



INTERNATIONAL
MINERALS INNOVATION
INSTITUTE

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IMII unveils new corporate logo

Uniting the organization under a single identity for its second decade

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Saskatoon, SK (Canada) – The International Minerals Innovation Institute (IMII) has adopted a new and updated visual identity for its second decade. The rebranding takes effect immediately, with the new logo being supported by an updated website and promotional materials for IMII’s signature programs and events. The rebranding is being undertaken to build a unified identity for the IMII as it continues its work in building innovation capacity for Saskatchewan’s minerals industry.

Formed in 2012, the IMII was established by the Government of Saskatchewan and the province’s major minerals companies and post-secondary institutions in response to the demand for more qualified people for the province’s potash and uranium industries. In addition to this continuing focus on education and training, the IMII has supported diversity and inclusion projects to help its member companies build innovative workforces representative of the communities in which they operate and applied research and technology development projects to help bring innovations into use. In all, IMII has supported more than 50 projects worth more than \$20 million in its first decade.

“IMII’s members can continue to expect a focus from the organization on its purpose of IMII,” say Al Shpyth, Executive Director. “IMII serves as an **Innovation Steward** to strengthen the Saskatchewan minerals industry’s competitiveness and growth through **Research, Development & Demonstration** and **Education & Training** to drive the future’s **Qualified & Representative Workforce**, and IMII’s new visual identity will carry through all we do on our members’ behalf.”

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About IMII:

The International Minerals Innovation Institute (IMII) is a unique innovation supporting network of mining companies, government departments and agencies, and post-secondary and research institutions, jointly funded by its minerals industry members and the Government of Saskatchewan through Innovation Saskatchewan. It exists to deliver innovations that matter to mining in Saskatchewan.