

# **Imprimatur** (*pronounced im-pruh-mah-ter or im-prim-uh-tur*) *noun*

## Definition

*1. sanction; official approval. 2. a mark of approval, distinction, superiority, or prestige.*

## Main Example

- The immense moral **imprimatur** that Pope John Paul II enjoyed was in full display during his last visit to the Holy Land. Wherever the frail pope went, religious and political leaders belonging to different faiths queued up, eagerly seeking his understanding and support for their causes.

## Workplace Examples

- If we don't quickly reverse this downward trend in our product quality, our company's name will lose the **imprimatur** it has long enjoyed in the marketplace.
- The moment Tracey, our inner consultant, spoke up against the proposal, everyone dropped the discussion. That just goes to show how much weight her opinion carries. Her comments seem to have this . . . **imprimatur** quality.

## Other Examples

- the **imprimatur** conferred on a notification if it's personally signed by the company's president
- value-conscious grocery shoppers preferring the cheaper milk sold under a private label to the pricier one carrying the **imprimatur** of a nationally reputed brand
- some world leaders saying that the invasion of Iraq set a dangerous precedent because it lacked the U.N.'s **imprimatur**
- numerous companies using "Federal" as the first word in their names to give the impression that their offerings have the government's **imprimatur**
- talking about Marlon Brando's legacy during an interview, Time's Richard Schickel saying that Brando's trailblazing acting in movies such as "A Streetcar Named Desire" and "On the Waterfront" conferred on Jack Nicholson's generation, as well as subsequent generations, an **imprimatur** "to be the kind of actors they are"