



**RMI** | INVESTMENT  
MANAGERS

IDENTIFY. PARTNER. GROW

# A NEW BRAND IDENTITY FOR RMI

We are very proud to launch a new identity for RMI Investment Managers.

Our new logo is based on the newly crafted RMI identity that was revealed during our latest annual financial results release in September.



**RMI** OPTIMISE  
DIVERSIFY  
MODERNISE



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The new and dynamic brand is a visual representation of RMI's philosophical approach as a strategic shareholder. Visually, inspiration was drawn from the contained yet multifaceted images of a kaleidoscope with its limitless choice for creative interpretation.

The significance of the new Kaleido symbol is described below:

- the meticulously crafted open-ended yet closed **circular icon** signifies completeness, describing RMI's ethos of enabling its portfolio companies to operate in empowered, independent, owner-managed entities within a partnership construct, in which RMI acts as a shareholder of influence;
- the **outer circumference** represents RMI's holistic portfolio management approach encompassing financial performance, operational excellence and longevity of business model;
- the **open spaces** denote the freedom and opportunity of the management partners to run their businesses without interference;
- the **overlaps** speak to active endeavors to identify areas of selective co-operation and collective engagement; and lastly
- the **core** embodies the proud history, values, culture and common attributes that bind the RMI portfolio.

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The RMI Investment Managers affiliate business model echoes the above approach and we therefore resonate deeply with the new Kaleido symbol.

We liken our version of the logo to a “sport edition” of the RMI identity and hence our colour palette draws inspiration from the RMI corporate colours with the addition of a vibrant accent green. Along with the Deep Blue that represents stability and consistency, the vibrant Future Green depicts creativity, growth and potential.

We hope you like our new identity as much as we do and invite you to please visit our website to further enjoy and experience our new look and feel - [www.rmiim.co.za](http://www.rmiim.co.za)

Deep Blue



Future Green



Cool Grey



Pure White

