To our members, the real estate industry, and the public, the Institute of Real Estate Management has a brand reputation as the source for real estate management education and knowledge. To promote this brand as well as to protect our rights, the Institute has established design guidelines and standards to be used consistently at all levels of the organization – Headquarters, Chapters, Members. It is essential that anyone using the Institute’s name and marks follow these guidelines to ensure that the Institute maintains its distinctiveness in the marketplace, as well as follow trademark laws and regulations.
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Correct

- IREM®
- IREM® membership programs
- IREM® publications
- IREM® Headquarters
- IREM® President

Incorrect

- I.R.E.M.
- Irem
- IREM®’s
- IREM®’s

In text, use with the registered mark when IREM is the adjective modifying a noun
All upper case letters
No punctuation
Superscripted registered mark
Use registered mark when IREM® stands alone in a piece

No periods between letters
No upper and lower case letters
No apostrophe
No plural
<table>
<thead>
<tr>
<th>Correct</th>
<th>Incorrect</th>
</tr>
</thead>
<tbody>
<tr>
<td>IREM</td>
<td>I.R.E.M.</td>
</tr>
<tr>
<td>IREM has 18,000 members.</td>
<td>Irem</td>
</tr>
<tr>
<td>IREM publishes the essential books on real estate management.</td>
<td></td>
</tr>
</tbody>
</table>

- *Don’t need registered mark when used in text and IREM is the subject or object of the sentence (noun)*
- *All upper case letters*
- *No punctuation*
- *No registered mark*

- *No periods between letters*
- *No upper and lower case letters*
**IREM® Chapter Names**

**Correct**
- IREM® Springfield Chapter
- IREM® Springfield
- IREM® Springfield Chapter No. 200

**Incorrect**
- IREM Springfield Chapter No. 200
- IREM® No. 200
- IREM® Chapter 200
- IREM® Springfield No. 200
- IREM® Springfield Chapter #200

- Listed in order of preference
- Use IREM® acronym with chapter name alone
- Use IREM® acronym with chapter name and the word “Chapter”
- Use IREM® acronym with full chapter name and number with the word “Chapter”

**May only be used by IREM and its chapters**
IREM® Logo

Correct

In preferred order:
1. Geometric design in PMS660, IREM in black, and superscripted registered mark
2. All in black
3. Reversed to white against a dark background
4. All in PMS660

Incorrect

- Do not alter or distort the logo in any way:
  - Use superscripted registered mark
  - No separation of design and text
  - No different typeface
  - No additional text
  - No color change
  - No orientation change
  - No borders

May only be used by IREM and its chapters
IREM® Signature

**Correct**

In preferred order:
1. Two-color signature, black and PMS660
2. All black signature
3. Reversed to white against a dark background
4. All PMS660 signature

**Incorrect**

- Never print Institute of Real Estate Management underneath the IREM® logo
- Never print part of the signature in color and reverse another part to white

May only be used by IREM and its chapters
IREM® Signature with Address

Correct

- Use with any of four correct signatures (page 7)
- May use block format; block aligns under “I” in Institute
- May use letterhead format
- Address in Times New Roman font

Incorrect

- Do not alter

May only be used by IREM and its chapters
Chapter Name with IREM® Signature

**Correct**

- Institute of Real Estate Management
  - Springfield Chapter
  - 123 South Main Street, City, ST 60623
  - Phone: (312) 555-1212, Fax: (312) 555-4444
  - www.irem200.org, E-mail: info@irem200.org

- Chapter name positioned below the signature
- May include full contact information
- First letter of chapter name aligns under “I” in Institute
- Chapter name in Times New Roman Italic; address in Times New Roman regular

**Incorrect**

- Institute of Real Estate Management
  - SPRINGFIELD CHAPTER 200

- Do not alter signature font
- Do not add chapter name to right of logo
- Do not add any other graphic elements or borders

May only be used by IREM and its chapters
CERTIFIED PROPERTY MANAGER®

Correct

- CERTIFIED PROPERTY MANAGER® Member
- CERTIFIED PROPERTY MANAGER® Members
- CERTIFIED PROPERTY MANAGER® Member’s
designation
- CERTIFIED PROPERTY MANAGER® program

