

Urban Land Institute

BRAND GUIDELINES

LAST MODIFIED JANUARY 2022



INTRODUCTION

WHY BRAND MATTERS

Brand is what gives an organization an identity. At a basic level, a brand is a trademark—a name and logo—but it is also so much more than that. Use of a brand in marketing communications establishes the personality and image of the product or company, becoming an instantly recognizable shorthand for the character, value proposition, and purpose the brand embodies.

Brand value is an intangible asset accrued over time through consistent, systematic, authentic messaging to the consumer. Strong, leading brands practice consistency and clarity across all their communications channels. They don't do this just for looks. Clear and consistent branding builds a relationship with the customer. These relationships are powerful: they can evoke emotions and create a sense of identity. It's why so many people have a favorite coffee shop, clothing company, or bank that they consistently use: they trust the quality and understand what buying or using that product says about who they are.

Like any relationship, the connection between an organization and its customers—in our case, members—must be continuously nurtured.

Maintaining a strong brand does this: it builds trust, creates meaningful relationships, and ultimately drives loyalty demonstrated by purchasing decisions, high engagement, and brand advocacy. Neglect the brand, and the connections unravel.

These Brand Guidelines have been created to establish and maintain a uniform image of the Urban Land Institute around the world—one voice, one vision, a clear and defining presence that every member is proud to be connected to. This is our ULI.

BRAND AMBASSADORS

We are a core part of ULI. Therefore, we represent the ULI brand. Brand touches everything the organization does and brings it together under a common identity. By championing the brand values and message, we help strengthen this identity and define what ULI means to others.

No matter your title or role at ULI, you bring the brand to life. The following guide will help you better understand the brand so you can help share it with the world.

INTRODUCTION

HOW TO USE THIS GUIDE

This guide defines the ULI brand identity and how it should be applied across all collateral and communications.

This is a living document and will be updated as guidelines and best practices evolve. Always access the most current version of the document [at this link](#).

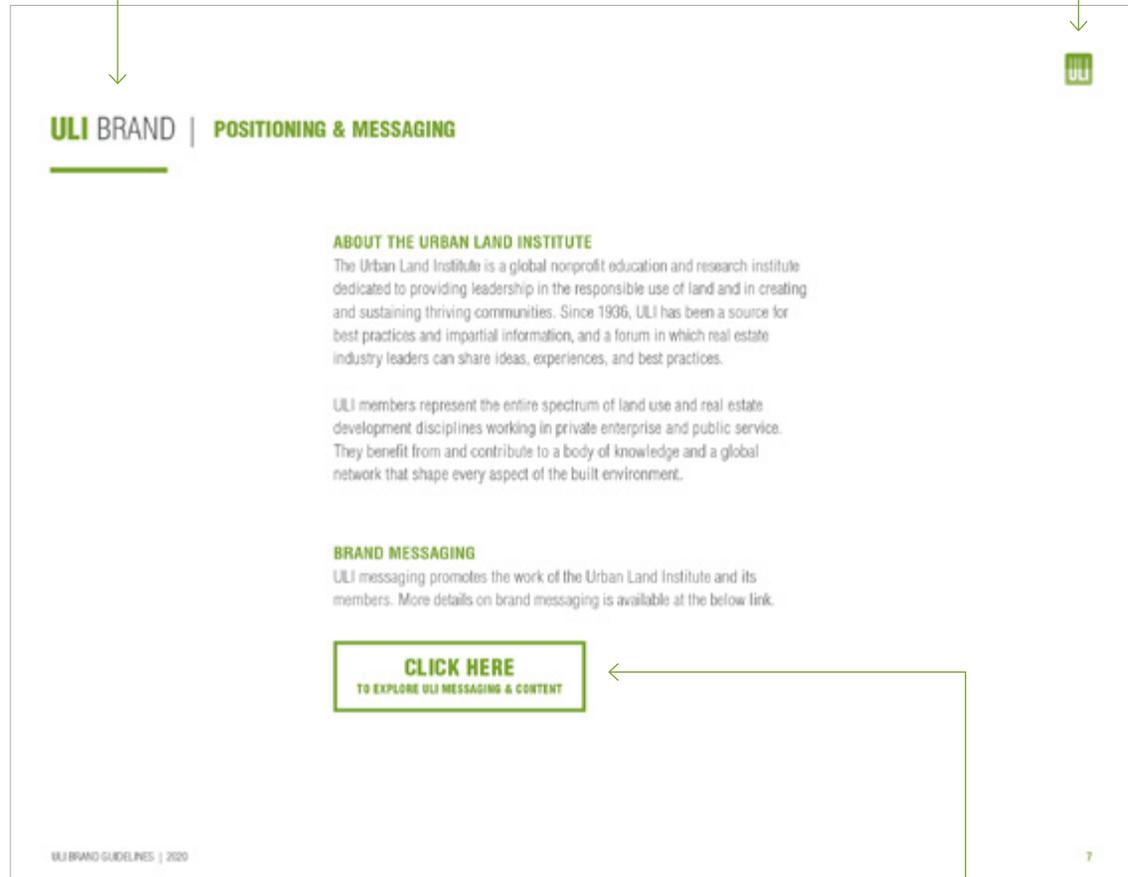
QUESTIONS

If you have questions related to this document or brand guidelines, please refer to the [Resources section](#).

NOTE: This guide refers to District Councils and National Councils as **DC/NC** to save space. This is an internal term and should **never be used** in external communications.

Click the bold header on any page to return to the section intro page

Click the ULI Logomark on any page to return to the main [Table of Contents](#)



Click any arrow button or [hyperlinked text](#) to jump to the referenced page within the guide

Click any of the rectangular action buttons to access resources outside this guide

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Section 1

The ULI Brand

This section includes:

- A. Mission & Commitments >
- B. Messaging >
- C. Values >
- D. ULI Naming Conventions >

ULI BRAND | MISSION & COMMITMENTS

NOTE: The Mission & Commitments Toolkit includes but is not limited to: Written guidelines, translations, and Marketing Assets

THE MISSION OF THE URBAN LAND INSTITUTE

Shape the future of the built environment for transformative impact in communities worldwide

MISSION COMMITMENTS

CONNECT active, passionate, diverse members through the foremost global network of interdisciplinary professionals

INSPIRE best practices for equitable and sustainable land use through content, education, convening, mentoring, and knowledge sharing

LEAD in solving community and real estate challenges through applied collective global experience and philanthropic engagement

CLICK HERE
TO ACCESS MISSION & COMMITMENTS TOOLKIT

ULI BRAND | VALUES

ULI VALUE	MAIN THEMES	DO	DON'T
<p>WE ARE ALL ONE TEAM AND THE TEAM COMES FIRST</p> 	<ul style="list-style-type: none"> We have shared goals and succeed or fail together Prioritize the good of ULI and its mission Be responsive and collaborative 	<ul style="list-style-type: none"> Consult others before making decisions Work to agreed objectives and timelines Always be willing to help other colleagues 	<ul style="list-style-type: none"> Operate in a silo Be aggressive, unkind, or rude to colleagues Micromanage or ignore people's expertise
<p>PURSUE EXCELLENCE</p> 	<ul style="list-style-type: none"> Take pride in the work you do Aim high and do great work Look for ways to improve things every day 	<ul style="list-style-type: none"> Embrace failure Set clear expectations Challenge each other 	<ul style="list-style-type: none"> Be complacent Fear risk taking Ignore different opinions
<p>BE POSITIVE</p> 	<ul style="list-style-type: none"> Assume positive intent Work hard and have fun Embrace a can-do attitude 	<ul style="list-style-type: none"> Be welcoming to everybody Trust people to do their jobs Take time to get to know your colleagues 	<ul style="list-style-type: none"> Snipe Disrespect people's jobs or expertise Criticize if it is not constructive
<p>ACT WITH INTEGRITY AND RESPECT</p> 	<ul style="list-style-type: none"> Do the right thing even when no one is watching Treat people the way they want to be treated Take ownership and do what you say you are going to do 	<ul style="list-style-type: none"> Be honest, truthful, and transparent Own up to your mistakes Respond to people in a timely manner 	<ul style="list-style-type: none"> Have hidden agendas Pass blame Hold grudges or keep score
<p>EMBRACE DIVERSITY AND INCLUSION</p> 	<ul style="list-style-type: none"> Create a welcoming environment Seek diverse people and perspectives Value differences 	<ul style="list-style-type: none"> Look to create diverse teams Appreciate different opinions and perspectives Have zero tolerance for prejudice 	<ul style="list-style-type: none"> Exclude people Always choose the same people for projects Ignore discrimination

For ULI Value iconography and use guidelines, [see the Iconography section](#).

CLICK HERE
TO EXPLORE ULI VALUES COLLATERAL

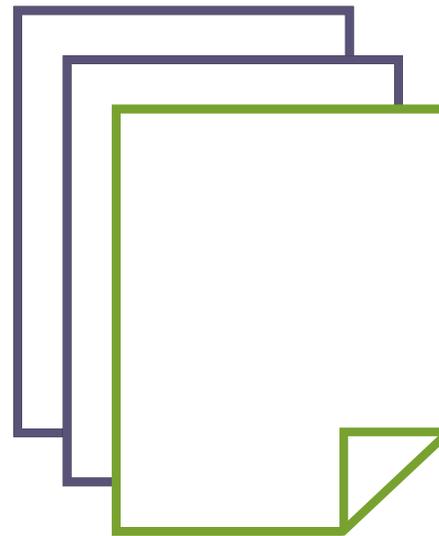
ULI BRAND | MESSAGING

BRAND MESSAGING

The ULI Messaging doc is a living and breathing document that will be updated periodically. It includes (but is not limited to) the following:

- About ULI boilerplate copy
- Sample promotional content
- Words and phrases

Messaging helps both current and prospective members understand ULI's value. Brand messaging should both promote the work of ULI and its members, as well as tell a story that entices them to engage with ULI services and offerings.



CLICK HERE

TO EXPLORE ULI MESSAGING & SAMPLE CONTENT

ULI BRAND | EDITORIAL STYLE GUIDE

The ULI Editorial Style Guide is intended to give ULI members and staff, as well as outside writers and editors, guidance on the Institute's preferred treatment of real estate terms—including spelling and capitalization—as well as broader, general guidance on capitalization, spelling, punctuation, word preferences, and treatment of numbers. These guidelines are based on *The Chicago Manual of Style*, the accepted standard for publications style, and *Merriam-Webster's Collegiate Dictionary*.

Use of these guidelines will help ULI communicate its mission and message consistently across the variety of media it employs—including *Urban Land* magazine (in print and online), reports and white papers from ULI content centers, Advisory Services and technical assistance panel reports, and reports and communications from ULI departments, district councils, national councils, and product councils.

The ULI Editorial Style Guide is a living document that will be updated periodically. It includes (but is not limited to) guidance on the following:

- General terms
- Industry terms
- Numbers
 - General guidelines
 - Dates, months, year
 - Streets and addresses
 - Metric conversions
 - Currency
- Acronyms and abbreviations
- Punctuation

NOTE: The guidelines are intended to allow for flexibility for distinctive local practices, such as treatment of local place names and (for instance) British spellings and punctuation.

CLICK HERE
TO VIEW THE EDITORIAL STYLE GUIDE

ULI BRAND | ULI NAMING CONVENTIONS

Because ULI is a global organization with many groups and components, it is critical that councils and programs be named in a consistent and easily identifiable way.

Establishing a global naming convention:

- Avoids confusing or duplicate names
- Validates entities as being officially tied to ULI
- Accounts for regional nuances
- Ensures compliance with overall ULI brand standards

ULI has naming guidelines for the following entities:

1. District Councils and National Councils

See [DC/NC Name Change Policy page](#) for changes to council names.

2. Programs

See the [Approved Program Names page](#) for naming conventions.

ULI BRAND | DC/NC NAME CHANGE POLICY

POLICY LAST UPDATED JUNE 2020

1. All requests to change the name of a DC/NC must be approved by the Regional President/CEO and the Chief Marketing and Technology Officer.
2. The decision to rename a DC/NC will take into account the following considerations (and perhaps others):
 - Conformity with ULI brand standards and DC/NC nomenclature that represents geography
 - Clarity of identification of the DC/NC on a regional and global basis
 - Avoidance of confusion with any other DC/NC names or other naming conventions
 - Demonstrated support for the name change by the DC/NC leadership
 - Other considerations presented in writing by the applicable DC/NC
3. Once the name change is approved, the Regional President/CEO will notify the Regional Executive Committee, the DC/NC Chair, and the DC/NC staff.
4. Once the name change is approved, the DC/NC regional department will notify the following global services departments:
 - Marketing and Communications department staff, who will update all relevant websites, the logo, stationery, etc.
 - Finance department staff, who will update all financial reports
 - HR department staff, who will update the name of the DC/NC on all HR platforms
 - IT department staff, who will make all necessary adjustments, including email addresses, computer protocols, zip code assignments, and netFORUM corrections
 - Membership department staff, who will adjust reporting systems that collect information by DC/NC and track metrics and accurate listings of members and DC/NC committees
5. The rollout of the name change will be conducted in coordination with the Marketing and Communications department.

ULI BRAND | APPROVED ULI PROGRAM NAMES

Because there is a large variety of groups and programs within the ULI universe, it is important to adhere to the brand's overall naming guidelines to maintain consistency.

The following are official ULI programs executed at both the DC/NC and regional levels, and their names cannot be modified:

- Young Leaders Group
- Women's Leadership Initiative
- NEXT
- Real Estate Diversity Initiative

If you'd like to propose a new program, contact the brand team to ensure that it meets ULI naming guidelines.

CLICK HERE
TO CONTACT THE BRAND TEAM

Section 2

The ULI Logo Guide

This section includes:

- A. Elements & Definitions >
- B. DC/NC Program Logos >
- C. Colors >
- D. Variations >
- E. Backgrounds >
- F. Clear Space >
- G. Logo Distancing Guidelines >
- H. Lockups >

ULI LOGO GUIDE | ELEMENTS & DEFINITIONS

LOGO ELEMENTS

The ULI Logos consist of two elements:

- 1 The ULI Logomark
- 2 The typographic lockup

The typographic lockup should not appear without the ULI Logomark.

ULI CORPORATE LOGO
Appears on assets that pertain to the global ULI brand



DC/NC LOGOS
(horizontal & vertical)
Appear on assets that pertain to a specific DC/NC



CLICK HERE
TO ACCESS THE ULI LOGO FOLDER

ULI LOGOMARK
Appears on assets that pertain to the global ULI brand



ULI LOGO GUIDE | DC/NC PROGRAM LOGOS

The DC/NC Logos can only be paired with **approved ULI programs**. The program name is listed beneath the logo as indicated on this page.

The list of approved programs is as follows:

- 1 Young Leaders Group
- 2 Women's Leadership Initiative
- 3 NEXT
- 4 Real Estate Diversity Initiative

No other program names should be paired with the ULI DC/NC Logos. For affinity groups or programs, see the [DC/NC Affinity Group Lockup page](#).

CLICK HERE
TO ACCESS THE ULI LOGO FOLDER



Sample Council

Program Name

- | | |
|---|---|
| <ol style="list-style-type: none"> 1 Houston
Young Leaders Group 2 Washington
Women's Leadership Initiative | <ol style="list-style-type: none"> 3 Northwest
NEXT 4 Southeast Florida/
Caribbean
Real Estate Diversity Initiative |
|---|---|

The line between the DC/NC name and program name extends to the edge of the longer name. Long DC/NC names (spanning 2 lines) should still be aligned to the middle of the Logomark. See the [Logo Distancing Guidelines page](#).

ULI LOGO GUIDE | COLORS

All ULI Logos consist of three colors from the ULI color palette:

- ① ULI Green
- ② Moss
- ③ ULI Gray



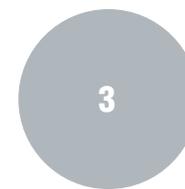
ULI GREEN

PMS 377
 CMYK: 45, 0, 100, 24
 RGB: 120, 162, 47
 HEX: #78a22f



MOSS

CMYK: 43, 13, 77, 0
 RGB: 156, 184, 102
 HEX: #9cb865



ULI GRAY

PMS 429
 CMYK: 3, 0, 0, 32
 RGB: 176, 183, 188
 HEX: #b0b7bc



ULI LOGO GUIDE | VARIATIONS

ACCEPTABLE VARIATIONS

The ULI Logo should appear in full color whenever possible.

If full-color logo use is not an option, the alternative variations on this page are acceptable to use.

No other variations are permitted.

When printing in black and white, an 80% black reproduction of the Slate variation is acceptable.

CLICK HERE
TO ACCESS THE ULI LOGO FOLDER

NOTE: Printing equipment, paper, and environmental variations (such as lighting) can affect the perception of colors.

	FULL COLOR PREFERRED	SLATE OR 80% BLACK	ULI GRAY	WHITE
ULI CORPORATE LOGO				
ULI LOGOMARK				
DC/NC LOGOS				

ULI LOGO GUIDE | VARIATIONS

UNACCEPTABLE VARIATIONS

The ULI Logos should be consistent and easily recognizable.

To ensure that the logo's integrity is never compromised, the treatments on this page should never be used.

Shaded variations of the ULI Logo, as illustrated in the last example on this page, **should not be used and are unacceptable in any color.**



DON'T stretch, skew or distort the logo



DON'T scale logo elements individually



DON'T show the logotype without the logomark



DON'T rearrange or remove logo elements



DON'T place drop shadows or other noisy effects around the logo



DON'T use a transparency effect on the logo



DON'T rearrange or remove logo elements



DON'T show the logo in colors other than the [approved color treatments](#)



ULI LOGO GUIDE | BACKGROUNDS

ACCEPTABLE VARIATIONS

When possible, the ULI Logo should be placed on a clean white background. If this is not an option, the logo should always be legible, with strong contrast against the background color or pattern.

The following are *examples* of appropriate logo use on various backgrounds.

WHY THEY WORK:

- 1 The logo is legible, with good contrast, in a slate variation on a light background.
- 2 The logo can be reversed in a high-contrast-treatment white variation on a dark background.
- 3 If the logo must be placed over photography that has contrast issues, use a tinted screen of at least 75% opacity over the photo to make sure the logo is legible.
- 4 The white logo variation with a color logomark stands out on the slate overlay.



1 WHITE BACKGROUND (PREFERRED)



2 LIGHT GRAY BACKGROUND



3 SLATE @ 75% OPACITY OVER A PHOTO



4 EMERALD @ 75% OPACITY OVER A PHOTO

See the [ULI Color Palette section](#) for more detail on ULI colors and color pairings.

ULI LOGO GUIDE | BACKGROUNDS

UNACCEPTABLE VARIATIONS

The ULI Logo should never be placed on a background that is distracting or that does not have enough contrast to make the logo stand out.

The following are *examples* of inappropriate logo use on various backgrounds.



DON'T choose a background color that obscures parts of the logo



DON'T choose a background color that does not provide enough contrast against the logo



DON'T place the logo on a busy photo



DON'T place the logo on a photo with a color screen of less than 75% opacity

TIP: When someone skims a composition, the logo should catch the eye and be immediately recognizable.

ULI LOGO GUIDE | CLEAR SPACE

To provide ample visual space for the ULI Logo, a clear zone should be placed around the logo that must be free of text, photography, and other distracting elements.

The depth of this zone is defined as the height of one half of the ULI Logomark. A zone equal to this distance should be maintained around each side of all ULI Logos.

LOGO JOINT USE CASES

It is important to maintain ample clear space in the event that the corporate ULI Logo appears with a DC/NC logo.

When using joint placements, the DC/NC logo should appear in the top half of compositions, while the ULI corporate logo should appear in the bottom half.



ULI LOGO GUIDE | CLEAR SPACE

CLEAR SPACE DON'TS

The ULI Logo should never appear without an appropriate amount of clear space.

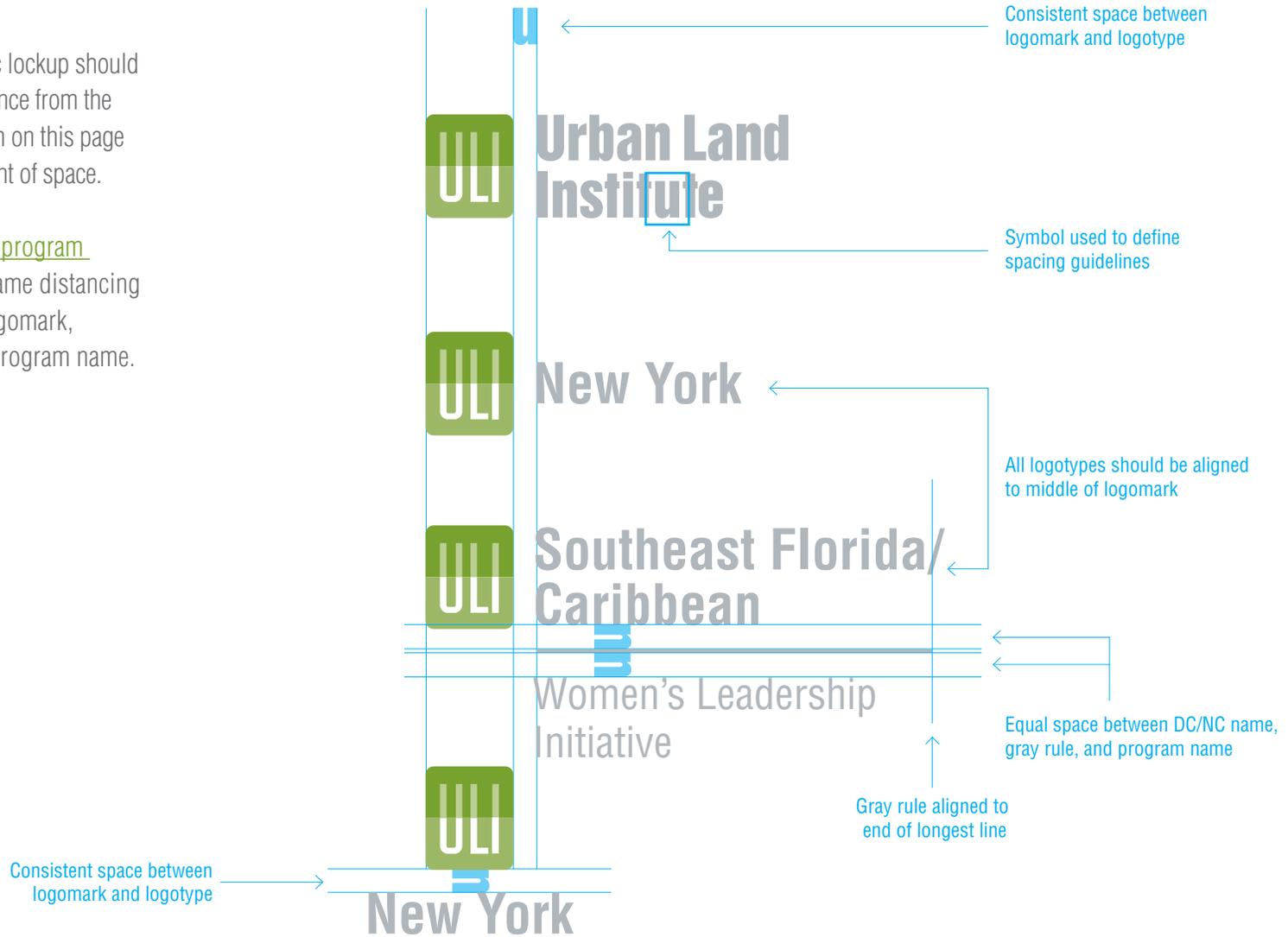
- **DON'T** place the logo at the very edge of a composition.
- **DON'T** show the logo on a busy background where elements intersect the logo.
- **DON'T** place the logo directly next to another logo or design element.



ULI LOGO GUIDE | LOGO DISTANCING GUIDELINES

The ULI Logos' typographic lockup should appear at a consistent distance from the ULI Logomark. The diagram on this page conveys the required amount of space.

DC/NC logos and DC/NC program logos should follow the same distancing guidelines between the logomark, typographic lockup, and program name.



ULI LOGO GUIDE | EVENT LOCKUP TEMPLATE

A sample event lockup template is shown and can be used for a variety of events. Examples are shown at the bottom of this page of how it can be customized. It is recommended to use clear and concise event names that describe the nature of the event

The lockups should be used with a **ULI logo** in one of its [approved colors](#). Refer to the [Clear Space Guidelines page](#) for adequate spacing.

CLICK HERE
TO DOWNLOAD THE TEMPLATE

DC/NC OR REGION NAME

EVENT TITLE HERE

DATE (MONTH SPELLED OUT) | LOCATION

ULI AMERICAS

**DISTRICT COUNCIL
STAFF SUMMIT**

Colors can be changed, but must be within the [ULI Color Palette](#).

