

## OUR NEW LOGO



**INDUSTRIAL  
MAGNETICS.**

### What do you see?

A big magnet? Our company letters? Two people shaking hands? It's not a trick question. As part of IMI's brand evolution, our new logo tells a story of our origins, our growth, and the core values we always hold true.

#### 01 >> THE MAGNET



##### It represents our **roots**

The classic horseshoe magnet shows our humble beginnings — and how far we've come as a company. As we continue to grow, the heart of our service lies in a finely crafted, high-quality magnet.

#### 02 >> THE SHIELD



##### It stands for **protection**

See the outline of our logo? It's a shield representing the strength of our magnets: their longevity, their added safety, and the peace of mind they deliver to each customer.

#### 03 >> THE FIGURES



##### It symbolizes our **partnerships**

To symbolize our commitment to our customers, we added the shape of two figures shaking hands. It also happens to form the letters "I-M-I", your partners now and always.

#### 04 >> THE COLORS



##### It means '**Pride in the USA**'

Our new color scheme involves a richer red and a deep blue. Red, White, and Blue are a symbol of pride and the colors of our nation's flag — and our hometown colors! We can proudly say our products are sold worldwide and most are made at our factory in Boyne City, Michigan.



When it comes to making things better, IMI is a **magnetics industry leader.**

A solutions-based focus and consultative approach to meeting customer needs are at the core of IMI. We take pride in designing, engineering, and manufacturing industrial grade magnetic equipment for our customers' specific requirements.

With a strong emphasis on craftsmanship, quality, and performance, Industrial Magnetics provides permanent magnets and electromagnets to customers worldwide.