Standards and Guidelines
Introduction

Beginning in the year 2000, IFMA set graphic standards on everything that projected its image, ranging from letterhead to the placement of the IFMA logo on various printed items. These standards were outlined in a single publication termed the graphic standards manual.

This manual served as a guide and practical aid to help the association maintain consistency and uniformity in the way it used IFMA’s visual image. This manual provides users with exact ways to apply key graphics such as the logotype (Logo). It demonstrates proper business stationery design and business letter form. It shows the proper way to use the IFMA logo with tagline versus the IFMA logo with words.

Now, we are going one step further, adopting a brand identity program and incorporating elements into an organizational standards manual and a chapter/council manual for members. These manuals will go into much more detail addressing not only the logo(s), but also the message and image that IFMA wants to send to everyone associated in branding IFMA.

You may wonder how you begin identifying an association’s brand identity. Here’s how we determined ours:

The first step was to define IFMA’s visual image. Since the brand needs to be translated across multiple consumer encounters (print, web, fax, social media and email), the brand identity program needed to be simple yet powerful. The most compelling point in delivering the brand promise is the place itself, the building. This image must work with a wide range of functions: IFMA’s conferences and expos, World Workplace and Facility Fusion, online and webinar courses, the IFMA website, and our communications with our chapters and councils through emails and other social media. You will see a number of building images in various styles and designs. Secondary images are people due to the nature of our organization—an association.

A color palette strategy was also determined, using IFMA’s parent color of red.

An additional palette was developed by identifying the departments by colors:

- **Blue:** Member Resources
- **Gold:** Education
- **Gray:** Corporate Development
- **Red:** All other departments

This color-identification system is used by IFMA headquarters and to be used by our chapter/councils for various collateral—web or print. Further explanation of this system can be seen on page 3.

The success of IFMA’s organizational and chapter/council standards manual depends on how well we adhere to the guidelines listed in this manual. Our organization has changed and grown since 1980, so now it’s time for this brand identity to reflect our growth and our plans for the future.

**Brand Launch**

Since the official launch of IFMA’s anniversary brand in January 2005, IFMA has produced marketing materials to reflect the branding and continue to do so to this day.

**What’s Ahead?**

All marketing, promotional and communication materials for IFMA departments, products and services are represented by the brand. To keep abreast of new marketing trends, further enhancements are explored each year by the marketing department. This includes improvements on educational courses, IFMA bookstore products, corporate relations, events, IFMA publications, membership and marketing collateral.

For a PDF of the Branding Guidelines, go to www.ifma.org, click on Resources (top nav bar), then click on Chapter/Council Leaders under Tools & Links (side nav bar), then use your member login and password to access your Standards and Guidelines PDF.

**What Does the Brand Mean for Members?**

Branding is much more than a look. IFMA staff, volunteer leaders, members and corporate sponsors represent the brand. Ultimately, brands are sustained from the inside, and the inside is about organizational culture. The brand is IFMA’s culture, and through our branding initiatives, we are asking the public to “buy in” to that culture. A study by the Chartered Institute of Marketing indicated that companies that have consistently succeeded in building brand equity view their brand as a central organizing principle for all company activities, not just something they sell to consumers. The entire IFMA community must uphold the promise of the brand; i.e. organizational culture, which is based on professionalism, quality, integrity, professional development, positive relationships and dedication to the advancement of the facility management profession.
All collateral (Web and Print) should appear in one of the Helvetica family of fonts. If Helvetica is not attainable, Arial can be used.

**Helvetica Regular**

| abcdefghijklmnopqrstuvwxyz | ABCDEFGHIJKLMNOPQRSTUVWXYZ |

**Helvetica Regular Italic**

| abcdefghijklmnopqrstuvwxyz | ABCDEFGHIJKLMNOPQRSTUVWXYZ |

**Helvetica Bold**

| abcdefghijklmnopqrstuvwxyz | ABCDEFGHIJKLMNOPQRSTUVWXYZ |

**Helvetica Bold Italic**

| abcdefghijklmnopqrstuvwxyz | ABCDEFGHIJKLMNOPQRSTUVWXYZ |

**Helvetica Black**

| abcdefghijklmnopqrstuvwxyz | ABCDEFGHIJKLMNOPQRSTUVWXYZ |

**Helvetica Black Italic**

| abcdefghijklmnopqrstuvwxyz | ABCDEFGHIJKLMNOPQRSTUVWXYZ |

**Helvetica Medium Condensed**

| abcdefghijklmnopqrstuvwxyz | ABCDEFGHIJKLMNOPQRSTUVWXYZ |

**Helvetica Bold Outline**

| abcdefghijklmnopqrstuvwxyz | ABCDEFGHIJKLMNOPQRSTUVWXYZ |

**Arial Regular**

| abcdefghijklmnopqrstuvwxyz | ABCDEFGHIJKLMNOPQRSTUVWXYZ |

**Arial Regular Italic**

| abcdefghijklmnopqrstuvwxyz | ABCDEFGHIJKLMNOPQRSTUVWXYZ |

**Arial Bold**

| abcdefghijklmnopqrstuvwxyz | ABCDEFGHIJKLMNOPQRSTUVWXYZ |

**Arial Bold Italic**

| abcdefghijklmnopqrstuvwxyz | ABCDEFGHIJKLMNOPQRSTUVWXYZ |

**Arial Black**

| abcdefghijklmnopqrstuvwxyz | ABCDEFGHIJKLMNOPQRSTUVWXYZ |
For all official correspondence, including letterhead, business cards, press releases, envelopes and primary marketing materials such as the magazine Facility Management Journal (FMJ), C3 Chapter & Council Newsletter, and other marketing collateral, IFMA’s colors are red and black. IFMA uses a standard color set called the “Pantone Matching System” or PMS. Under this set of color rules, IFMA’s colors are listed this way:

- PMS RED: 485
- BLACK: Black is black, no matter what guidelines you follow.

