Logo Usage Guidelines

The official ACMO logo promotes brand awareness and recognition of the Association and is for use by ACMO only. “Sub-Logos” were introduced in 2006 as an effective way for condominium property managers, property management firms and those serving the industry to promote their professional designations and enhance their business image. Members and Associates receive specific guidelines on logo usage and branding guidelines.

Who Can Use the ACMO Logo?

- Registered Condominium Managers
- Candidate Members
- ACMO 2000 Certified Firms
- Corporate Members
- ACMO Associates

General Guidelines

- Use of an ACMO sub-logo is a benefit of membership and is restricted to those identified above and who must be in good standing with the Association.

- An individual professional or company may use the appropriate ACMO sub-logo in advertising provided that the advertisement indicates their status as a member.

- The ACMO sub-logo must not in any way misrepresent membership status (e.g. the ACMO RCM sub-logo is for use by individual managers and may not be used in corporate advertisements unless the sub-logo is directly associated with the designated member’s name)

- The ACMO sub-logo and any marks associated with the Association are the property of the Association and are protected by copyright laws.

- The ACMO sub-logo may not be used to state or imply that the Association has endorsed a company or a company’s products and services. Members may not place the logo on their products.

- The ACMO sub-logo must be displayed in a positive manner. It may not be used to depict ACMO or any of its members, services, products, or affiliates in a negative way.

- Any unauthorized use of the Logo may result in legal action.
Guidelines for Use of Sub-Logos

The following Guidelines are provided to Registered Condominium Managers, Candidate Members, ACMO 2000 Certified firms, Corporate Members and ACMO Associates.

Details for use of the ACMO sub-logos are shown below. No alteration of any of the sub-logos is allowed. The Association logo may not be taken apart. It may not be combined with other design elements. It may not be changed in color, font, size, or otherwise modified from the version supplied by ACMO.

Logo Usage in Print

- The ACMO sub-logo must be the approved version and must be displayed in accordance with all branding guidelines:
  - Advertisers should use the complete sub-logo – e.g. The Bug (A) plus ACMO plus Associate
  - The logo should be all black, or white on a black background, or red and black - no other colour combinations (i.e. grey and black).
  - The red is PMS 1945. The black is PMS Black, or process Black.

- The ACMO sub-logo must stand alone and may not be combined with other graphical elements.

- The ACMO sub-logo must be displayed in a positive manner. It may not be used to depict ACMO or any of its members, services, products, or affiliates in a negative way.

Logo Usage on the Internet

- The ACMO sub-logo must be the approved version and must be displayed in accordance with all branding guidelines:
  - Advertisers should use the complete logo – e.g. The Bug (A) plus ACMO plus ACMO 2000
  - The Logo should be all black, or white on a black background, or red and black - no other colour combinations (i.e. grey and black).
  - The red is PMS 1945. The black is PMS Black, or process Black.

- The ACMO sub-logo must be placed in a prominent spot on the website. It may not be combined with other graphical elements.

- The ACMO sub-logo may be accompanied by a link to the ACMO website along with the text "Click on the ACMO logo to visit their official website" or similar wording.

In no event shall ACMO and/or its members be liable to the User and/or any third parties for any damages whatsoever, including without limitation, those resulting from loss of profits, arising out of the use of the said sub-logo, whether based in warranty, The contract, tort or any other legal doctrine. In consideration of its use of the sub-logo, the User hereby agrees to indemnify and save harmless ACMO from and against any and all liability and costs, charges and expenses that ACMO may sustain or incur with respect of any action, suit or proceeding that is proposed or commenced against it as a result of the User’s use of the said sub-logo.

Termination of Use

The ACMO logo is a unique symbol that represents and identifies the Association and its activities. It is essential that the logo be used properly to ensure its continued value to the Association and its members. ACMO, therefore, reserves the right to immediately terminate the use of its logo to anyone at any time.

ACMO reserves the right to change these guidelines solely at its own discretion.