

CCIM CHAPTER BRAND STANDARDS GUIDE

02/08/19
Version 5.0

CCIM

How to Use This Guide

A brand is a living business asset and represents the central way that an organization appears in the world. For more than a half century, CCIM Institute, through its chapters, has grown to become the global standard for commercial real estate investment education. Within its category, CCIM Institute is a landmark brand notable for its differentiation from competitors and its brand awareness within the worldwide real estate community.

CCIM Institute and its chapters constitute a brand portfolio of great value. The Institute serves as the mother brand with an overarching vision for the future of the industry, delivered through its three principal channels — education, technology and networking. The chapters essential sub-brands, each promoting their own business communities, building grassroots involvement for the organization and serving as thought leaders at the local and regional level.

This Brand Standards Guide exists to protect the enormous brand equity of CCIM Institute and its chapters. In this manual, you will find context, guidelines, and technical specifications for the usage of the CCIM visual identity and that of its chapter sub-brands. The guide serves as an ongoing reference for both internal staff and leadership, and external service providers so that all collateral presents a consistent and cohesive representation of the brand.

Your compliance with these guidelines is greatly appreciated and will help to maintain the prestige of CCIM Institute and your chapter across the wider business community.

Lastly, this guide is always evolving. The Institute welcomes all recommendations for additions and changes to this guide.

Table of Contents

About CCIM 1

Chapter Branding 2

Logo 3

- Chapter Logo 4
- Emblem 5
- Logotype 6
- The Full Signature 7
- Emblem Only 8
- Incorrect Usage 9
- Logo Placement 10
- Logo Size 11

Fonts 12

- Fonts 13
- Web-Safe Fonts 14

Colors 15

- CCIM Chapter Color Palette 16

Photography 17

- Photo Standards 20
- Gear Recommendations 23
- Photo Retouching 25

Additional Design Elements 26

- Elements 27
- Social Media Banner 28
- Membership Packet 29
- Sponsorship Packet 30
- COurse Marketing Flyer 31

About CCIM

CCIM Institute created the language of global real estate investment. Our courses and worldwide community deploy commercial real estate investment methodologies and tools that speed the pathway between opportunity, a go/no-go decision, and success for an asset, taught by instructors who are themselves industry leaders.

Today, the organization, through its 50 chapters, continues to innovate best practices and elevate the commercial real estate professional through its core designation program to earn the CCIM pin— real estate’s most coveted credential — and its real-world education courses offered through the Ward Center for Real Estate Studies. In addition, membership with CCIM Institute includes the industry’s best technology and operational platform, allowing entrepreneurial and mid-sized businesses to compete with the largest multinational providers.

Now, almost 70 percent of designees hold the title of owner, partner, principal, or president, representing an exclusive worldwide referral network of 13,000 members in 30 countries. Ultimately, CCIM Institute represents a larger vision of the commercial real estate provider, leveraging investment analysis, opinions of value and underwriting to become a leader in sourcing capital, building a cash-flow vehicle and ultimately creating value.

Brand Vision

Transform the commercial real estate professional from an agent to an originator of value.

Brand Mission

Deliver the world’s premier education in commercial real estate investment analysis, the industry’s best technology and operational platform, and a global referral network of CRE decision-makers, allowing members to fulfill a larger vision for their professional lives.

Brand Idea

Human Capital

Brand Values

Rigorous
Detailed
Ethical
Accountable
Credible
Client-focused
Analytical
Scrupulous
Conscientious
Fiduciary

Brand Personality

Personable
Knowledgeable
Self-deprecating
Spontaneous
Competitive
Resourceful
Agile
Gregarious
Pioneering
Intrepid
Caring
Local
Casual
Humor

Chapter Branding

Spanning the globe, the CCIM chapters are the front door to the organization. Within their markets, CCIM chapters function as critical resources for networking, education, and best practices. As such, the chapter brand was designed to accomplish the following objectives:

1. Convey the character and unique function of chapters which engage people at a grassroots level within their local market.
2. Align with the CCIM Institute brand while still employing its own unique brand voice and visual expression.
3. Clearly position and differentiate the chapter from other real estate organizations and local business groups.