For an additional palette used in our marketing efforts and explained on page 6 these colors are applied:

- PMS BLUE: 072
- PMS GOLD: 123
- PMS GRAY: 422
- PMS GREEN: 362

For Internet communication, IFMA’s primary color palette is:

- #000000: BLACK
- #FF3333: RED

Marketing color palette:

- #333399: BLUE
- #FF9933: GOLD
- #CCCCCC: GRAY
- #48a942: GREEN

* These colors are selected from the Pantone Matching System. Consult current editions of Pantone color publications for true color match and for conversions to CMYK, RGB and Web-safe colors.
Colors (continued)

Color Identification

To easily identify products and services of IFMA in print and on the Web, a color system was implemented. Blue for membership resources, gold for education and gray for corporate development. Red is used for all other IFMA information. Chapters, councils and communities of practice are encouraged to use this color-coded system in their branding guidelines.

Samples can be found in collateral such as the IFMA advertisements, email banners, fliers and brochures.
Policy on the Use of IFMA’s Name

When chartered, the chapter/council should use the wording “the ________ Chapter/Council of the International Facility Management Association” along with the association’s logo in its name and on its letterhead, newsletter, etc. The chapter should never refer to itself as “IFMA.” Be careful to note that the name of the association is the International Facility Management Association, not Facilities, not Managers.

Guidelines set by IFMA’s board of directors also preclude IFMA and its chapters from endorsing any particular individual, activity, publication, etc. Therefore, terminology such as “approved by the International Facility Management Association” or “recommended by the International Facility Management Association” is not acceptable.

The name IFMA has become widely known and respected in the marketplace, particularly in light of the practical and contractual constraints imposed on the association through its sponsorship of and participation in events like IFMA’s World Workplace Conference & Expo. It has become increasingly important that the use of the association’s name and logo be strictly limited to programs authorized by IFMA headquarters.

When a chapter/council undertakes to sponsor or participate in a program or event, every effort should be made to ensure that any printed materials credit the chapter specifically. Without such specificity, use of the IFMA name or logo could imply that the association itself sponsors or endorses the event. The preferred usage, for example, is the ________ Chapter/Council of IFMA as opposed to the IFMA ________ Chapter/Council.

Any instances in which the terms IFMA or International Facility Management Association or the IFMA logo occur without attribution to a chapter, council or other constituent group should be referred to IFMA headquarters for appropriate action.

All negotiations between IFMA and other organizations at the headquarters, national or international levels should be done by IFMA headquarters staff. Chapters/Councils wishing to engage in conversations and negotiations of any kind with other organizations are encouraged to do so on a local basis with local chapters/councils and/or interest groups, but not exceed that.

IFMA sees great value in partnering with other organizations, even those that are competing with the association on various levels. Staff at IFMA headquarters is constantly looking for opportunities to cooperate with other organizations and is negotiating and/or devising strategies to deal with other organizations to ensure maximum benefit to all IFMA members and constituencies. Most discussions are held in discretion due to their sensitive nature and information is undisclosed until an agreement was reached. In order to ensure staff’s ability to negotiate the best deal for IFMA, it is imperative to keep all discussions at the headquarters level and avoid sending mixed messages to our partners from various levels of our association.

Unfortunately, some organizations that wish to partner with IFMA try to deliberately negotiate with IFMA chapters or councils, as opposed to headquarters, since they sometimes get more for less. Certain industry publications and trade-shows/conferences recruit support of one of our chapters and in return claim the association’s endorsement and partnership. This is another reason that IFMA cautions our chapters and councils when partnering with other organizations.

When approached to partner with another organization, we request that you inform our Membership Resources Department of the opportunity and let the staff assist in determining the value of participating to you and the association.
The IFMA Logo

Proper Use of the IFMA Logo with Words
There are certain guidelines that a chapter/council and individual member must uphold to use the **IFMA Logo with Words**, (figure a). The IFMA logotype (figure b) should always be included with the words "International Facility Management Association" (figure c). The logo should always be in 100 percent black or reversed to white for print collateral, website, social media and signage. The only change in color of the logo is when it is applied to promotional items like apparel, pins, coffee cups, writing pens and other merchandise.

Who May Use the IFMA Logo with Words
- Members of chapters, councils and communities of practice
- Partnering organizations

Any of these members with consent of IFMA headquarters may use approved electronic artwork reproductions of the **IFMA Logo with Words**. Please see below how to obtain the logo online.

How to Use the IFMA Logo with Words*
- Website
- Social media
- Letterhead
- Printed collateral
- Signage and merchandise

*All of the above are promoting the association chapter/council.

How to Not Use the IFMA Logo with Words
- Company/Personal business card; letterhead media
- Company/Personal social media; email
- Company/Personal printed collateral
- Company/Personal website

The International Facility Management Association (IFMA) is an individual member organization. People join IFMA, not companies. Therefore, the **IFMA logo should not be used to imply that a company is a member of IFMA**.

Please look at the **IFMA Member Logo** on page 8 for personal use.

To Obtain the IFMA Logo with Words
Electronic logo art is available on www.ifma.org by clicking Resources (top nav bar) > then click Chapter/Council Leaders under Tools & Links (side nav bar) > then find Logos & Resources under Leader Resources (center of the page), or go to www.ifma.org/resources/leaders.
Proper Use of the IFMA Logo with Tagline

There are certain guidelines that a chapter/council and individual member must follow to use the IFMA Logo with Tagline, (figure d). This logo should always include the IFMA logotype (figure e), the words or Name Mark “International Facility Management Association.” (figure g), and the taglines “Empowering Facility Professionals Worldwide” and “Learn. Connect. Advance.” (figure f). The logo should always be in 100 percent black or reversed to white for print collateral, website, social media and signage unless you upload the logo with the line rule in PMS Red 485 (figure h) in the Chapter & Council Resources section noted in the How To Obtain the IFMA Logo with Tagline below. The only change in color of the logo is when it is applied to promotional items like apparel, pins, coffee cups, writing pens and other merchandise.