MAY 1-3, 2022 | 2001 L STREET NW

ULI ASIA PACIFIC

LEADERSHIP CONVIVIAM

Dates and times should be shown in the regional date format (day/month or month/day), keeping time zones in mind.

11-12 NOVEMBER 2019 | RAFFLES HOTEL | SINGAPORE

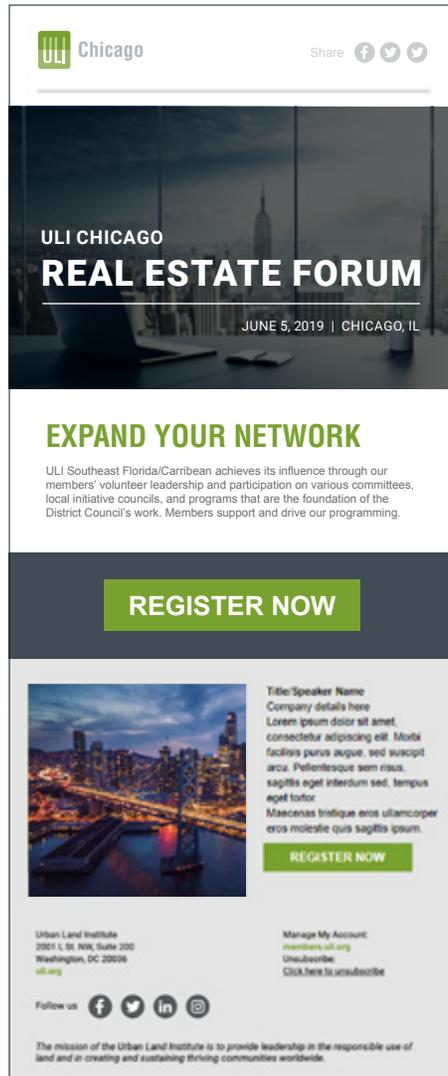
ULI EUROPE

REAL ESTATE FORUM

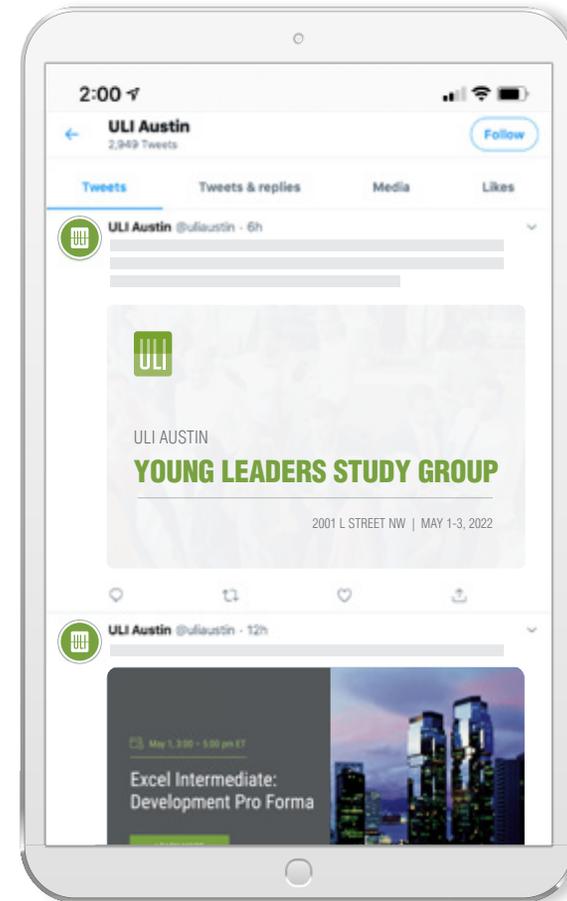
The lockup can appear in any of the fonts featured in the [ULI Typography Guidelines](#).

18-20 JUNE 2019 | COPENHAGEN, DENMARK

ULI LOGO GUIDE | EVENT LOCKUP EXAMPLES



EMAIL



SOCIAL MEDIA POST

ULI LOGO GUIDE | DC/NC AFFINITY GROUP LOCKUP TEMPLATE

The following template can be used for all District Council programs **except** YLG, WLI, NEXT. For details on these three programs, see the [DC/NC Program Logos page](#).

To propose a new program, please [contact the brand team](#) for approval.

ELEMENTS

The program lockups consist of:

- ① DC/NC Name
- ② Icon box
- ③ Program Name

The words “PRESENTED BY” should appear in ALL CAPS before the DC/NC name.

COLORS

These can appear in any color from the [ULI core color palette](#) and white.

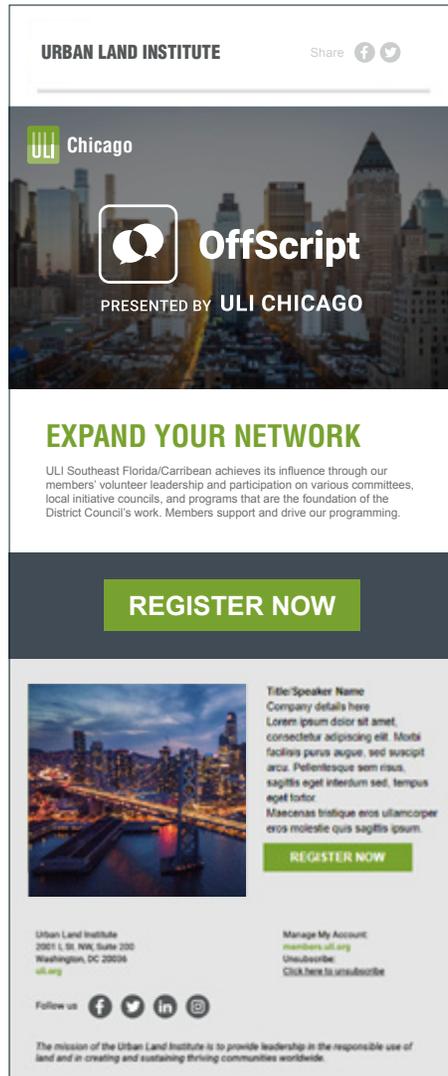
ICONOGRAPHY OR ILLUSTRATION

Any icon or illustration may be used, as long as it appears in white within the green box. See the [Iconography page](#) for options to download.

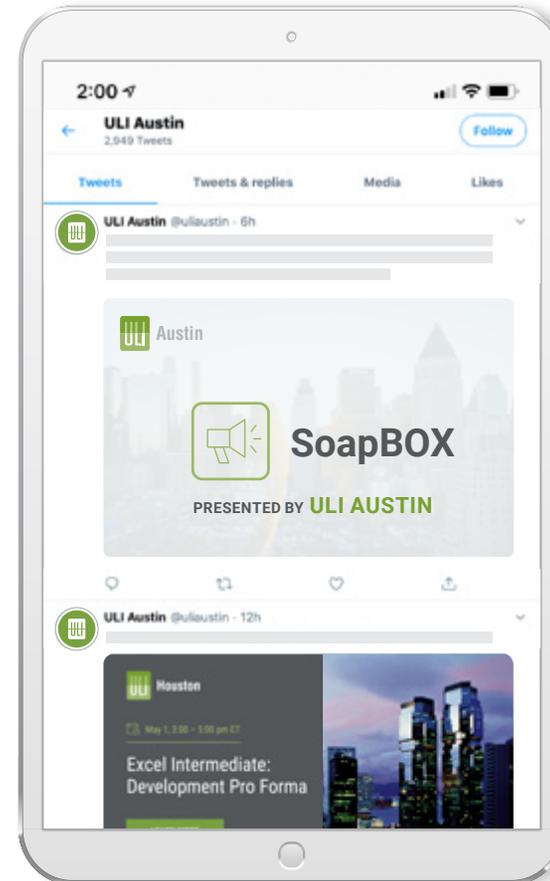


CLICK HERE
TO DOWNLOAD THE TEMPLATE

ULI LOGO GUIDE | DC/NC AFFINITY GROUP LOCKUP EXAMPLES



EMAIL



SOCIAL MEDIA POST

Section 3

Visual Style Guide

This section includes:

- A. Typography >
- B. Color >
- C. Iconography >
- D. Design Elements >
- E. Photography >

Visual Style Guide

Typography

Typography is a core component of the ULI brand's visual identity. Use of a defined set of fonts establishes a consistent and recognizable look and feel wherever brand messaging appears.

This section includes:

- A. Logo Fonts ↘
- B. Brand Fonts ↘

ULI TYPOGRAPHY | LOGO FONTS

LOGO TYPOGRAPHY

The ULI Logo features the Helvetica Condensed font family.

The ULI corporate typographic lockup uses Helvetica Black Condensed.

The ULI DC/NC logos use Helvetica Bold Condensed.

The typographic distinction between the corporate and DC/NC logotype was made to maintain a stronger presence in the corporate logo. A bold emphasis is placed on the DC/NC name without outshining the corporate logo.

For more logo guidelines, [see the Logos page](#).



ULI TYPOGRAPHY | BRAND FONTS

HELVETICA CONDENSED

The ULI logo features the Helvetica Condensed font family, and this is the primary font for the ULI brand. The font family is shown to the right.

Helvetica Condensed can be used in any ULI graphic, collateral, or content. It's best for graphics or print assets; many Windows computers do not render the font, so alternative brand fonts should be considered for digital placements such as websites and email.

The Helvetica Condensed font family requires a paid license. If a license is unavailable, use one of the fonts on the following pages.

Best used for body copy

Body copy is sentence case. Italics (oblique) can be used to show emphasis

Helvetica light condensed

Helvetica light condensed oblique

Helvetica condensed

Helvetica condensed oblique

Best used for headlines, subheads, and display copy

Headlines should be shown in all caps

Can also be used in body copy in sentence case **for emphasis only**

HELVETICA BOLD CONDENSED

HELVETICA BOLD CONDENSED OBLIQUE

HELVETICA BLACK CONDENSED

HELVETICA BLACK CONDENSED OBLIQUE

ULI TYPOGRAPHY | BRAND FONTS

ROBOTO

When Helvetica Condensed cannot be used, the Roboto font family should be used in its place. The font family is shown to the right and can be found for free on [Google Fonts](#). The condensed version of this font (not pictured) is also acceptable but not preferred.

Roboto can be used in any ULI collateral or content. The font can be used on websites and other digital placements, though it may not render properly in emails.

ULI Logos should always use Helvetica Condensed and should never use Roboto.

Best used for body copy

Body copy is sentence case. Italics can be used to show emphasis.

Roboto light

Roboto light italic

Roboto regular

Roboto regular italic

ROBOTO MEDIUM

ROBOTO MEDIUM ITALIC

ROBOTO BOLD

ROBOTO BOLD ITALIC

ROBOTO BLACK

ROBOTO BLACK ITALIC

Best used for headlines, subheads, and display copy

Headlines should be shown in all caps

Can also be used in body copy in sentence case **for emphasis only**

ULI TYPOGRAPHY | BRAND FONTS

ARIAL

Arial is considered a fallback font and should only be used in settings where Helvetica Condensed or Roboto cannot be used, such as in emails. The font family is shown to the right.

Best used for body copy

Body copy is sentence case. Italics can be used to show emphasis.

Arial regular

Arial italic

Best used for headlines, subheads, and display copy

Headlines should be shown in all caps

Can also be used in body copy in sentence case **for emphasis only**

ARIAL BOLD

ARIAL BOLD ITALIC

Visual Style Guide

Color

ULI's color palette is designed to offer flexibility within a cohesive visual framework. The brand colors consist of a core palette of greens and grays, complemented by an assortment of secondary and tertiary colors that allow for greater customization.

This section includes:

- A. Core Colors ↻
- B. Secondary Colors ↻
- C. Tertiary Colors ↻
- D. Color Pairings ↻

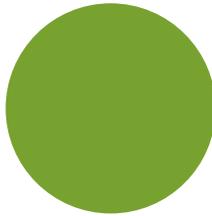
ULI COLOR | CORE COLORS

Core colors help solidify the ULI identity and allow for immediate recognition of the brand—even if a logo or typography is not present.

The colors on this page represent the core of the ULI brand. These colors should be used across all ULI communications and assets.

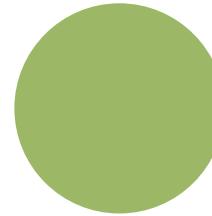
At least one core color should be present in branded assets. These colors should typically appear more prominently than other colors in the ULI palette.

TIP: Blur your eyes when looking at a composition; if the core color (or colors) is the most recognizable element of the blurred composition, it has an appropriate presence.



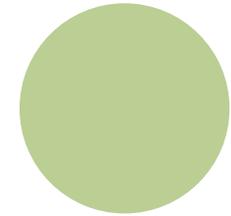
ULI GREEN

CMYK: 45, 0, 100, 24
 RGB: 120, 162, 47
 HEX: #78A22F



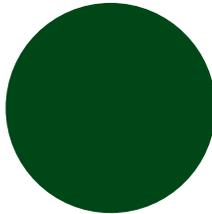
MOSS

CMYK: 43, 13, 77, 0
 RGB: 156, 184, 102
 HEX: #9cb865



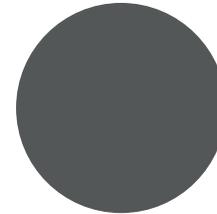
DEW

CMYK: 29, 7, 52, 0
 RGB: 187, 206, 147
 HEX: #bacd92



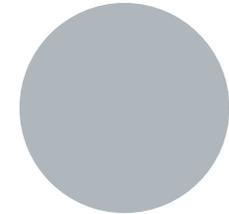
EMERALD

CMYK: 80, 19, 100, 67
 RGB: 0, 71, 23
 HEX: #004617



SLATE

CMYK: 66, 56, 54, 29
 RGB: 84, 87, 89
 HEX: #535658



ULI GRAY

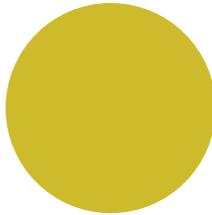
CMYK: 3, 0, 0, 32
 RGB: 176, 183, 188
 HEX: #B0B7BC

ULI COLOR | SECONDARY COLORS

The secondary color family should complement and accent any core colors in a design. Secondary colors used in conjunction with core colors expand ULI's identity and allow for more flexibility when representing the brand.

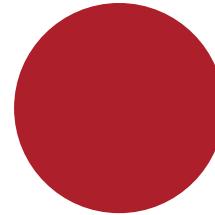
These colors can be used across all ULI communications and should ideally appear with at least one core color.

When selecting a secondary color, ensure that it is complementary to the other colors selected and does not eclipse the selected core color.



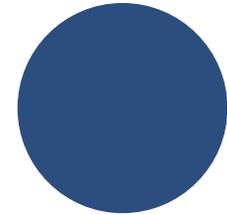
VINTAGE GOLD

CMYK: 22, 20, 100, 0
 RGB: 206, 187, 44
 HEX: #CEBB2B



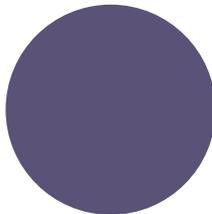
RUBY

CMYK: 22, 100, 92, 14
 RGB: 173, 31, 42
 HEX: #AD1F2A



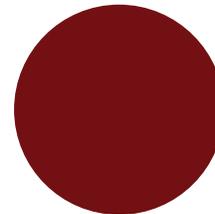
ROYAL

CMYK: 92, 75, 25, 9
 RGB: 44, 77, 127
 HEX: #2C4D7F



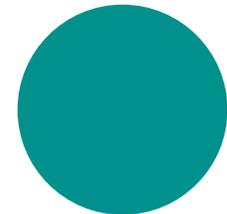
PLUM

CMYK: 62, 62, 18, 29
 RGB: 82, 82, 119
 HEX: #595177



GARNET

CMYK: 31, 100, 98, 44
 RGB: 115, 16, 19
 HEX: #721012



TEAL

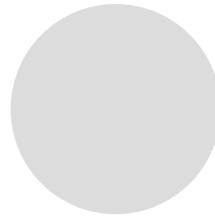
CMYK: 83, 23, 48, 3
 RGB: 0, 145, 141
 HEX: #00918D

ULI COLOR | TERTIARY COLORS

The tertiary color family should be selected as minimal accents or background colors to complement chosen core and secondary colors in a design. Even though tertiary colors are not used often, they are still useful in adding diversity to the ULI color palette.

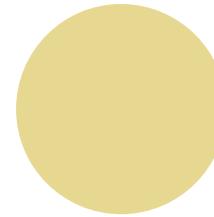
These colors can be used across all ULI communications and must appear with at least one core or secondary color.

When selecting a tertiary color, ensure that it is complementary to the other colors selected and does not eclipse the selected core or secondary colors.



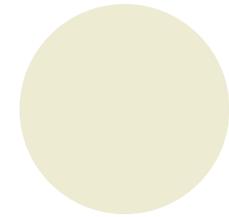
LIGHT GRAY

CMYK: 12, 10, 9, 0
 RGB: 221, 220, 221
 HEX: #dddcdc



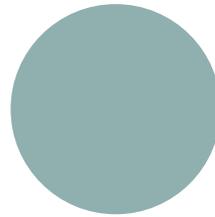
SAND

CMYK: 10, 10, 51
 RGB: 231, 216, 145
 HEX: #e7d891



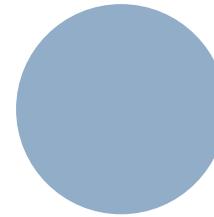
IVORY

CMYK: 6, 4, 18, 0
 RGB: 238, 235, 211
 HEX: #EEEAD3



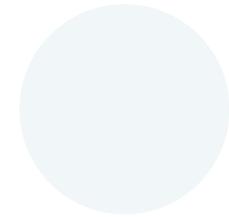
DUSK

CMYK: 46 20, 29, 0
 RGB: 144, 175, 175
 HEX: #90afaf



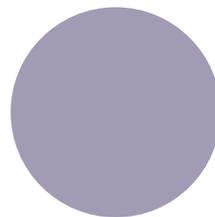
STEEL BLUE

CMYK: 37, 17, 5, 9
 RGB: 146, 174, 200
 HEX: #92adc8



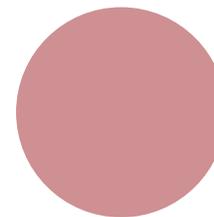
MIST

CMYK: 4, 1, 1, 0
 RGB: 241, 246, 248
 HEX: #f1f6f8



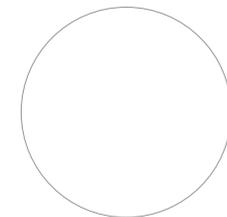
ORCHID

CMYK: 30, 30, 9, 11
 RGB: 162, 155, 179
 HEX: #a19bb3



REDWOOD

CMYK: 17, 48, 32, 1
 RGB: 246, 144, 147
 HEX: #ce9092



WHITE

CMYK: 0, 0, 0, 0
 RGB: 255, 255, 255
 HEX: #ffffff

ULI COLOR | COLOR PAIRINGS

Color pairings should be harmonious, legible, and pleasing to the eye. A darker color should always be paired with a lighter color to ensure that text is legible.

CORE COLOR PAIRINGS

The pairings at right illustrate how core colors may be paired. Green hues are generally used more prominently than gray, though design options are flexible.

OTHER COLOR PAIRINGS

In some instances, such as event signage and email graphics, color pairings outside the core colors may be used. Pairings should be easy to read and match complementary colors. Cool tones typically pair well with other cool tones, and likewise for warm tones.

CORE COLOR PAIRINGS



ULI GREEN EMERALD



EMERALD WHITE



IVORY SLATE

OTHER COLOR PAIRINGS



PLUM ULI GRAY



ROYAL STEEL BLUE



GARNET LIGHT GRAY

ULI COLOR | COLOR PAIRINGS

UNACCEPTABLE PAIRINGS

These pairings are examples of colors that do not pair well together, for a variety of reasons:

- Lack of contrast: Colors that have similar darkness or lightness levels blend together, and text is not legible.
- Non-complementary colors: Colors such as ruby and teal clash or do not look sophisticated enough to represent the ULI brand.
- Colors are associated with another idea or organization (example: garnet or ruby paired with ULI Green, emerald, moss, or dew often brings to mind Christmas, so they should not be used as a pairing).



Visual Style Guide

Iconography

Iconography is a visual language used to represent features, functionality, or content. Icons are meant to be simple, visual elements that are easily recognized and understood immediately. It's important to maintain a consistent style; differences in icon use can make a brand look disorganized and unpolished.

This section includes:

- A. ULI Iconography ↻
- B. ULI Values Icons ↻
- C. User Interface (UI) Icons ↻

ULI ICONOGRAPHY

ULI iconography uses a clean, monochromatic line style.

Icons can be shown in any color from the [ULI core color palette](#) or [secondary color palette](#) (or white). Icons should not be shown in any color from the tertiary color palette.

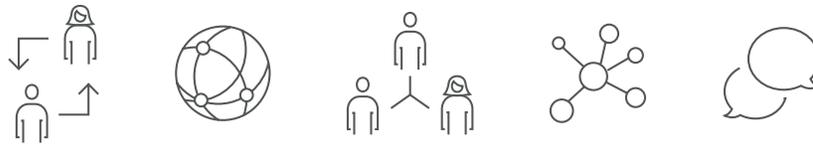
A library of predesigned icons is available. If new icons are required, please contact designsupport@uli.org.

CLICK HERE
TO EXPLORE THE FULL LIBRARY

LEADERSHIP & OPPORTUNITY



NETWORKING & CONNECTION



INSIGHTS & ENGAGEMENT



DATA & TECHNOLOGY



ULI ICONOGRAPHY | ULI VALUES ICONS

ULI Values have a defined set of icons; each icon corresponds to a value.

The ULI Values icons can be shown in any color from the ULI core color palette (or white). Icons should not be shown in any color from the secondary or tertiary color palette.

The ULI Values icons should not be shown without their corresponding value names. The value name should be no farther than 1 inch (96 pixels) from its respective icon.

For ULI Value definitions, [see the ULI Brand section](#).

CLICK HERE
TO DOWNLOAD THE VALUES ICONS



WE ARE ALL
ONE TEAM
& THE TEAM COMES FIRST



PURSUE
EXCELLENCE



ACT WITH
**INTEGRITY
& RESPECT**



EMBRACE
**DIVERSITY
& INCLUSION**



BE
POSITIVE

ULI ICONOGRAPHY | USER INTERFACE (UI) ICONS

USER INTERFACE ICONS AND TREATMENTS

Whereas ULI's general iconography is used to illustrate concepts and content that are tied to the brand's mission, user interface (UI) icons are quick visual cues to represent common features or information, such as email addresses or social media links.

These icons are typically used in digital placements, such as websites and email, but can be used wherever relevant (e.g., business cards, etc.).

ULI's UI icon treatments can be shown in any color from the [ULI core color palette](#) (or white).



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Visual Style Guide

Design Elements

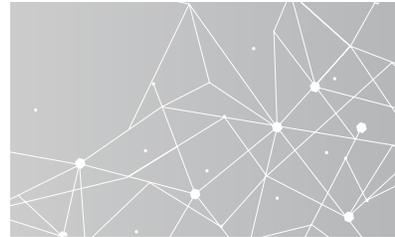
The ULI brand’s visual style supports design elements such as patterns and shapes to allow for greater creative customization.

This section includes:

- A. Patterns ↪
- B. Shapes & Transparency ↪
- C. Pull Quotes ↪

ULI DESIGN ELEMENTS | PATTERNS

Patterns can be incorporated in ULI branding to offer dynamic visual elements beyond photography or iconography. When softened or faded, patterns can be used to enhance the overall design without risk of reducing accessibility.



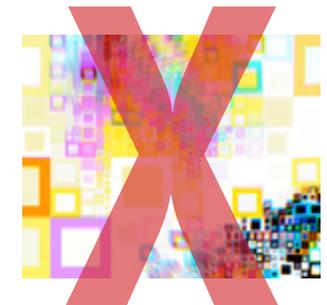
DO:

- Use pattern overlays in light screens over photography
- Use simple, clean patterns as background elements
- Use patterns with geometric-based elements



DON'T:

- Use patterns with colors outside the [ULI color palette](#)
- Use hand-drawn or elementary patterns
- Use patterns that do not meet color contrast requirements for people who are blind, who have low vision, or who are color-blind
- Use busy patterns that conflict with other page elements



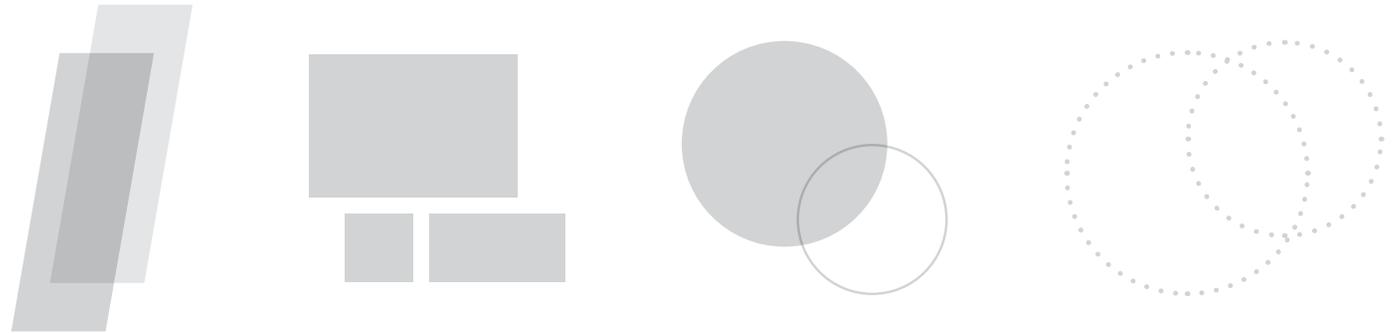
CLICK HERE
TO EXPLORE THE PATTERN LIBRARY

ULI DESIGN ELEMENTS | SHAPES & TRANSPARENCY

Shapes and transparencies can be incorporated in ULI branding to create dynamic visual elements.

