

## Usage Guidelines for the IREM 75<sup>th</sup> Anniversary Logo

At its 2007 Fall Meetings, IREM launched a year-long, 75<sup>th</sup> Anniversary celebration of its founding in 1933. A commemorative logo was created for branding of the anniversary. This logo may be used by IREM Headquarters, IREM chapters, and by the 75<sup>th</sup> Anniversary Sponsors as part of the terms of their negotiated agreement with IREM. Individual members of IREM may not use the IREM 75<sup>th</sup> Anniversary logo.



The preferred standard use of the logo is shown above, with the solid geometric design in PMS660 (no other colors may be substituted), the outline diamond design in Pantone Cool Gray 4C (no other colors may be substituted), and the text, trademark symbol, and numbers in black. If it is not aesthetically or financially feasible to print in blue, gray, and black, the logo may be printed in all black.

### Usage in conjunction with IREM 75<sup>th</sup> Anniversary Sponsor Program

*Usage by IREM* – IREM will include the name of the IREM 75<sup>th</sup> Anniversary Sponsor in conjunction with the IREM 75<sup>th</sup> Anniversary logo on IREM printed materials as specified in IREM's letter of agreement with the sponsor. Such usage is negotiated and may vary from sponsor to sponsor. The 75<sup>th</sup> Anniversary Sponsor logo denotes the sponsorship relationship and is not an endorsement by IREM of the sponsor or the sponsor's products and/or services.

*Usage by sponsors* - IREM will provide the IREM 75<sup>th</sup> Anniversary Sponsor logo to sponsors as negotiated in IREM's letter of agreement with the sponsor. The 75<sup>th</sup> Anniversary Sponsor may use the 75<sup>th</sup> Anniversary Sponsor logo on its promotional materials and other communication as negotiated in IREM's letter of agreement with the sponsor, provided that the sponsor does not use the logo in any way that would lead a reader or user to believe the logo denoted IREM endorsement of the sponsor or its products and services.

### Incorrect usage

Never add a border or outline around the logo, alter the logo or typeface in any way, eliminate the ® mark, or add any text next to the logo except that IREM Headquarters may add a sponsor name as shown above.

### Timeframe

Use of the IREM 75<sup>th</sup> Anniversary logo is limited to the period of October 2007 through December 2008.

## **IREM 75<sup>th</sup> Anniversary Diamond Design**

In conjunction with the IREM 75<sup>th</sup> Anniversary logo, IREM developed a companion design primarily for use in creating a commemorative lapel pin. This design may also be used as a logo only by IREM Headquarters or IREM chapters in printed materials where the IREM Anniversary Logo is too large or awkward to be aesthetically feasible.