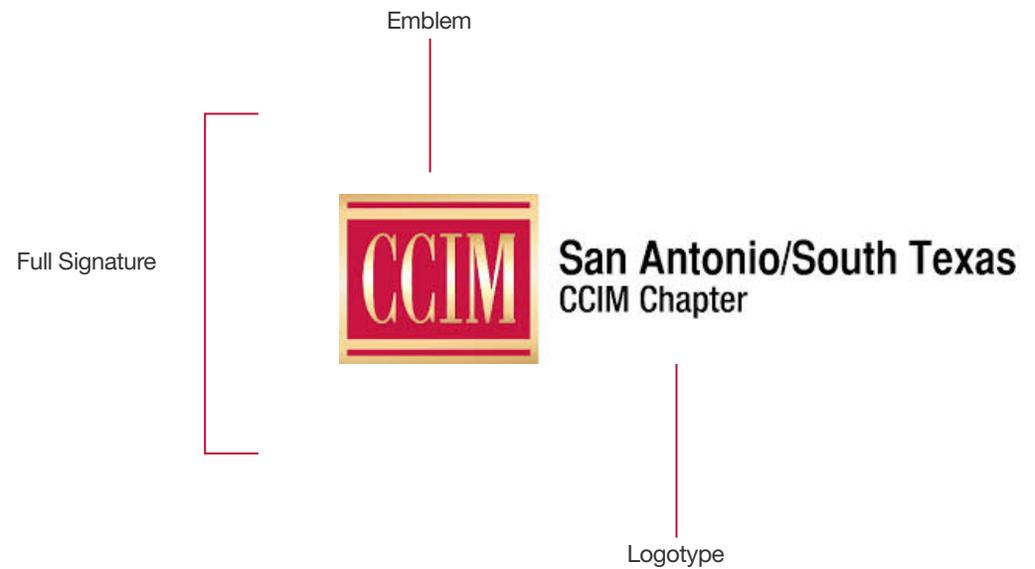
Using the Institute brand as a springboard, the new chapter brand employs sans serif fonts and the distinctive CCIM red, but strips away elements in order to create a pared-down visual look that feels more authentic and representative of community.

Logo



Chapter Logo

The CCIM chapter logo is comprised of two parts — the emblem and a logotype rendering of the name of the chapter. When used together, the emblem and logotype form the signature.



Emblem

An emblem is a mark in which the company name is inextricably connected to a pictorial element. The most popular forms of emblems are badges or crests. Emblems are powerful because they convey tradition and a sense of gravitas around a brand.

The CCIM emblem features the following distinctive elements:

1. The name “CCIM” rendered in a classic serif type to suggest the rich history of the organization.
2. The use of a horizontal box with fluted lines along the top and bottom that evoke the facades and spandrels of commercial buildings.
3. The use of a gradient within the gold color to suggest the quality and value of the CCIM designation.

The emblem must never be re-drawn, distorted or dismantled.

The CCIM type and the surrounding box should never be separated or used as two pieces. It must remain as one.

4-Color
Usage on White



4-Color
Usage on
Black



4-Color
Usage on
Grey



Black and White



Logotype

The CCIM chapter logotype is a modern sans serif that stacks the location (either city or state) of the chapter and its status as a chapter within the larger organization.

The logotype accomplishes the following objectives:

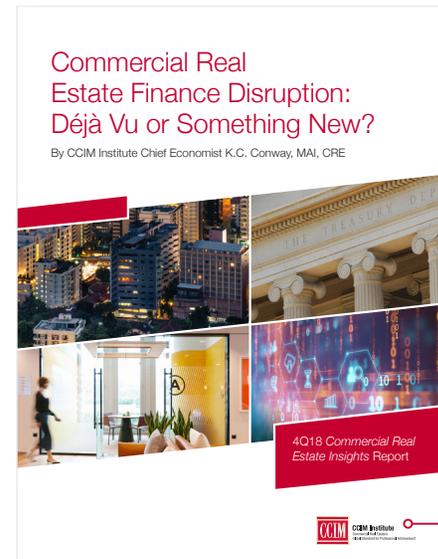
1. Clearly articulates the legal name of the chapter.
2. Identifies the affiliation between the chapter and CCIM Institute.