Who May Use the IFMA Logo with Tagline

- Members of chapters, councils and communities of practice
- Partnering organizations

Any of these members with consent of IFMA headquarters may use approved electronic artwork reproductions of the IFMA Logo with Tagline. Please see below how to obtain.

How to Use the IFMA Logo with Tagline*

- Website
- Social media
- Letterhead
- Printed collateral
- Signage and Merchandise

*All of the above are promoting the association chapter/council.

How to Not Use the IFMA Logo with Tagline

- Company/Personal business card; letterhead media
- Company/Personal social media; email
- Company/Personal printed collateral
- Company/Personal website

The International Facility Management Association (IFMA) is an individual member organization. People join IFMA, not companies. Therefore, the IFMA Logo with Tagline should not be used to imply that a company is a member of IFMA. Please look at the IFMA Member Logo on page 8 for personal use.

To Obtain the IFMA Logo with Tagline

Electronic logo art is available on www.ifma.org by clicking Resources (top nav bar) > then click Chapter/Council Leaders under Tools & Links (side nav bar) > then find Logos & Resources under Leader Resources (center of the page), or go to www.ifma.org/resources/leaders.
The IFMA Logo

Who May Use the IFMA Member Logo

- Individual members
- Professionals (chapter/council)
- Associate members
- Lifetime members
- Students
- Retired members

Any of these members with consent of IFMA headquarters may use approved electronic artwork reproductions of the IFMA Member Logo (figure i) or the new version of the IFMA Member Logo (figure j). Please see below how to obtain the logo.

How to Use the IFMA Member Logo

- Personal business card
- Personal letterhead social media; email
- Personal printed collateral with approved
- Personal website byline stated below

How to Not Use the IFMA Member Logo

The International Facility Management Association (IFMA) is an individual member organization. People join IFMA, not companies. Therefore, the IFMA Member Logo should not be used to imply that a company is a member of IFMA. The IFMA logo may be used on corporate collateral, websites and social media and must include the following sentence: “Employees of XYZ Company are members of the International Facility Management Association.”

To Obtain the IFMA Member Logo

Electronic logo art is available on www.ifma.org by clicking Resources (top nav bar) > then click Chapter/Council Leaders under Tools & Links (side nav bar) > then find Logos & Resources under Leader Resources (center of the page), or go to www.ifma.org/resources/leaders.
The IFMA Logo

Chapter or Council Name with the IFMA Logo
The correct use to identify a chapter/council is: The ________ Chapter/Council of the International Facility Management Association or The ________ Chapter/Council of IFMA. NOTE: When you use the acronym “IFMA,” always do so in capital letters. When you use “International Facility Management Association,” just the first letter of each word is capitalized as described to the right.
IFMA’s standardized fonts are Helvetica and Arial.

EXAMPLES:

PROPER USES to identify your Chapter/Council with the Logo:

International Facility Management Association
The Airport Facilities Council of IFMA
The Minneapolis/St. Paul Chapter of the International Facility Management Association

AS USED IN A SENTENCE:
The Acme Chapter/Council of IFMA.

IMPROPER USES:

The Logo may not be used in a sentence.
The Acme Chapter/Council of IFMA.

The Logo cannot be used without the words “International Facility Management Association”.
The ACME Chapter/Council of IFMA.
IFMA Events and Departments

It is IFMA headquarters’ intention to post ads, logos and marketing/promotional logos/templates within chapter and council leader resources for chapters and councils to use in their various communication materials (i.e. websites, social media, advertisements, emails, fliers, etc.); however, if no materials are available from headquarters, or if we cannot meet a publication deadline, then it is acceptable to display the event, course, program or chapter/council department under the following guidelines:

Display the IFMA Logo with Name Mark or IFMA Logo with Tagline, with the name of the event or the name of the chapter/council in Helvetica or Arial, as shown in examples to the right.

EXAMPLES:

The San Diego Chapter of IFMA

The St. Louis Chapter of IFMA Continuing Education Grant Program

The Corporate Facilities Council of IFMA

The Suncoast Chapter of IFMA Newsletter
Improper Uses of the IFMA Logo
Graphically, here are samples of what not to do with the IFMA logo. Do not change, distort or stretch the IFMA logo in any way.

EXAMPLES:

Correct Logo

Do not change, distort or stretch the IFMA logo in any way.

Do not redesign the IFMA logo. Please use the logo that can be acquired from IFMA headquarters.

Correct Logo
Where and How to Use the Logo

The following pages will show samples of marketing materials that translate the IFMA image—our brand. As stated earlier in this document, IFMA has adopted building and people photography concepts both in color and black-and-white to project current branding, page 4.

Website

These samples show where the IFMA logo should go on the website banner. It is placed on the left of the banner. As with the Tulsa Chapter of IFMA’s website the proper way to say the chapter’s name is emphasized. The IFMA red is also predominant.
Dear IFMA leaders:

This month IFMA is launching its first annual Virtual Conference & Expo. Held online May 18, the one-day live event will feature webcasts, speaker Q&A, an expo, chats and forums, bonus content, plus a personal "briefcase" for storing presentations, V-cards and other items of interest.

