



Brand and Style Guide

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Section 1

Brand Messaging and Positioning

About the Institute of Real Estate Management

IREM® is an international force of 20,000 individuals united to advance the profession of real estate management. Through training, professional development, and collaboration, IREM® supports our members and others in the industry through every stage of their career.

We believe in our people, and we provide the tools they need to succeed. We open doors, we forge connections, and we help show the way forward. Backed by the power that comes with being an affiliate of the National Association of REALTORS®, we add value to our members, who in turn add value to their teams, their workplaces, and the properties in their commercial and residential portfolios.

Our memberships empower college students, young professionals, and industry veterans who are committed to career advancement. Earning our credentials, including the CPM®, ARM®, ACoM, and AMO®, demonstrates a commitment to, and passion for, good management. These credentials, along with our courses and array of resources, all exist with one goal in mind – to make a difference in the careers of those who manage.

What is brand positioning and how should it be used?

- A brand positioning statement is an expression of how a brand fills a particular consumer need in a way that its competitors don't. It explains what the brand does, the target and what the benefits of the brand are in a concise statement.
- The IREM® brand positioning statement is not the organization's description – see “About the Institute of Real Estate Management” on page 4, which should be used verbatim as IREM's organizational description.
- The IREM® brand positioning statement below is for *internal use only* and should be used as a guide for creating communications, using key phrases only, i.e., champion of the property management professional, career stages, exciting career choice, support. It should never be used verbatim.

IREM® Brand Positioning Statement

IREM® is the greatest champion of the property management professional. That's because we support our professionals through all stages of their careers from college students to young professionals to industry veterans. IREM® strongly believes property management is an exciting career choice and through mentorship and more, members will find the support they need to succeed.

To promote the IREM® brand as well as to protect our rights, we have established trademark and design standards to be used consistently at all levels of the organization – Headquarters, chapters, and members. It is essential that anyone using the IREM® name, marks, or credentials follow these guidelines to ensure that IREM® maintains its distinctiveness in the marketplace, as well as to follow trademark laws and regulations.

IREM®

- On documents where the IREM® trademark statement is used (see statement below), IREM should be used with a superscripted registration mark on the first mention of IREM within all copy.

ex. *IREM® is the Institute of Real Estate Management. With IREM, you can grow your business...*

- On documents with no trademark statement, IREM® should be used with a superscripted registration mark on all mentions of IREM® within all copy.

ex. *IREM® is the Institute of Real Estate Management. With IREM®, you can grow your business...*

IREM® Trademark Statement

©Institute of Real Estate Management. All rights reserved. IREM®, CERTIFIED PROPERTY MANAGER®, CPM®, ACCREDITED RESIDENTIAL MANAGER®, ARM®, ACCREDITED MANAGEMENT ORGANIZATION®, AMO®, Income/Expense Analysis®, Expense Analysis®, MPSA®, and JPM® are registered marks of the Institute of Real Estate Management.

IREM® Diversity Statement

IREM® practices diversity. We are an inclusive organization that embraces and values differences and welcomes individuals of all races, genders, creeds, ages, sexual orientations, gender identities, and national origins, and individuals with disabilities, providing an equal opportunity environment among its members, vendors, and staff.

IREM® Credentials

- When speaking or writing about IREM® credentials individually, they should be referred to as follows:

- | | |
|----------------------|--------------------|
| • CPM® designation | • CPM® Member |
| • ARM® certification | • ARM® Member |
| • ACoM certification | • ACoM Member |
| • AMO® accreditation | • AMO® Member firm |

When speaking or writing about them collectively, use the word “credentials” to describe them as a group.

- On documents where the IREM® trademark statement is used (see page 6), the credential should be used with a superscripted registration mark on the first mention of the credential within all copy.

ex. *The CPM® is the most trusted credential in the industry. Earn your CPM today to...*

- On documents where the trademark statement is not used, the credential should be used with a superscripted registration mark on all mentions of the credential within all copy.

ex. *The CPM® is the most trusted credential in the industry. Earn your CPM® today to...*

- When spelling out IREM® credentials in text, they should always be listed in ALL CAPS.
 - CERTIFIED PROPERTY MANAGER®
 - ACCREDITED RESIDENTIAL MANAGER®
 - ACCREDITED COMMERCIAL MANAGER
 - ACCREDITED MANAGEMENT ORGANIZATION®

Note: *The ACoM is not a registered trademark and should not use a superscripted registration mark.*

Individual Usage

Only active credentialed members and firms may use the CPM®, ARM®, ACoM or AMO® in connection with their names.