The Full Signature

In all cases, the full CCIM chapter signature — the emblem and logotype — should be used for all internal and external communications collateral. In this case, the full signature orients people to the origin of the touchpoint and confirms that the messaging is endorsed by the institute.

When the full signature is used on a black/darker-colored background, it is acceptable to use white text for the logotype.



Full signature on light background



Full signature on darker background

Emblem Only

In some cases, the emblem may be used alone. The use of the emblem has a simplicity and restraint which projects elegance and confidence.

Usage of the emblem alone is permitted under the following circumstances:

1. The audience is sufficiently familiar with CCIM and does not need the logotype articulating CCIM's full name and tagline.
2. The copy within the rest of the layout conveys CCIM's brand removing the need for the logotype.
3. The constraints of space (for example on merchandising) would make it difficult to include the whole signature.



Need to calculate the yield on a new development?
Ask your CCIM.

Megan Grayston, CCIM, Director of Commercial Leasing for Concord Pacific Developments in Vancouver, leverages her CCIM market analysis tools and global network to assess the feasibility of projects internationally. Whether you're developing master-planned communities or taking your first step toward equity participation in transactions, a CCIM is your ally in unlocking value.

FIND YOUR CCIM AT
CCIM.COM

MEGAN GRAYSTON, CCIM
DESIGNEE SINCE 2017

CCIM

Incorrect Usage

When using the CCIM chapter logo, it is critical to avoid using outdated or distorted emblems, or to redraw the logo. Below are examples of improper usage.



Avoid older versions of the logo.



Do not warp the perspective of the emblem.



Do not redraw the logo.



Do not remove the frames of the emblem.



Do not manipulate the logo with additional gradients.



Do not change the colors of the emblem.



Do not deploy the logotype by itself.

Logo Placement

When placed, the CCIM logo should generally only appear in three places:

1. Top left corner
2. Bottom left corner
3. Bottom right corner

In some cases the logo may be centered along the bottom, particularly if it is used in concert with other logos.

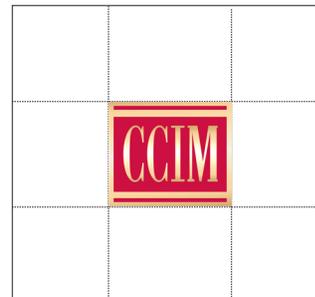
When possible, the logo should be aligned with the left edge of the copy block above or below. When placed, the logo should always be surrounded by a buffer area of clear space to separate it from text and other graphic elements, as well as the edge of the page. No other elements should infringe upon this space. The minimum clear space is 1/2" on all sides.



1/2" Clear Space



1/2" Clear Space



Logo Size

The logo may not be reproduced smaller than 2" or 50.8 mm in width. If the logo needs to be less than 2", use the CCIM emblem without the logotype.

2" Wide



Fonts



Fonts

A font is a group of typefaces. Think of them as a family. A typeface refers to an individual member of that font family.

Fonts are important because they are the primary mode of delivering CCIM Institute knowledge resources to its worldwide membership. The consistent use of fonts implies that the information is current, well organized and relevant.

CCIM has two primary fonts — Futura New and Helvetica Neue. Within these font families, CCIM Institute use three typefaces: Future New Bold, Helvetica Neue Condensed Bold, and Helvetica Neue Regular. The right column displays how each font should be used.

All fonts must be rendered in CCIM Grey-Black

CCIM Grey-Black

RGB (51, 51, 51)

CMYK (0, 0, 0, 80)

HEX #333333

Headline

Futura New Bold

1234567890 !@\$%^&* ()-+=

Sub-Head

Helvetica Neue Condensed Bold

1234567890 !@\$%^&* ()-+=

Body Copy

Helvetica Neue Regular

1234567890 !@\$%^&* ()-+=

Web-Safe Fonts

While the number of fonts available for print layouts is vast, the selection is much more limited when dealing with web layouts. In order for fonts to display on a computer, they either need to be installed on the device or accessible from a remote server. If the fonts used in a webpage are not available by either method, they will default to web-safe fonts, which can have unexpected and often undesirable results. For this reason, we specify the following web-safe fonts, which are common to most Mac and PC browsers, for use on webpages.