Please help us propagate the buzz around this exciting and beneficial event. As a new resource to IFMA's growing arsenal of cutting-edge career development offerings, this event needs your support in creating awareness and encouraging your members to attend. The virtual environment is amazing! If you haven't checked it out, visit the website to see how it works.

This is a convenient and affordable opportunity to truly bring our global community together for a day of learning and networking. Member registration is only US$50! Have a student in your chapter or council? They get access to the conference for just US$10! If you haven't already, please help us propagate the buzz around this exciting and beneficial event. As a new resource in IFMA's "briefcase" for storing presentations, V-cards and other items of interest.

Remind your members that registration includes the live event and a three-month pass to access on-demand sessions. All sessions, including on-demand, offer valuable CEUs; you can earn up to 37 CFM® maintenance points.

We hope to see you online. Take a look at the live program and on-demand sessions, and register today! If you haven't already, please help us propagate the buzz around this exciting and beneficial event.

Sincerely,
Cathy A. Pavick
Vice President, Education
wpavick@ifma.org

IFMA Events
• Monthly Chapter Leader Conference Calls

IFMA News
• The SFP Credential is Here: Optimizing FM Performance for a Better Tomorrow

Cathy A. Pavick
Email Signature
An IFMA email signature should include 8-9 elements. The font is Arial Bold where indicated and regular.

1) **Your name (Bold)**
2) Your title
3) International Facility Management Association
4) Address
5) Direct phone number
   +1 Area code and phone number
6) Fax number
   +1 Area code and phone number
7) Your email
8) Line "Follow IFMA on Twitter at http://twitter.com/IFMA."
9) IFMA Tagline

1) **Your Name**
2) Your Title
3) International Facility Management Association
4) 1 E. Greenway Plaza, Suite 1100
   Houston, Texas 77046-0104 USA
5) p: +1-281-974-5658 direct line
6) f: +1-713-623-6124
7) your.name@ifma.org
8) Follow IFMA on Twitter at http://twitter.com/IFMA.
9) **IFMA – Empowering Facility Professionals Worldwide**
   Learn. Find out about the Sustainability Facility Professional™ credential.
   Connect. View upcoming events. See you at World Workplace!
   Advance. Get quality education. Pursue a credential.
Stationery

Letterhead (Chapter and Council)
The following specifications should be used for IFMA chapter/council letter correspondence.

Note: Second sheet is standard blank letterhead.

Paper: Bright white, 24 lb. Bond
**Letterhead (Headquarters)**

The following specifications should be used for IFMA headquarters correspondence.

**Note:** Second sheet is standard blank letterhead.

**Paper:** Bright white, 24 lb. Bond
Stationery (continued)

**Business Card (Personal Use)**
The logo is available for use by members. IFMA members can use the logo as long as it has the word “MEMBER” underneath the logo as shown in figure c. The “IFMA MEMBER” logo can be used on personal printed collateral, website and social media, that includes the members’ names (figure a).

**Use of Logo**
The word “MEMBER” must be used below the logo. It should be in all caps in either the Helvetica or Arial typeface.

The logo should not be added after a name (like CFM, for instance) because it is not a professional designation (figure b).

**To Obtain the IFMA Member Logo**
Electronic logo art is available on www.ifma.org by clicking Resources (top nav bar) > then click Chapter/Council Leaders under Tools & Links (side nav bar) > then find Logos & Resources under Leader Resources (center of the page), or go to www.ifma.org/resources/leaders.

**Correct Use (figure a)**

```
ABC Corporation
123 Avenue B
City, State/Province Zip/Postal Code
Country

Jane Doe, CFM
Facility Manager

IFMA MEMBER

000-000-0000
000-000-0000
```

**Incorrect Use (figure b)**

```
XYZ Corporation
789 Avenue B
City, State/Province Zip/Postal Code
Country

John Doe, CFM, **IFMA Member**
Facility Manager

000-000-0000
000-000-0000
```
Stationery (continued)

IFMA Business Card
All headquarters business cards including board of directors in IFMA’s business stationery system should use the graphic and text attributes (figures c and d).

The name is set in Helvetica Roman, 8 pt. All other information is Helvetica Roman, 7 pt. The graphical red square is a glyph in Adobe InDesign. The rule(s) are .5 pt. All information is printed black and PMS 485 Red where indicated. Attached is a recycled logo at 30% black.

Stock and Dimensions
Stock: Classic Crest 110 pound. This stock is 100% PCW (post consumer waste) recycled. It is also FCS-certified meaning it is Forest Stewardship Council certified to contain product from well-managed forests, controlled sources and recycled fiber.

Dimensions: 3.5” wide, 2” tall.

Note: The IFMA logo with tagline should not be altered in any way.
Power Point

The Power Point sample is a combination of the red palette with the building and people brand.
Additional IFMA Logos

Corporate Sustaining Partner (CSP) Logo
There are certain guidelines that an individual member or person must uphold to use the CSP logo (figure a). The CSP logo is 100 percent black and PMS 485 Red.

Who May Use the CSP Logo
- Corporate Sustaining Partners
  Any of these members with consent of IFMA headquarters may use approved electronic artwork reproductions of the CSP logo.

How to Use the CSP Logo
- Corporate Sustaining Partners website
- Corporate Sustaining Partners social media
- Corporate Sustaining Partners business card/letterhead
- Corporate Sustaining Partners printed collateral
- Corporate Sustaining Partners signage

How to Not Use the CSP Logo*
- Personal business card
- Personal social media
- Personal letterhead media
- Personal printed collateral
- Personal website

Improper Uses of the CSP Logo
Graphically, here are samples of what not to do with the CSP logo (figure b). Do not change, distort or stretch the CSP logo in any way.

To Obtain the CSP Logo
Electronic logo art is available by contacting amy.jones@ifma.org. No alterations should ever be made to the logos (figures b and c).

