



# 2020 BRAND GUIDELINES

SEPTEMBER 2020

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# BRAND

## OUR VISION

To be the industry leader in education, ethical standards, and professional accreditation in the field of property assessment.

## OUR MISSION

To provide specialized education through a comprehensive approach to training which embraces all available technologies. To promote professional development and to ensure our members are recognized as experts in the field of property assessment and related functions.

## OUR VALUES

The Institute of Municipal Assessors and its members value professionalism, inclusivity, diversity, integrity, ethics, accountability, and expertise. The IMA is committed to serving all members and stakeholders with competence and respect.

# LOGO VERSIONS

## FULL COLOUR LOGO



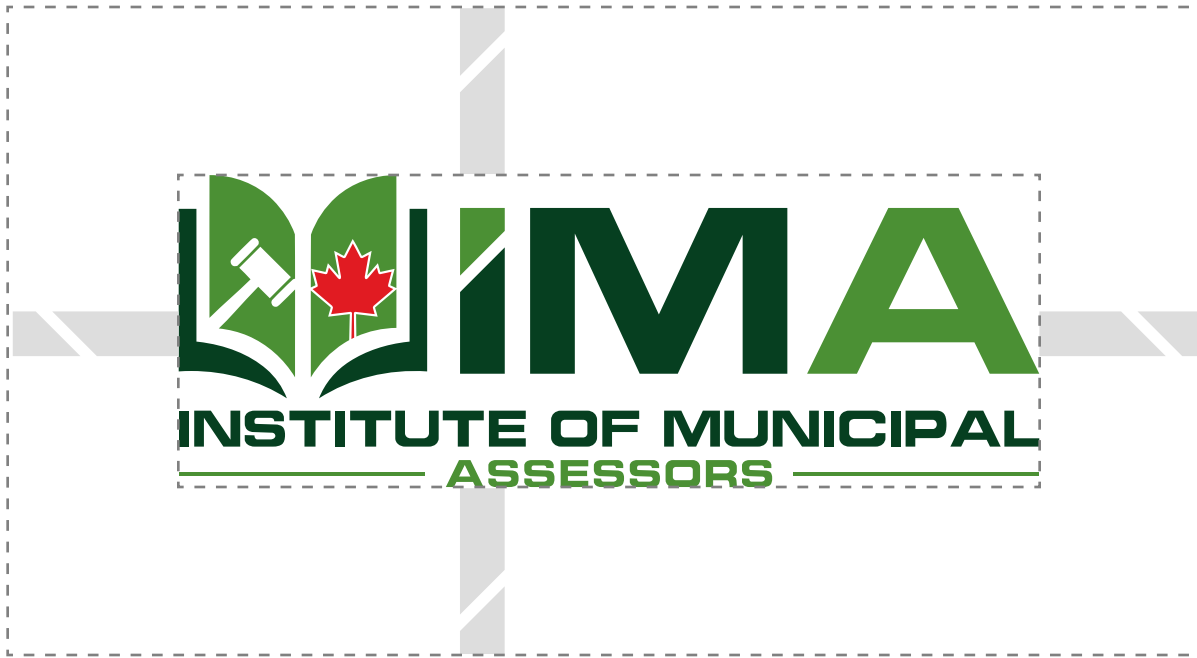
This is the primary, full colour version of the IMA logo. This logo should be used whenever possible. For best contrast, only place this logo over light backgrounds.

## ONE COLOUR LOGOS



The one colour IMA logos come in both white and black versions. For best contrast, always place the white logo on a dark background and the black logo on a light background.

# LOGO SPACING



An IMA “i” sized space should be left around each side of the logo as blank space on all printed and digital communication.

The logo should never be stretched, warped, or manipulated in any way.



# FONTS

## PRIMARY FONT **ACUMIN PRO**

Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
(,:?@\$%&<) 0123456789

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
(,:?@\$%&<) 0123456789

**Bold**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**(,:?@\$%&<) 0123456789**

**Black**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**(,:?@\$%&<) 0123456789**

## BACKUP FONT **ARIAL**

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
(,:?@\$%&<) 0123456789

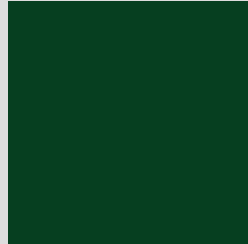
**Bold**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**(,:?@\$%&<) 0123456789**

**NOTE:** Arial should only be used if  
Acumin Pro is not available.

# COLOURS

## PRIMARY COLOURS



### DARK GREEN

CMYK - 87, 45, 93, 56  
RGB - 6, 63, 32  
HEX # - 063f20



### LIGHT GREEN

CMYK - 74, 22, 100, 6  
RGB - 75, 144, 52  
HEX # - 4b9034

## SECONDARY COLOURS



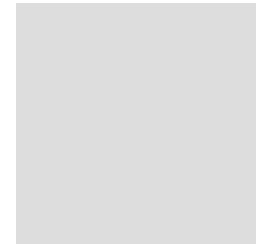
### RED

CMYK - 5, 100, 100, 0  
RGB - 225, 27, 34  
HEX # - e11b22



### DARK GREY

CMYK - 0, 0, 0, 60  
RGB - 128, 128, 128  
HEX # - 808080



### LIGHT GREY

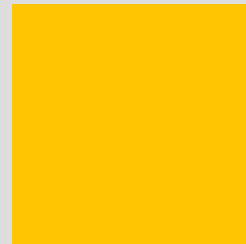
CMYK - 0, 0, 0, 15  
RGB - 221, 221, 221  
HEX # - dddddd

## TERTIARY COLOURS



### PURPLE

CMYK - 99, 75, 9, 1  
RGB - 0, 83, 155  
HEX # - 00539a



### GOLD

CMYK - 99, 75, 9, 1  
RGB - 0, 83, 155  
HEX # - 00539a

**NOTE:** these tertiary colours should be used sparingly.  
Main use: charts and graphs.