For websites that do not have Helvetica Neue and Futura, the font settings should default first to Helvetica (accessible on most Macs), then Arial (accessible on most devices), then sans-serif. The CSS for this should read:

```
font-family: Helvetica, Arial,
sans-serif;
```

Preferred Alternate Headline Font

Helvetica

1234567890!@#\$%^&*()

Preferred Sub-Head Font

Helvetica

1234567890 !@\$%^&*()-=+

Preferred Body Copy Font

Helvetica Regular

1234567890 !@\$%^&*()-=+

Secondary Alternate Headline Font

Arial

1234567890!@#\$%^&*()

Secondary Sub-Head Font

Arial

1234567890 !@\$%^&*()-=+

Secondary Body Copy Font

Arial

1234567890 !@\$%^&*()-=+

Colors



CCIM Chapter Color Palette

Color is an important element in a brand's visual presence. In using color, consistency is paramount because it orients people to recognize a collateral piece as originating from a CCIM chapter; additionally, the proper use of color creates a visual hierarchy for content and allows and improves retention of information.

To create visual variety and separation from the Institute brand, the new CCIM chapter brand deploys red as an accent color and uses white and grey-black for backgrounds. Alternating between light and dark backgrounds creates visual variety and engages the reader effectively.

CCIM Red

RGB (190, 15, 52)

CMYK (0, 92, 73, 25)

HEX #be0f34

CCIM Grey-Black

RGB (51, 51, 51)

CMYK (0, 0, 0, 80)

HEX #333333

CCIM Light Grey

RGB (205, 205, 205)

CMYK (0, 0, 0, 20)

HEX #cdcdcd

Photography



Photo Standards

CCIM's photo archive comprises four distinct sections:

1. Custom portraits of faculty, leadership and membership
2. Custom photography of key assets, including the CCIM pin, textbooks, and study materials
3. Event photography, including past conferences, classes and pinning ceremonies
4. Stock photography procured from high-quality sites, including **pexels.com**, **pixabay.com**, **unsplash.com**, and **stock.adobe.com**

CCIM Institute maintains high aesthetic standards for photography across all categories. The following art direction isolates the specific aesthetic approaches for each category of photography.

Custom Portraits of Faculty, Leadership, and Membership

When conducting a staged portrait shoot, take advantage of natural light complemented by directional softbox lighting to intensify shadows on the subject's face. In situations where a softbox is not readily available, place the subject near a window. Be sure to capture photos at various focal lengths, alternating closeups, medium shots and full-body long shots. Ensure a wide depth of field behind the subject to give a bokeh effect. Bokeh is the aesthetic quality of the blur produced in the out-of-focus background of an image. Avoid positioning the subject close to or in front of a wall as it diminishes depth of field. Additionally, make certain that photos have lots of negative space for copy placement during the design phase. Please have subjects wear the CCIM pin when possible.



Rich environment with a wide depth of field around the subject

Negative space for copy placement



Natural light



CCIM Pin

Full body in frame

Custom Photography of Key Assets, Including the CCIM Pin, Textbooks and Study Materials

To photograph objects, use a fast lens (1.8 to 2.8) with a high resolution. When capturing objects like the pin, position it on multiple surfaces, preferably surfaces with different textures and colors, and allow plenty of negative space. When capturing textbooks and study materials, be sure to capture a variety of covers and pages. If possible, photograph books alongside modern devices like calculators, iPhones, iPads, etc.



Event Photography, Including Conferences, Classes and Pinning Ceremonies

When shooting events, make sure to capture photos from multiple vantage points. Employ an open aperture to isolate subjects from the environment. Shoot with a fast lens and aim to capture bokeh in every photo. A way to do this is to shoot behind a person's head or body with the focus on the main subject. When shooting a subject or speaker(s) in front of an audience, aim for an equal amount of close-up and long shots. Try to capture movement as it adds visual interest. Candid imagery of the subject not looking directly at the camera is also recommended.



