

11 April 2023

Dear Valued Member

SHOWING OUR BEST FACE – ACCREDITED BRANDING IS READY

In September last year we advised members that the RMI Board had approved a special project to fund production of RMI branding material, specifically to assist you, our members, in bringing your premises up to date with the new RMI branding introduced three years ago. This will enable you more easily to reflect our brand consistently and uniformly, as changes to signage can prove costly.

We are now proudly able to report that the new Accredited branding has just come off the presses and has been distributed to our RMI regional offices. Each member in good standing will receive 2 small and 2 large RMI Accredited Member decals as well as a high quality RMI Perspex board to proudly display in your reception facing areas for staff and customers to see.

The branding has been sent to all of our regional offices country-wide and is ready for collection. Please can all qualifying members collect their branding before end May 2023. Here is a link to our regional offices with all details <https://www.rmi.org.za/contact/>

We would appreciate it if members could collect their own branding. RMI staff will also deliver as part of their normal travelling into certain areas.

We believe this is an excellent branding opportunity for members and will definitely help you move from the old to the new correct RMI branding, thereby ensuring the RMI Corporate Image is being upheld. As we have stressed, showing our best face with the correct logo, is vitally important.

It is the one element that makes us distinctively recognisable in the industry, with key stakeholders such as Government, insurers, OE manufacturers and warrantee administrators, and most importantly, amongst the motoring public.

It allows the RMI to provide you, our members, with tangible evidence of the importance in belonging to the RMI and helps create a feeling of cohesion amongst our members.



It may also very well serve to introduce more consumers to our members.

The project will run for 6-12 months as we have members in all corners of the country and once collected members can indicate if they need to order more branding.

Of equal importance is ensuring brand consistency across all documentation and marketing collateral which includes letterheads, leaflets, advertisements, websites, and social media platforms. We have attached a simplified one pager which will assist you in using the “Accredited Member” logo on documentation and marketing collateral. We have zip folders for each Association as well as the RMI which can easily be obtained by contacting your respective Associational Director. Let’s work together to ensure all old branding is replaced.

I would like to remind members of our more in-depth Corporate Identity Manual with very clear directives, reflecting do’s and don’ts to ensure colours are adhered to, logos are not stretched out of proportion and branding is applied consistently and accurately. If you don’t already have a copy, you can liaise with the RMI’s Brand and Communications Manager, Danelle van der Merwe on Danelle.vandermerwe@rmi.org.za who can forward you a copy.

Please may we ask that you are vigilant in the correct use of our identity.

I look forward to your support and co-operation and to more of our members appreciating and embracing the change.

Yours faithfully,

JAKKIE OLIVIER
RMI : CHIEF EXECUTIVE OFFICER