PROPER LOGO:

Logo Mark

IMPROPER LOGO:

Do not change, distort or stretch the IFMA logo in any way.

*Corporate Sustaining Partner (CSP) Logo

To not use the CSP logo.

Do not redesign the CSP logo. Please use the logo that is given to you by IFMA headquarters.

(figure c)
Additional IFMA Logos

Certified Facility Manager® (CFM®) Logo

The logo for the CFM program is a circular logo with the Certified Facility Manager acronym (CFM) and the words “International Facility Management Association” attached (figure d). It is CFM’s only identity graphic. The logo can be used on personal printed collateral (see CFM Business Cards) and website, company collateral and website, social media, promotional items like apparel, pens, coffee cups, award merchandise and signage.

Software that allows users to manipulate graphic items like the logo are widely used. Even so, it is not permissible to alter the logo in any way, such as stretching it. Here are some examples:

Logo cannot appear:
- Stretched horizontally
- Stretched vertically
- In an enclosure like a rectangle or circle
- Surrounded by text closer than one-fourth (.25”) the width of the logo
- Integrated with other graphics or words

CFM Colors

For all correspondence, including letterhead, business cards and envelopes and general promotional collateral, Web site and social media, CFM colors are:

- Print: PMS RED 485 Web: #CC3333 RGB: 238/50/36
- Print: PMS Yellow 123 Web: #FF9933 RGB: 255/177/44

CFM Business Cards

Personal Use Business Cards

The CFM logo is available for use only by Certified Facility Managers. Certified Facility Managers can use the logo on personal collateral such as business cards, website, social media and company collateral that includes the member’s name (figure f).

Who May Use the CFM Logo

Individuals that have taken and passed the CFM exam and received official notification, can begin using the letters *CFM* in all capital letters after their name and may use the CFM logo.

Certified Facility Manager (CFM) Credential

The acronym “CFM” (Certified Facility Manager) in all capital letters behind your name, is the correct way to designate that you have passed the CFM Exam. It can be used on any business correspondence as shown on a business card (figure e).

Incorrect Use of CFM Credential

“Certified Facility Manager” should not be spelled out behind your name (figure f). The acronym in lowercase (cfm) or the first letter in upper case followed by lowercase letters (Cfm) or vice versa (cFM) is incorrect. “Certified FM” is incorrect.

CFM Credential in Copy

When referring to the Certified Facility Manager credential in text, the full designation should be spelled out, followed by “CFM” in parentheses in **all capital letters** with the register mark at first reference (@). Ex: Certified Facility Manager® (CFM®).
Facility Management Professional (FMP®) Logo
The logo for the FMP program is a circular logo with the Facility Management Professional acronym (FMP) and the words “International Facility Management Association” attached (figure g). It is FMP’s only identity graphic. The logo can be used on personal printed collateral (see FMP Business Cards) and website, company collateral and website, social media, promotional items like apparel, pens, coffee cups, award merchandise and signage.

Software that allows users to manipulate graphic items like the logo are widely used. Even so, it is not permissible to alter the logo in any way, such as stretching it. Here are some examples:

Logo cannot appear:
- Stretched horizontally
- Stretched vertically
- In an enclosure like a rectangle or circle
- Surrounded by text closer than one-fourth (.25”) the width of the logo
- Integrated with other graphics or words

FMP Colors
For all correspondence, including letterhead, business cards and envelope and general promotional collateral, FMP colors are:

- Print: PMS RED 485 Web: #CC3333
- Print: PMS Yellow 123 Web: #FF9933

FMP Business Cards
Personal Use Business Cards
The FMP logo is available for use only by Facility Management Professionals. Facility Management Professionals can use the logo on personal collateral such as business cards, website, social media and company collateral that includes the member’s name as demonstrated with the FMP designation, (figure i).

Who May Use the FMP Logo
Individuals that have completed the FMP application process and have been notified that their application has been approved, may begin using the letters “FMP” in all capital letters after their name and using the FMP logo.

Facility Management Professional (FMP) Designation
The acronym “FMP” (Facility Management Professional) in all capital letters behind your name is the correct way to designate that you have passed the FMP Exam. It can be used on any business correspondence as shown on a business card (figure h).

Incorrect Use of FMP Designation
“Facility Management Professional” should not be spelled out behind your name (figure i). The acronym in lowercase (fmp) or the first letter in upper case followed by lowercase letters (Fmp) or vice versa (fMP) is incorrect.

FMP Designation in Copy
When referring to the Facility Management Professional designation in text, the full designation should be spelled out, followed by “FMP” in parentheses in all capital letters with the register mark at first reference (®). Ex: Facility Management Professional (FMP®).
Sustainability Facility Professional™ (SFP™) Logo

The logo for the SFP program is a circular logo with the Sustainability Facility Professional acronym (SFP) and the words “International Facility Management Association” attached (figure j). It is SFP’s only identity graphic. The logo can be used on personal printed collateral (see SFP Business Cards) and website, company collateral and website, social media, promotional items like apparel, pens, coffee cups, merchandise and signage.

Software that allows users to manipulate graphic items like the logo are widely used. Even so, it is not permissible to alter the logo in any way, such as stretching it. Here are some examples:

- Logo cannot appear:
  - Stretched horizontally
  - Stretched vertically
  - In an enclosure like a rectangle or circle
  - Surrounded by text closer than one-fourth (.25”) the width of the logo
  - Integrated with other graphics or words

SFP Colors

For all correspondence, including letterhead, business cards and envelopes, and general promotional collateral, SFP colors are:

- Print: PMS Green 362  RGB: #4AAA48
- Web: PMS Red 485  RGB: #CC3333
- Print: PMS Yellow 123  RGB: #FF9933
- Print: Black  RGB: #000000

SFP Business Cards

Personal Use Business Cards

The SFP logo is available for use only by facility management professionals. Facility management professionals can use the logo on personal collateral such as business cards, website, social media and company collateral that includes the member’s name as demonstrated with the SFP designation, (figure l).