Shot behind a person with focus on the main subject



Bokeh effect

Candid image of subject

Captured movement



Stock Photography

CCIM stock photography should only be procured from high-quality sites such as:

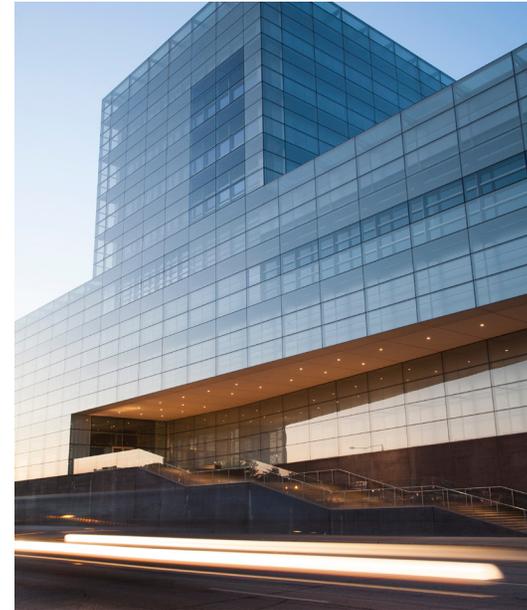
[pexels.com](https://www.pexels.com)

[pixabay.com](https://www.pixabay.com)

stock.adobe.com

unsplash.com

While custom photography is always preferred, make sure stock images are natural looking as opposed to staged. Always favor photographs employing natural light. Avoid staged business photos, such as handshakes, and do not use clip art. If selecting multiple photos, select ones with different focal lengths and perspectives to add visual variety.



Gear Recommendations



Camera Type

- Full frame DSLR camera
- iPhone 8 + or newer
- Samsung Note 8, S8 or newer



Lenses

- For Portrait: 50-55mm with fast f/stop
- For Event/Multi-use: 24-70mm with fast f/stop



Lighting

- Avoid bare flash use
- Utilize natural light when possible
- Use a snap-on diffuser or softbox attachment on flashes for events, other multi-use situations
- Must use softbox for all staged portrait shots

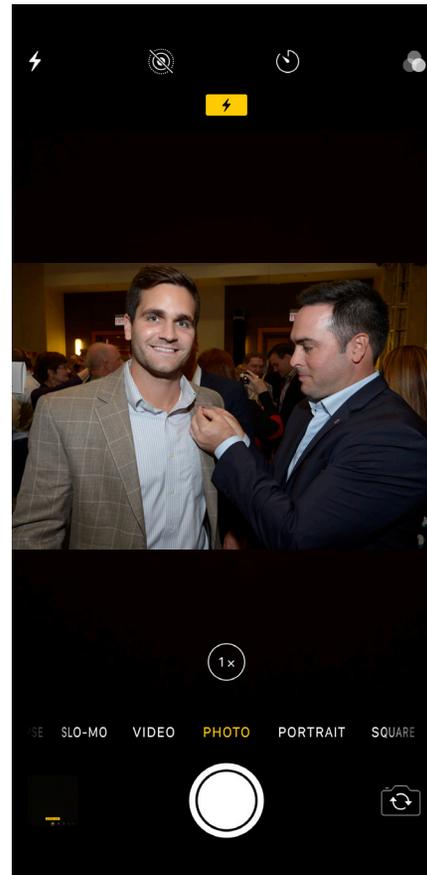
Shooting with an iPhone 8+ or Newer

Newer iPhones have high-quality cameras that offer an effective way of capturing images on the fly without the need for elaborate lighting setups.

To capture imagery at events, there are two modes within the camera app that should be employed:

- 1) “Photo” — designed for shooting events or group photos.
- 2) “Portrait” — intended for closeups of people or collateral.

“Portrait” mode is able to capture bokeh effect more effectively. However, please note that images captured in “Portrait” mode can be distorted if not properly shot or when lighting is not sufficiently bright.



