

Institute of Residential Property Management

Branding Policy for Members – December 2013

1. Use of The Institute of Residential Property Management (IRPM) Logo

Only the modified version (see end page) of the IRPM logo is available for external use by approved members of the IRPM. Prior approval must be in writing from the Board of Directors of IRPM. In this document, the following definitions apply:

“Firm(s)”: is the organisation, company or other body where the Member is employed or engaged (including partnerships and sole traders)

“Senior Management”: means any persons employed or engaged at a board, partnership or executive/senior management level of a Firm as determined, at their sole discretion, by the IRPM Board.

- a) Subject to receiving the prior written consent of the Board of Directors of IRPM, members of the IRPM at Senior Management level may enter into an agreement with the IRPM (on a non-exclusive basis) to use a modified version of the IRPM logo on their Firm’s letterhead and company advertising as long as they remain employed by the Firm at Senior Management level and remain a qualified member of the IRPM. For the avoidance of doubt and for this policy, qualified members of the IRPM are those with Member or Fellow grade of membership of the IRPM.
- b) Any consent granted by the IRPM to a member or Firm may at any time be immediately revoked by written notice from the Chief Executive or the Board of the IRPM.
- c) The use of the modified IRPM logo by any member or Firm shall in all cases be notified to and must be pre-approved by the IRPM.
- d) The modified IRPM logo may be used solely in connection with a Firm’s business and not in relation to any other business interest or activity that has not been approved by the IRPM. Usage of the modified IRPM logo must only be in accordance with IRPM printing and usage guidelines as determined by the Board of Directors of the IRPM from time to time and in accordance with any rules, determined by the Board of the IRPM and available in the members’ area of the IRPM website.
- e) The IRPM logos are registered as Trade Marks and shall at all times remain in the ownership of the IRPM, and copyright and all intellectual property rights in any IRPM logos shall remain with the IRPM, and all goodwill associated with the IRPM logos shall belong to, and at all times remain with the IRPM;
- f) By using the modified IRPM logo in any format, and in any promotional and/or marketing materials (whether on printed or hard copy, or online) the user agrees:

- i. To use the modified IRPM logo only in accordance with IRPM printing and usage guidelines and rules, as amended from time to time; (these are available from the IRPM office or in the members' area of the IRPM website);
- ii. Not to amend, adapt or manipulate the modified IRPM logo in any way without the IRPM's written consent (which may be refused at the absolute discretion of the Board of Directors of the IRPM);
- iii. To use the modified IRPM logo solely in connection with the user's business and not in relation to any other business interest or activity which has not been approved by the IRPM;
- iv. To immediately cease to use the modified IRPM logo if there are no longer any qualified members of the IRPM engaged on a full-time basis, at Senior Management level by the Firm in its business;
- v. To use the modified IRPM logo only if and whilst the Firm employs qualified members of the IRPM at Senior Management level and immediately, at the cost of the user, to discontinue using them if the user ceases to employ qualified members of the IRPM or if the user is requested in writing by the Chief Executive or the Board of Directors to discontinue use of the logo;
- vi. The IRPM may without notice immediately terminate any agreement to use the modified IRPM logo if the Firm breaches any of the terms or conditions set out in this document or as agreed from time to time by the Board of Directors;
- vii. The IRPM may by giving written notice, immediately terminate any agreement to use the modified IRPM logo if the Chief Executive or the Board of the IRPM (in their absolute discretion) believe its use is, or is likely to be, damaging the reputation of the IRPM.

Use of the modified IRPM logo does not in any way suggest or imply that the IRPM has any duty or responsibility whatsoever for regulating a member's business.

It is the responsibility of Members and Firms to ensure that use of the modified IRPM logo does not breach any consumer legislation and is not used in any way that may be regarded by the Board of Directors of the IRPM to be misleading or inaccurate.

2. Use of IRPM Post Nominal (Designatory) Letters

Members are granted permission to display, against their own name, a designation of IRPM membership according to their experience and qualification. It is an indication of their professional standing with the IRPM and shall not be used to obtain personal gain, nor to promote the products or services of their company or business. The designatory letters used by a member must never be used in conjunction with the member's business other than against their individual name on any e-mails or printed material eg. business cards and letterhead.

A member shall not be entitled to exercise any of the rights or privileges of membership including the use of designatory letters until all monies due from him to the Institute upon becoming a member and each renewal have been paid in full.

A member who ceases to be a member for whatever reason including non-payment of monies

due to the Institute, shall not hold himself out to be a member of the IRPM in any way including by the use of designatory letters. (Any unauthorised use of designatory letters must cease immediately upon written notice from the CEO or Board of Directors of IRPM and the Institute may take such action, including legal proceedings, against a Member (or relevant Firm) as it deems to be necessary.

AGREEMENT

I, *(Name, Job Title and Membership Number of Member)*

and my Firm *(Name and address of firm)*

agree to be bound by the terms of the IRPM Branding Policy for Members (December 2013) or as amended by the Board of Directors from day to day. We understand that it is only the Modified Logo which may be used by us.

Signed by Member

Signed on behalf of Firm

Date

Approval granted by the Board of Directors of The Institute of Residential Property Management Limited

Signed on behalf of the Board

Date

IRPM Branding Policy for Members – Modified logo:



Modified IRPM sticker

for window/door available from IRPM
actual size 200 x 200mm



A. CMYK
Four colour



B. 50% K
Single colour



Modified IRPM logo

for stationery
available from IRPM



Pantone*
Cool Gray 9c
Cool Gray 7u

CMYK
20c/20m/20y/30k

RGB
152r/146g/145b
#989291



Pantone*
2925c
2995u

CMYK
80c/10m/0y/0k

RGB
0r/179g/229b
#00aae5



Pantone*
376c
382u

CMYK
52c/0m/100y/0k

RGB
135r/197g/64b
#8cc63f



Pantone*
144c
144u

CMYK
0c/54m/100y/0k

RGB
247r/141g/30b
#f68b1f

***Please note:** in the unlikely event of needing to use Pantone colours to print, please refer to the IRPM for guidance.