

> New IMT logo for Mines Albi-Carmaux and Mines Alès, two of IMT's schools.

Two of IMT's graduate schools in the Occitania region have taken their turn to show their attachment to IMT by adopting a new IMT logo, already used by the schools that merged on the 1st of January: IMT Atlantique and IMT Lille Douai.

A new IMT logo for Mines Albi-Carmaux and Mines Alès

Three months after they merged with the EPSCP Institut Mines-Télécom, these two graduate schools in southern France wished to illustrate their sense of belonging to the IMT family.

For Alain Schmitt: *"Wearing the colors of a nationally and internationally recognized institution along with Mines Alès, in the heart of our new region was important to us. It forms a common base - solid, dynamic and teeming with opportunity and perspectives."*

In the view of Bruno Goubet: *"Adopting a shared logo is proof of the strength of our recent union, on which Mines Albi and Mines Alès will be able to build to contribute further to the economic development of their region."*



Common ground for the brand, contributing to faster brand awareness

In their communications alongside the IMT and the merged schools, Mines Albi and Mines Alès will share a common base for their logo: a blue pictogram inspired by the IMT tangram, associated with their names, and the same baseline.

The collective brand aesthetic will be strengthened by new visuals based on various versions of the logo's geometrical shapes, as well as shared colors – blue, black and white. The individuality of each school will be expressed through their own graphic code, with one additional color with which the school strongly identifies.

For Mines Albi it will be orange, alluding to the color of the old logo, but also the iconic bricks of the city of Albi.

For Mines Alès an audacious shade of magenta was chosen, picking up from the previous logo (raspberry red). This is the signature of a school that sees itself as vibrant and creative.

About IMT

IMT is a public institution placed under the authority of the Ministry for Industry and Electronic Communications, dedicated to higher education, research in innovation, and support for economic development. It brings the fields of engineering and digital technology together. Always with its finger on the pulse of the economic world, IMT boasts strong academic and scientific legitimacy combined with a close relationship with businesses and a unique role in the digital, industrial, ecological and energy transformations of the 21st century. Its activities are concentrated in its prestigious schools and subsidiaries, as well as its associated schools, either by decree or

affiliation. IMT is a founding member of the Industry of the Future Alliance. It has been awarded dual Carnot accreditation for the quality of its research in partnership. Each year a hundred or so start-ups emerge from the IMT incubators.

About Mines Albi

Mines Albi trains general engineers to be innovative, humanistic and international, while integrating their actions and their management into the sustainable development dynamic.

Its remit is to train engineers that are rigorous, enterprising, and capable of empowering businesses. To invent new products and procedures thanks to state-of-the-art research. To develop them alongside industrial partners, and contribute to the economic expansion of our region.

In symbiosis with its environment, Mines Albi has chosen to specialize in certain areas of expertise that are both original and promising: materials and processes in aerospace, biomass and waste energy reuse, new pharmaceutical forms, business networking.

In these fields, the school has attracted renowned professors and researchers whose works are internationally recognized. Businesses benefit from their support and from scientific tools unique to the region, allowing them to test the feasibility of their new products and processes.

About Mines Alès

Mines Alès trains multidisciplinary engineers with solid scientific training, a research-oriented outlook, mastery of modern languages and used to working as a team, ready to shoulder functional responsibilities in industry and capable of driving and assisting technological change.

Our ambition: produce engineers capable of generating value in businesses.

In partnership with various stakeholders in economic development, Mines Alès has become recognized for its business development support, especially for its creative and innovative abilities. It supports businesses in their development phases through its students, research projects and specific support measures in the fields of creativity, innovation, and operational excellence.

Since 2016, Mines Alès has set in motion an ambitious property development program in order to accommodate a growing number of engineers (including apprentices), and to provide a unique environment in Europe, a "creativity hub" at the heart of the scientific campus, where students, apprentices, researchers, project leaders, creators and business executives can meet, share and innovate.

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