

The CCIM Institute

# Express Brand Guidelines

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# Standard Logos

To the right are the standard logo lockups for The CCIM Institute. Whenever possible, use the logo lockup with the tagline. Only use the Lockup without the tagline when the tagline becomes illegible or when the logo is being used in a graphical context, such as a background.

Horizontal Logo  
No Tagline



Horizontal Logo  
With Tagline



Vertical Logo  
No Tagline



Vertical Logo  
With Tagline



# Logo Clear Space

The mark must have a minimum safe area based on the example graphics. No elements should break this area.



# Logo Usage on Color

When applying color to large areas or backgrounds, only use the 3 primary colors of the CCIM Institute color palette. Never use the accent colors as a large background color. When applying the logo to a colored background, always use the full reverse version unless applying the logo to the Primary Gold, which the half reverse logo is used.

**White Background**  
Full Color Logo



**Primary Gold Background**  
Half Reverse Logo



**Primary Red Background**  
Full Reverse Logo



**Primary Dark Blue Background**  
Full Reverse Logo





# Improper Usage

A few rules are necessary for maintaining the integrity of the brand. Don't compromise the overall look of the logo by rotating, skewing, or distorting it in any way – this includes adding unnecessary and unattractive text decorations like drop shadows and outlines. Here are a few examples of ways to NOT use the logo.



Don't rotate the logo



Don't resize any part of the logo



Don't add any effects to the logo



Don't skew the logo



Don't alter or rearrange any part of the logo



Don't alter the color of the logo

# Colors

The color palette is a key differentiator of the CCIM brand design. When applying color, the primary colors should dominate colors in a touchpoint. The accent colors should be reserved for smaller call-out treatments such as links, URLs, and labels.

<div>Primary Gold</div> <div>PMS: 2313 C</div> <div>CMYK: 11, 37, 56, 10</div> <div>Hex: #C39367</div>	<div>Primary Red</div> <div>PMS: 7427 C</div> <div>CMYK: 0, 100, 68, 35</div> <div>Hex: #971B2F</div>	<div>Primary Dark Blue</div> <div>PMS: 309 C</div> <div>CMYK: 100, 8, 20, 76</div> <div>Hex: #003B49</div>
<div>Accent Blue</div> <div>PMS: 2995 C</div> <div>CMYK: 79, 3, 0, 0</div> <div>Hex: #00A9E0</div>	<div>Accent Green</div> <div>PMS: 2290 C</div> <div>CMYK: 34, 0, 95, 0</div> <div>Hex: #AADB1E</div>	
<div>Dark Gray</div> <div>PMS: Cool Gray 9 C</div> <div>CMYK: 50, 40, 34, 17</div> <div>Hex: #75787B</div>	<div>Medium Gray</div> <div>PMS: Cool Gray 5 C</div> <div>CMYK: 28, 21, 18, 1</div> <div>Hex: #B1B3B3</div>	<div>Light Gray</div> <div>PMS: Cool Gray 1 C</div> <div>CMYK: 10, 7, 5, 0</div> <div>Hex: #D9D9D6</div>

# Typography

Roobert is the primary sans serif typeface of the CCIM Identity System. Use this typeface primarily for main headlines, captions, and labels. When Roobert is not available, use Arial.

Victor Serif is the primary serif typeface of the CCIM identity system. Use this typeface for emphasis in headlines and longer-form body copy. When Victor Serif is not available, use Times. For Web Typography guidance, please see the next page.

PRIMARY SANS SERIF

Roobert

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

Light	<i>Light Italic</i>
Regular	<i>Regular Italic</i>
Medium	<i>Medium Italic</i>
<b>SemiBold</b>	<b><i>SemiBold Italic</i></b>
<b>Bold</b>	<b><i>Bold Italic</i></b>
<b>Heavy</b>	<b><i>Heavy Italic</i></b>

PRIMARY SERIF

Victor Serif

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

Hairline	<i>Hairline Italic</i>
Thin	<i>Thin Italic</i>
Light	<i>Light Italic</i>
Regular	<i>Regular Italic</i>
Medium	<i>Medium Italic</i>
<b>SemiBold</b>	<b><i>SemiBold Italic</i></b>
<b>Bold</b>	<b><i>Bold Italic</i></b>
<b>Black</b>	<b><i>Black Italic</i></b>

# Web Typography

For web typography, Roobert can be replaced with the Google font DM Sans and Victor Serif can be replaced with the Google font DM Serif text. Please see the table to the right for sizing recommendations for the web.

## HEADER 1

DM Sans DM Serif Text

FONT SIZE: 56PX | LINE-HEIGHT: 1.05

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## HEADER 2

DM Sans DM Serif Text

FONT SIZE: 46PX | LINE-HEIGHT: 1.05

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## HEADER 3

DM Sans DM Serif Text

FONT SIZE: 36PX | LINE-HEIGHT: 1.05

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## HEADER 4

DM Sans DM Serif Text

FONT SIZE: 24PX | LINE-HEIGHT: 1.15

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## LABEL

DM SANS

FONT SIZE: 18PX | LINE-HEIGHT: 1.2 | TRACKING: 5% | UPPERCASE

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## PARAGRAPH

DM Sans DM Serif Text

FONT SIZE: 18PX | LINE-HEIGHT: 1.45



# Headline Treatment

For headlines used in brand collateral, a combination of Roobert Regular and Victor Serif Medium Italic are used to create contrast. Victor Serif Medium Italic should only be used to emphasize one or a couple of words in a topline message. The rest of the headline should be set in Roobert Regular. See the example to the right for more details.

**VICTOR SERIF MEDIUM ITALIC** **ROOBERT REGULAR**

*Advancing* the Commercial  
Real Estate Profession