

The logo is a circular emblem with a dark red outer border. The interior 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, all-caps letters. The middle section is dark red and contains the text 'Certified Marketing Professional' in white, bold, sans-serif font. The bottom section is light gray and contains the text 'CMP®' in large, bold, red letters.

SMI

SALES & MARKETING
INSTITUTE INTERNATIONAL

**Certified Marketing
Professional**

CMP®