- | | |
|------------------|----------------------------|
| • John Doe, CPM® | • Bob Smith, ACoM |
| • Jane Doe, ARM® | • Realty Corporation, AMO® |

Section 2

Logos and Tagline



The **Primary IREM® Logo**: This logo consists of the full color graphical icon, IREM® lettermark, and “Institute of Real Estate Management”. This is the primary identity and should be used in all IREM® produced materials where the logo is needed. Examples of materials include, but are not limited to, presentations, signage, collateral, brochures, etc.



The **IREM® Acronym Logo**: This logo is the graphical icon and IREM® lettermark only. The IREM® acronym logo should only be used in cases where space is an issue, and minimizing the primary IREM® logo would render the words “Institute of Real Estate Management” unreadable.



The **IREM® Tagline Logo**: This logo is the primary IREM® logo plus the IREM® tagline. See page 20 for more information on how/when to use the IREM® tagline.

Preferred placement of the IREM® logo is always the top left corner of all documents or products. This applies to publications, brochures, white papers, letterhead, etc.



At a 1 inch logo height, the white space would be 1/4 inch.



At a 1/2 inch logo height, the white space would be 1/8 inch.



At a 1 inch logo height, the white space would be 1/4 inch.

Clear space frames the logo, separating it from other elements such as headlines, text, imagery and the outside edge of printed materials. Our logo requires the appropriate clear space in all applications.

The logo must always be surrounded on all sides by a clear space or zone. No type or other graphic elements may enter this zone.

The minimum required clear space for most print and web usage is a distance of X, where X equals one-quarter (1/4) the height of the logo. Allow for additional clear space whenever possible.

For large projects such as signage or banners over 2 feet in width, allow a minimum of 2 inches of space on all sides of the logo.

The recommended minimum sizes for the logo are:

Print:
1.5" W



Web:
180px W



If you must make the logo smaller than the minimum, such as pens or collateral material, ensure that the elements of the logo—the color block, the name “Institute of Real Estate Management” and the superscripted registered mark “®” —remain readable and maintain the same relative proportions and spacing.

And if you’re unsure, just ask. Email us at brandguide@irem.org

Always default to full color IREM® logo, but in instances such as black and white printing, follow the rules below.



In preferred order:

1. Full Color Logo, gray IREM®. Refer to page 23 for color palette.
2. Gray Tones Logo (for black and white usage). Refer to page 24 for color palette.

PRIMARY IREM® LOGO

To ensure the integrity of the IREM® brand, do not alter the identity in any way. It is important to protect the IREM® identity by being aware of logo violations. See below for examples of correct/incorrect usage. When using IREM® logos, always use the original files provided by IREM® Headquarters.

CORRECT



INCORRECT



Don't extend the signature past the boundaries of the logo lockup.



Signature should never be larger than the logo.



Don't place signature to either side of the logo.



Do not use signature logo when too small to read.

IREM® ACRONYM LOGO

To ensure the integrity of the IREM® brand, do not alter the identity in any way. It is important to protect the IREM® identity by being aware of logo violations. See below for examples of correct/incorrect usage. When using IREM® logos, always use the original files provided by IREM® Headquarters.

CORRECT



INCORRECT



There is no 2 color variation.



No separation of design and text.



Full color should only use gray IREM®.



No different typeface or additional text.



Only put logo on a solid background of color.



No borders.

IREM® TAGLINE LOGO

To ensure the integrity of the IREM® brand, do not alter the identity in any way. It is important to protect the IREM® identity by being aware of logo violations. See below for examples of correct/incorrect usage. When using IREM® logos, always use the original files provided by IREM® Headquarters.

CORRECT



INCORRECT



*Don't use the tagline without the spelled out
Institute of Real Estate Management*



*Signature and/or tagline should never be extend past the
logo lockup or be larger than the logo.*



Do not use tagline logo when too small to read.



Do not use alternate fonts for signature and/or tagline.



Don't place signature and/or tagline to either side of the logo.

IREM® ADDRESS BLOCK

For instances when you need to add contact information use logo below. Such instances include envelopes, business cards, letterhead, brochures, publications, etc.

CORRECT



430 North Michigan Avenue, Chicago, IL 60611
(800) 837-0706 | www.irem.org | getinfo@irem.org

- Always *right align* the address to boundaries of the logo lockup
- Address in Source Sans Pro regular, PMS Gray 424 C
- Only use title caps in address
- Direction (*north, etc.*) and street type (*avenue, etc.*) are spelled out – no abbreviations

INCORRECT



430 N Michigan Ave, Chicago, IL 60611 (800) 837-0706 | www.irem.org

Do not put contact on one line.



