



# FIDI-FAIM QUALITY SEAL

**Best Practices  
for promoting  
your Quality seal**

# THE FIDI-FAIM QUALITY SEAL

The FIDI-FAIM Quality Certification is what identifies FIDI Affiliates as leaders in the moving & relocation industry. Your company has worked hard to achieve this prestigious recognition of quality – now make sure to use it to its full potential.





# HOW TO PROMOTE YOUR **FIDI QUALITY SEAL**

**Your FIDI-FAIM Quality Seal is a strong marketing tool** – use it in your communications towards your clients, partners and supply chain to truly stand out from the crowd.

**10 tips on how to use your  
FIDI Quality Seal**



1

**Update your company page on the [‘Find A FIDI Affiliate’](#) section regularly by adding your logo, contact details, intro text, banner images, video, etc.**

[Download the FIDINET Media Pack here](#)

[Next tip](#)



# 2

Do not forget to **use your FIDI- FAIM and FIDI-DSP logos in your email signatures, on your business documents and on your company website.** This increases the exposure to your frequent contacts, making you stand out.

[FAIM logos explained](#)

[Next tip](#)



# 3

On your website, **add a page explaining what it means to be FAIM certified.** You can [contact us](#) for a template text or add a Url link to your website footers to redirect your readers to the official [FIDI FAIM Quality page](#).

Next tip



# 4

You can **embed the FAIM corporate video in your company website** and use it on your social media channels. The video can be customized with your company's logo and url for a small fee.

[Watch video here](#)

[Next tip](#)



# 5

If you have a company blog, you can **share a brief press release article**, maybe translated to your local language. Press release articles are a good way to strengthen public relations with transparency, explaining what your certification (s) means for your company, for example.

[Download template](#)

[Next tip](#)



# 6

**Share and promote your FIDI-FAIM/FIDI-DSP certification on social media**, and feel free to use the relevant FIDI handles and hashtags – and don't forget to tag us so that we can repost!

[Download the FIDI social media cheat sheet](#)

[Next tip](#)



# 7

**Use your FIDI-FAIM Certification when selling services to your end customers**, for example by attaching the “FAIM for end customers” leaflet to your quotes. Your FIDI-FAIM Financial assessment report, issued by EY, is a very strong marketing tool – use it to its full advantage!

[Download the “FAIM for end-customers” brochure](#)

[Next tip](#)



# 8

Your **FIDI-FAIM Financial assessment report**, issued by EY, is a very strong marketing tool – use it to its full advantage!

[More info about the FAIM Financial Assessment](#)

[Next tip](#)



# 9

Advertise your business to your fellow agents and end-customers by taking advantage of the advertising options in **FIDI Focus magazine** (print and online).

[More info about the FIDI Focus advertising opportunities](#)

[Next tip](#)



# 10

Make the most out of FIDI's network of partners and our communication channels. **Let us know your big news**, so we can share it on our social media, our website or in FIDI Focus magazine.

Contact FIDI's marketing team

# FIDI-FAIM LOGOS EXPLAINED

The FIDI-FAIM certification process follows the principle of continuous compliance – meaning that your company has to prove that it is consistently compliant with the FAIM requirements. In exchange, your company can display and use the FIDI-FAIM logos proudly.

**FIDI-FAIM logos  
explained**

**FIDI-FAIM logo  
guidelines**

**More info about  
FAIM Certification**

# FIDI LOGOS EXPLAINED



The FAIM Quality label is the global reference of quality service, and can only be used by FAIM-certified companies. The following guidelines will help you to use this label in a consistent and powerful way, allowing you to stand out from the competition.

## The FIDI-FAIM primary logos



As a result of the successful audit performed by the independent auditor, your company will be FAIM or FAIMPLUS certified, for a 3-year period. This allows you to use the FAIM(PLUS) logo in all your communications.

The FAIM and FAIMPLUS logos can be found in the [Marketing Library on FIDINET](#).

[FAIM logos guidelines](#)

## Additional logos

### Yearly Financial Assessment

The EY CRB logo is linked to the yearly FAIM Financial Assessment. It can be used by any FIDI affiliated company that has successfully passed its yearly FAIM Financial Assessment, for the duration of the full calendar year.

[More info about the yearly Financial Assessment](#)



### FIDI-DSP

The FIDI-DSP logo is awarded to the FIDI affiliated companies that have successfully passed the FIDI-DSP audit. This logo can be used in relation with any communication linked to your international DSP services.

[More info about the FIDI DSP-Programme](#)



# FIDI-FAIM LOGOS GUIDELINES



To ensure consistency throughout the use of the FAIM label, please follow the below brand guidelines.

## The logo dimensions

A clear space area is important to allow the logo to be clearly seen and aid the strength of the FIDI FAIM branding.

The exclusion zones are based on the width of the “tick” within the logo.

## Colours

The FAIM label can be used in full-colour, black and white, and negative. For white and near-white backgrounds, please give preference to the full colour option. For coloured back-grounds, use the negative version. When incorporating the logo on your moving boxes, please use the black and white version to warrant visibility.

Primary Logo



Minimum size



PMS 185c  
C3 M100 Y82 K0  
R230 G29 B57



PMS 187c  
C26 M100 Y81 K27  
R147 G25 B45



Black  
C0 M0 Y0 K100  
R0 G0 B0



Black version



Full White version



## MORE **INFO ABOUT FIDI-FAIM** CERTIFICATION

- What is FIDI-FAIM certification and why did FIDI introduce it?
- What are the FAIM requirements?
- The FAIM Compliance Procedure
- FAIM Financial Assessment, a guarantee of financial health

**[Click here to learn more about the FIDI-FAIM  
Quality standard](#)**





# Contact Details

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