

Guidelines for Using the CCIM Designation and Logo Designees and Candidates

A CCIM (Certified Commercial Investment Member) is a designated member of the CCIM Institute. Only CCIM designees have earned the right to display the CCIM designation and logo. Candidates are members of the Institute who are pursuing the CCIM designation. They may not display the designation or logo, and may not refer to candidacy status except in a manner approved by the institute. Former designees may not refer to the designation, use the logo, or display any evidences of membership in the institute.

The CCIM Designation

Only designees may wear the CCIM pin and display the CCIM plaque.

Only CCIM designees may place the designation after their names on appropriate professional documents.

The CCIM Logo Personal use: A CCIM may display the CCIM logo without the phrase "Individual Member" on business cards, stationery, and individual Web site if the CCIM name is the only name printed.

Corporate use: The phrase "Individual Member" must accompany the CCIM logo on all corporate business cards, stationery and Web sites, whether or not the name of the individual CCIM designee appears. A CCIM must reside in the particular office from which the promotional materials were initiated.

Chapter use: CCIM Chapters and other groups authorized by the institute may display the CCIM logo on appropriate documents, materials, and products.

Advertising and Signage

If the name of the individual CCIM designee affiliated with the organization is not specifically cited in the advertisement or signage, the CCIM logo may not be used. If the name of the CCIM designee is not the only name that appears, the phrase "Individual Member" must accompany the logo.



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Technical Specifications

The Certified Commercial Investment Member logo may appear in either red or black. It consists of the CCIM initials printed in capitals in a Bodoni Condensed typeface, with the letter forms modified to create a better overall presentation. The initials are reversed out, white on dark solid field and scored on top and bottom with a single rule border. The CCIM logo must not be altered in any way. While the Institute traditionally uses PMS 200 Red, the logo and borders may also be printed in black. The smallest size the logo may appear is 7/16" wide. The original may be photographically enlarged if a larger size is required.

The statement "Individual Member" (also printed in Bodoni type) must appear next to the logo, indicating that the designation is awarded to an individual rather than the organization with which the CCIM designee is affiliated. On both stationery and business cards, it is suggested that the logo parallel at the bottom the positioning of the elements at the top, either centered or in the left margin.

For further information about properly using the symbols of the designation, contact the Director of Customer Service (800) 621-7027 ext. 4472 or via e-mail at membership@ccim.com.

Loss of the Designation

CCIM designees lose the designation when they cease to maintain their member status. In addition, the Institute may suspend or terminate an individual for cause and/or criminal and other unlawful activity (Institute bylaws 111: 8).

Misuse of the Designation and Logo

Former designated members of the Institute must cease using the CCIM designation after their name, the CCIM logo, emblem, or any other evidence of membership in the Institute on business cards, stationery, literature, or advertising. Misuse of the designation, logo, and candidacy status is strictly prohibited and subject to disciplinary action, including recourse by the Institute and the National Association of REALTORS® to licensing agencies in order to protect the integrity of the CCIM designation.