“Photo” Mode



“Portrait” Mode

Photo Retouching

During the post-production phase, CCIM chapter photography is rendered in two photo styles:



1. Four-color with simple color correction



2. Black and white with high contrast

Additional Design Elements



Elements

The chapter sub-brand follows 20th Century Bauhaus design. Bauhaus bridges the gap between art and industry, with a focus on the idea of “form follows function”. In order to situate the chapter sub-brand aesthetic firmly in 20th Century Bauhaus design, some new graphic elements have been introduced:

1.



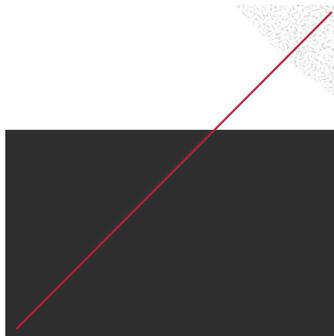
A set of grey outline dots which convey the idea of the CCIM network of chapters

2.



The word “CCIM” rendered in a ghosted-back grey outline type

3.



A red, diagonal line added to data points to create visual interest

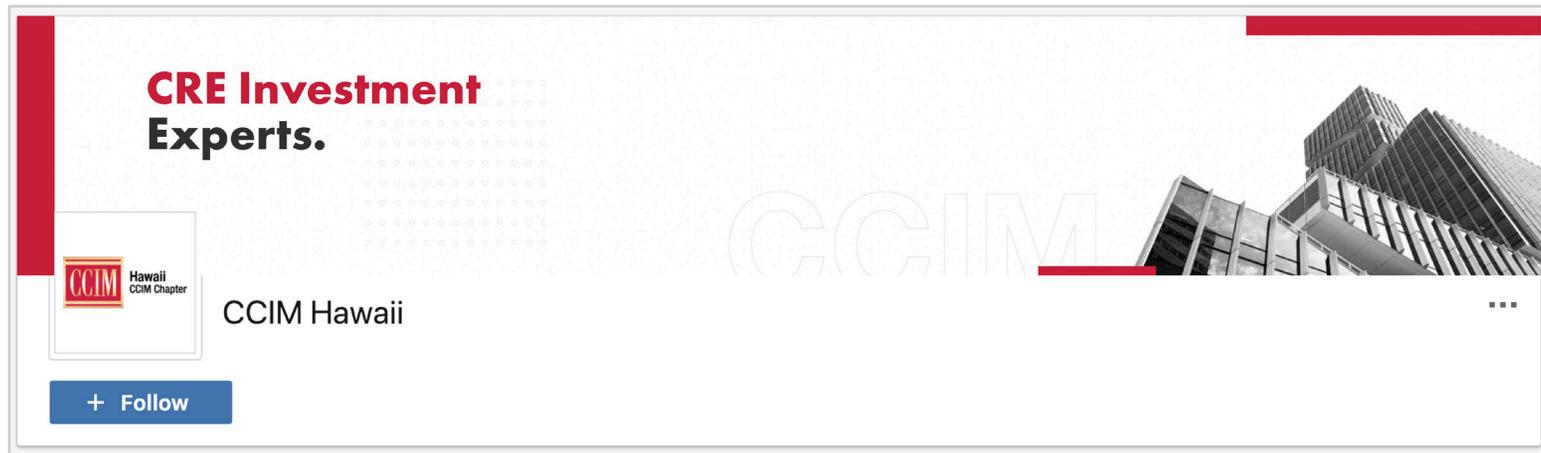
4.



An icon set of modular symbols to be used to illustrate data points (about membership, sponsorship, event info, etc.)

Social Media Banners

The CCIM chapter social media banners are designed to create a seamless user experience across platforms, with a consistent look that aligns with the new chapter branding. Given the fact that banners have to work within the context of each site, including the orientation of windows, placement of profile photos, and overall dashboard, we used a pared-down approach which showcases the key positioning of the chapter in its market. Each banner features a black and white photo of a building with the CCIM acronym ghosted behind and a tagline that conveys the chapter's unique selling proposition or key audience. They do not feature a chapter logo since that was deemed redundant; all social media profiles across all channels already feature a profile photo of the logo which sits on top of the banner.