DO:

- Use shapes in a few sizes to provide visual diversity
- Use shapes in transparent treatments on photography
- Use simple, clean shapes
- Use shapes in outlines or dotted outlines
- Use colors from the [ULI color palette](#)



DON'T:

- Use hand-drawn styles
- Use too many different shapes or sizes of shapes that conflict with other page elements



ULI DESIGN ELEMENTS | PULL QUOTES

Treatment of pull quotes or callout text will vary according to the content being presented and length, but all designs should feel connected to the ULI brand.

DO:

- Use colors from the [ULI color palette](#)
- Use approved [ULI fonts](#) for all type styles, **including the quotation marks**
- Use clean, flat designs and linear elements to call attention to testimonials or important text
- Place grammatically correct quotation marks

DON'T:

- Use colors that don't pair well together or that are outside the [ULI color palette](#)
- Use drop shadows or other 3-D effects
- Place large quotation marks as design elements at the top of featured text or far off to the side

“ For me, ULI has always been the place where I can get the most relevant content that allows me to **help make my business more successful.**”

STEPHEN NAVARRO, EXECUTIVE VICE PRESIDENT, CBRE

“ For me, ULI has always been the place where I can get the most relevant content that allows me to **help make my business more successful.**”

STEPHEN NAVARRO, EXECUTIVE VICE PRESIDENT, CBRE

“For me, ULI has always been the place where I can get the most relevant content that allows me to **help make my business more successful.**”

STEPHEN NAVARRO, EXECUTIVE VICE PRESIDENT, CBRE



Visual Style Guide

Photography

Photography plays a critical role in ULI branding, marketing, and communications. Photo style sets the tone for the brand: the subject matter establishes context, and the photo quality influences overall perception of the brand's value and authority.

This section includes:

- A. Strategy ↻
- B. Working with Photographers ↻
- C. Photography Don'ts
- D. Visual Themes & Guidelines ↻
- E. Use of Photography in Design ↻

ULI PHOTOGRAPHY | STRATEGY

ULI is a place where leaders come to grow professionally and personally through sharing, mentoring, and problem solving. As such, the photography approach should reflect not only the research and best practices that ULI offers, but also its diverse and vibrant membership as well as the interaction between people and urban communities.

ULI photography is sourced from events, the ULI photo library, stock, and custom photo shoots.

BEST PRACTICES

- Photos should capture subjects in the moment and should not look overly staged. The most powerful photos showcase member engagement, connection, and interaction.
- Event photos may show attendees posed/looking at the camera, but these shots should not make up the majority of photos in a composition. A good rule of thumb is to keep 75% of photos natural/candid, and 25% posed/looking at camera.
- Photos of people should reflect the diversity (age, ethnicity, gender) of ULI members.
- If multiple photos are used in one piece of collateral, they should all have a similar tone and color scheme (e.g., don't place black/white photos with color photos if possible).
- Photos should have natural colors and not be overly edited or filtered.
- Identifiable brands, such as on clothing, beverages, or computers, should be avoided, cropped or removed from photos when possible.

PHOTO SPECS

- Photo orientation can vary; horizontal photos are most common, but vertical is permitted.
- Photos should be 300 dpi for use in print, and 72 dpi for digital use.
- Try to get the largest photo size available.
- Channel-specific guidelines are listed in the [Website](#), [Social Media](#), and [Email](#) sections of this guide.
- For more details, see the [Resources](#) section.

ULI PHOTOGRAPHY | WORKING WITH PHOTOGRAPHERS

The following are best practices when working with a professional photographer for events or other custom shoots.

PHOTO CAPTURE GUIDELINES

- Share the Photography section of these brand guidelines with the photographer before the event.
- Develop a shot list (like the examples at right) before the event that specifies scenes and people you want to capture.
- Ask the photographer to collect the name and title of each person photographed.
- Make sure the photographer grants full rights to the photos for use across any ULI execution.
- Establish a timeline, including what time the photographer should arrive, when he/she should leave, and when the final photos should be delivered.
- Establish the number of deliverables and format.
- If applicable, specify any dress code instructions for photographer.

SHOT LIST

A shot list provides direction to the photographer regarding the number, type, and style of photos he/she should be capturing.

A shot list should include:

- Brief event summary: what the event is and who will be attending
- Photography goal: what photos should convey and how will they be used
- Total number of photos to be delivered
- Types of photos (and if possible, approximate number of each type).
For example, an event shot list may include photos of:
 - Venue space with attendees interacting
 - Networking attendees—candid
 - Speakers addressing attendees
 - Attendees listening to speaker
 - Organizers (name hosts)—both candid and posed
 - Members, major donors, or special guests—both candid and posed
- Any other notes or instructions, for example:
 - Try to capture ULI-branded signage in the background of candid photos

TIP: When noting hosts, speakers, ULI staff, members, major donors, or special guests, ensure their names and titles are recorded.

CLICK HERE

TO DOWNLOAD AN EDITABLE SHOT LIST

ULI PHOTOGRAPHY

PHOTOGRAPHY DON'TS

The following types of photography should not be used in any ULI graphics, collateral, or communication.

Refer to the individual photography theme pages for specific guidelines about each type of photography.

PEOPLE



DON'T show posed, overly expressive, bored, or unemotional people

DON'T show casual, unprofessional, or poorly lit people



DON'T use blurred subjects, or groups with their backs to the camera

DON'T show oddly cropped, slanted, or cut-off subjects



COMMUNITIES



DON'T portray posed, overly expressive, bored, or unemotional people

DON'T picture empty or deserted communities



DON'T use 3-D renderings that depict theoretical communities



ULI PHOTOGRAPHY

PHOTOGRAPHY DON'TS

The following types of photography should not be used in any ULI graphics, collateral, or communication.

Refer to the individual photography theme pages for specific guidelines about each type of photography.

CITIES



DON'T choose photos with poor or flat lighting, or a boring scene



DON'T show cities with graffiti or trash, or in a general state of disrepair



DON'T show dark or poorly lit night photography

DEVELOPMENT



DON'T show blurred subjects, or groups with their backs to the camera



DON'T show dangerous and unsafe development practices



DON'T choose inauthentic or posed shots

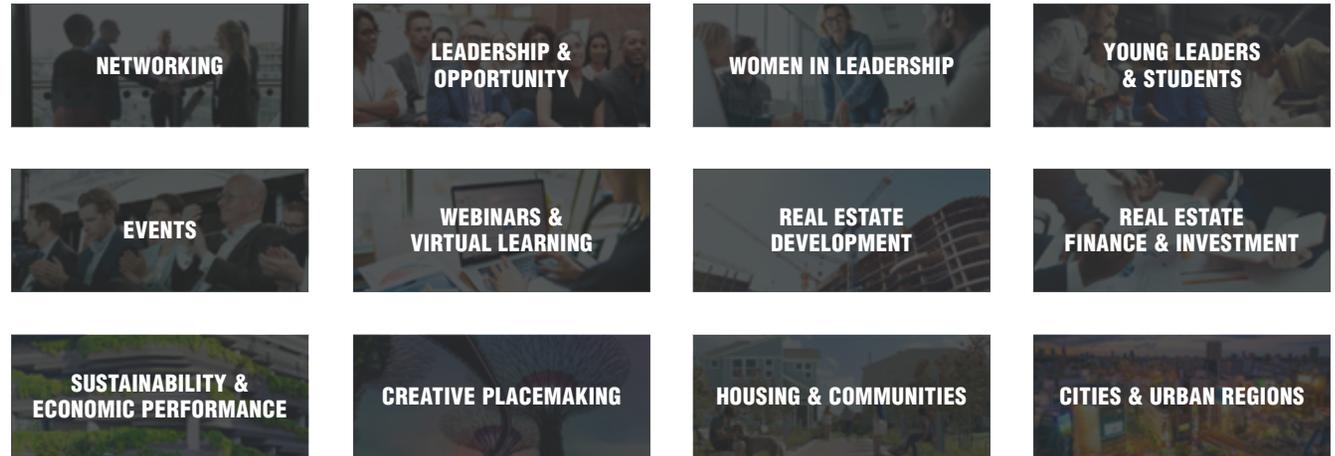
ULI PHOTOGRAPHY | VISUAL THEMES & GUIDELINES

Photography should reflect the subject matter of the asset it's supporting.

If the asset is about an event, event photography is appropriate. If the asset features a community or urban space, relevant location-based photography should be used. If the asset focuses on workplace activity, photos should show people engaging in a similar business environment.

The following pages detail common themes within ULI's photography, and best practices for each.

Click on the buttons below to explore the visual themes detailed in this chapter.



OR

CLICK HERE
TO EXPLORE THE FULL LIBRARY

ULI PHOTOGRAPHY

NETWORKING

These photos demonstrate ULI's power to connect people and help them form valuable professional relationships.

DO:

- Include at least two people in the photo
- Show people positively interacting with one another and engaging in conversation
- Capture a moment rather than a posed scene; there should be a sense that movement continued after the photo was taken
- Include a wide range of ethnicity and age among people pictured

DON'T:

- Show people in purely social settings, such as a bar or park
- Feature alcoholic beverages prominently as the subject matter



A



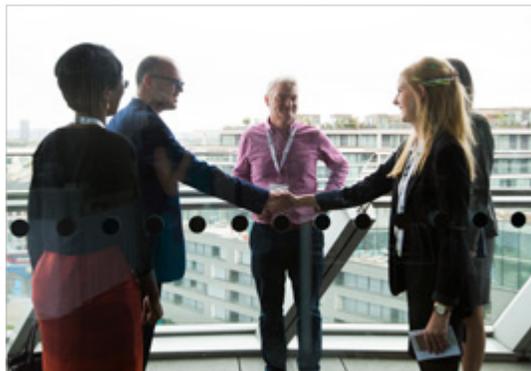
B



C



D



E



F

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ULI PHOTOGRAPHY

LEADERSHIP & OPPORTUNITY

These photos illustrate ULI's promotion of professional growth and development.

DO:

- Depict scenes of instruction or learning
- Include at least two people in the photo, with one or two people clearly defined as the focal point
- Ensure that all people are engaging respectfully with one another
- Include a wide range of ethnicity and age among people pictured

DON'T:

- Depict one person as superior or more important than the others in the photo



A



B



C



D



E



F

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ULI PHOTOGRAPHY

WOMEN IN LEADERSHIP

These photos demonstrate women leading across a variety of activities and should be used for initiatives focusing on women, as well as general leadership photography.

DO:

- Place one or two women as the focal point of the image, with others looking at or engaging with them
- Capture a moment rather than a posed scene
- Include a wide range of ethnicity and age among people pictured

DON'T:

- Use a photo in which only one woman is present amid a large number of men



A



B



C



D



E



F

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ULI PHOTOGRAPHY

STUDENTS & YOUNG LEADERS

These photos showcase enterprising young people engaging in activities related to ULI's work.

DO:

- Show young people engaging independently, not being instructed by an older figure
- Show people engaged in an activity, such as working on a project or networking
- Capture a moment rather than a posed scene
- Include a wide range of ethnicity and age among people pictured

DON'T:

- Show students younger than middle school age



A



B



C



D



E



F

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ULI PHOTOGRAPHY

EVENTS

These photos go beyond the “who attended” lineups and capture the energy and experience of a ULI event.

DO:

- Include groups of at least three people
- Use a mix of perspectives, including wide-angle shots that capture people plus the event setting
- If possible, try to capture ULI branding from event signage
- Capture a moment rather than a posed scene.
- Include a wide range of ethnicity and age among people pictured

DON'T:

- Use photos with a harsh flash or poor lighting



A



B



C



D



E



F

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ULI PHOTOGRAPHY

WEBINARS & VIRTUAL LEARNING

These photos illustrate at-home or online experiences, and may or may not include people.

DO:

- Show people engaged with computers in an at-home or non-office setting.
- Present people in more casual, but still professional, attire
- Show nonstatic computer screens; it should seem like an action was happening on the screen when the photo was taken
- Include a wide range of ethnicity and age among people pictured

DON'T:

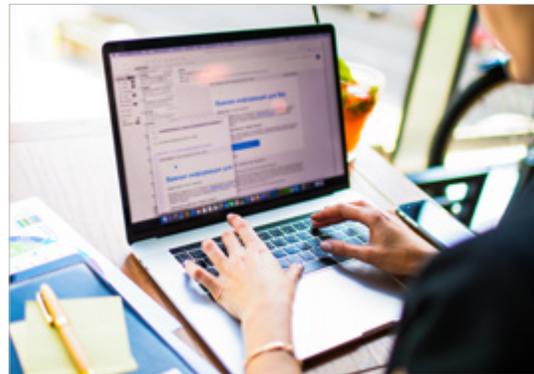
- Show any branding on computers, or any readable text on screens
- Depict people in loungewear or pajamas



A



B



C



D



E



F

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ULI PHOTOGRAPHY

REAL ESTATE DEVELOPMENT

These photos capture ULI's real estate development leadership through a mix of architecture shots, scenes of developers engaging with buildings, and people-focused shots of members in action.

DO:

- Make sure the real estate aspect theme is evident if buildings are not shown in photos; this can be done via attire, construction materials and gear, and setting
- Show buildings that are complete or under construction
- Show photos in bright, natural daylight
- Include a wide range of ethnicity and age among people pictured

DON'T:

- Feature renderings of buildings
- Have people pose or re-create actions for photos

CLICK HERE
TO EXPLORE THE FULL LIBRARY



A



B



C



D



E



F

ULI PHOTOGRAPHY

REAL ESTATE FINANCE & INVESTMENT

These photos demonstrate the financial side of ULI's real estate expertise, leaning into business and office scenes.

DO:

- Include people in photos
- Show interactions that pertain to real estate investment, including meetings, calculations, mapping, etc.
- Include a wide range of ethnicity and age among people pictured

DON'T:

- Show charts or documents without people interacting with them in some way
- Have people pose or re-create actions for photos



A



B



C



D



E



F

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ULI PHOTOGRAPHY

SUSTAINABILITY & ECONOMIC PERFORMANCE

These photos promote the economic and environmental impact of sustainable development.

DO:

- Try to show natural elements interacting with human-developed city features
- Prioritize photos with nature-inspired tones, such as blues and greens

DON'T:

- Use photos with a lot of red, or other colors that may suggest "warning"



A



B



C



D



E



F

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ULI PHOTOGRAPHY

CREATIVE PLACEMAKING

These photos show the vibrant effect public art and installations have on urban spaces.

DO:

- Show installations within their settings rather than focusing just on the art
- Include people, and ideally have them interacting with the creative work
- Use vibrant images with rich colors to show the energy of these urban spaces

DON'T:

- Make people the primary focus of photos without including the city landscape



A



B



C



D



E



F

[CLICK HERE](#)
TO EXPLORE THE FULL LIBRARY

ULI PHOTOGRAPHY

HOUSING & COMMUNITIES

These photos illustrate the diverse types of housing and communities that exist in urban spaces.

DO:

- Use landscape-style shots to show a broad view of the scene
- Include people, or give the indication that people are here, showing that these are vibrant communities where people live and work
- Try to show scenes that have sunlight and greenery, such as trees with leaves

DON'T:

- Feature deserted communities or scenes with dreary weather



A



B



C



D



E



F

CLICK HERE
TO EXPLORE THE FULL LIBRARY

ULI PHOTOGRAPHY

CITIES & URBAN REGIONS

These photos capture cityscapes and skylines to convey the energy of urban spaces.

DO:

- Use landscape and wide-angle shots to create a sense of space and show a broad view of the scene
- Use vibrant images with rich colors to show the energy of these urban spaces
- Include people in the urban landscape, but make sure the urban setting is always a key part of the photo
- Show scenes in daylight or at dusk

DON'T:

- Use scenes with dreary weather



A



B



C



D



E



F

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TO EXPLORE THE FULL LIBRARY

ULI PHOTOGRAPHY

DC/NC-SPECIFIC CITYSCAPES & SKYLINES

These photos highlight specific cityscapes and skylines for use in DC/NC assets.

The photos on this page are examples; see the full library for more.

DO:

- Use photos that best showcase the city's vibrance, communities, and personality
- Use landscape and aerial shots to show a broad view of the scene
- Include well-known landmarks or up-and-coming developments and neighborhoods
- Show scenes in daylight or at nighttime

DON'T:

- Show skylines that are missing new developments or include buildings that no longer exist
- Make people the primary focus of photos
- Use scenes with dreary weather

CLICK HERE
TO EXPLORE THE FULL LIBRARY



A



B



C



D



E



F

ULI PHOTOGRAPHY

USE OF PHOTOGRAPHY IN DESIGN

PHOTO VARIATIONS

Photos can be used as a standalone visual elements or as a design element such as a background.

The following are *examples* of photos in ULI collateral and communication.

- 1 Photo is used on its own to illustrate the concept at hand.
- 2 Photos can be used in black and white if desired.
- 3 Photos with a slate color overlay and white text is the most common use of text overlay in the ULI visual brand.
- 4 A color from the [ULI color palette](#) can be applied (at 75% opacity) on top of a black-and-white photo background to make text more legible.



1

STANDARD PHOTO



2

BLACK-AND-WHITE PHOTO



3

WITH TEXT & SLATE OVERLAY
@ 75% OPACITY

4

WITH TEXT & COLOR OVERLAY
@ 75% OPACITY

Section 4

Corporate Collateral

This section includes:

- A. Corporate Templates >
- B. Email Signature & Formatting >

Corporate Collateral

Corporate Templates

This section includes:

- A. Letterhead Templates ↗
- B. Business Card Templates ↗
- C. PowerPoint Templates ↗

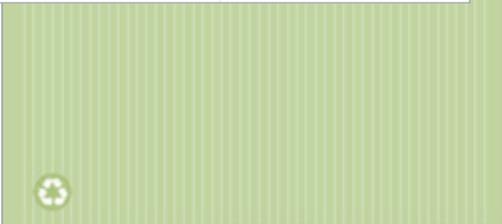


ULI CORPORATE COLLATERAL | CORPORATE SUITE

CLICK HERE
TO ORDER ITEMS FROM THIS SUITE

FRONT

	Name Title Title line two if needed
1025 Thomas Jefferson Street, N.W. Suite 500 West Washington, D.C. 20007-5201	202 624 7000 202 624 7140 Facsimile e-mail: name@uli.org www.uli.org



BACK

TIP: Phone numbers should appear with spaces, not hyphens.

CORPORATE LETTERHEAD

	2001 L Street, N.W. Suite 200 Washington, D.C. 20036	202 624 7000 202 624 7140 Facsimile	uli.org
--	--	--	---------

May 20, 2022

Dear John Urban,

Ucimusan dercid magnis voles des sum quibus consenf eriant facerchicia commolor as excepted magni re licim rehentiisit etur, tendear ovitium harchicit experovitia cus, aliti tem et essunt a dolores tioreptiae non evenis modit, coratio nsequat iberuptate doluptat ipidebis dolupta tquatib ustrum, te cone volorerit.

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Hil ium rerfername prorese seque et es ad qui quibus.

Sincerely,

Jane Land

Jane Land,
Director, Urban Resilience
Urban Land Institute

EXECUTIVE LETTERHEAD

	2001 L Street, N.W. Suite 200 Washington, D.C. 20036	202 624 7000 202 624 7140 Facsimile	uli.org
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May 20, 2022

Dear John Urban,

Ucimusan dercid magnis voles des sum quibus consenf eriant facerchicia commolor as excepted magni re licim rehentiisit etur, tendear ovitium harchicit experovitia cus, aliti tem et essunt a dolores tioreptiae non evenis modit, coratio nsequat iberuptate doluptat ipidebis dolupta tquatib ustrum, te cone volorerit.

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Hil ium rerfername prorese seque et es ad qui quibus.

Sincerely,

Jane Land

Jane Land,
Director, Urban Resilience
Urban Land Institute

(Right side of page contains a list of names and titles, partially obscured)

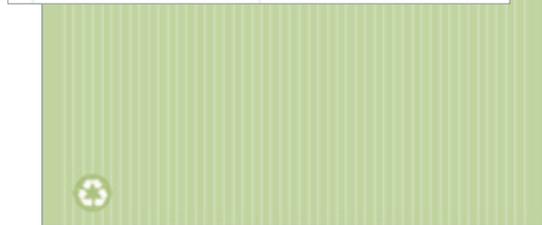
ULI CORPORATE COLLATERAL | DC/NC SUITE

CLICK HERE
TO ORDER ITEMS FROM THIS SUITE

FRONT

Houston	Name Title Title line two if needed
1025 Thomas Jefferson Street, N.W. Suite 500 West Washington, D.C. 20007-5201	202 624 7000 202 624 7140 Facsimile e-mail: name@uli.org www.uli.org

BACK



TIP: Phone numbers should appear with spaces, not hyphens.

DC/NC LETTERHEAD

Houston	2001 L Street, N.W. Suite 200 Washington, D.C. 20036	202 624 7000 202 624 7140 Facsimile	uli.org
---------	--	--	---------

May 20, 2022

Dear John Urban,

Ucimusan dercid magnis voles des sum quibus conserf eriant facerchicia commolor as excepted magni re licim rehentiisit etur, tendaer ovitium harchicit experovitia cus, aliti tem et essunt a dolores tioreptiae non evenis modit, coratio nsequat iberuptate doluptat ipidebis dolupta tquatib ustrum, te cone volorent.

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Sincerely,

Jane Land

Jane Land,
 Director, Urban Resilience
 Urban Land Institute

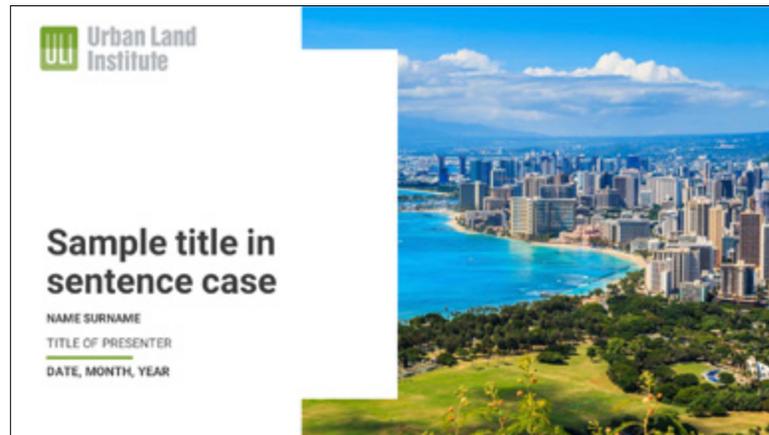
ULI CORPORATE COLLATERAL | POWERPOINT TEMPLATES

ULI-branded templates should be used for internal and external presentations. A variety of corporate templates are available for download.

DC/NCs can access each template in the [Corporate Templates](#) folder on the [ULI Branding Materials](#) site.

ULI PowerPoint Guides can also be found with information on implementing various slide features in each template.

CLICK HERE
FOR POWERPOINT TEMPLATES AND GUIDE



Corporate Collateral

Email Signature & Formatting

Email correspondence from individual ULI associates reflects back on the overall brand. Associates should adhere to the following guidelines when sending emails both internally and externally.

This section includes:

- A. Email Signature ↻
- B. Email Body Text ↻

NOTE: These guidelines do not include marketing emails from corporate or DC/NCs. See the [Email section](#) for more details on these communications.

ULI CORPORATE COLLATERAL | EMAIL SIGNATURE | Template

The diagram below outlines **OPTIONAL** vs. **REQUIRED** signature fields. The following page shows sample mockups of employee signatures using the template.

NOTE: Employee email addresses **should not** be shown in email signatures.

CLICK HERE
TO DOWNLOAD THE TEMPLATE



ULI CORPORATE COLLATERAL | EMAIL SIGNATURE | Examples

The samples below outline how you can personalize the signature template.