Who May Use the SFP Logo

Individuals that have completed the SFP application process and have been notified that their application has been approved, may begin using the letters “SFP” in all capital letters after their name and using the SFP logo.

Sustainability Facility Professional (SFP) Designation

The acronym “SFP” (Sustainability Facility Professional) in all capital letters behind your name is the correct way to designate that you have passed the SFP Exam. It can be used on any business correspondence as shown on a business card (figure k).

Incorrect Use of SFP Designation

“Sustainability Facility Professional” should not be spelled out behind your name (figure l). The acronym in lowercase (sfp) or the first letter in upper case followed by lowercase letters (Sfp) or vice versa (sFP) is incorrect.

SFP Designation in Copy

When referring to the Sustainability Facility Professional designation in text, the full designation should be spelled out, followed by "SFP" in parentheses in all capital letters with the trade mark at first reference (™) on both references. Ex: Sustainability Facility Professional™ (SFP™).
Additional IFMA Logos (continued)

Council Logos
The council logos were designed specifically to reflect the diverse types of facilities and job responsibilities represented by IFMA members.

The council logo is the acronym for the specific area of interest (figures m). It is the council’s primary identity graphic. The logo is reproduced in 100% black mode and PMS 485 Red or four color-process mode.

The exception is the Banking Institutions and Credit Unions Council logo which is 100% black.

The Communities of Practice logo is the same with a description of each interest or forum added to the logo (figure n).

Text Style Guidelines
The correct way to refer to councils/communities is: Airport Facilities Council of IFMA. “IFMA” is always preceded by the council/community name, specifically when the council/community name stands alone or the first time the council/community is referenced in a writing such as an article, press release or marketing piece. After the full title has been used, then simply “Airport Facilities Council” may be used.

Who May Use Our Logo
Members of a council/community with consent of IFMA headquarters may use approved electronic artwork reproductions. Electronic logo art is available directly on www.ifma.org by clicking Resources (top nav bar), then click on Chapter and Council Leader Resources under Tools & Links (side nav bar), then use your member login and password to access the logos. No alterations should ever be made to the logos.
Additional IFMA Logos (continued)

IFMA's World Workplace 2012

Graphic & Copy Style Standards
The World Workplace logo is a combination of the words IFMA’s World Workplace 2012, The Facility Conference & Expo, the cube logo, the date and location conference, figure a. It is IFMA’s primary identity graphic for the conference. The logo is reproduced in CMYK or PMS matches.

The PMS colors are: PMS 313 Blue
PMS 476 Brown
PMS 180 Orange
PMS 544 Light Blue
PMS 408 Tan
PMS 113 Yellow

Text Style Guidelines
The correct way to refer to IFMA's annual conference and exposition is:
IFMA's World Workplace Conference & Expo
The correct way to refer to a specific year's event is:
IFMA's World Workplace 2012 Conference & Expo
"IFMA's" always precedes "World Workplace," followed by the year and "Conference & Expo," specifically when the title of the event stands alone or the first time the event is referenced in an article, press release or marketing piece.

After the full title has been used, then simply "World Workplace" may be used.

In marketing materials, the date and location of the event are included with the full title:
IFMA’s World Workplace 2012
The Facility Conference & Expo
Oct. 31 - Nov. 2 | Henry B. Gonzalez Convention Center San Antonio, Texas, USA

Abbreviate “Oct.” and “Nov.” when used with the specific dates of the event. Follow A.P. Style guidelines for states; ex: spell out “Texas” for the 2012 event; do not abbreviate as “TX.”

Please do not use the abbreviations “WWP” or “WW” externally in marketing, P.R., editorial or other formal communications.

Note that “Workplace” is one word. “World Work Place” is incorrect.

2012 Slogan/Theme
Smart facility management drives smart business.
Come, Learn, Get Connected

Special Activity/Event Titles
2012 Doug Underwood/Utilities Council of IFMA Golf Tournament
IFMA Foundation Gala and Recognition Reception
ePoster Competition
International Student of the Year
IFMA Foundation Scholarship Presentation
First-time Attendee Orientation & Breakfast
IFMA Chapter and Council Awards of Excellence Luncheon
IFMA Awards of Excellence Banquet

Misc. Text Style Guidelines
Months are abbreviated; ex: Early-bird discount deadline Aug. 23
Days of the week are not abbreviated; ex: Wednesday, Oct. 31
Times should be written as: 7 a.m. – 8 a.m.; 9:30 a.m. – noon; 6 p.m. – 10 p.m.
Pricing should be preceded by “US”; ex: US$12/person
The word “email” is not hyphenated; ex: email
The word “nonmember” is not hyphenated; ex: nonmember
The phrase “early-bird” is hyphenated as a modifier; ex: early-bird registration
Addresses: Abbreviate Street (St.), Avenue (Ave.), Boulevard (Blvd.), Highway (Hwy.), Expressway (Expy.). Spell out: Road, Alley, Drive, Circle, Court, Parkway.
Spell out “Suite” and “Floor.”
Directions in Addresses: Set off directional items such as N.W., S.E., W., N., etc. with periods.

Who May Use The Logo
Members (Chapter and Council), Associate members, Professionals, Young Professionals, Students, Lifetime members, Retired members, Corporate Sponsors and anyone with consent of IFMA headquarters may use approved electronic artwork reproductions. Electronic logo art is available on www.ifma.org by clicking Resources (top nav bar) > then click Chapter/Council Leader Tools (side nav bar) > then find Logos & Resources under Leader Resources (center of the page), or go to www.ifma.org/resources/leaders.