Membership Brochure

The new CCIM Chapter Membership Brochure uses magazine design principles to lay out content clearly and compellingly. Featuring two-column copy blocks, chapter photography and side rails showcasing key data points, this new publication projects a professional and welcoming image for the chapters and promotes key benefits, including the stature of the membership, the diversity of disciplines represented, and the quality of the programming. Included throughout are calls-to-action prompting people to visit the website to explore member benefits and to sign up for upcoming events.

Printing Directions for Membership Brochure

When printing chapter collateral for directmail or handouts, it is critical to use a reputable printer so that the quality of the output fully aligns with the stature of the chapter and its membership.

We recommend using the following printing specs:

- Paper: 80# Cougar Cover or 100# Dull Cover
- Digital Press:
 - Konica Minolta C1100
 - Nexpress 2500
 - Ricoh 9100

Become a Member at www.ccimhawaii.org.





Hawaii's Largest CRE Network

CCIM Institute created the language of global real estate. 50 years after it was founded, the organization still provides its 13,000 members across 50 chapters with the official tools and processes of the international CRE industry.

For independent CRE professionals, the CCIM curriculum offers a crash course in investment real estate from every perspectives -- tenant, developer, owner, investor -- which can be immediately applied to their book of business.



Hawaii Chapter

526
/
Members

22
/
Yearly Events

2017
/
CCIM Chapter of Excellence

9.6%
/
Member Growth Rate

CCIM Hawaii Chapter Membership Brochure

Sponsorship Brochure

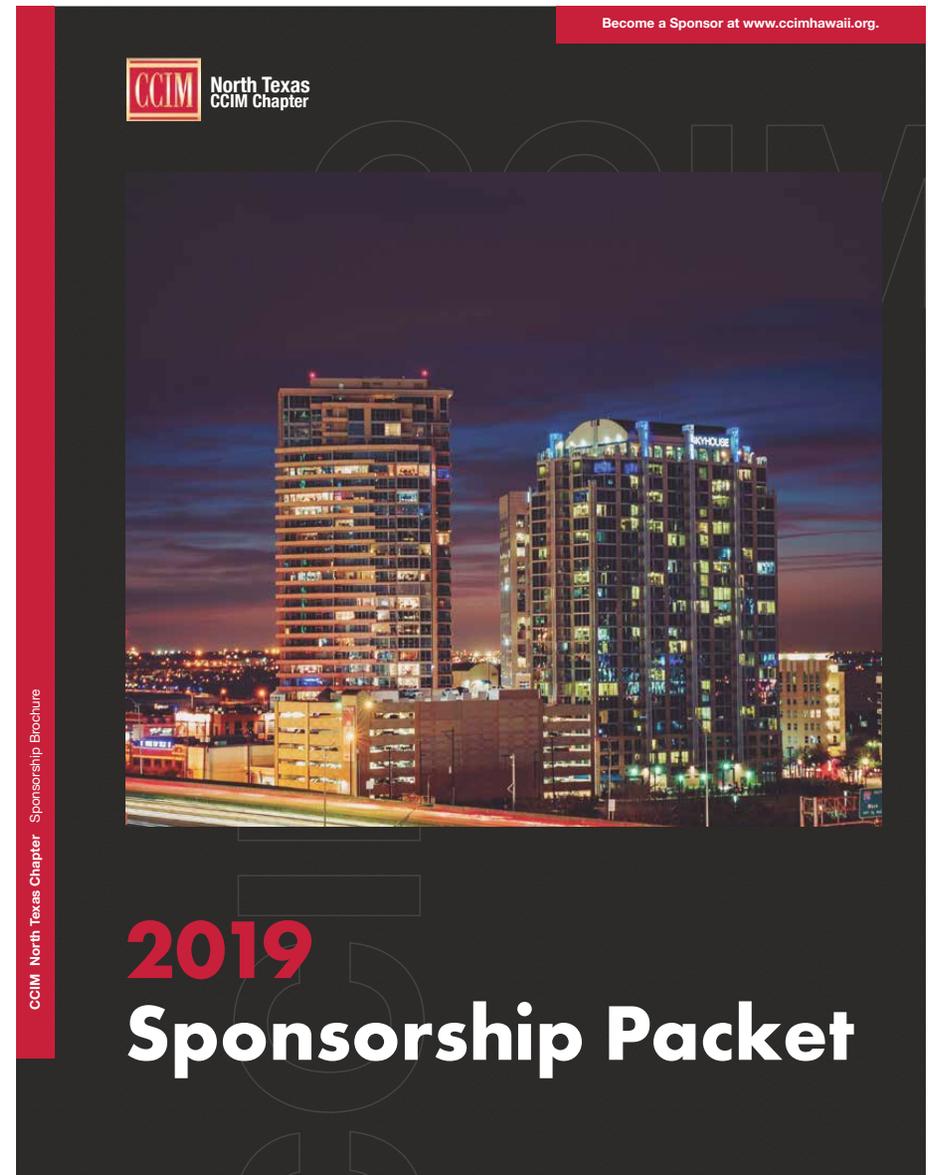
The new CCIM Chapter Sponsorship Brochure uses magazine design principles to lay out the benefits of supporting the organization clearly and compellingly. Featuring two-column copy blocks, a table of benefits, and side rails showcasing key data points, this new publication promotes the quality of the chapter, including the stature and aggregate economic activity of membership, CCIM's global reach and the opportunities for exposure offered by chapter events.