Incorrect

- Certified Property Manager
- Certified Property Managers
- Certified Property Manager’s
- Certified Property Manager certification

- Small caps
- Adjective (modifier); use with a noun (see
  page 24 for exception)
- Superscripted registered mark
- CERTIFIED PROPERTY MANAGER® is a
  “designation”

No upper and lower case
No plural
No possessive
“Certification” is not correct for CERTIFIED
PROPERTY MANAGER®

Only active CERTIFIED PROPERTY MANAGER® Members may use in connection with their names
### Correct

- CPM® Member
- CPM® Members
- CPM® Candidate
- CPM® Candidate Member
- CPM® designation
- CPM® designee
- CPM® program

- **All upper case letters**
- **No punctuation**
- **Adjective (modifier); use with a noun (see page 24 for exception)**
- **Superscripted registered mark**
- **CPM® is a “designation”**

### Incorrect

- C.P.M.
- Cpm
- CPMs
- CPM’s
- CPM certification

- **No periods between letters**
- **No upper and lower case letters**
- **No plural**
- **No possessive**
- **“Certification” is not correct for CPM®**

---

**Only active CPM® Members may use in connection with their names; only active CPM® Candidates may use in connection with their names**
**ACCREDITED RESIDENTIAL MANAGER**

**Correct**

- ACCREDITED RESIDENTIAL MANAGER® Member
- ACCREDITED RESIDENTIAL MANAGER® Members
- ACCREDITED RESIDENTIAL MANAGER® Member's
- ACCREDITED RESIDENTIAL MANAGER® certification
- ACCREDITED RESIDENTIAL MANAGER® program

- Small caps
- Adjective (modifier); use with a noun (see page 24 for exception)
- Superscripted registered mark
- ACCREDITED RESIDENTIAL MANAGER® is a “certification”

**Incorrect**

- Accredited Residential Manager
- Accredited Residential Managers
- Accredited Residential Manager’s
- Accredited Residential Manager designation

- No upper and lower case
- No plural
- No possessive
- “Designation” is not correct for ACCREDITED RESIDENTIAL MANAGER®

Only active ACCREDITED RESIDENTIAL MANAGER® Members may use in connection with their names
Correct

- ARM® Member
- ARM® Members
- ARM® Member’s
- ARM® certification
- ARM® program

Incorrect

- A.R.M. Member
- Arm Members
- ARMs
- ARM’s
- ARM designation

- All upper case letters
- No punctuation
- Adjective (modifier); use with a noun (see page 24 for exception)
- Superscripted registered mark
- ARM® is a “certification”

- No periods between letters
- No lower case letters
- No plural
- No possessive
- “Designation” is not correct for ARM®

Only active ARM® Members may use in connection with their names
ACCREDITED COMMERCIAL MANAGER

Correct

- ACCREDITED COMMERCIAL MANAGER Member
- ACCREDITED COMMERCIAL MANAGER Members
- ACCREDITED COMMERCIAL MANAGER Member's
- ACCREDITED COMMERCIAL MANAGER certification
- ACCREDITED COMMERCIAL MANAGER program

- Small caps
- Adjective (modifier); use with a noun (see page 24 for exception)
- No registered mark
- ACCREDITED COMMERCIAL MANAGER is a “certification”

Incorrect

- Accredited Commercial Manager
- Accredited Commercial Managers
- Accredited Commercial Manager's
- Accredited Commercial Manager designation
- Accredited Commercial Manager®

- No upper and lower case
- No plural
- No possessive
- “Designation” is not correct for ACCREDITED COMMERCIAL MANAGER
- ACCREDITED COMMERCIAL MANAGER is not a registered mark

Only active ACCREDITED COMMERCIAL MANAGER Members may use in connection with their names
**ACoM**

