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IAM Coat of Arms: The elements and their origins

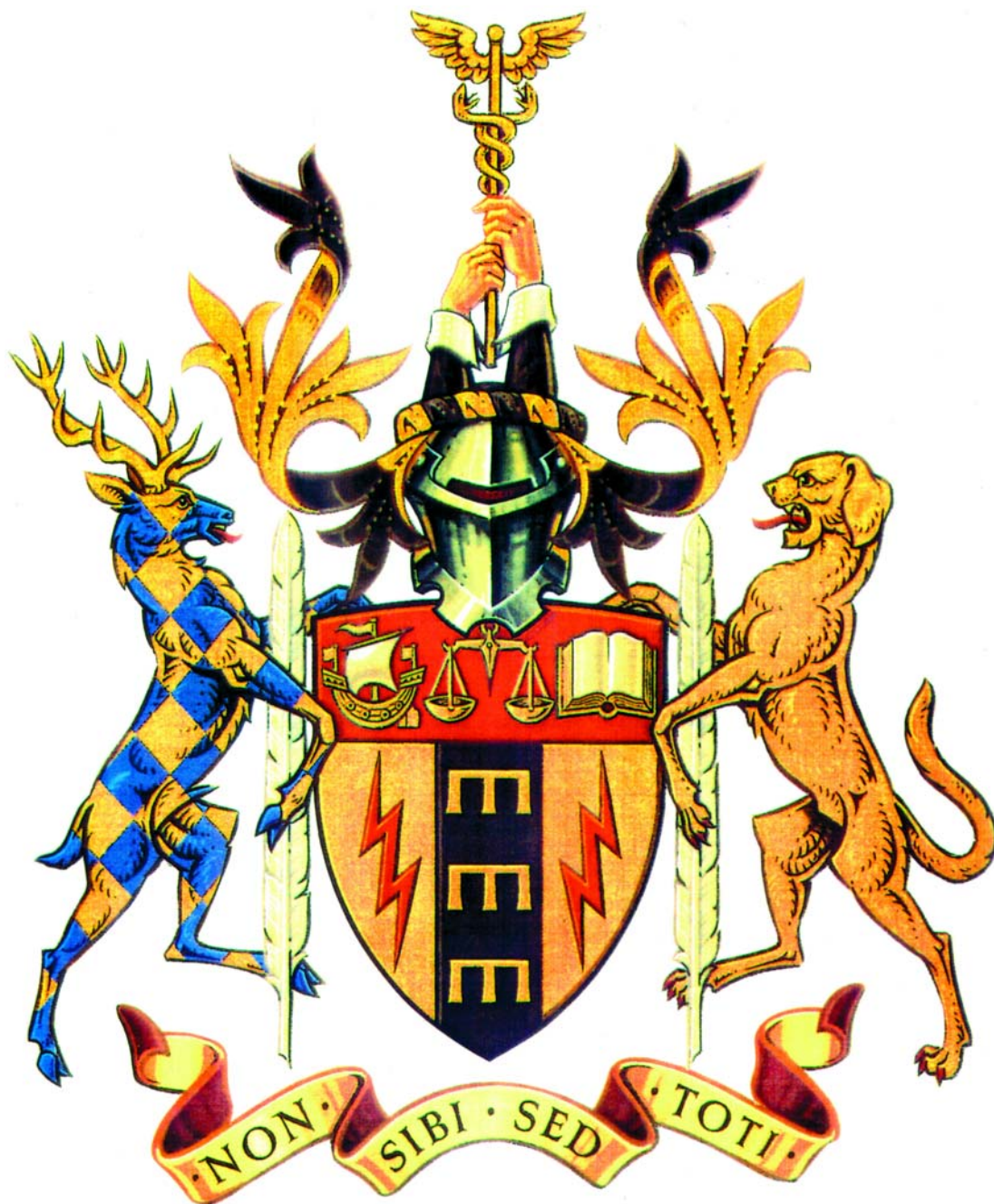
Marketing & Communications Team

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The IAM Coat of Arms

The **IAM** Coat of Arms was provided by the College of Arms in 1966. It is made up of a range of images, each with its own meaning, which come together to create a strong and heraldic representation of the **IAM** and its values. The use of the Coat of Arms is also representative of the historical and professional nature of the Institution.



Elements of the Coat of Arms

The Coat of Arms consists of four sections, the Arms, the Crest, the Supporters and the Motto. The meaning of each of these and the significance of their inclusion in the Coat of Arms is detailed below.

The Arms



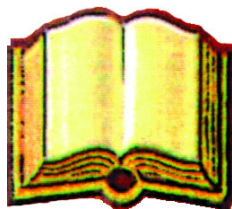
The 'Flashes of Lightning' represent the interest of members in Information Technology. Their inclusion signifies the Institute's recognition of the importance of technology in the administrative field.



The 'Files' have been used to symbolise paper-work and traditional administrative materials in triplicate.



The 'Scales' illustrate the balance of judgement required in management.



The 'Book' represents the educational activities of the institute and also the activities of the office in recording information.



The 'Ship' is representative of the interest of institute members in commerce.

The Crest



The 'Arms' represent the once familiar dress of office workers.



The 'Caduceus' of Mercury, Messenger of the Gods, is an Ancient Greek herald's wand, which represents the interest of members.

The Supporters



'The Stag', on the left, came from the Arms of the IAM President 1960-1965, The 8th Earl of Courtown OBE TD DL. The Stag holds a quill, a large and strong feather traditionally used as a writing instrument. The quill provides additional support to the Arms.



'The Talbot', on the right, came from the first fellow of the Institute – Mr J R M Simmons. Like the Stag, the Talbot is supported by a quill placed between the Supporters and the Arms.

'Non Sibi Sed Toti'



The Institute's motto, meaning '**not for oneself but for all**' is the final element of the Coat of Arms. It is displayed clearly across the bottom, encompassing all elements of the Coat of Arms.