Email Signature Test

Sonia Fisher
To: Sonia Fisher

Body of the email goes here. Erspe reruptatur? Quibusa eperupta ea Disquo excea pelenet quae conse a volores accatus et eum et omni o sedit aut quatur aut ut ipicit eatusanis voluptas ditatis siminisquis ma

Is as explicitet ditio odi dolestibere verspid molorro iusanda qui volup velia volorec ernatur, cuptaspe nobitatur, autem venis susandaeped d

Is doloribus eveliti squiaest a doles exceate moluptatis as eum volest udiciisquas modis quam ea di vendis rem int repeditam qui tendia ve officient la event aut la sumquid qui omnitae cusandam, optaecat vol comnis aspeliq uaspitium fugitas unt fuga.

Janette Land
Associate, Branding

Mobile 890 123 4567 | designsupport@uli.org
Urban Land Institute
uli.org

HQ EMPLOYEE

Email Signature Test

Sonia Fisher
To: Sonia Fisher

Body of the email goes here. Erspe reruptatur? Quibusa eperupta ea Disquo excea pelenet quae conse a volores accatus et eum et omni o sedit aut quatur aut ut ipicit eatusanis voluptas ditatis siminisquis ma

Is as explicitet ditio odi dolestibere verspid molorro iusanda qui volup velia volorec ernatur, cuptaspe nobitatur, autem venis susandaeped d

Is doloribus eveliti squiaest a doles exceate moluptatis as eum volest udiciisquas modis quam ea di vendis rem int repeditam qui tendia ve officient la event aut la sumquid qui omnitae cusandam, optaecat vol comnis aspeliq uaspitium fugitas unt fuga.

James Urban
Director, Communications & Marketing, ULI Europe

Mobile 123 456 7890 | Direct 234 567 8910
Urban Land Institute
131 Finsbury Pavement, London, United Kingdom
uli.org | europe.uli.org

REGIONAL EMPLOYEE

Email Signature Test

Sonia Fisher
To: Sonia Fisher

Body of the email goes here. Erspe reruptatur? Quibusa eperupta ea Disquo excea pelenet quae conse a volores accatus et eum et omni o sedit aut quatur aut ut ipicit eatusanis voluptas ditatis siminisquis ma

Is as explicitet ditio odi dolestibere verspid molorro iusanda qui volup velia volorec ernatur, cuptaspe nobitatur, autem venis susandaeped d

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Jane Urban
Senior Manager, ULI Austin

Mobile 345 678 9012 | Direct 456 789 0123
Urban Land Institute
6926 N Lamar Blvd, Austin, TX 78752
uli.org | austin.uli.org

DC/NC STAFF

📧

Subject Line Here

Sonia Fisher

To: Sonia Fisher

Today at 11:37 AM

Hello,

Ehentum isquate verumquat id quatetum is a eaquodio blaudipsa inveriam ex et qui alibus consecatur.

- Qui audaerro que nimperemquis eturion ratempo resequatus
- Venis doluptatqui dest et ut expliquas di ilibustis andaectaqui
- Num essusae volo voloria quibus, occum dellent videlenem nulparci sit fugita doluptatem

Nam evenecearum fugia velecup itaquidi consero omnim faceaqu isci et quam alia sanda dellaccum rent, cum, offic tota nus sunda alit experiandis et errovid untiat pligeni hiciet quibus ndiossit, ium harupta que nihil issi cuptat modis ant utat occus eium ut odi dessit, officiu ntetum issim sunt quid exces dit re mod qui untusci psander uptur, ommolla turestion nam, ius.

Cus eatibus ad que poris que perfero officium verovid undit, sedis moluptatus maximil luptaep roribusciunt.

Best,

Sonia Fisher
Associate, Branding

Mobile 614 974 1234 | designsupport@uli.org
Urban Land Institute
uli.org

Body Text:
Arial Regular
10-12 pt font

Black is the best
color for email
legibility on screen

Follow email
signature font and
color guidelines

Section 5

Digital Channels

This section includes:

- A. Email 
- B. Social Media 
- C. Websites 

Digital Channels

Email

Email is one of the most effective ways to share information and engage with members on a variety of topics, from events to DC/NC updates and more. ULI has developed a highly customizable email framework that maintains brand standards through a flexible template system.

This section includes:

- A. Getting Started with Email ↻
- B. Template System ↻
- C. CTAs & Buttons ↻
- D. Template Guide ↻

ULI EMAIL | GETTING STARTED WITH EMAIL

EMAIL PLATFORM

ULI uses the Higher Logic email platform to create and send emails. All emails sent from the ULI corporate brand or DC/NCs (in other words, emails from an entity, not a person) should be sent using this system.

Within the email platform, ULI has a variety of templates that can be customized for each message. The templates ensure that all emails coming from ULI entities maintain a consistent brand lens while still allowing for a substantial amount of creative flexibility.

See the [Resources section](#) for email support.

BEST PRACTICES

- The email sender name can display either “Urban Land Institute” or a DC/NC Name (e.g., “ULI Washington”).
- Email subject lines should be written in title case and should be about 40 characters.
- Many people open emails on their mobile devices. The ULI template system is responsive so emails will automatically adapt to mobile sizing. It’s important that all images are easy to read at small sizes, especially those that have text within the image.
- People typically skim emails, spending 3–4 seconds consuming the content. Use images to break up text, and make sure the main message is immediately clear. Avoid using long sections of text that dilute your overall message.

ULI EMAIL | TEMPLATE SYSTEM

ULI's email template system offers three different email designs. Within each of these designs is a selection of zones that can be placed as desired to support the content.

The following pages detail the various template options:

- A** Featured event & CTA (call to action)
- B** Strong featured text
- C** Featured image

Each template has a variety of specific zones and styles. Each also uses a global set of:

- Headers (logo bar)
- Featured images (optional)
- CTAs and buttons

TIP: Do not use every module in the template; decide which module(s) best suit the message and remove all remaining zones.

A
B
C

ULI EMAIL | TEMPLATE SYSTEM | Headers

Headers frame the top of an email and should appear before all other email content. They contain clear brand elements such as the logo and make it immediately evident where the email is coming from.

All ULI emails must contain one of the following header options. Each header corresponds to a DC/NC featured image style.

LOGO IN HEADER

Use when DC/NC logo is not included in featured image.

- 1 Slate with DC/NC logo
- 2 White with DC/NC logo

TYPE IN HEADER

Use when DC/NC logo is included in featured image.

- 3 White type treatment
(Logo is not present because it should appear directly below the header in the featured image.)



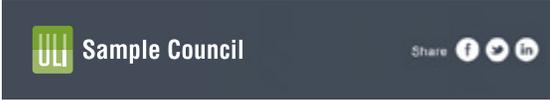
TIP: The DC/NC logo should always appear once in an email so members can quickly identify who's sending it. Do not include the logo more than once.

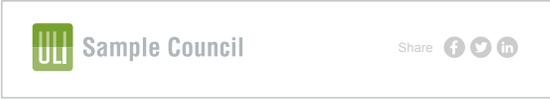
ULI EMAIL | TEMPLATE SYSTEM | Featured Images

A featured image is often placed directly below the header. Typically the image relates to the main email content. Recommended image size is 600 px wide (height is flexible, maximum 450 px).

These images can vary as follows:

- A** DC/NC image (no logo)
 - Pair with header **1** or **2**
 - A city/region-specific image that drives general awareness. Used for a variety of topics from general updates to events.
- B** Topical image (no logo)
 - Pair with header **1** or **2**
 - An image featuring a subject related to the email topic, such as an event or webinar.
- C** Custom graphic (no logo)
 - Pair with header **1** or **2**
 - A graphic treatment that presents the main message in an eye-catching way.
- D** DC/NC image (with logo)
 - Pair with header **3**
 - An image or graphic that prominently displays the DC/NC logo. Used primarily for updates and roundups.

1 

2 

A 

B 

C 

3 

D 

CLICK HERE
TO BROWSE FEATURED IMAGE LIBRARY

ULI EMAIL | CTAs & BUTTONS

A CTA (call to action) is the prompt that drives the reader to a desired behavior, such as registering for an event or learning more information on a website.

In email, the CTA is usually a button, but can also be text or an image, and contains a link to a website, document, or registration page.

CTAs should be placed next to the message they're conveying and should stand out from the other text in an email.

CTA text should indicate what will happen if the reader clicks the button. "Click here" is not a strong CTA. Here are examples of recommended ULI CTAs:

- Register Now
- Join ULI
- Learn More

In email, ULI CTA buttons should be in the [Arial font family](#) and appear in ALL CAPS.

ULI CTA buttons should appear in emails in the following formats . . .



. . . and in the following colors from the [ULI color palette](#).



TIP: Always test all CTA links before sending an email!

ULI EMAIL | CTAs & BUTTONS

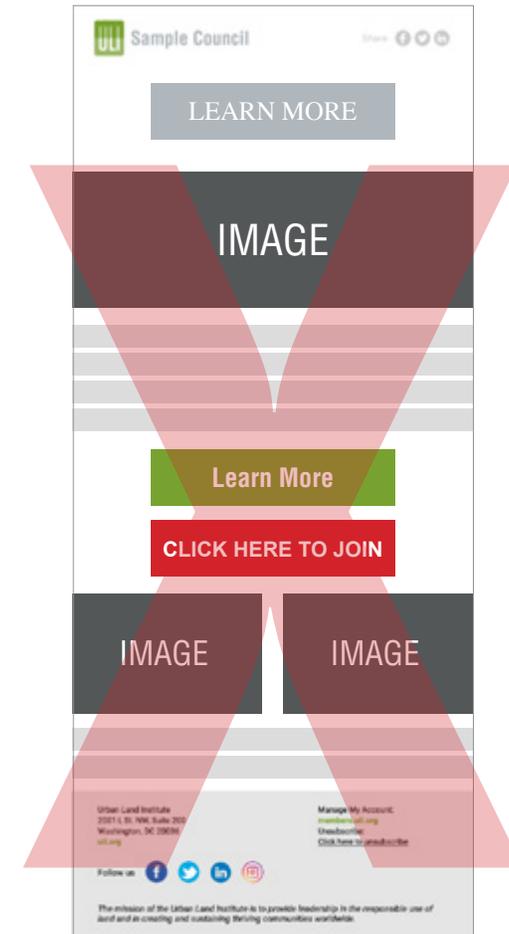
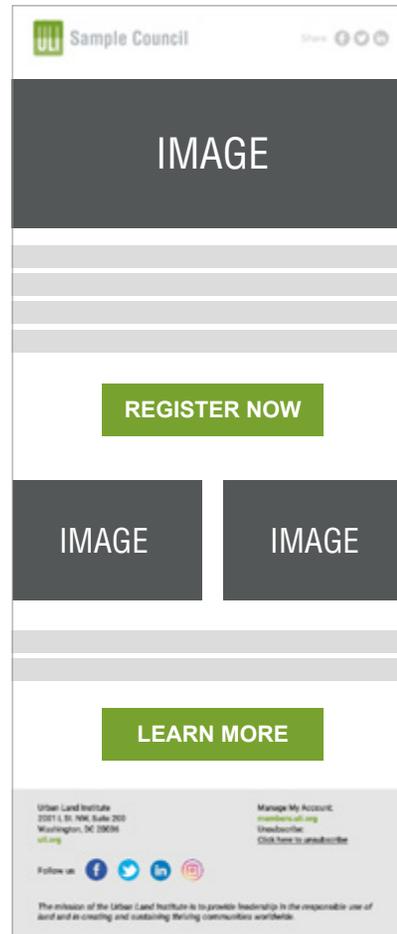
This page shows examples of CTA button use in emails.

DO:

- Limit CTAs to one primary action (which can be repeated lower in the email) and, if necessary, one related secondary action; this keeps the messaging clear in the email
- Space out CTA buttons throughout your emails; make sure the first is near the top of the email
- Keep CTA buttons a consistent size, color, and font size

DON'T:

- Show CTA buttons in three different colors; keep the colors of the CTAs consistent throughout the email
- Stack CTA buttons on top of one another; try instead spacing them throughout your email
- Use long or wordy CTAs; keep CTA asks to three words and refer to the ULI approved CTAs
- Show CTAs in different fonts or case treatments



TIP: Button CTAs are best when the email goal is to get someone to click. Text CTAs are often placed at the end of a text block to link to more information.

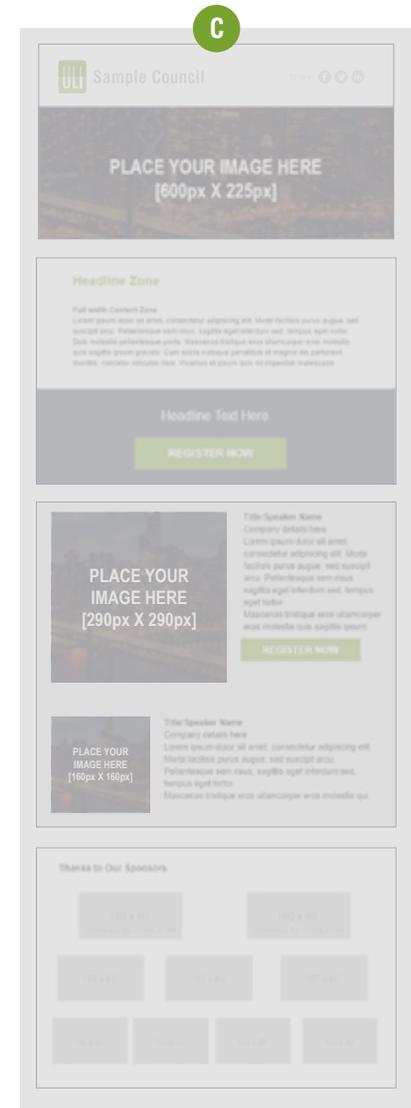
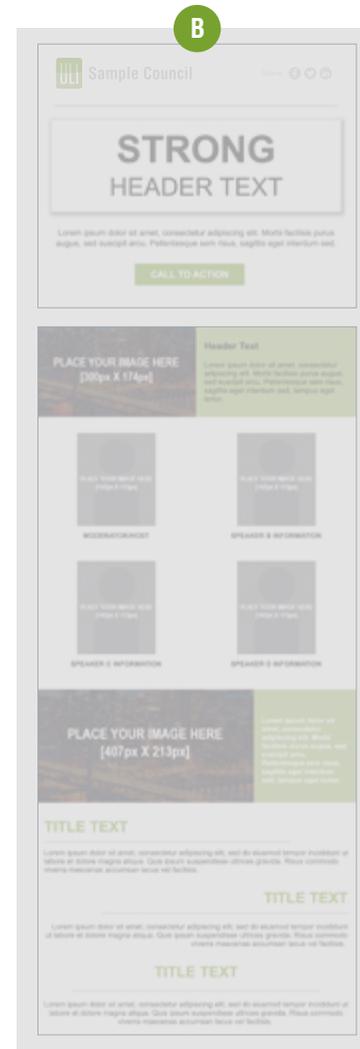
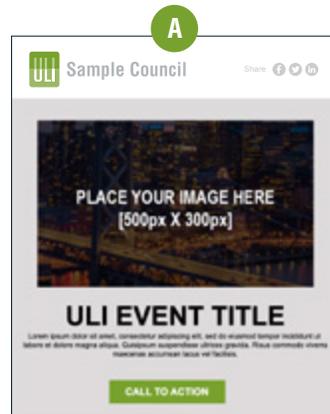
ULI EMAIL | TEMPLATE GUIDE | Template A: Featured Event & CTA

This template has a featured event and CTA button prominently displayed in the featured content section.

This is a good template to use for events, report downloads, or other initiatives that require a response or action, because the CTA button will be highly visible at the top of the message.

The email template uses colorblocks and clear, eye-catching headlines to organize content into smaller sections. This makes the message clear and easy to consume.

Background and text colors can be customized using colors from the [ULI color palette](#).



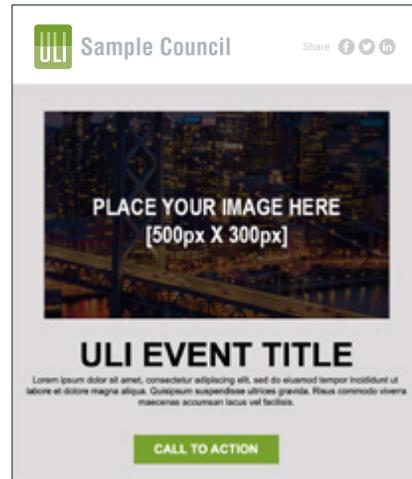
ULI EMAIL | TEMPLATE GUIDE | Template A: Featured Event & CTA

You can remove, rearrange, and duplicate these fields to personalize your template. Element colors can be changed.

TEMPLATE A ZONES

SPONSORSHIP ZONES (NOT PICTURED): These optional zones allow sponsorship logo placements.

- 1. HEADER:** See the [Headers page](#) for details
- 2. FEATURED IMAGE:** See the [Featured Images page](#) for details
- 3. FEATURED CONTENT:** Editable text fields prominently convey the main message. Title should be short and direct. Body copy is optional to provide additional details.
- 4. CTA:** See the [CTAs page](#) for details.
- 5. IMAGE + TEXT OPTIONS:** Pair an image with 1–2 sentences to showcase secondary content in an easy-to-read way. Background can use any color from the ULI color palette, but text should always be legible.
- 6. STANDALONE TEXT:** Use the full-width options for longer pieces of information. The side-by-side text blocks are useful for grouping related ideas.
- 7. NUMBERED TEXT:** Best for conveying a sequence of steps or a related series of items.
- 8. CALLOUT:** Best for highlighting testimonials or facts and figures to break up text or add visual flair.
- 9. MEMBER/SPEAKER SPOTLIGHT:** Highlight profile photos. This can also be used for other content, such as news items.
- 10. FOOTER:** Must include address, unsubscribe link, ULI mission, and social information.



← 1.

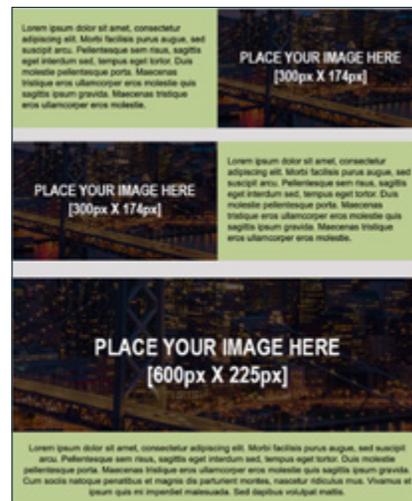
← 2.

← 3.

Title text: ALL CAPS
Body text: Sentence case

← 4.

CTA: ALL CAPS



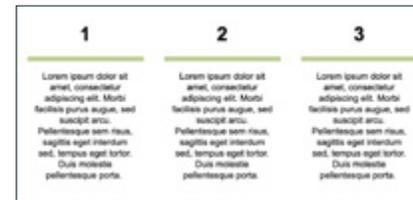
← 5.

Body text: Sentence case,
1–2 sentences max
Hyperlink CTA optional



← 6.

Title text: ALL CAPS
Body text: Sentence case
Hyperlink CTA optional
Text is black with green rule under title



← 7.

Body text: Sentence case,
1–2 sentences max

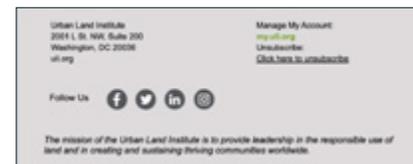


← 8.

Body text: Sentence case,
1–2 sentences max
Colors can be changed

← 9.

Speaker/moderator names: ALL CAPS



← 10.

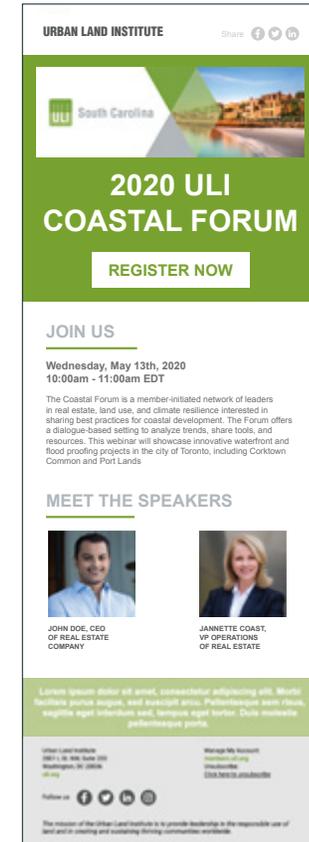
ULI EMAIL | TEMPLATE GUIDE | Template A: Featured Event & CTA

TEMPLATE A: EXAMPLE LAYOUTS

This page shows a variety of emails made with the template zones highlighted on the previous page.

DO:

- Make sure the main message is clear and positioned at the top of the email
- Break up large sections of text with visuals or different sections
- Edit colors and text field backgrounds using approved colors from the [ULI color palette](#).
- Use ULI approved CTAs to customize your [CTA buttons](#)
- Select a [featured image](#) that supports the content of the email
- Highlight your city, members, staff, news, and events with photos that follow guidance provided in the [Photography section](#) of this guide
- If photos are paired with a CTA, link the photo to the same destination as the CTA
- Place sponsor logos toward the bottom of the email, below any important CTAs
- Link to your DC/NC website or social media using the links in the footer



TIP: It's easier to read multiple image + text blocks when the images alternate left-right down the page vs. being stacked on the same side.

ULI EMAIL | TEMPLATE GUIDE | Template B: Strong Featured Text

This template pairs a bold title text box in the featured content section with a number of rich imagery options throughout the email.

This is a good template to use for alerts, updates, or roundups because the text provides a clear overview or descriptive title. The text can also be paired with a CTA to create a bold call to action that doesn't require a lot of explanation.

This email template uses colorblocks and large photo placements. This makes it a good option when strong imagery is available.

Background and text colors can be customized using colors from the [ULI color palette](#).



ULI EMAIL | TEMPLATE GUIDE | Template B: Strong Featured Text

You can remove, rearrange, and duplicate these fields to personalize your template. Element colors can be changed.

TEMPLATE B ZONES

FEATURED IMAGE: (NOT PICTURED): Placement optional. See the [Featured Images page](#) for details.

SPONSORSHIP ZONES (NOT PICTURED): These optional zones allow sponsorship logo placements.

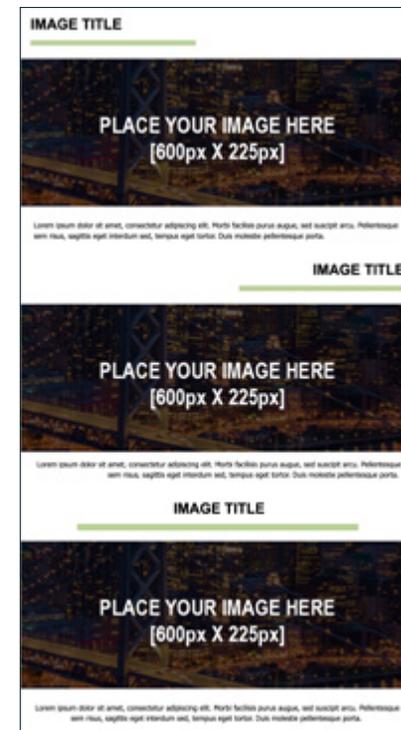
- 1. HEADER:** See the [Headers page](#) for details
- 2. FEATURED TEXT:** Editable text fields prominently convey the main message. Title should be short and direct.
- 3. CTA:** See the [CTAs page](#) for details
- 4. SMALL IMAGE + TEXT:** A small image supports the text and appears in a clean, social media-inspired pairing.
- 5. MEMBER/SPEAKER SPOTLIGHT:** Highlight profile photos. This can also be used for other content, such as news items.
- 6. MEDIUM IMAGE + TEXT:** The dynamic overlay places focus on the image, with text to support it.
- 7. STANDALONE TEXT:** Use the full-width options for longer pieces of information. The side-by-side text blocks are useful to group related ideas.
- 8. LARGE IMAGE + TEXT:** A large image and bold title draw attention to this section.
- 9. FOOTER:** Must include address, unsubscribe link, ULI mission, and social information.



- 1.
2. Title text: ALL CAPS, first line bold, 2-5 words
3. CTA: ALL CAPS
4. Title text: Title Case
Body text: Sentence case, 1-2 sentences max
Hyperlink CTA optional
5. Speaker/moderator names: ALL CAPS
6. Body text: Sentence case, 1-2 sentences max
Hyperlink CTA optional



7. Title text: ALL CAPS
Body text: Sentence case
Hyperlink CTA optional



8. Title text: ALL CAPS
Body text: Sentence case
Hyperlink CTA optional



- 9.