Correct Logo - vertical and horizontal variations (figure a)
IFMA Copy Style Sheet

*Basic guidelines based on the Associated Press (AP) Stylebook. Please refer to this quick guide when writing business correspondence, emails or promotional materials.

accept/except
Accept means to receive. Except means to exclude.

abbreviations
Abbreviate company, corporation, incorporated and limited when used after the name of a company. Use Co. when a business uses it at the end of its proper name. Unicco Co. when used after the name of a company. Use Inc. when used as part of a corporate name and do not set off with commas. Steelcase Inc. Same rule applies for Ltd. CADapult Ltd.

academic degrees
If mention of a degree is necessary to establish someone’s credentials, the preferred form is to avoid an abbreviation and use a phrase such as: John Jones, who has a doctorate in psychology, will be speaking at the event.

Use an apostrophe for: bachelor’s degree, master’s degree.
Use abbreviations B.A., M.A., and Ph.D. only when the need to identify many individuals by degree on first reference would make the preferred form cumbersome. Use these abbreviations only after a full name, never after just a last name. When used after a name, set the abbreviation off by commas: John Jones, Ph.D., spoke at the event. Do not precede a name with a courtesy title for an academic degree and follow it with the abbreviation in the same reference. (Wrong: Dr. John Jones, Ph.D.; Right: Dr. John Jones, a chemist)

acronyms
Spell out at first reference. You may use the acronym by itself on second reference. Indoor air quality is a popular topic relating to sustainability. There has been vast IAQ research.

addresses
When appearing after a numbered address, abbreviate street (St.), avenue (Ave.) and boulevard (Blvd.). Spell out and capitalize when part of a formal street name without a number: Pennsylvania Avenue. Spell out: road, alley, drive, circle, etc. In marketing materials, IFMA’s address is spelled out as follows: International Facility Management Association, 1 E. Greenway Plaza, Ste. 1100, Houston, Texas, 77046-0104.

affect/effect
Affect as a verb is to influence: The game will affect the standings. Effect as a verb is to cause: He will effect many changes in the company. Affect as a noun is best avoided. Effect as a noun means result: The effect was overwhelming.

A.G.
a German corporate legal status descriptor (Aktiengesellschaft); Use periods. Never use a comma before A.G. even if the company prefers it that way.

a.m. / p.m.
Lower case with periods separating the letters. Never capitalize. Do not use 12 a.m. or 12 p.m.; instead, use noon and midnight. Recognize that 8:00 p.m. tonight and 7:00 a.m. this morning are redundant.

ampersand / &
Do not use in place of and. Only use when part of a company name.

association
Do not capitalize when referring to IFMA as the association. The conference in San Diego is sponsored by the association.

board of directors / board of trustees
Always lower case. IFMA’s board of directors will meet in the north conference room.

chapter
Lower case, except when preceded by a city, state or region. The Baltimore Chapter of IFMA received us at the airport. The chapters, as a whole, are very active.

computer terms
website = one word. Webmaster = one word, capitalize W. online = one word. Internet = capitalized. intranet = lower case. email = not hyphenated, lower-case e. database = one word. Listserv = correct spelling, capitalize L. logon, logoff, login are one word when in noun form, but two in verb form: I log in to my computer. multimedia = one word. printout = one word.

Corporate Sustaining Partner
Capitalize. Use partners on second reference. Aramark is a Corporate Sustaining Partner. This partner is a frequent contributor of the “Facility Management Journal.”

council
Lower case, except when using the formal title of a council. The Utilities Council of IFMA is hosting the event. IFMA councils transcend regional boundaries.

departments
Do not capitalize the name of a department.

dimensions
Formally: Use figures and spell out inches, feet, square feet, yards, etc. to indicate length, height, width and depth. The booths are 10 feet by 10 feet. Exception: Marketing copy will use abbreviations such as 10x10 booth.

facility manager / facility management
Not capitalized. Job descriptions are always lower case. Write out on first reference, unless for internal audience. Avoid using acronym to external audience.

Facility Management Journal
FMJ is acceptable on second reference. The full name and acronym should always be italicized. Do not use all caps with the full name. The corresponding website is www.fmjonline.com.

headlines
Capitalize the first letter of each word. Capitalize all words that are four letters or longer. Unless they begin the sentence, do not capitalize articles such as a, an, and the. Do not capitalize conjunctions unless they are four letters or longer. Capitalize all nouns, verbs, adverbs, adjectives and pronouns.

Is Your Facility Ready to Handle a Disaster?

health care
Two words as noun and adjective. Capitalize in the phrase Health Care Council of IFMA.

hyphens
Use a hyphen to join two or more adjectives before a noun. Up-to-date products. High-level session. Facility-related services. Vice president has no hyphen. Biannual and bimonthly have no hyphen. Real estate has no hyphen.
Certified Facility Manager®. CFM is acceptable on second reference. You also do not need the ® after the first reference. Facility Management Professional. FMP is acceptable on second reference. When listing a person’s credentials, CFM precedes all other designations, except Ph.D. and IFMA Fellow. Robert Smith, Ph.D., IFMA Fellow, CFM, PE

IFMA Foundation
Always referred to as IFMA Foundation. On second reference, foundation is acceptable.

IFMA world services center
IFMA’s Houston, Texas headquarters office is referred to as “IFMA world services center.” Do not capitalize world services center. The association’s world services center is located in Houston.

IFMA’s World Workplace [year] Conference & Expo
Precede World Workplace with IFMA’s. World Workplace is acceptable on second reference. Add the date of the year’s show after the word Workplace.