<table>
<thead>
<tr>
<th>Correct</th>
<th>Incorrect</th>
</tr>
</thead>
<tbody>
<tr>
<td>▪ ACoM Member</td>
<td>▪ ACM</td>
</tr>
<tr>
<td>▪ ACoM Members</td>
<td>▪ ACOM</td>
</tr>
<tr>
<td>▪ ACoM Member’s</td>
<td>▪ Acom</td>
</tr>
<tr>
<td>▪ ACoM certification</td>
<td>▪ A.C.o.M.</td>
</tr>
<tr>
<td>▪ ACoM program</td>
<td>▪ ACoMs</td>
</tr>
<tr>
<td>▪ The letters A, C, and M are caps; the letter o is lower case</td>
<td>▪ ACoM’s</td>
</tr>
<tr>
<td>▪ Adjective (modifier); use with a noun (see page 24 for exception)</td>
<td>▪ ACoM designation</td>
</tr>
<tr>
<td>▪ No registered mark</td>
<td>▪ ACoM®</td>
</tr>
<tr>
<td>▪ ACoM is a “certification”</td>
<td>▪ Always use the lower case “o” between C and M</td>
</tr>
<tr>
<td>▪ Only active ACoM Members may use in connection with their names</td>
<td>▪ No periods between letters</td>
</tr>
<tr>
<td></td>
<td>▪ No plural</td>
</tr>
<tr>
<td></td>
<td>▪ No possessive</td>
</tr>
<tr>
<td></td>
<td>▪ “Designation” is not correct for ACoM</td>
</tr>
<tr>
<td></td>
<td>▪ ACoM is not a registered mark</td>
</tr>
</tbody>
</table>
ACCREDITED MANAGEMENT ORGANIZATION®

Correct

- ACCREDITED MANAGEMENT ORGANIZATION® Member
- ACCREDITED MANAGEMENT ORGANIZATION® Members
- ACCREDITED MANAGEMENT ORGANIZATION® Firm
- ACCREDITED MANAGEMENT ORGANIZATION® Member’s
- ACCREDITED MANAGEMENT ORGANIZATION® accreditation
- ACCREDITED MANAGEMENT ORGANIZATION® program

- Small caps
- Adjective (modifier); use with a noun (see page 24 for exception)
- Superscripted registered mark
- ACCREDITED MANAGEMENT ORGANIZATION® is an “accreditation”

Incorrect

- Accredited Management Organization
- Accredited Management Organizations
- Accredited Management Organization’s
- Accredited Management Organization designation

- No upper and lower case
- No plural
- No possessive
- “Designation” is not correct for ACCREDITED MANAGEMENT ORGANIZATION®

Only active ACCREDITED MANAGEMENT ORGANIZATION® Members may use in connection with their names
<table>
<thead>
<tr>
<th>Correct</th>
<th>Incorrect</th>
</tr>
</thead>
<tbody>
<tr>
<td>AMO® Member firm</td>
<td>A.M.O.</td>
</tr>
<tr>
<td>AMO® Member firms</td>
<td>Amo</td>
</tr>
<tr>
<td>AMO® Member firm’s</td>
<td>AMOs</td>
</tr>
<tr>
<td>AMO® Firm</td>
<td>AMO’s</td>
</tr>
<tr>
<td>AMO® Headquarters</td>
<td>AMO designation</td>
</tr>
<tr>
<td>AMO® branch office</td>
<td>No periods between letters</td>
</tr>
<tr>
<td>AMO® accreditation</td>
<td>No upper and lower case letters</td>
</tr>
<tr>
<td>AMO® program</td>
<td>No plural</td>
</tr>
<tr>
<td>All upper case letters</td>
<td>No possessive</td>
</tr>
<tr>
<td>No punctuation</td>
<td>“Designation” is not correct for AMO®</td>
</tr>
<tr>
<td>Adjective (modifier); use with a noun (see page 24 for exception)</td>
<td></td>
</tr>
<tr>
<td>Superscripted registered mark</td>
<td></td>
</tr>
<tr>
<td>AMO® is an “accreditation”</td>
<td></td>
</tr>
</tbody>
</table>

Only active AMO® Members may use in connection with their names
 Credential Logos

Correct

- Use graphic as designed including registered mark on CPM®, ARM®, and AMO® logos
- Black against a white background or white reversed to a dark background

Incorrect

- No modifications or alterations of any kind

Only the respective active credentialed members may use in connection with their names
Correct