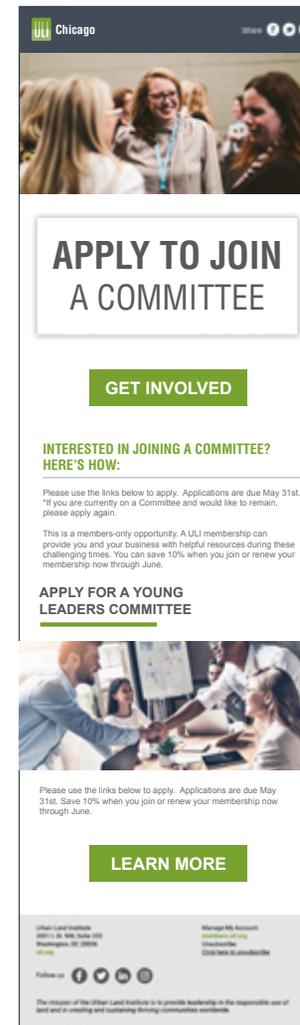
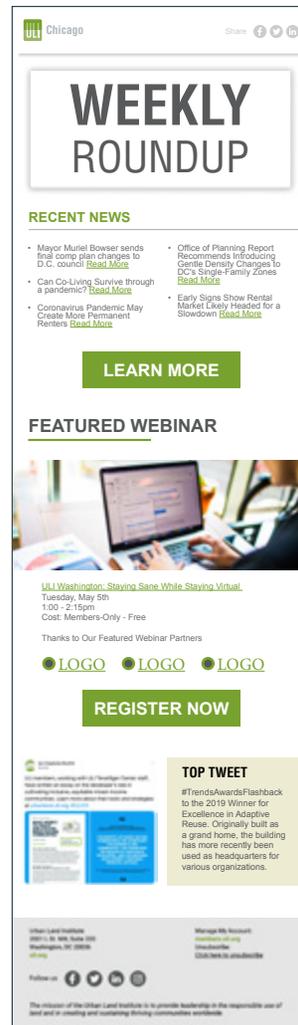
ULI EMAIL | TEMPLATE GUIDE | Template B: Strong Featured Text

TEMPLATE B: EXAMPLE LAYOUTS

This page shows a variety of emails made with the template zones highlighted on the previous page.

DO:

- Use 5 or fewer short words for the featured text, making sure the message is clear without any additional description
- Break up large sections of text with visuals or different sections
- Edit colors and text field backgrounds using approved colors from the [ULI color palette](#)
- Use ULI approved CTAs to customize your [CTA buttons](#)
- If using a [featured image](#), make sure it supports the content of the email
- Highlight your city, members, staff, news, and events with photos that follow guidance provided in the [Photography section](#) of this guide
- If photos are paired with a CTA, link the photo to the same destination as the CTA
- Place sponsor logos toward the bottom of the email, below any important CTAs
- Link to your DC/NC website or social media using the links in the footer



ULI EMAIL | TEMPLATE GUIDE | Template C: Featured image

This template emphasizes rich imagery and graphics. A custom graphic featured image is required when using this template.

This template is best for shorter, single-topic emails that don't need to convey a large amount of written information; it's not optimal for longer news or event roundups.

Background and text colors can be customized using colors from the [ULI color palette](#).

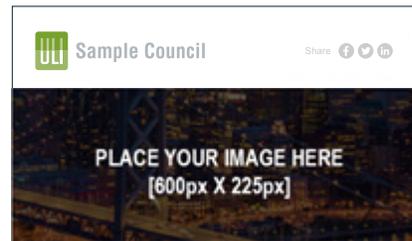


ULI EMAIL | TEMPLATE GUIDE | Template C: Featured image

You can remove, rearrange, and duplicate these fields to personalize your template. Element colors can be changed.

TEMPLATE C ZONES

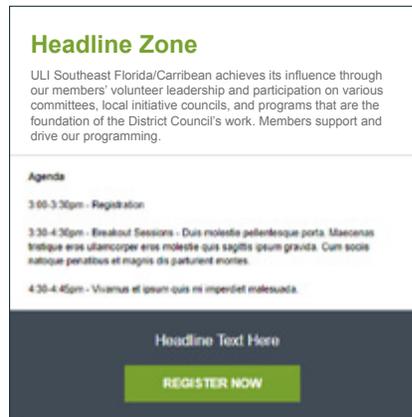
- 1. HEADER:** See the [Headers page](#) for details.
- 2. FEATURED IMAGE:** A custom graphic conveys the main message. Text should be direct and legible even when the image is sized down on mobile devices. See the [Featured Images page](#) for details.
- 3. STANDALONE TEXT:** This provides additional information about the concept presented in the featured image. Only full-width text is available.
- 4. CTA:** See the [CTAs page](#) for details.
- 5. IMAGE + TEXT OPTIONS:** These zones are used to break up the text and provide engaging visuals. In each instance, the image (or images) is the primary focus and the text is supporting; these should not be used to convey essential information.
- 6. SPONSORSHIP ZONES:** These zones allow sponsorship logo placements in one-, three-, or four-column layout options.
- 7. FOOTER:** Must include address, unsubscribe link, ULI mission, and social information.



← 1.

← 2.

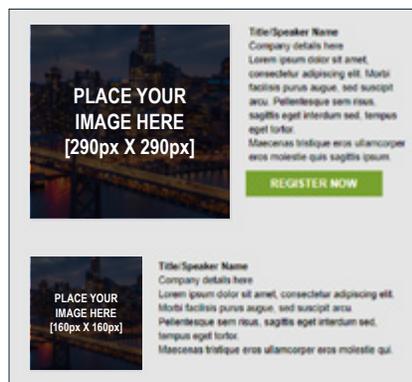
Title: ALL CAPS
Design is flexible



← 3.

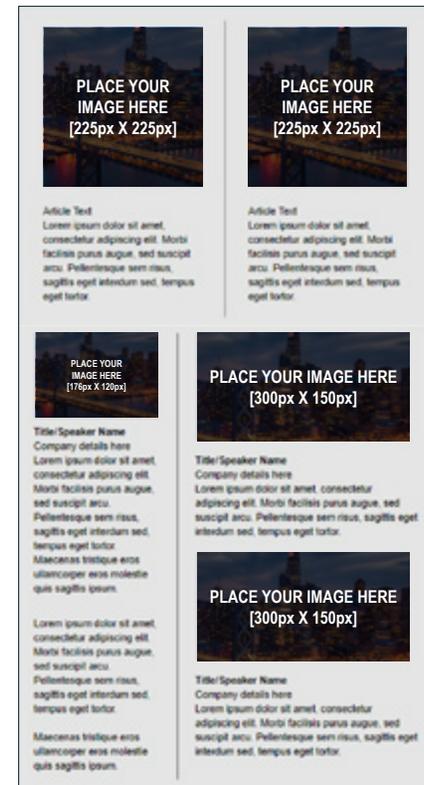
Title text: Title Case;
Body text: Sentence case; Hyperlink CTA optional

← 4.



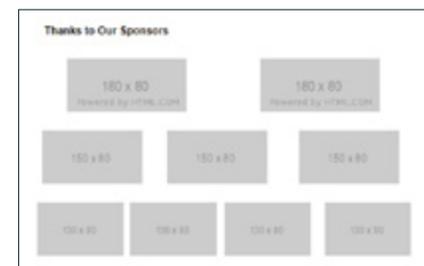
← 5.

SINGLE COLUMN
Title: Title Case
Body text: Sentence case, 1–2 sentences

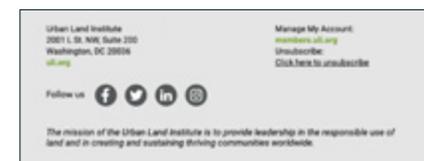


←

5.
MULTI COLUMN
Title: Title Case
Body text: Sentence case, 1–2 sentences



← 6.
Image: 180 px wide



← 7.

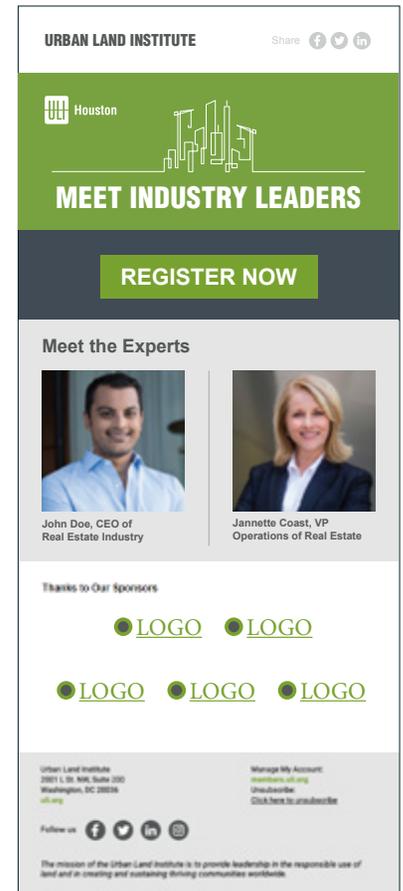
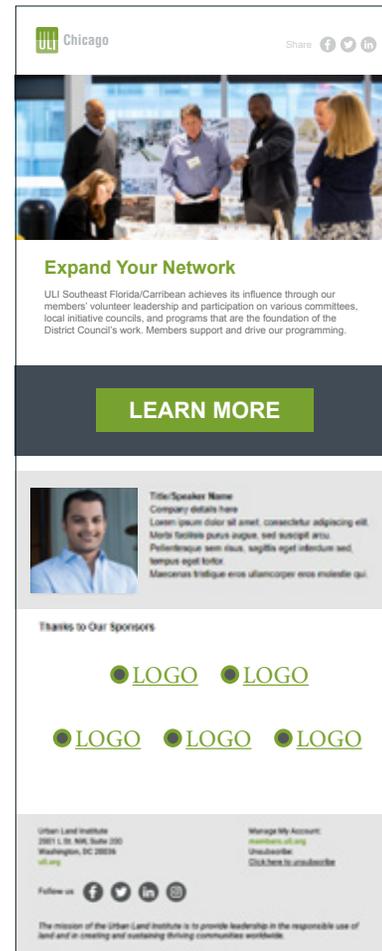
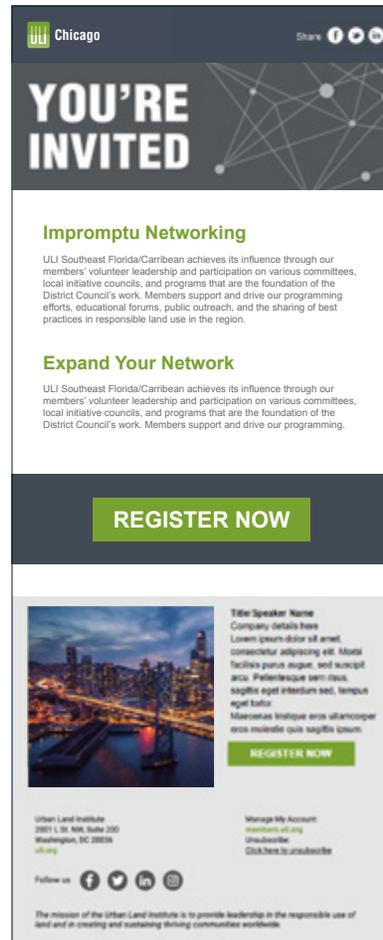
ULI EMAIL | TEMPLATE GUIDE | Template C: Featured image

TEMPLATE C: EXAMPLE LAYOUTS

This page shows a variety of emails made with the template zones highlighted on the previous page.

DO:

- Make sure the featured image captures the main message
- Make sure text in the **featured image** is legible when the image appears on small screens
- Break up large sections of text with visuals or different sections
- Edit colors and text field backgrounds using approved colors from the [ULI color palette](#)
- Use [ULI approved CTAs](#) to customize your CTA buttons
- Highlight your city, members, staff, news, and events with photos that follow guidance provided in the [Photography section](#) of this guide
- Place sponsor logos toward the bottom of the email, below any important CTAs
- Link to your DC/NC website or social media using the links in the footer



Digital Channels

Social Media

Posting regularly on social media can increase brand awareness and engagement and is a good way to communicate with members. Unlike other digital channels, social media channels allow for a two-way conversation between a brand and its community.

This section includes:

- A. Overall Tone ↪
- B. ULI Corporate Social Channels ↪
- C. Social Naming Guidelines ↪
- D. DC/NC Social Channels ↪
- E. Size Recommendations ↪
- F. Dont's ↪
- G. Templates ↪

ULI SOCIAL MEDIA | OVERALL TONE

POSTING ON ULI SOCIAL MEDIA CHANNELS

All ULI social channels represent the brand—not the individual or individuals who manage or post on them. It's important that all social messaging and engagement reflect brand values and positioning.

DO:

- Engage with your followers and members using the templates and prompts in this guide, and encourage others to share and engage with your posts.
- Share content related to ULI's work.
- Review all posts for spelling, punctuation, and grammar
- Always check that you are logged out of all ULI accounts before engaging in personal social media behavior

DON'T:

- Engage with (like, comment, share) content that is political, personal, or unrelated to ULI; doing so may have professional or legal ramifications
- Speak as an individual or use “I” or “my”; Instead use “we” or “our”
- Use an overly casual tone or slang in posts and comments

BEST PRACTICES

For information about when to post, language for shared posts, engagement tips, and best practices, visit the link below.

CLICK HERE
FOR SOCIAL MEDIA BEST PRACTICES



ULI SOCIAL MEDIA | CORPORATE SOCIAL CHANNELS



Name: Urban Land Institute
Handle: @ULIGlobal



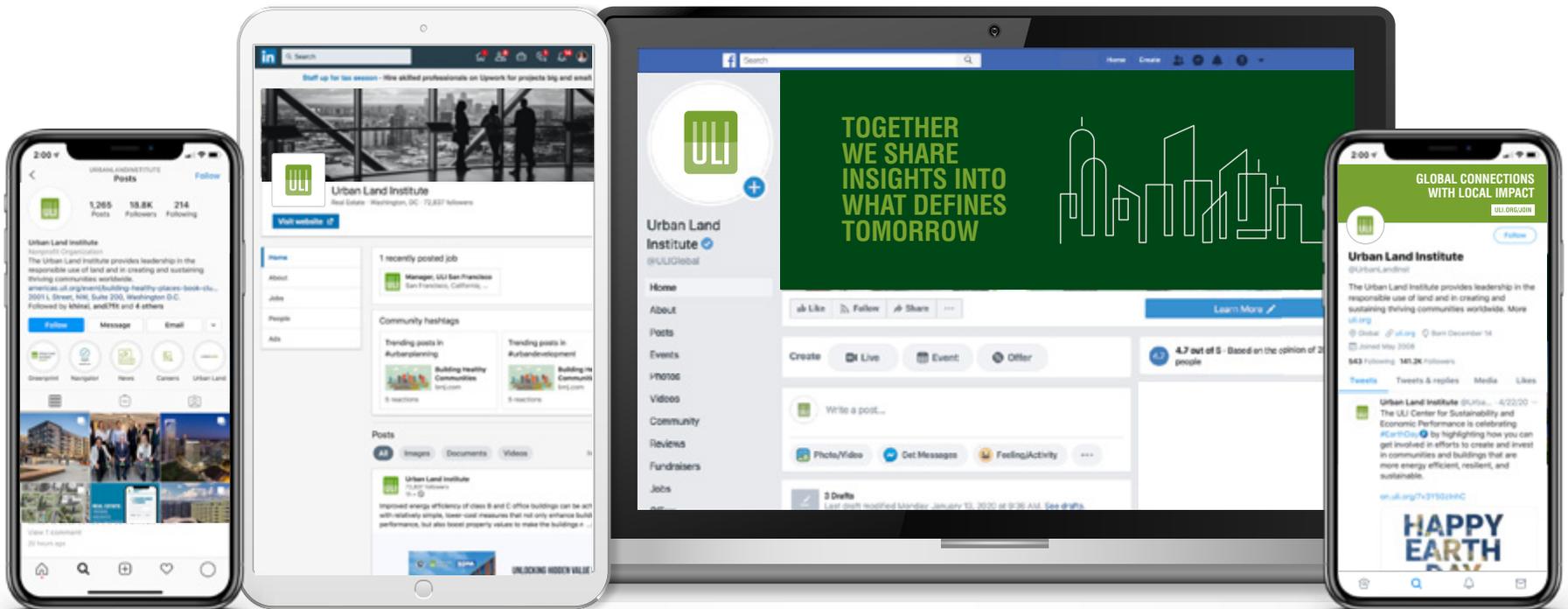
Name: urbanlandinst
Handle: @UrbanLandInst



Name: Urban Land Institute
Handle: uliglobal



Name: urbanlandinsitute
Handle: @urbanlandinsitute



ULI SOCIAL MEDIA | SOCIAL MEDIA HANDLE NAMING

DC/NCs may create social media profiles to engage with their communities outside of the ULI corporate account. All social handles should follow the below format. Abbreviate long DC/NC names when possible, shown in the examples below. Dashes and slashes are not permitted within handle names—instead use an underscore if needed. **Before setting up a new social media account, please contact the Social Media team to ensure your account name and handle meet the guidelines below.**

If you are interested in getting a LinkedIn profile for your DC/NC, please contact the Social Media team to get the process started.

PROFILE NAME ULI [INSERT DC/NC NAME]	DC/NC HANDLE @ULI[INSERT DC/NC NAME]
ULI JAPAN	@ULIJAPAN
ULI DALLAS-FORT WORTH	@ULIDFW
ULI GREECE & CYPRUS	@ULIGREECECYPRUS

CLICK HERE
TO CONTACT THE SOCIAL MEDIA TEAM



ULI SOCIAL MEDIA | DC/NC SOCIAL CHANNELS | Facebook

Profile image is white ULI Logomark on ULI Green background with 50 px of padding on each side

Handle name follows guidance on [Social Media Handle Naming page](#)

Cover photo is branded ULI graphic template with image of city





ULI SOCIAL MEDIA | DC/NC SOCIAL CHANNELS | Twitter

Profile image is white ULI Logomark on ULI Green background with 50 px of padding on each side

Handle name follows guidance on [Social Media Handle Naming page](#)

Recommended bio for ULI-affiliated accounts

Cover photo follows guidance in [Photography section](#)

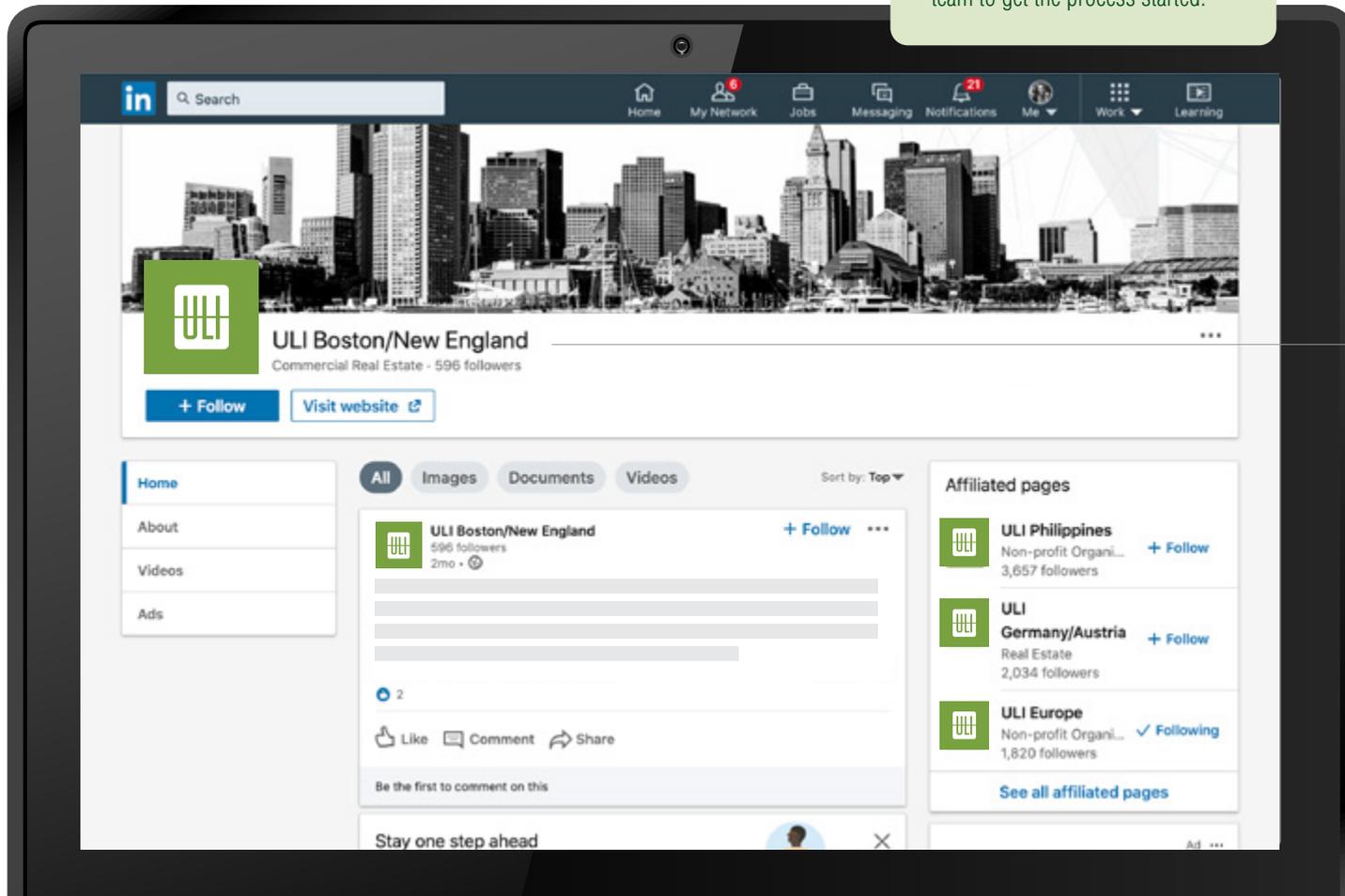




ULI SOCIAL MEDIA | DC/NC SOCIAL CHANNELS | LinkedIn

TIP: If you are interested in getting a LinkedIn profile for your DC/NC, please contact the Social Media team to get the process started.

Profile image is white ULI Logomark on ULI Green background with 50 px of padding on each side



Cover photo follows guidance in [Photography section](#)

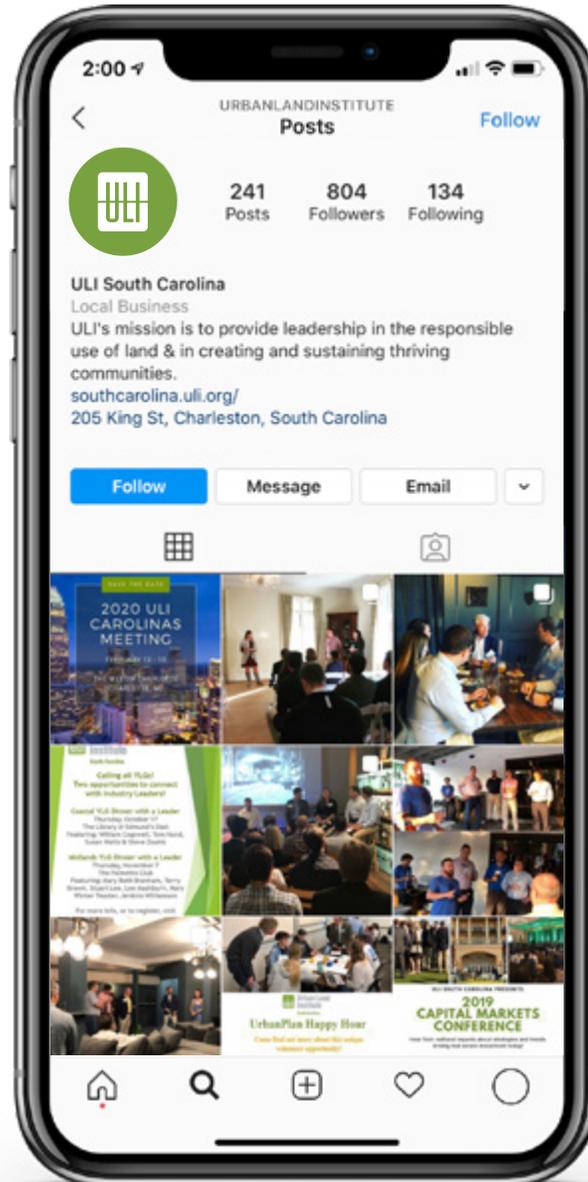
Handle name follows guidance on [Social Media Handle Naming page](#)

ULI SOCIAL MEDIA | DC/NC SOCIAL CHANNELS | Instagram

Profile image is white ULI Logomark on ULI Green background with 50 px of padding on each side

Handle name follows guidance on [Social Media Handle Naming page](#)

Recommended bio for ULI-affiliated accounts



ULI SOCIAL MEDIA | SIZE RECOMMENDATIONS

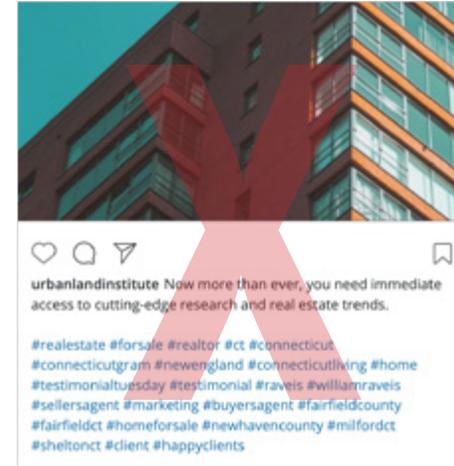
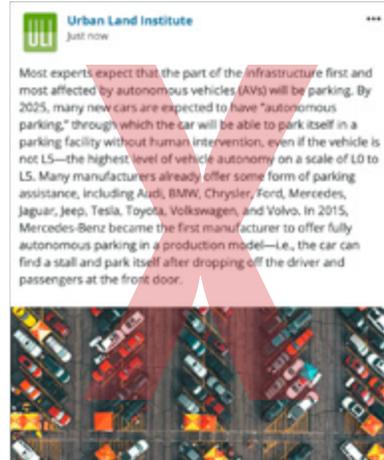
	PROFILE PICTURE	COVER PHOTO	IMAGE POST
 FACEBOOK	180 x 180 px	820 x 312 px	1200 x 628 (post) 1080 x 1920 px (story)
 TWITTER	150 x 150 px	1500 x 500 px	1200 x 675 px
 LINKEDIN	400 x 400 px	1584 x 396 px	1200 x 627 px (post) 1080 x 1920 px (story)
 INSTAGRAM	180 x 180 px		1080 x 1080 px (post) 1080 x 1920 px (story)

File sizes should be less than 4MB. Keep files under 1MB for optimum upload to Hootsuite or social channels. An updated list of social post dimensions is also [available here](#).