Printing Directions for Sponsorship Brochure

When printing chapter collateral for direct-mail or handouts, it is critical to use a reputable printer so that the quality of the output fully aligns with the stature of the chapter and its membership.

We recommend using the following printing specs:

- Paper: 80# Cougar Cover or 100# Dull Cover
- Digital Press:
 - Konica Minolta C1100
 - Nexpress 2500
 - Ricoh 9100



Course Marketing Flyer

The Course Marketing Flyer leverages the aesthetics of the new education microsite to create a muted, elegant one-sheet that promotes the key benefits of both the designation and Ward Center courses. Featuring a mainstage b&w image of a building along with the key details about the course, the flyer creates a seamless experience with the website. Below the fold, the flyer offers a full description of course material and, finally, details about instructors, timing, and location.

Printing Directions for Course Marketing Flyer

When printing chapter collateral for direct-mail or handouts, it is critical to use a reputable printer so that the quality of the output fully aligns with the stature of the chapter and its membership.

We recommend using the following printing specs:

- Paper: 80# Cougar Cover or 100# Dull Cover
- Digital Press:
- Konica Minolta C1100
Nexpress 2500
Ricoh 9100

CCIM

CI 101: Financial Analysis for Commercial Investment Real Estate

April 8-11, 2019

This course will teach you how to:

- Make informed investment decisions using the CCIM Cash Flow Model;
- Measure the impact of federal taxation and federal leverage on the cash flow from the acquisition, ownership, and disposition phases of real estate investment; and
- Use real estate analysis tools to quantify investment return.

CI 101 is a bedrock class for real estate practitioners at a time when risk mitigation, pricing, and cycle assurance have become critical to investors. CI 101 introduces the CCIM Cash Flow Model, a tool for ensuring your investment decisions are based on wise finance fundamentals. During the course, you will learn to use key financial concepts such as Internal Rate of Return (IRR), Net Present Value (NPV), Cap Rate, Capital Accumulation, and the Annual Growth Rate of Capital to compare different types of commercial real estate investments.

LOCATION:
Levine Learning Center
430 N. Michigan Ave., Suite 700
Chicago, IL

DATES:
April 8-11, 2019

TIME:
8:30 am - 5:30 pm

INSTRUCTOR:
Tom Bothen, CCIM
Alec Pacella, CCIM

TUITION:
Member Rate: \$1,200
REALTOR® Rate: \$1,460
Non-Member Rate: \$1,735

REGISTER BY PHONE
(800) 621-7027, option 2

REGISTER ONLINE
www.ccim.com/101

Updates to this Guide

The CCIM Chapter Brand Standards Guide is always evolving. CCIM Institute welcomes all recommendations for additions and changes to this guide.

For questions or suggestions please contact chaptermarketing@ccim.com.