- MPSA® exam
- MPSA® facilitator
- MPSA® offering

Incorrect

- M.P.S.A exam
- Mpsa facilitator
- MPSA offering

- All upper case letters
- Adjective (modifier); use with a noun (see page 24 for exception)
- No punctuation
- Superscripted registered mark
- Stands for Management Plan Skills Assessment

- No periods between letters
- No upper and lower case letters
- Use superscripted registered mark
Journal of Property Management & JPM®

Correct

- JPM® magazine
- JPM® article
- JPM® issue
- Journal of Property Management

Incorrect

- J.P.M.
- Jpm
- JPMs
- JPM’s
- Journal of Property Management®

- All upper case letters, except when spelled out
- Italicized
- JPM® is an adjective (modifier); use with a noun (see page 24 for exception)
- No punctuation
- Superscripted registered mark, except when spelled out

- No periods between letters
- No upper and lower case letters
- No plural
- No possessive
- “Journal of Property Management” spelled out is not a registered mark
Income/Expense Analysis®
Expense Analysis®

Correct

- Income/Expense Analysis® Reports
  *(Used for conventional apartments, federally assisted apartments, office buildings, and shopping centers reports.)*

- Expense Analysis® Reports
  *(Used for condominiums, cooperatives, and planned unit developments report.)*

- Words spelled out and capitalized
- Adjective (modifier); use with a noun (see page 24 for exception)
- Slash between Income and Expense
- Superscripted registered mark

Incorrect

- Income and expense analysis
- I/E®

- Do not use “and” between the words income and expense
- The abbreviation I/E® is not a registered mark
Friends of IREM
IREM® Industry Partner

Correct

- These are optional logos; chapters may choose to use these logos or design their own logo, which must be approved by IREM® Headquarters
- Use graphic as designed
- Black only

Incorrect

- Chapters must obtain approval for creation of unique logos

May only be used by IREM, its chapters, and participants who meet program qualifications
IREM® Young Professionals

Correct

- Use graphic as designed
- Black only

Incorrect

- No modifications or alternations of any kind

May only be used by IREM, its chapters, and participants who meet program qualifications
Exceptions

- **Rule: Use mark together with a noun**
  Exception: Marks may stand alone if the context of the piece makes the meaning of the mark clear. For example, CPM® or CERTIFIED PROPERTY MANAGER® without the word “Member” or JPM® without the word “magazine.”

- **Rule: Use the ® symbol with every use of the IREM® registered marks**
  Exception: It is acceptable to use the ® symbol only on the first occurrence of all marks in a piece provided the following trademark text is added at the end of the piece. This rule applies to all of IREM’s marks.

© 2016 Institute of Real Estate Management. All rights reserved. IREM®, IREM®, CERTIFIED PROPERTY MANAGER®, CPM®, the CPM key logo, ACCREDITED RESIDENTIAL MANAGER®, ARM®, the ARM torch logo, ACCREDITED MANAGEMENT ORGANIZATION®, AMO®, the AMO circle logo, Income/Expense Analysis®, Expense Analysis®, MPSA®, and JPM® are registered marks of the Institute of Real Estate Management.

Year should be updated annually. This text should also be revised to include only those registered marks referenced within the document.
Pronunciations

- IREM® = Eye-remm
- ARM® = A-R-M (Not “arm.”)
- AMO® = A-M-O (Not “ammo.”)
- ACoM = A-C-O-M (Not “aye-comm.”)
Statements

“About IREM” Statement

(Note: This statement is updated periodically. Be sure to check the “About IREM” section of www.irem.org for the most current version.)

External IREM® materials (brochures, catalogs, press releases, course materials, applications, etc.) may include the following standard paragraph about the Institute. This will consistently reinforce the Institute’s prominent role within the real estate management industry.