430 NORTH MICHIGAN AVE, CHICAGO, IL 60611
(800) 837-0706 | WWW.IREM.ORG | GETINFO@IREM.ORG

Do not use all caps in contact information.



430 North Michigan Avenue, Chicago, IL 60611
(800) 837-0706 | www.irem.org | getinfo@irem.org

Do not use with tagline logo.



430 North Michigan Avenue, Chicago, IL 60611
(800) 837-0706 | www.irem.org | getinfo@irem.org

Do not use where too small to read.

IREM® CHAPTER LOGOS

For chapter specific logo usage use the below.

CORRECT



- Chapter name positioned below the signature
- Chapter name aligns to right of logo lockup and extends left
- Only use Title Caps in chapter name - Not ALL CAPS
- Chapter name in Source Sans Pro Bold; PMS Gray 424 C
- Note that chapter numbers *should not* be used

INCORRECT



Only use approved font and color.



Do not align chapter name left.



Do not use chapter number in logo signature.



Do not add any other graphic elements or borders.

IREM® CHAPTER ADDRESS BLOCK

For instances when you need to add contact information to the chapter logo, use the logo below. Such instances include envelopes, business cards, letterhead, brochures, publications, etc.

CORRECT



- Chapter name positioned below the signature
- Chapter name and address aligns to right of logo lockup
- Only use Title Caps in chapter name and address- Not ALL CAPS
- Chapter name in Source Sans Pro bold; PMS Gray 424 C
- Address in Source Sans Pro regular; PMS Gray 424 C
- Note that chapter numbers *should not* be used
- Direction (*north, south, etc.*) and street type (*avenue, lane, etc.*) are spelled out – no abbreviations

INCORRECT



Do not put contact on one line.



Do not use chapter number.



Do not use all caps in contact information.



Do not use where too small to read.

Always default to full color credential logos, but in instances such as black and white printing follow the recommendations below.



In preferred order:

- 1.) Full Color Logo. White text/Blue background. PMS 2757 C.
- 2.) Reversed Color Logo. Blue text and frame/White background. PMS 2757 C.
- 3.) Gray Tone Logo. White text/Gray background. PMS 424 C.
- 4.) Reversed Gray Tone Logo. Gray text and frame/White background. PMS 424 C

Refer to page 23 for CMYK and RGB color equivalents of the above Pantone colors.



Correct and Incorrect Credential Logo Usage

Correct



Incorrect



No borders.



Full color should only use the approved colors.



No different typeface.



No separation of design and text.

IREM® TAGLINE

FOR THOSE WHO **MANAGE TO MAKE A DIFFERENCE™**



The IREM® Tagline Logo is a combination of the primary IREM® logo and our tagline.

This is the primary expression of our tagline and should be used when appropriate to amplify the IREM® brand. The tagline logo helps communicate who we are and what we do.

Do:

- Use the tagline logo when talking about our larger story, like in advertising or on the website.
- Reserve it for bigger ideas and spaces, like event display materials.
- Incorporate into communication materials that represent important initiatives.
- If you use the tagline separate from the IREM® logo, make sure the IREM® logo is still present on the material.

Don't:

- Use on everyday communications or smaller venues and everyday social posts.
- Use as an informal sign off, or in an email signature.
- Use in communications that focus on other brands, partners, etc.



Section 3

Typography, Colors, and Imagery

IREM® Primary Font

Source Sans Pro

Font	Usage	Font Size
Source Sans Pro Bold Title Caps	Headlines	20pt
Source Sans Pro Bold Title Caps	Subhead lines	14pt
Source Sans Pro Regular Sentence caps	Body copy fonts	12pt
Source Sans Pro Bold	Powerpoint Title	32pt
Source Sans Pro Regular	Powerpoint Body Copy	18pt
Source Sans Pro Regular	Powerpoint Sub-Bullet Copy	14pt

Downloading Source Sans Pro

The Source Sans Pro font family is available for free download on Google fonts.

<https://fonts.google.com/specimen/Source+Sans+Pro>

PMS: 424 C
CMYK: 57-47-18-14
RGB: 113-114-113

This gray is the primary font color and should be used whenever possible.

CMYK: 0-0-0-100
RGB: 0-0-0

When gray is not available, default to true black.

IREM® Secondary Font

Arial

In the event that Source Sans Pro is unavailable, default to the typeface "Arial".