International Facility Management Association
IFMA is acceptable on second reference or in a headline.

its / it’s
Its is possessive. The elevator has had its share of problems. It’s is a contraction: it is or it has. It’s been a long time coming.

m-dash
Used for an abrupt change in thought, explanations, interruptions or to set off a series within a phrase. IFMA’s booths on the Expo floor — the Bookstore, the Career Zone and Online Alley — are expected to draw many attendees.

months
Capitalize. Never abbreviate March, April, May, June or July. Abbreviate the remaining months when used with a specific date. The conference will be held on Oct. 26-28, 2011.

numbers
Spell out whole numbers below 10. Use figures for 10 and above. Always use figures for ages, dimensions and percentages. He was three years old. She ran four miles, and he walked 11.

If you begin a sentence with a number, spell it out. Eleven children lived there.

percentages
Always use figures and spell out percent.

punctuation
Place punctuation inside quotation marks. Which is preceded by a comma; that is not. Use commas to introduce, separate or enclose. Do not place a comma before and after a series (The flag is red, white and blue), unless an integral element of the series requires a conjunction: I had orange juice, toast, and ham and eggs for breakfast. Decades have no apostrophe before the s (60s, 70s, 80s).

seasons
Always lower case unless part of a formal name. The conference was held in the fall. IFMA’s Fall Symposium was a success.

states
Spell out state names when standing alone in text. Abbreviate using AP style when preceded by the name of a city in text. Eight states are never abbreviated: Alaska, Hawaii, Idaho, Iowa, Maine, Ohio, Texas and Utah. In addresses, use U.S. Postal Code abbreviations.

that or which
That introduces information that distinguishes one thing from another. Which introduces unimportant or incidental information. That: The movie that won the award was “Pulp Fiction.” Which: She leaves for Christmas Eve, which is her favorite night of the year.

titles (formal)
Formal titles that appear after a name or standing alone are never capitalized. Lower case unless used directly before a name. Here is President Tony Keane. Tony, our president, is here.

titles (publications, sessions, articles, movies, programs, etc.)
Capitalize the first word of any title. Capitalize all words that are four letters or longer. Do not capitalize articles such as a, an and the. Do not capitalize conjunctions unless they are four letters or longer. Capitalize all nouns, verbs, adverbs, adjectives and pronouns.

Place quotation marks around the names of all such works except the Bible and books that are catalogues of reference material. In addition to catalogues, this category includes almanacs, directories, dictionaries, encyclopedias and gazetteers. Place quotes around the titles of sessions, articles, movies, television and radio programs, etc.

United States
Always spell out. U.S. is acceptable on second reference. The United States is in North America. The U.S. is a global leader.

your / you’re
Your is possessive. Your slip is showing. You’re is a contraction: you are. You’re the leader of the pack.

Company Name Style Guidelines
Incorporated
Inc.; When used as a part of a company name, abbreviate as Inc.; never precede Inc. with a comma.

Limited
Ltd.; When used as a part of a company name, abbreviate as Ltd.; never precede Ltd. with a comma.

Corporation
Corp.; Spell out when it appears elsewhere in a name (ex: The Corporation for Public Broadcasting); however, when used at the end of a business’ proper name, abbreviate as Corp. and never precede Corp. with a comma.

Limited Liability Company
LLC; No periods – Do not use periods with abbreviations of three letters or longer. Never use a comma before LLC even if the company prefers it that way. [Note: Same for all corporate legal status descriptors, which include: A.G., Co., Co, Inc., Corp., GmbH, Inc., LLC, LLP, L.P., Ltd., Pte., Pty., S.A., etc.]

Limited Liability Partnership
LLP; No periods. Never use a comma before LLP even if the company prefers it that way.
IFMA Copy Style Sheet

Limited Partnership
L.P.; Use periods with abbreviations of two letters. Never use a comma before L.P. even if the company prefers it that way.

A.G.
a German corporate legal status descriptor (Aktiengesellschaft); Use periods. Never use a comma before A.G. even if the company prefers it that way.

GmbH
a German, Swiss and Austrian corporate status descriptor (Gesellschaft mit beschränkter Haftung); Do not use periods. Never use a comma before GmbH even if the company prefers it that way.

U.S./USA
Use periods for U.S. – No periods for USA. Do not precede with a comma.

Abbreviated Company Names
If a company includes its abbreviated name, set off in parentheses at the end; ex: National Catastrophe Restoration Inc. (NCRI)

Company Names in All Caps
Although the rule is to not put a name in all caps unless the letters are individually pronounced (ex: BMW), we will capitalize the company name of a known business, such as CORT, TRIRIGA, UGL UNICCO.

Slash-marks
No space between slash-marks; ex: 3D/International Inc.

“and” vs. “&”
Do not change an ampersand to “and” in a company name or visa-versa; use whichever the company submits.

IFMA Products and Services

Credentials
Certified Facility Manager® / CFM® / certification / credential / CFM® Exam / CFM® Exam Review Course
Facility Management Professional / FMP® / credential / IFMA FMP® Credential Program
Sustainability Facility Professional™ / SFP™ / credential / IFMA SFP Credential Program™

Conferences and Events
IFMA Facility Fusion [year] Conference & Expo
IFMA's [year] Fall Symposium
IFMA's World Workplace [year] Conference & Expo
World Workplace ASIA [year] Conference & Expo

Member Classifications
professional member
associate member
student member
young professional member
retired member

Education and Resources
FM Knowledge Center
IFMA competency courses
Benchmark Exchange / BEX
JOBnet
FM Buyer’s Guide
FM Deals & Discounts
IFMA Membership Directory

Publications
Facility Management Journal / FMJ / FMJ Online
C3
IFMA New Member Newsletter
IFMA Insider
The IFMA WIRE