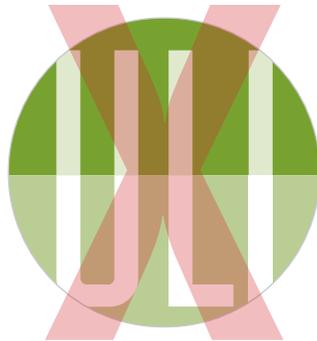
ULI SOCIAL MEDIA | DON'TS



DON'T write long, difficult-to-read captions; keep captions short and to the point



DON'T overuse hashtags



DON'T cut off the logo in your profile picture



DON'T use low-quality or pixelated images, or place the logo or illegible text on a busy background



ULI SOCIAL MEDIA | TEMPLATES

CLICK HERE
TO DOWNLOAD THE RECOMMENDED
DC/NC PROFILE PHOTO



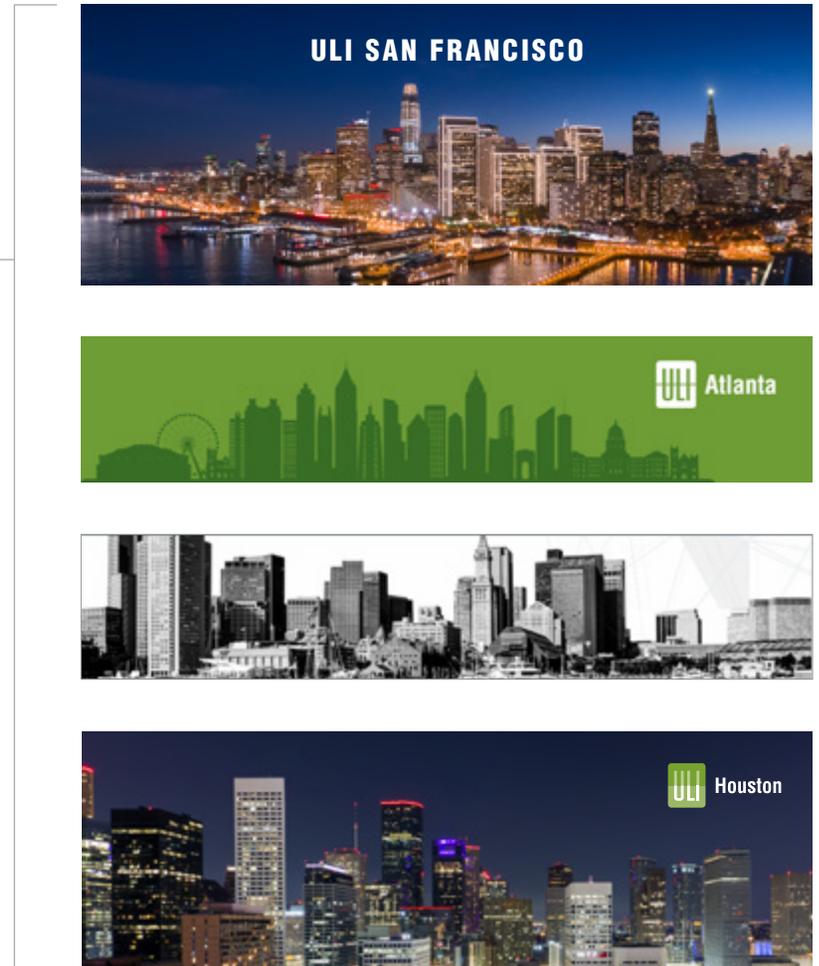
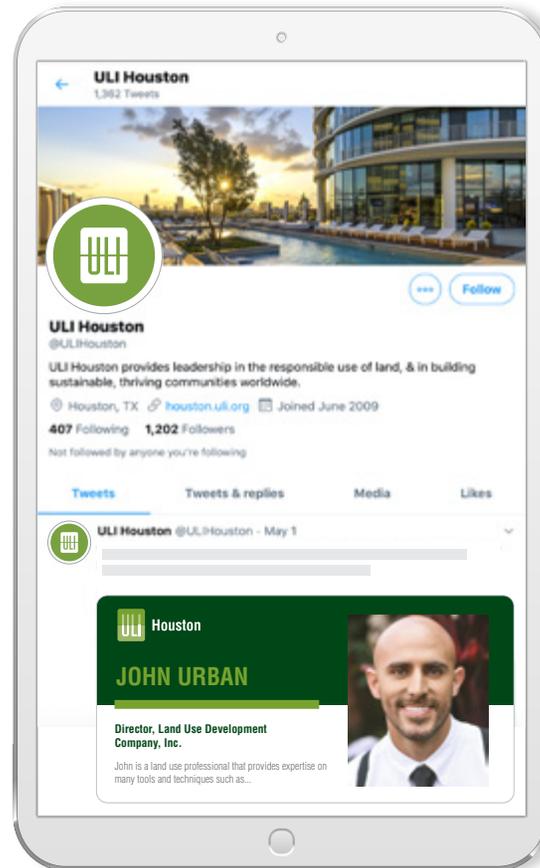
ULI SOCIAL MEDIA | TEMPLATES | Cover Photos

The cover photo is one of the first things people see when visiting a DC/NC's social media profile.

Try to evoke the DC/NC's city or region by showcasing photos of the destination, using vector imagery of a city skyline, or prominently showing the DC/NC logo.

[Refer to Size Recommendations](#) for appropriate cover photo dimensions.

CLICK HERE
TO BROWSE THE TEMPLATE LIBRARY



ULI SOCIAL MEDIA | TEMPLATES | Speakers

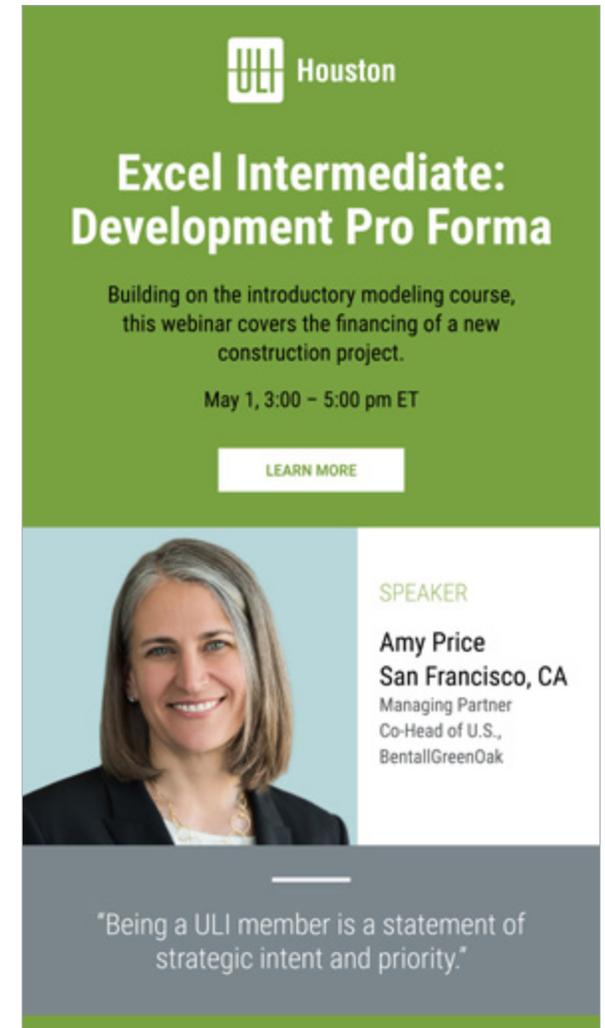
SPEAKER TEMPLATE

The speaker templates are used to highlight an important speaker at an event a DC/NC is hosting. Engaging with the speaker on social media through these organic (nonpaid) posts will broaden the DC/NC's audience and increase interest in the event.

Graphics in multiple formats for each channel are available on the ULI Cloud at the link below.

CLICK HERE
TO BROWSE THE TEMPLATE LIBRARY

TIP: Encourage speakers to share featured ULI graphics on their own platforms for multi-network promotion.



ULI SOCIAL MEDIA | TEMPLATES | Events

EVENT TEMPLATE

The event template allows a DC/NC to highlight events, meet-ups, or anything else it is hosting via organic (nonpaid) social media posts. Providing an engaging graphic for the event helps it stand out within newsfeeds and indicates what the event has to offer.

Graphics in multiple formats for each channel are available on the ULI Cloud at the link below.

CLICK HERE
TO BROWSE THE TEMPLATE LIBRARY

TIP: Encourage members to share featured ULI event graphics on their own platforms for multi-network promotion.



ULI SOCIAL MEDIA | TEMPLATES | Members

MEMBER SPOTLIGHT TEMPLATE

The member template is a great way to engage with members through organic (nonpaid) social media posts. Highlighting specific members showcases the level of expertise within the organization, opens a platform for discussion, and shows that ULI cares about its members.

Graphics in multiple formats for each channel are available on the ULI Cloud at the link below.

CLICK HERE
TO BROWSE THE TEMPLATE LIBRARY

TIP: Encourage members to share featured member graphics on their own platforms for multi-network promotion.

ULI Houston

JOHN URBAN

Director, Land Use Development Company, Inc.

John is a land use professional that provides expertise on many tools and techniques such as...

ULI Houston

JANE SMITH

MEMBER HIGHLIGHT

ULI MEMBER PROFILE

JIM HEID
UrbanGreen® Advisors
CRAFT Development, Healdsburg, CA

Jim is a real estate developer and strategic real estate advisor focused on the tools and techniques that lead to a more sustainable built environment.

LEARN MORE

Digital Channels

Website Images & Guidelines

The website is the online embodiment of a DC/NC or the corporate brand. It's critical that websites adhere to brand guidelines to ensure recognition and a cohesive user experience.

The following section details image guidelines for various site elements across the ULI flagship and District and National Council websites.

These guidelines should not be used without first consulting the DC/NC WordPress Guide or Sample Council Site.

This section includes:

- A. Global Styles ↪
- B. Flagship Sites ↪
- C. DC/NC Sites ↪

ULI WEBSITE STYLES | GLOBAL STYLES

The examples on this page show just two of the many ULI digital properties. However, all ULI websites should pull through brand styles and formatting.

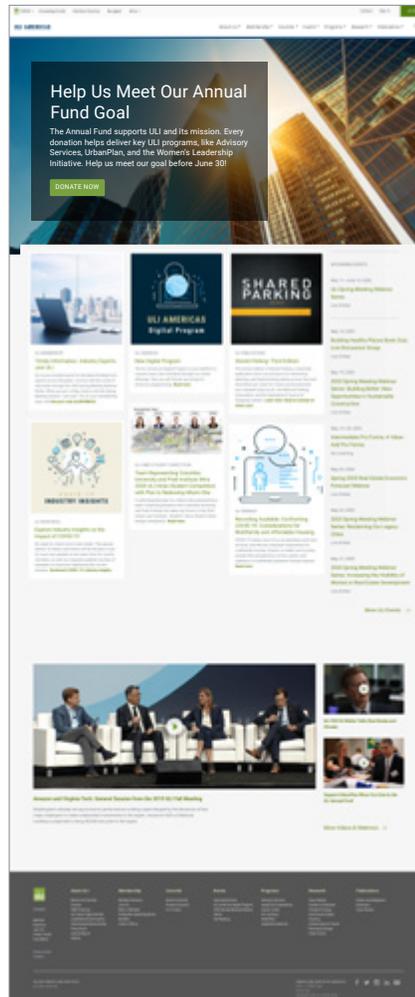
This includes:

- Font: websites use the [Roboto font](#).
- Colors: website elements and content use colors from the [ULI color palette](#). ULI Green is the primary color, used for CTA buttons and many titles.
- Photography: all photos must follow guidance provided in the [Photography section](#) of this guide. See the following pages for image specs.

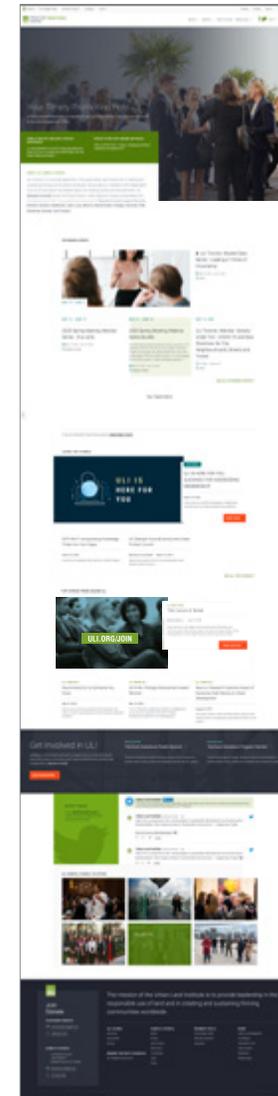
TEXT FORMATTING

- Site title (e.g., ULI Americas) uses bold ALL CAPS.
- All other titles (e.g., page names, event names) use Title Case.
- CTA buttons should be ALL CAPS.
- Body text is sentence case.

ULI Americas homepage



DC/NC homepage



ULI WEBSITE STYLES | FLAGSHIP SITES | Homepages

RECOMMENDED IMAGE SIZE: 1600 x 900 px

(To optimize imagery for all screen sizes, see [clear space guidelines for the Homepage](#))

ULI flagship homepages display a full-screen background image behind the primary message.

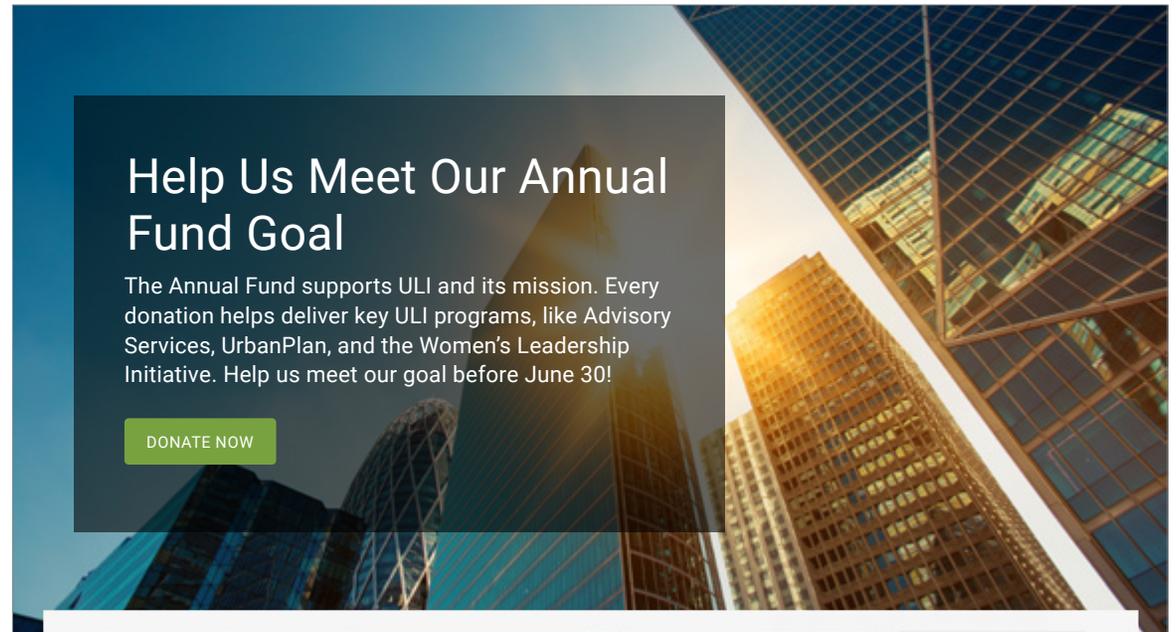
The ULI Americas flagship site homepage is shown on this page. The optimal image sizes shown are also applicable to both the ULI Europe and ULI Asia Pacific site homepages.

DO:

- Use images that are free of text
- Use images that follow guidance provided in the [Photography section](#) of this guide

DON'T:

- Use busy or complicated images that may disrupt the text box overlay



TIP: Don't use text on homepage graphics; it may get hidden behind secondary promotion blocks or cropped out on different screen sizes.

RECOMMENDED SIZE: 500 x 500 px

ULI WEBSITES | DC/NC SITES | Resources

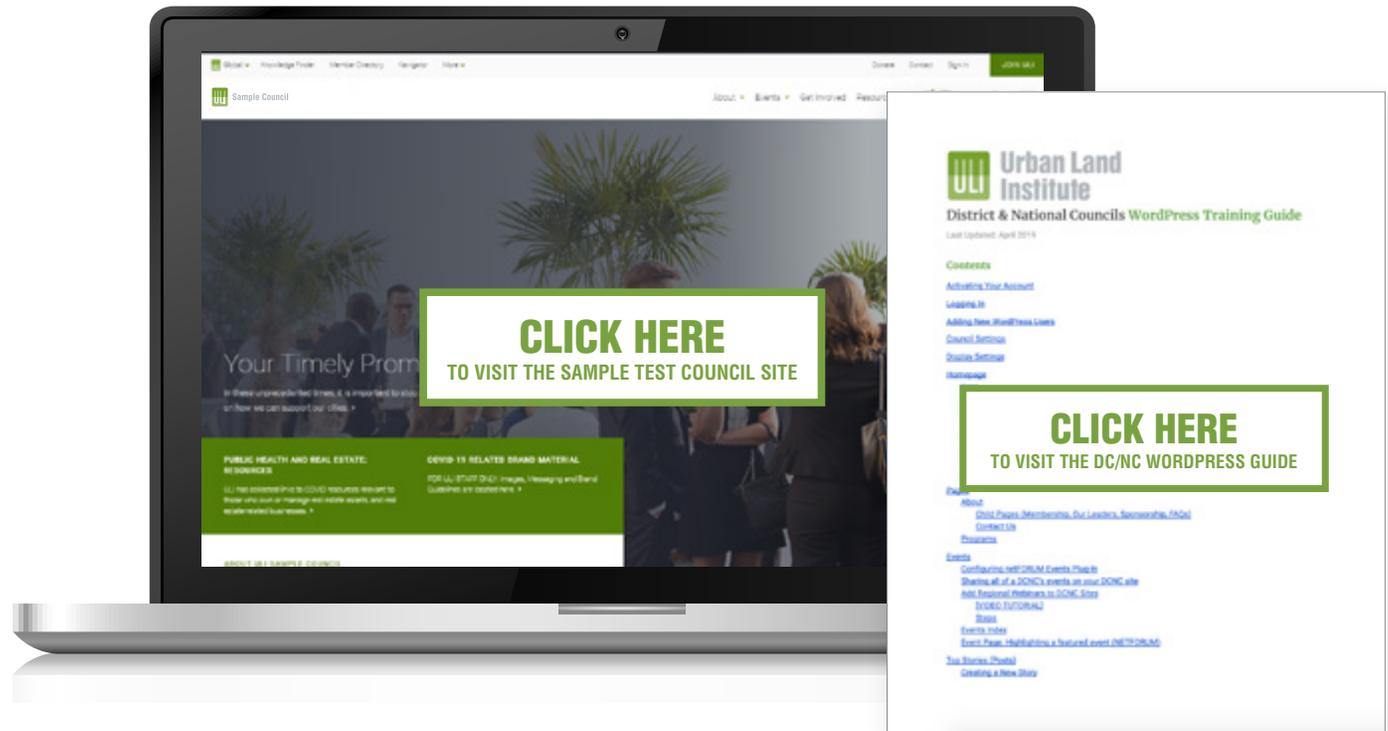
DC/NC WEBSITE RESOURCES

District and National Councils are responsible for managing and updating their websites.

For detailed programming instructions, refer to the [DC/NC WordPress Guide](#).

[ULI's Sample Council Site](#) is the visual companion of the [DC/NC WordPress Guide](#). The site shows how the various tools used to promote content on the DC/NC sites look and provides sample content that illustrates how to promote virtual events, leverage top stories, and more.

If you have any questions, please email websupport@uli.org.



DC/NC HOMEPAGE HERO

The “hero” section of the page is the main section immediately below the header (usually the section that is visible before a user scrolls).

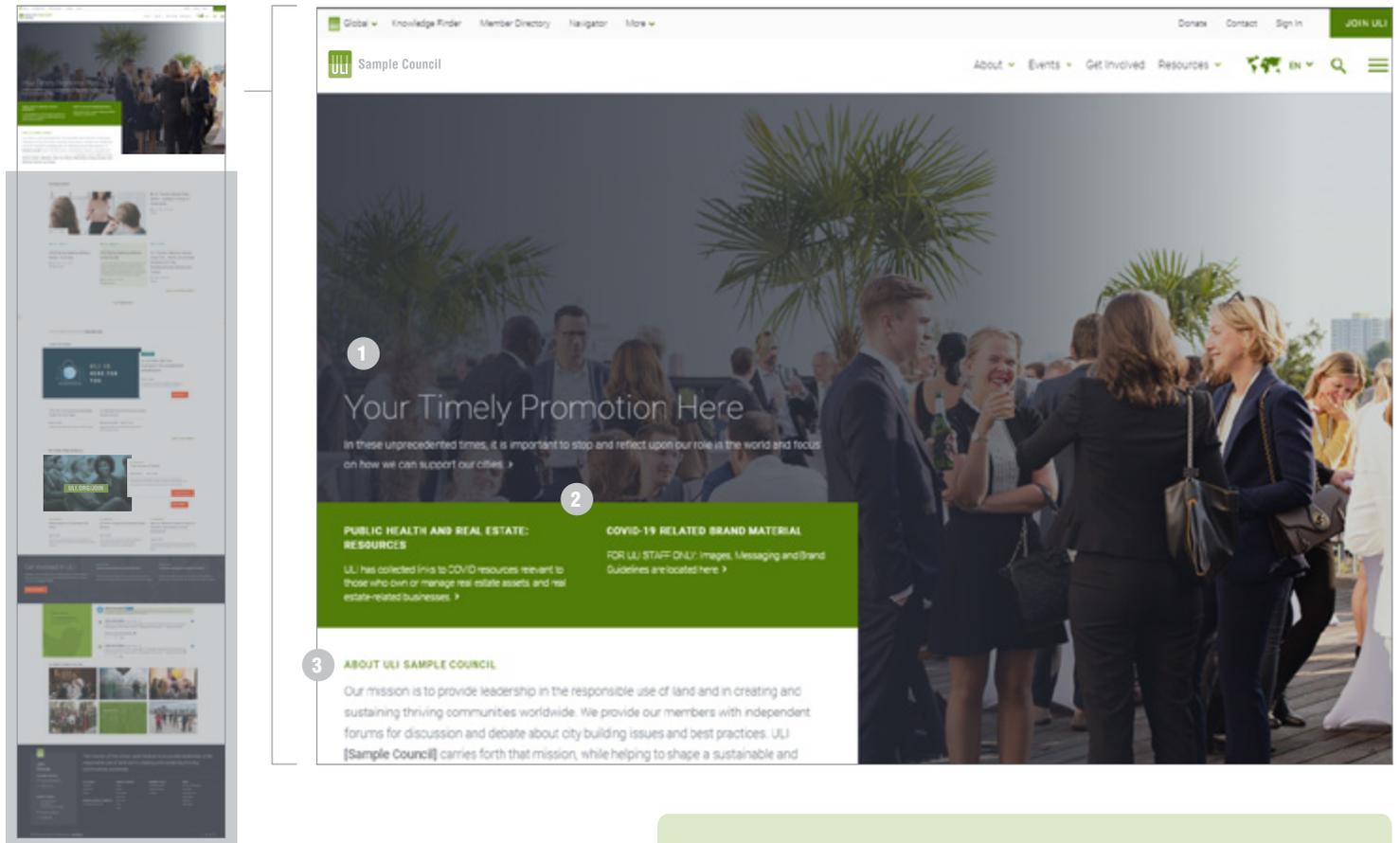
The hero content consists of:

- 1 a background image and primary promotion
- 2 up to two secondary promotions that appear in the green block
- 3 an “About” statement

The hero section of the [ULI Sample Council Site](#) homepage is shown on this page.