Font	Usage	Font Size
Arial Bold Title Caps	Headlines	19pt
Arial Bold Title Caps	Subhead lines	13pt
Arial Regular Sentence caps	Body copy fonts	11pt
Arial Bold	Powerpoint Title	30pt
Arial Regular	Powerpoint Body Copy	16pt
Arial Regular	Powerpoint Sub-Bullet Copy	13pt



Primary Color Palette

PMS: 424 C
CMYK: 57-47-48-14
RGB: 111-114-113

PMS 2757 U
CMYK: 83-75-25-9
RGB: 67-78-126

PMS 241 C
CMYK: 30-100-9-0
RGB: 179-25-131

PMS 123 C
CMYK: 0-22-93-0
RGB: 255-198-41

PMS 7455 U
CMYK: 63-50-3-0
RGB: 105-124-183

***Primary Blue**

To bold or emphasize a bit of copy, you may use the **primary blue**, as noted above. It should also be the first accent color used in marketing materials.

Use the above gray as the default copy text color when available.
If not, default to **true black**.



Grayscale Palette

PMS 427 C
CMYK: 17-13-12-0
RGB: 209-210-212

PMS Cool Gray 6C
CMYK: 36-28-27-0
RGB: 167-170-173

PMS Cool Gray 8C
CMYK: 52-43-41-6
RGB: 129-130-133

PMS 424 C
CMYK: 58-49-46-15
RGB: 110-111-114

For use in black and white printing only.



Secondary Colors

For the majority of color usage, use the colors from the primary color palette. But in instances where an additional accent color is needed, the tones of the secondary colors chosen are meant to work with the primary colors of the logo.

Use these colors to create accents, highlights and visual counterpoints in printed and digital design collateral. Whenever using the IREM® color palette, care must be taken to accurately reproduce each color in order to ensure total consistency across all materials. Do not rely on the appearance of this guide for color matching since each computer screen and printer will reproduce the colors in different variations; consult a Pantone Color Formula Guide for accurate color. To request matching color samples contact brandguide@irem.org.

PMS 7453 C
CMYK: 51-27-0-0
RGB: 123-164-221

PMS 7452 C
CMYK: 51-38-0-0
RGB: 128-147-220

PMS 7687 C
CMYK: 100-86-15-3
RGB: 26-66-138

PMS: 7473 C
CMYK: 81-19-52-2
RGB: 24-152-139

PMS: 7475 C
CMYK: 76-38-47-11
RGB: 68-121-123

PMS: 5647 C
CMYK: 82-57-66-62
RGB: 25-50-47

PMS 656 C
CMYK: 19-12-9-0
RGB: 203-209-218

PMS 431 C
CMYK: 67-52-44-17
RGB: 91-102-112

PMS 432 C
CMYK: 79-64-52-44
RGB: 50-62-72

PMS 7408 C
CMYK: 3-26-100-0
RGB: 247-190-0

PMS 689 C
CMYK: 44-88-36-13
RGB: 140-60-103

PMS 7449 C
CMYK: 63-82-50-52
RGB: 68-39-58

People

Photos with people should evoke feelings of :

- Collaboration
- Entrepreneurship
- Youth
- Energy
- Brilliance
- Contemporary

Do include:

- Equal range of gender, ethnicity and age
- Youthful individuals, as well as distinguished
- Current technology such as tablets, smartphones, laptops
- People looking away from camera



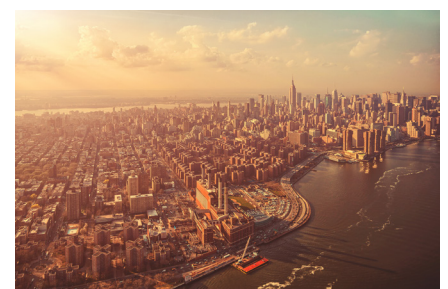
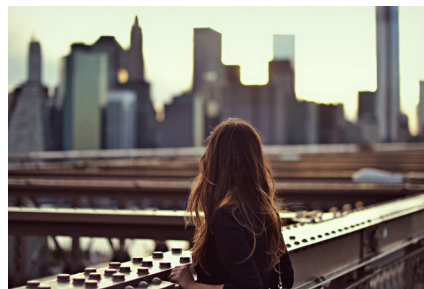
Buildings and Cityscapes

Building and cityscape photos should evoke feelings of:

- Growth
- Excitement
- Potential
- Dynamic
- Inspiration

Do include:

- Daytime photography
- Angled shots of dynamic buildings
- Cityscapes from all IREM® affiliated cities
- People with cityscape



Do not use clipart



For More Information

For questions about:

- Correct usage by IREM® or its chapters
- Misuse or infringement by members or non-members
- U.S.P.T.O. registrations

Contact us at brandguide@irem.org