The Institute of Real Estate Management (IREM) is an international community of real estate managers dedicated to ethical business practices, maximizing the value of investment real estate, and promoting superior management through education and information sharing. An affiliation of the National Association of REALTORS®, IREM is the home for all industry professionals connected to real estate management – and the only organization serving both the multi-family and commercial sectors. We believe:

- That good management matters
- That well-managed properties pay dividends in terms of value and in the quality of life for residents, tenants and customers
- In professional ethics
- In the power of knowledge and the importance of sharing it

IREM offers a variety of membership types for professionals of every experience level, from on-site managers to high-level executives. Our credentials, earned by meeting high standards of education, experience, and ethical business practices, include:

- CERTIFIED PROPERTY MANAGER® (CPM®)
- ACCREDITED RESIDENTIAL MANAGER® (ARM®)
- ACCREDITED COMMERCIAL MANAGER (ACoM)
- ACCREDITED MANAGEMENT ORGANIZATION® (AMO®)

For more than 80 years, IREM has set the standard for best practices in real estate management. Today, IREM® membership includes nearly 20,000 individual members and 560 corporate members. To learn more about IREM, call (800) 837-0706, ext. 4650 (outside the U.S. call 312-329-6000) or e-mail to getinfo@irem.org.
Statements

- **Diversity Statement**
  The diversity statement was developed to promote the Institute’s commitment to diversity within its membership. The statement should be included on all products as space and budget allow. The preferred treatment is to include it with the “About IREM” statement (if used) or with the copyright statement.

  IREM encourages diversity. We welcome individuals of all races, genders, creeds, ages, sexual orientations, national origins, gender identities, and individuals with disabilities. Our organization strives to provide an equal opportunity environment among its members, vendors, and staff.

- **Copyright Statement**
  Use the copyright statement on all published and distributed IREM® literature, printed and electronic material. *(Note: Change the year annually.)*

  © 2016 Institute of Real Estate Management. All rights reserved. IREM® logo, IREM®, CERTIFIED PROPERTY MANAGER®, CPM®, the CPM key logo, ACCREDITED RESIDENTIAL MANAGER®, ARM®, the ARM torch logo, ACCREDITED MANAGEMENT ORGANIZATION®, AMO®, the AMO circle logo, Income/Expense Analysis®, Expense Analysis® and JPM® are registered marks of the Institute of Real Estate Management.
Other Acronyms

- IAE – IREM® Association Executive (chapter staff)
- NAR® – NATIONAL ASSOCIATION OF REALTORS®
- RVP – Regional Vice President
- SVP – Senior Vice President
Website Addresses

- IREM has established website addresses for some of its products and services. The correct usage for each are indicated below:

  www.irem.org                       Institute of Real Estate Management home page
  www.IREMjobs.org                   Resume posting/job search product
Other Usage Guidelines

In text or correspondence, use the following guidelines:

- CPM® Member (or ARM®, AMO®, ACoM, Candidate, Associate, Student, Academic) (Member is capitalized)
- CPM® Candidate (Candidate is capitalized)
- Executive CPM® (When used in conjunction with an AMO® Firm.)
- Governing Councillor (Councillor spelled with two “ll”s)
- IREM® Headquarters (Headquarters is capitalized; Do not use IREM National.)
- IREM® Chapter (Chapter is capitalized)
- IREM® Member (Member is capitalized)
- IREM® Past President (Past President is capitalized)
- IREM® President (President is capitalized)
- IREM® President-elect (President-elect is capitalized and hyphenated; lower case “e” in elect)
- IREM® Secretary/Treasurer (Secretary and Treasurer are both capitalized and separated by a slash)
- IREM® Chapter President
- IREM® Grader
- IREM® Instructor
Other Usage Guidelines

In text or correspondence, use the following guidelines:

- website (One word; Web is not capitalized unless at the beginning of a sentence or in a title)
- No “http://” before website addresses
- online (All one word)
- e-mail (Use hyphen between e and mail.)
- Credentials (When speaking or writing collectively about all IREM® certification, accreditation, and designation programs, use the word “credentials” to describe them as a group)
For More Information

- Questions about correct usage by IREM or its chapters
  Lynn Disbrow, COO, Membership & Marketing
  ldisbrow@irem.org
  800-837-0706, extension 6009

- Questions about misuse or infringement by members and non-members or U.S.P.T.O. registrations
  Phyllis Coneset, Vice President, Leadership Services
  pconeset@irem.org
  800-837-0706, extension 6014