For more specific instructions on the homepage, please consult the [DC/NC Wordpress Guide](#).

PRIMARY PROMOTION | Background image (1600 x 900 px)



TIP: Don't use text on homepage graphics; it may get hidden behind secondary promotion blocks or cropped out on different screen sizes.

SIZE RECOMMENDATIONS

When selecting photography for the DC/NC homepage background, make sure to account for the text sections and boxes on the page.

Background image sizes for the DC/NC sites are shown on this page.

DO:

- Use images that are free of text
- Use images that follow guidance provided in the [Photography section](#) of this guide

DON'T:

- Use busy or complicated images that may disrupt the text box overlay
- Use images that feature text treatments that may interfere with the text overlay or secondary promotion boxes

PRIMARY PROMOTION | Background image (1600 x 900 px)



Important image elements should appear in the safe portion of the graphic.

ULI WEBSITES | DC/NC SITES | Homepage

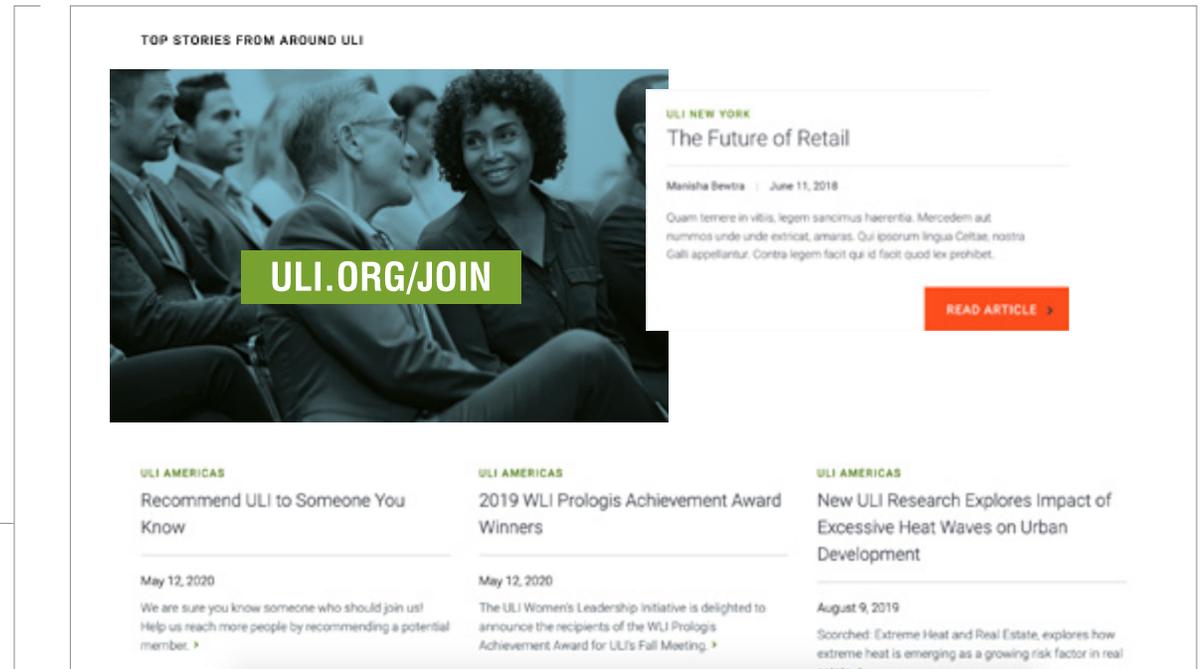
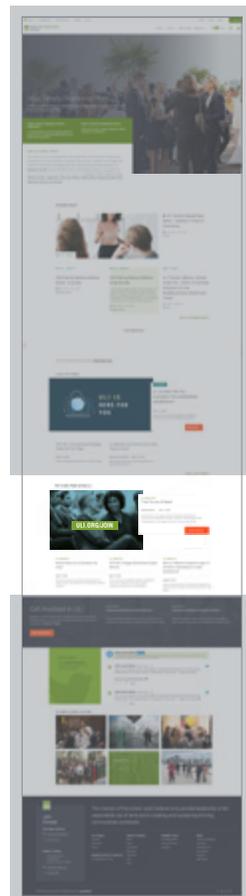
TOP STORIES FROM AROUND ULI

The Top Stories from Around ULI section is located toward the bottom of the homepage and is used by the regional membership and marketing teams to input content that may be relevant to DC/NCs.

This placement can display a photo or graphic. The image should relate to the content that appears next to it.

Instructions for turning on and off this feature on your DC/NC site can be found in the [DC/NC WordPress Guide](#).

TOP STORIES FROM AROUND ULI | Image size (1400 x 718 px)



TIP: Keep in mind responsive site features that may cause blocks of text to be cut off. Keep graphics simple with a direct CTA.

SIZE RECOMMENDATIONS

Web banner sizes for the DC/NC sites are shown on this page.

DO:

- Use images that contain limited or no text
- Use images that follow guidance provided in [Photography section](#) of this guide

DON'T:

- Use images that feature large blocks of text that could be cut off by the white text block on the right side of this feature

TOP STORIES FROM AROUND ULI | Image (1400 x 718 px)



ULI WEBSITES | DC/NC SITES | Homepage

UPCOMING EVENTS

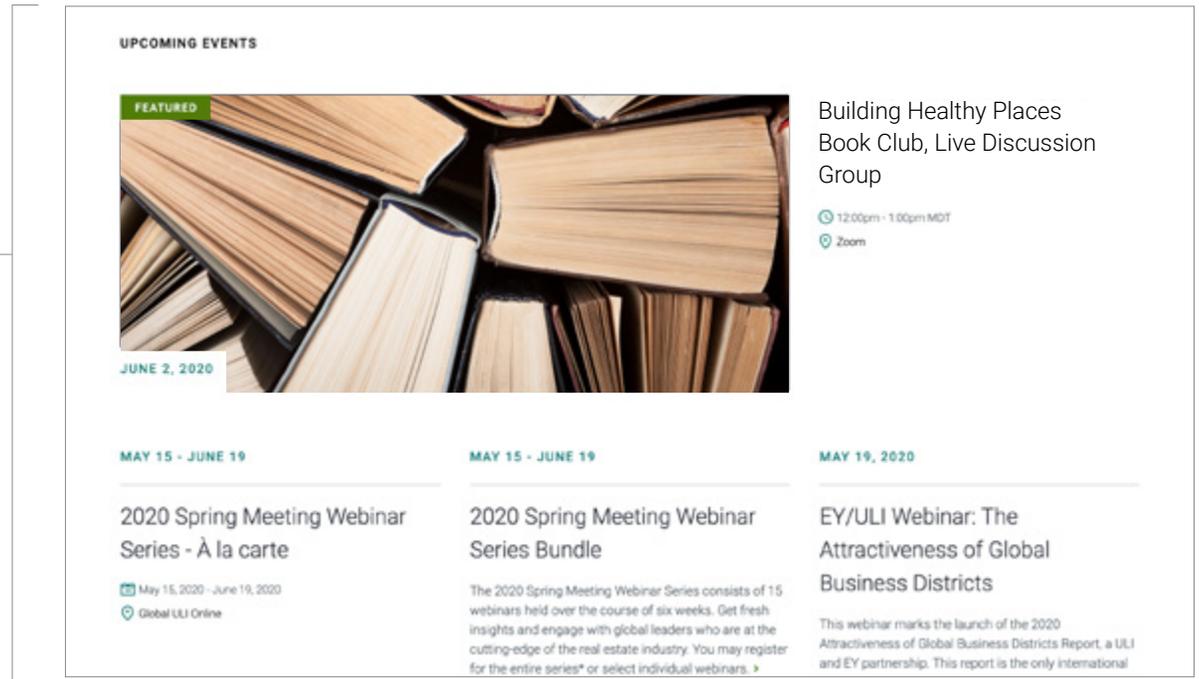
The Upcoming Events section on DC/NC homepages highlights upcoming events for members to take note of.

The placement can display a photo or graphic. The image should relate to the content that appears next to it.

The same event image will also appear on the [Event Calendar page](#) and the event's page header, so it must accommodate all placements.

Refer to the [Event Images page](#) for more information on recommended image size and clear space guidelines.

EVENT IMAGES | Image size (1400 x 400 px)



TIP: Keep graphics simple and free of text. Responsive screen features cause these images to be cropped differently depending on location.

ULI WEBSITES | DC/NC SITES | Event Calendar & Event Pages

A portion of the ULI Events Calendar page is shown on this page. The optimal sizes shown are also applicable to each District and National Council site's homepage.

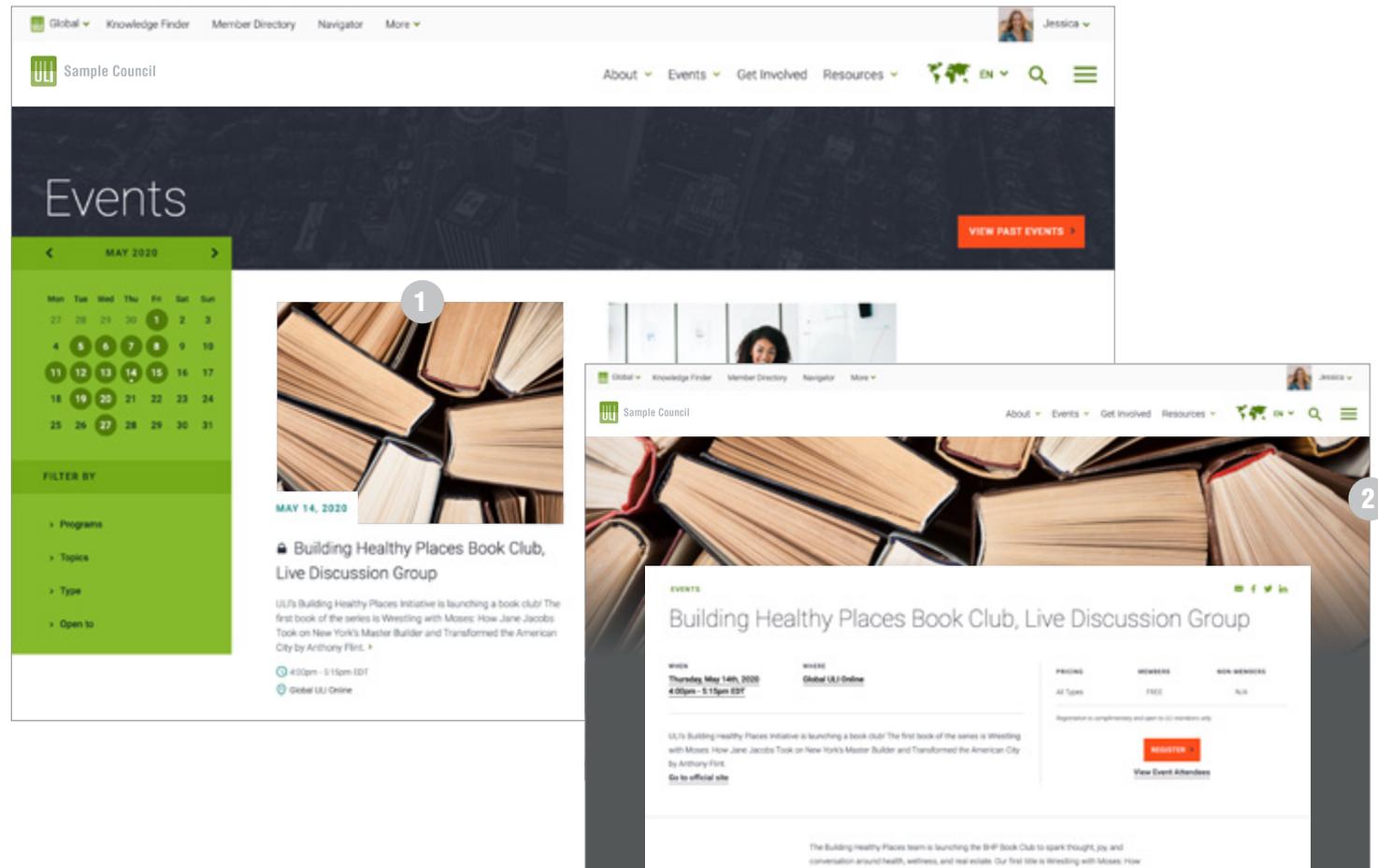
Events imagery consists of:

- 1 Event blocks
- 2 Event header

The same event block image will also appear on that event's page header. The event block image will be cropped differently at each of these locations, so the image should be flexible enough to use in different crops.

For more specific instructions on the Events page, please consult the [DC/NC WordPress Guide](#).

EVENT IMAGES | Image size (1400 x 400 px)



ULI WEBSITES | DC/NC SITES | Event Images

SIZE RECOMMENDATIONS

Web banner sizes for the ULI District and National Council sites are shown on this page.

The focus of the photo can be set in NetForum, but it is recommended that images remain clear of heavy text elements for optimal viewing on all placements.

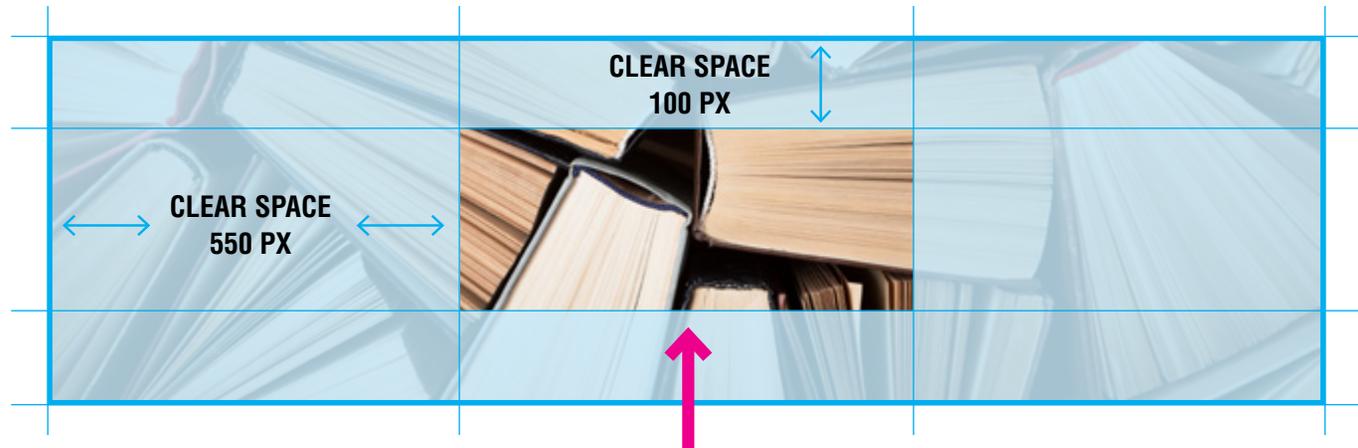
DO:

- Place images that are free of text
- Place images that follow guidance provided in the [Photography section](#) of this guide

DON'T:

- Place images that feature large blocks of text that could be cut off on different screen sizes

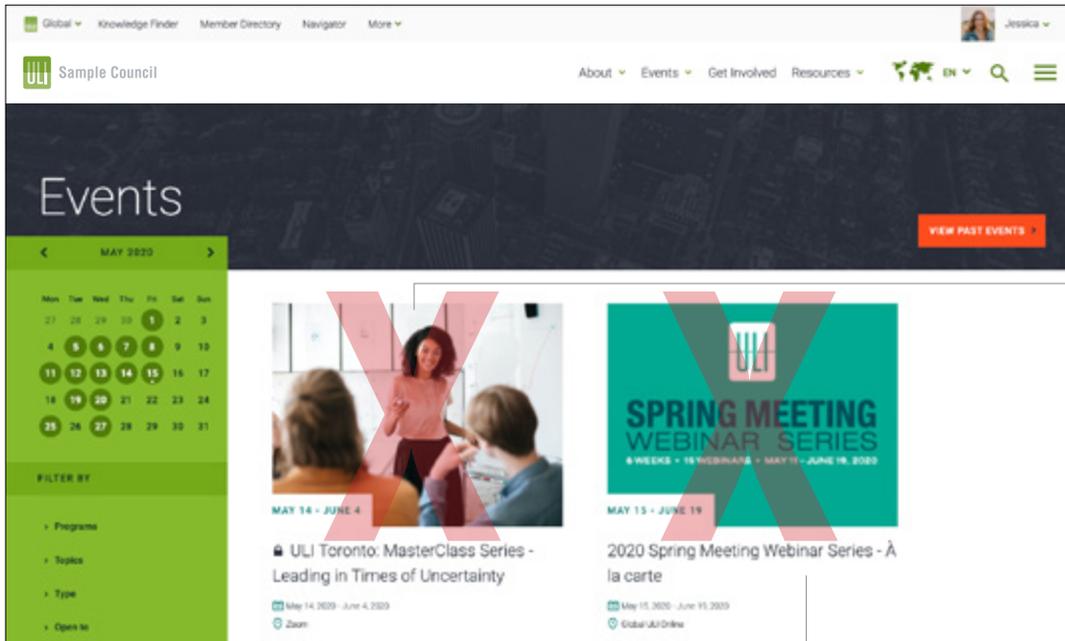
EVENT IMAGES | Image size (1400 x 400 px)



Important text and image elements should appear in the center of the graphic **if needed**. It is recommended that images be free of text.

TIP: Keep graphics simple and free of text. Clear-space guidelines do not guarantee that text will not be cut off on responsive screen sizes.

ULI WEBSITES | DC/NC SITES | Event Page DON'TS



DON'T use photos that focus on people; when presented in different crops on the different pages, the subjects' heads or body parts can be cut off



DON'T use photos with text on them; when presented in different crops on the different pages, the words can be cut off, losing the meaning of your message

TIP: For accessibility standards, it is recommended that images not feature text. Text shown in featured images will not be read by screen reading software.

Section 6

Print Collateral

This section includes:

- A. Flyers & Brochures [➤](#)
- B. Technical Assistance Panel Templates [➤](#)

Print Collateral

Flyers & Brochures

Printed flyers and brochures can be used to promote a ULI initiative or sponsorship opportunities. A variety of templates are available; this library is being continuously updated and expanded.

ULI FLYERS & BROCHURES | FLYERS

These flyer templates can be used to highlight programs, events, or DC/NC updates.

The designs are highly customizable and can include:

- Charts to compare multiple ideas in a digestible way
- Icons to help illustrate ideas without a large amount of text
- Images to set the tone and provide visual balance on the page
- Pull quotes to highlight an important idea
- Color blocks to differentiate between ideas



CLICK HERE
TO BROWSE THE TEMPLATE LIBRARY

ULI FLYERS & BROCHURES | BROCHURES | Sponsorship

These brochure templates promote the benefits of sponsorship to potential partners.

SPONSORSHIP OPPORTUNITIES

At vero eos et accusamus et iusto odio dignissimos ducimus qui blanditiis praesentium voluptatum deleniti atque corrupti quos dolores et quas molestias excepturi sint occaecati cupiditate non provident.



D SPONSOR	E SPONSOR	F SPONSOR
☑	NA	☑
☑	NA	NA
☑	NA	☑
☑	NA	NA
NA	NA	NA
☑	NA	☑
☑	NA	NA
☑	NA	☑
☑	NA	NA
NA	NA	NA

SPONSORSHIP OPPORTUNITIES

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Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor



Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor



Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor


houston.uli.org

SPONSORSHIP OPPORTUNITIES

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houston.uli.org



SPONSORSHIP OPPORTUNITIES

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45,000+ email distribution list recipients



500+ Average individual webinar attendance



300,000+ Social media following across 4 platforms

D SPONSOR	E SPONSOR	F SPONSOR
☑	NA	☑
NA	☑	NA
☑	☑	☑
☑	NA	NA
NA	NA	NA
☑	NA	☑
☑	☑	NA
NA	NA	☑
☑	☑	NA
NA	NA	NA


SAMUS ET IUSTO ODIO

CLICK HERE
TO BROWSE THE TEMPLATE LIBRARY

Print Collateral

Technical Assistance Panel Templates

Designed to provide direct assistance to communities by addressing challenging land use and real estate issues, technical assistance panels (TAPs) draw on local expertise to solve uniquely local challenges. A TAP convenes a group of experts in a city, explores an issue, and delivers its findings in a final presentation and report.

This section details branding and messaging options for TAPs in order to convey the panels and findings in a way that promotes ULI's expertise.

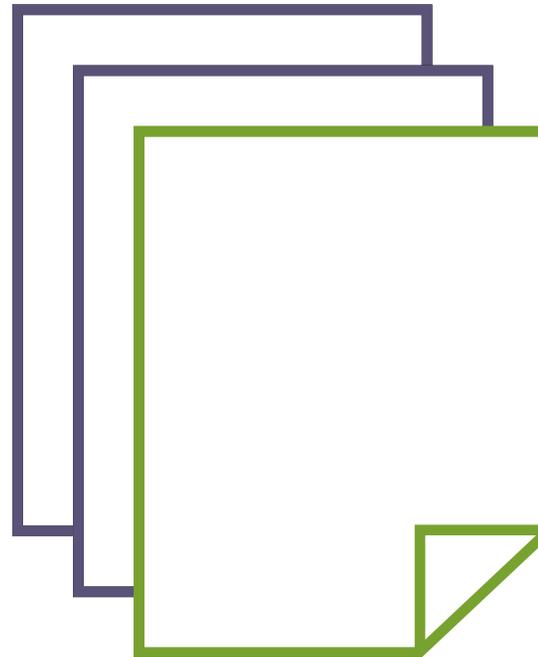
This section includes:

- A. TAP Definitions & Messaging ↗
- B. TAP Report Template Guide ↗
- C. TAP Flyers ↗
- D. TAP Social Media ↗
- E. TAP Email Banners ↗

ULI TAPs | TAP DEFINITIONS & MESSAGING

DEFINITIONS

- “TAP” refers to the technical assistance panel itself, not the deliverables produced by the panel.
- The report produced by the panel is a TAP report.
- When spelled out within the report, “technical assistance panel” is not capitalized, because it is not a ULI program unlike Advisory Services for instance. However, when used in marketing in promotional materials uppercase “Technical Assistance Panel” is appropriate.
- The plural of TAP is TAPs (lowercase “s”).



CLICK HERE TO ACCESS
TAP MESSAGING & SAMPLE REPORTS

ULI TAPs | TAP REPORT TEMPLATE GUIDE

TAP reports can be designed using one of three available templates. Each template supports the same types of content with different designs and styles.

A TAP template user guide is available with directions for customizing each template.

CLICK HERE
TO ACCESS THE TAP REPORT
TEMPLATE GUIDE



ULI TAPs | FLYERS

TAP FLYERS

Text should speak to what a TAP is, the benefits of TAPs, and the assistance they provide to communities.

TAP flyer templates with further instructions are available for download.

CLICK HERE
TO BROWSE THE TEMPLATE LIBRARY

TIP: When possible, use a flyer design that matches the TAP report style. This creates consistency and strengthens the ULI association with the work.

Washington DC

TECHNICAL ASSISTANCE PANELS (TAPs)

Since 1948, technical Assistance Panels have enabled the Urban Land Institute to provide direct assistance to communities by leveraging our members' expertise to address challenging land use and real estate issues. TAPs are one of a series of products offered under the ULI Assistance Services Program designed to be run and implemented by District Councils.

USING LOCAL EXPERTISE TO SOLVE UNIQUELY LOCAL CHALLENGES

ULI Washington brings an unbiased, market-based perspective to your development/land use challenge. We assemble a panel of high-level land use and real estate professionals specifically selected for their expertise relating to the TAP assignment. Our panel can tell you what kinds of development you can realistically expect and what tools you might use to attract the development you want.

WHY HOST A TAP?

- You could benefit from an outside perspective.
- You may be introduced to new opportunities or partners such as a government funding program or investor who has been involved in similar projects.
- A project that has been through the TAP process may make the project more valuable than it otherwise would have been.
- You may find it easier to gain regulatory approvals and/or attract capital, so it will have the TAP report as backup or proof of concept.

