

The logo is a circular emblem with a dark red border. It is divided into three horizontal sections. The top section is light gray and contains the text 'SMI' in large, bold, dark red letters. Below 'SMI' is the text 'SALES & MARKETING INSTITUTE INTERNATIONAL' in smaller, dark gray letters. The middle section is dark red and contains the text 'Certified Marketing Professional' in white, bold letters. The bottom section is light gray and contains the text 'CMP' in large, bold, red letters, followed by a registered trademark symbol (®).

SMI

SALES & MARKETING
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