials?

We will gradually phase out old, branded materials and replace them with new ones. However, historical documents and reports will retain the old branding for archival purposes.

Q18 How will the PMI communicate with the industry, employees and wider stakeholders?

We have already reached out to all our members, students, partners, and stakeholders regarding our new brand and renewed strategic vision. Moving forward, we plan to enhance our visibility by actively engaging with industry publications, participating in relevant events and conferences, and leveraging social media platforms. Our goal is to increase awareness of the PMI and highlight the contributions of our members and partners within the industry.

Q19 Will any of this affect my membership grade, accreditation or certification?

The new strategy and brand do not involve any changes to the existing membership structure. All active members will continue to use their current member designations, such as FPMP, APMP, ProfPMI, PTPMP (Accred), and LTPMP (Accred), based on their membership grade.

For existing members, we will not be issuing new membership certificates with the new logo, however, if you require an updated version, please contact our [membership team](#).

Q20: How will this affect PMI's regional groups?

As part of our strategic transformation, we are currently working with our regions to create a more holistic, inclusive feel for our members, with consistent experiences across all regions. Part of this will include the use of the new brand across all our regions and other communities.

Q21 How will my PMI membership profile on LinkedIn or social media change?

We will update all our social media icons and profile images. If you follow our company pages on LinkedIn, the profile pictures will automatically reflect the new branding.

Q22: Will there be changes to the services provided to members?

Your membership benefits, services, and access to resources will not be affected by the re-branding. You will continue to enjoy all the privileges and support you currently receive, but with a fresh new look!



Our website and online portal have been updated to reflect the new brand but keeping the same functionality and access to information. Your login details and access rights remain unchanged.

Q23: Will there be any changes to the events and programmes?

Our events and programmes will continue as planned. The new branding will be incorporated into future events and communications, but the content and quality of our programmes will remain high.

If you have any other question or would like to know more, please [contact us](#).