TAPS BY THE NUMBERS

- 1 DAY
- 5 INDUSTRY EXPERTS
- 1 PRESENTATION
- 1 REPORT
- \$10,000

Founded in 1948, is an organization in the responsible planning, serving 42,000+ members, architect of land.

Insisted by both public and 42 use expertise.

LET TAPS HELP YOU BUILD YOUR SUCCESS STORY
CONTACT US AT 240-487-1919 | WASHINGTON@ULI.ORG | WASHINGTON.ULI.ORG

5 ULI summarizes conclusions and next steps in a report.

6 Panels work on the problem and conclude with a presentation of their findings.

7 ULI works with you to develop the project schedule and identify the information the panel will need to inform their work.

assignment, I thought this was an east-west problem. But now, I fully appreciate the north-south nature of this challenge."

JANE DOE
ORGANIZATION
TITLE, LOCATION

LET TAPS HELP YOU BUILD YOUR SUCCESS STORY
CONTACT US AT 240-487-1919 | WASHINGTON@ULI.ORG | WASHINGTON.ULI.ORG

Washington DC

TECHNICAL ASSISTANCE PANELS (TAPs)

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Using local expertise to solve uniquely local challenges

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Why Host a TAP?

- You could benefit from an outside perspective.
- You may be introduced to new opportunities or partners such as a government funding program or investor who has been involved in similar projects.
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JANE DOE
ORGANIZATION
TITLE, LOCATION

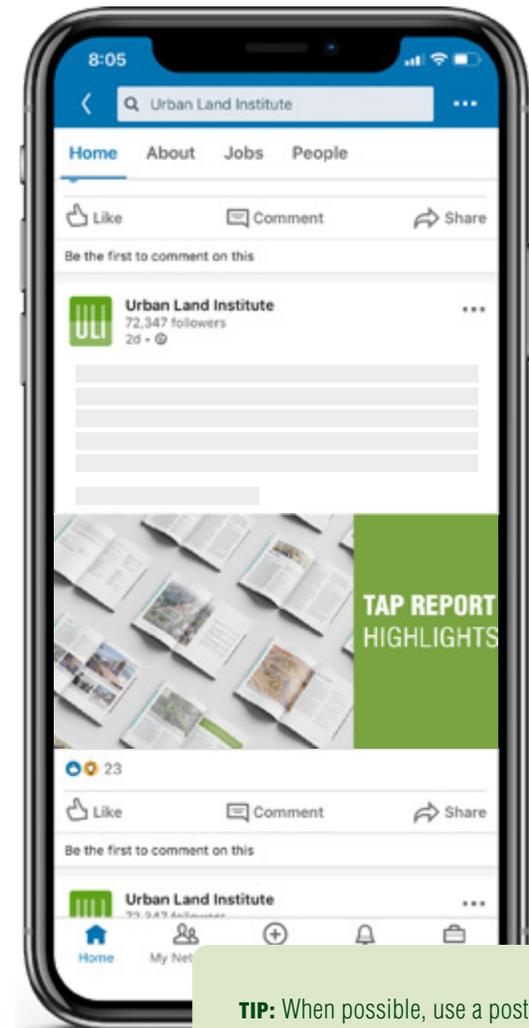
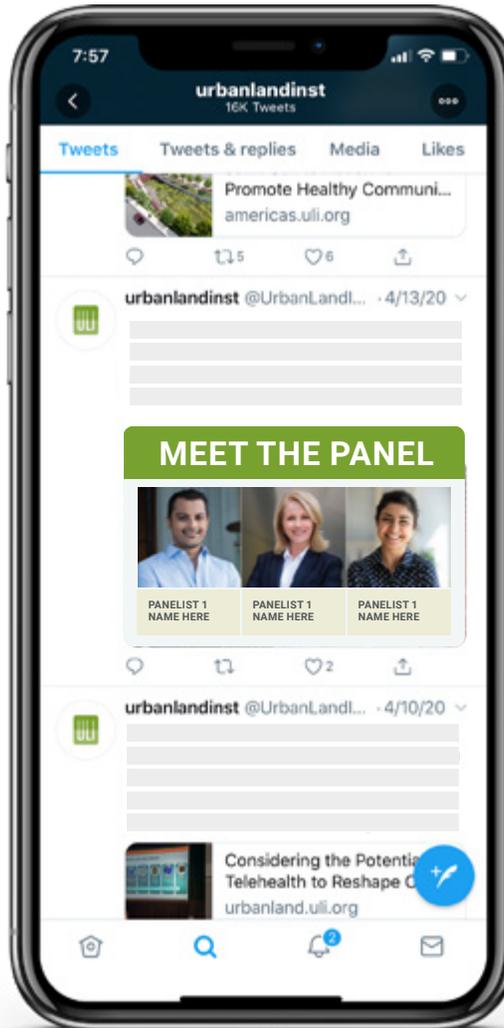
LET TAPS HELP YOU BUILD YOUR SUCCESS STORY
CONTACT US AT 240-487-1919 | WASHINGTON@ULI.ORG | WASHINGTON.ULI.ORG

ULI TAPs | SOCIAL MEDIA

When posting about TAPs on social media, use samples from the [TAP messaging document](#).

Posts should be accompanied by a visual showcasing the report or panel. Social templates for TAP promotion are available at the link below.

CLICK HERE
TO BROWSE THE TEMPLATE LIBRARY



TIP: When possible, use a post design that matches the TAP report style or colors.

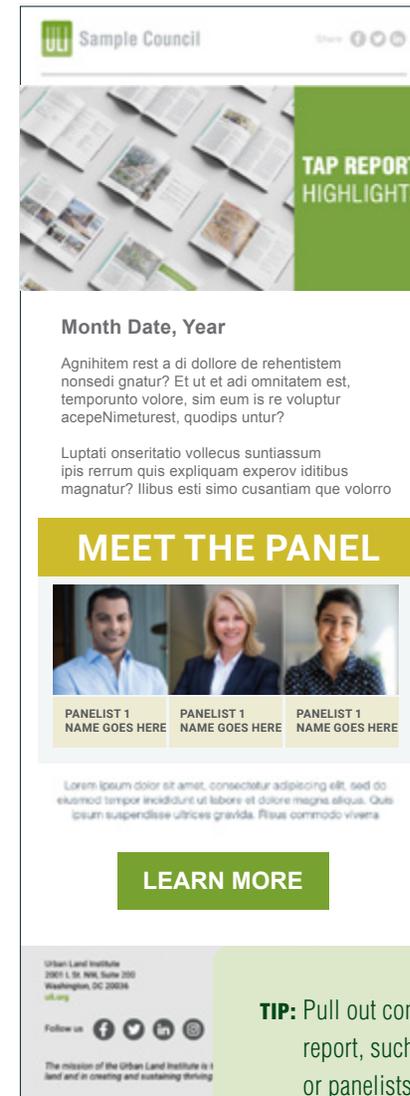
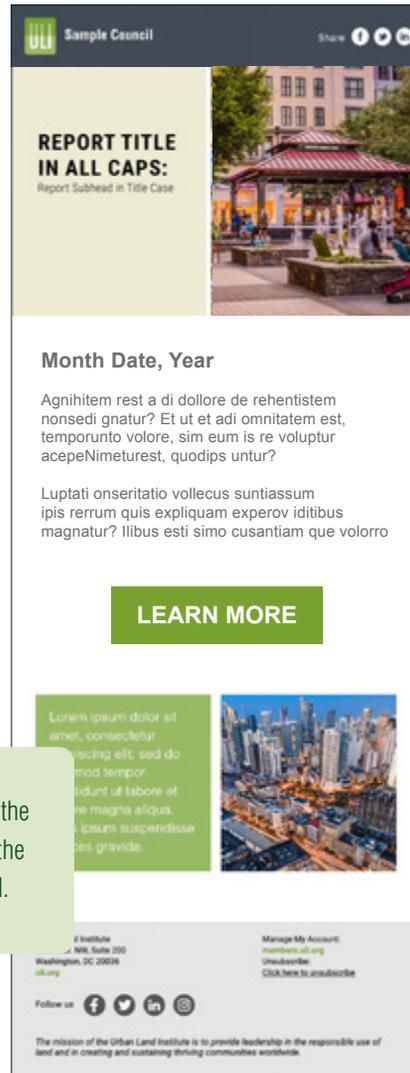
ULI TAPs | EMAIL BANNERS

It's a good idea to promote a TAP report to DC/NC members via email. ULI email templates for these emails (see the [Email section](#)).

Emails should be accompanied by a visual showcasing the report or panel. Email banner templates for TAP promotion are available at the link below.

CLICK HERE
TO BROWSE THE TEMPLATE LIBRARY

TIP: Pull colors and styles into the email template that match the TAP report being promoted.



TIP: Pull out content from the TAP report, such as pull quotes or panelists, to include as secondary email content.

Section 7

Events

This section includes:

- A. Best Practices 
- B. Signage Templates 
- C. Sample Event Setups 

ULI EVENTS | BEST PRACTICES

HOW TO BRAND EVENTS

Events offer an excellent opportunity to drive brand awareness and engagement.

When planning an event, keep the following best practices in mind in order to promote the ULI brand:

- Make sure all event signage follows a consistent and cohesive color scheme and typographic treatment. Signs in different spaces or use cases should all feel connected to each other and to the brand.
- Consider what attendees will be able to see in a crowded space. Logos and important messages should be at eye level or above.
- Place signage in locations so that it may appear in event photography. This includes on stage, in networking spaces, etc.
- Wayfinding signage is primarily for communicating essential event information or directions. Branding should never distract from this information; instead, brand elements should support the message via fonts and color.
- When possible, always add branding on podiums.

ULI EVENTS | SIGNAGE TEMPLATES

Signage enhances the event experience for attendees and is a good way to keep the brand top-of-mind for attendees.

Brand fonts, colors, and one of the [approved ULI Logo variations](#) should be used prominently.

The templates can be customized based on your event. Colors can be changed to coordinate with your chosen event colors. Some items are also available for purchase online at the ULI Store.



CLICK HERE
TO VISIT THE ULI STORE

TIP: Keep all text at least 6 inches away from the bottom of pop up banners to avoid being cut off.

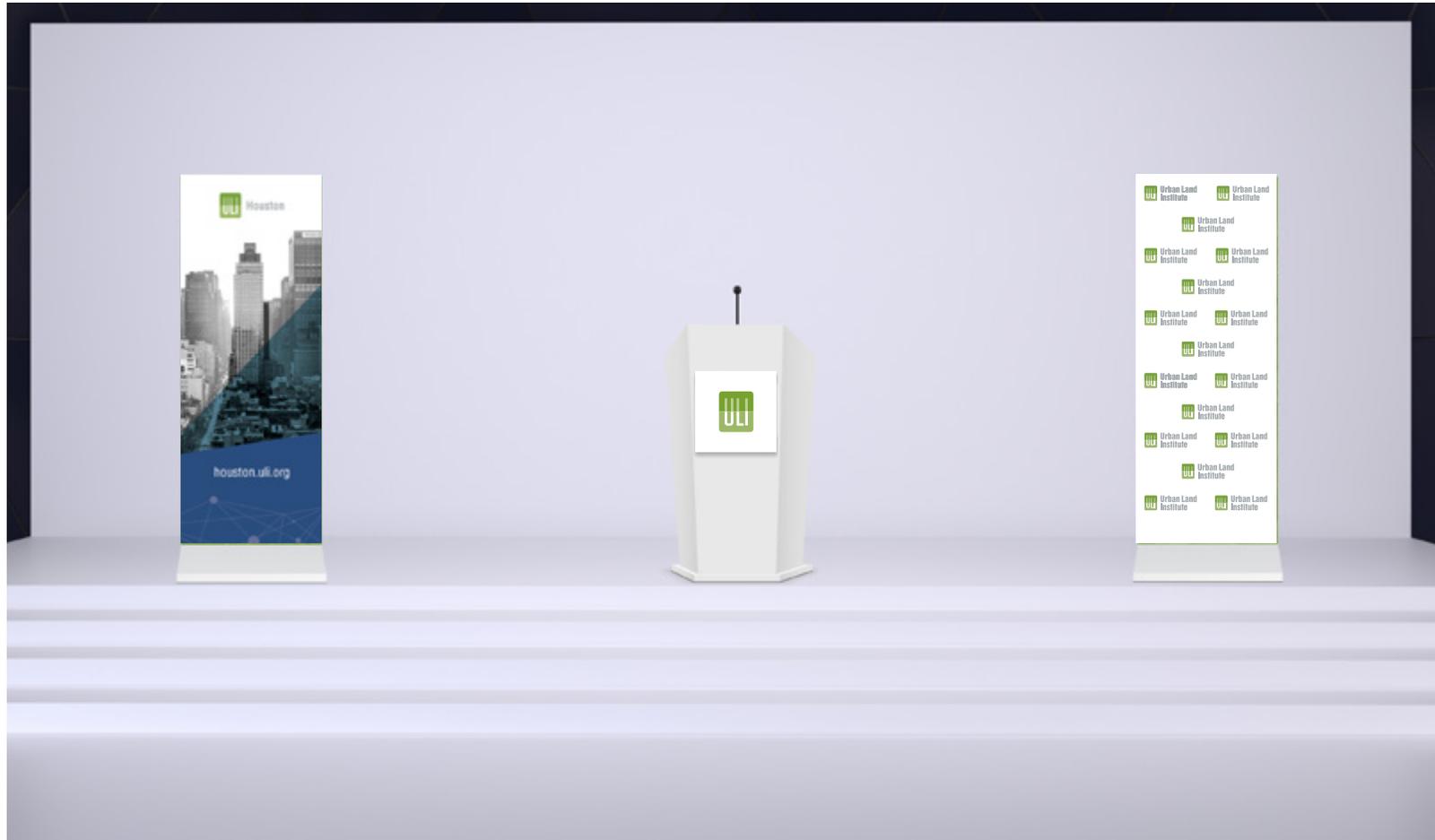
CLICK HERE
TO BROWSE THE FULL TEMPLATE LIBRARY

Events

Sample Event Setups

This section includes example setups that pull through brand elements in a cohesive way.

ULI EVENTS | SAMPLE EVENT SETUPS



ULI EVENTS | SAMPLE EVENT SETUPS



ULI EVENTS | SAMPLE EVENT SETUPS



Section 8

Membership

This section includes:

- A. Messaging ↗
- B. Color ↗
- C. Digital Channels ↗
- D. Print Collateral ↗

ULI MEMBERSHIP | MESSAGING

ABOUT ULI MEMBERSHIP

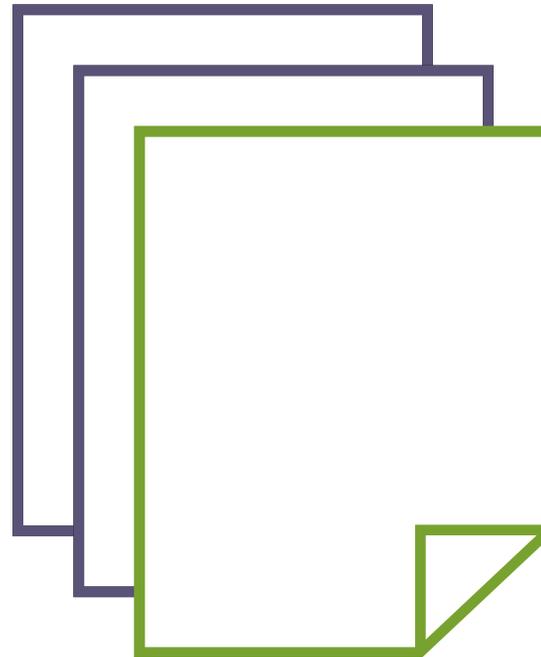
By joining the Urban Land Institute, you become part of the largest independent global network of cross-disciplinary real estate and land use experts, dedicated to one mission—providing leadership in the responsible use of land and in creating and sustaining thriving communities worldwide.

MEMBERSHIP MESSAGING

ULI membership messaging should promote the benefits of membership and inspire people to join the organization.

Messaging should highlight the access, expertise, and opportunities that come with membership. It also should lean into the breadth of the global community and the promise of being part of a prestigious network of leaders in the real estate and land use space.

The call to action in membership messaging is “Join ULI.”



CLICK HERE TO ACCESS
MESSAGING & SAMPLE CONTENT

MEMBERSHIP IS MEANINGFUL FOR:

ACADEMICS

ARCHITECTS

ATTORNEYS

BROKERS

BUILDERS

CONSULTANTS

DEVELOPERS

ENGINEERS

FINANCE PROFESSIONALS

INVESTORS

LANDOWNERS

LAWYERS

PUBLIC OFFICIALS

STUDENTS

URBAN PLANNERS

AND MORE . . .

Helvetica LT Std
Black Condensed
ALL CAPS
ULI Green

**MEMBERS MAKE THIS A
MEANINGFUL NETWORK**

**TOGETHER WE SHARE
INSIGHTS INTO WHAT
DEFINES TOMORROW**

**JOIN OVER 45,000
MEMBERS WORLDWIDE**

**GLOBAL CONNECTIONS
WITH LOCAL IMPACT**

ULI MEMBERSHIP | **MESSAGING** | Facts and Figures



1936

FOUNDED BY
ITS MEMBERS



90+

LOCAL
OFFICES



45,000+

MEMBERS
WORLDWIDE



2,000+

ANNUAL LOCAL AND
GLOBAL EVENTS



80+

COUNTRIES
REPRESENTED

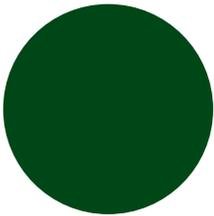


10,000+

CONTENT
RESOURCES

ULI MEMBERSHIP | COLOR

PRIMARY

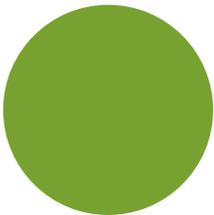


EMERALD

CMYK: 80, 19, 100, 67

RGB: 0, 71, 23

HEX: #004617



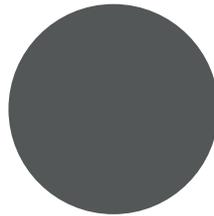
ULI GREEN

CMYK: 45, 0, 100, 24

RGB: 120, 162, 47

HEX: #78A22F

SECONDARY

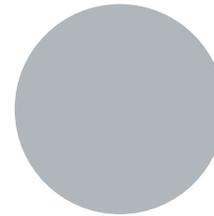


SLATE

CMYK: 66, 56, 54, 29

RGB: 84, 87, 89

HEX: #535658

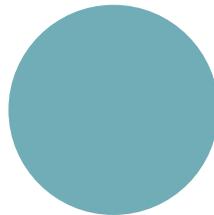


ULI GRAY

CMYK: 3, 0, 0, 32

RGB: 176, 183, 188

HEX: #B0B7BC



CADET BLUE

CMYK: 47, 4, 16, 16

RGB: 113, 174, 183

HEX: #71adb7

ULI MEMBERSHIP | DIGITAL CHANNELS | Email Banners

Membership email banners can be used and featured in any ULI email template. See the [Email section](#) for more detail.

A few examples of email banners from the full membership banner library are shown on this page. More may be added over time.

CLICK HERE
TO BROWSE THE FULL BANNER LIBRARY


Share   

TOGETHER WE SHARE INSIGHTS INTO WHAT DEFINES TOMORROW

ULI.ORG/JOIN

Join Over 45,000 Members Worldwide

ULI Southeast Florida/Caribbean achieves its influence through our members' volunteer leadership and participation on various committees, local initiative councils, and programs that are the foundation of the District Council's work. Members support and drive our programming efforts, educational forums, public outreach, and the sharing of best practices in responsible land use in the region.

JOIN ULI



Title/Speaker Name
Company details here
Lorem ipsum dolor sit amet,
consectetur adipiscing elit. Morbi
facilisis purus augue, sed suscipit
arcu. Pellentesque sem risus,
sagittis eget interdum sed, tempus
eget tortor.
Maecenas tristique eros ullamcorper
eros molestie quis sagittis ipsum.

REGISTER NOW

Urban Land Institute
2001 L St. NW, Suite 200
Washington, DC 20036
uli.org

Manage My Account:
members.uli.org
Unsubscribe:
[Click here to unsubscribe](#)

Follow us






The mission of the Urban Land Institute is to provide leadership in the responsible use of land and in creating and sustaining thriving communities worldwide.



MEMBERS MAKE THIS A MEANINGFUL NETWORK

GLOBAL CONNECTIONS WITH LOCAL IMPACT

ULI.ORG/JOIN



TOGETHER WE SHARE INSIGHTS INTO WHAT DEFINES TOMORROW

ULI.ORG/JOIN

JOIN OVER 45,000 MEMBERS WORLDWIDE

ULI.ORG/JOIN



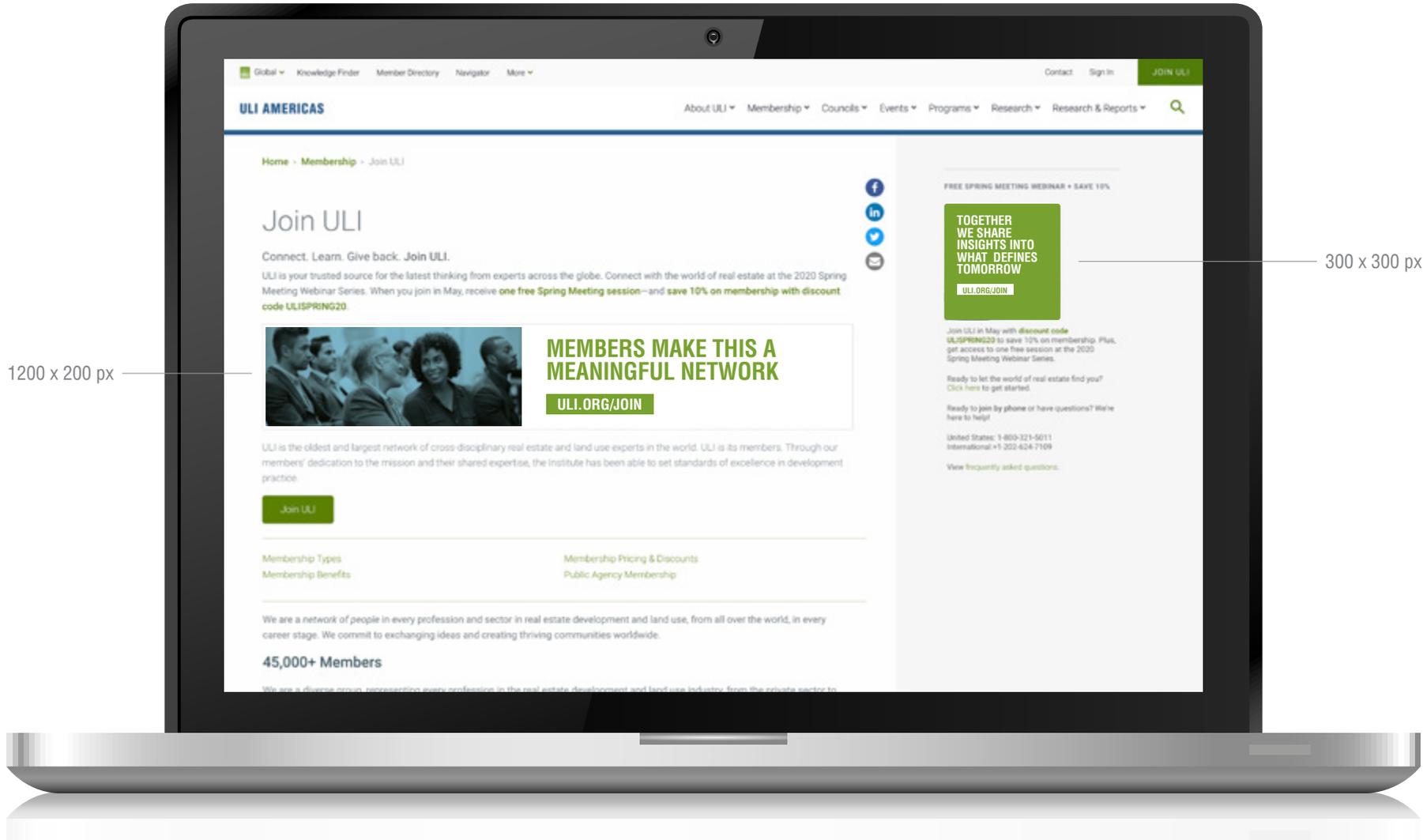
ULI MEMBERSHIP | DIGITAL CHANNELS | Social Media



CLICK HERE
TO BROWSE THE SOCIAL MEDIA IMAGE LIBRARY



ULI MEMBERSHIP | DIGITAL CHANNELS | ULI Americas Website Placements



1200 x 200 px

300 x 300 px

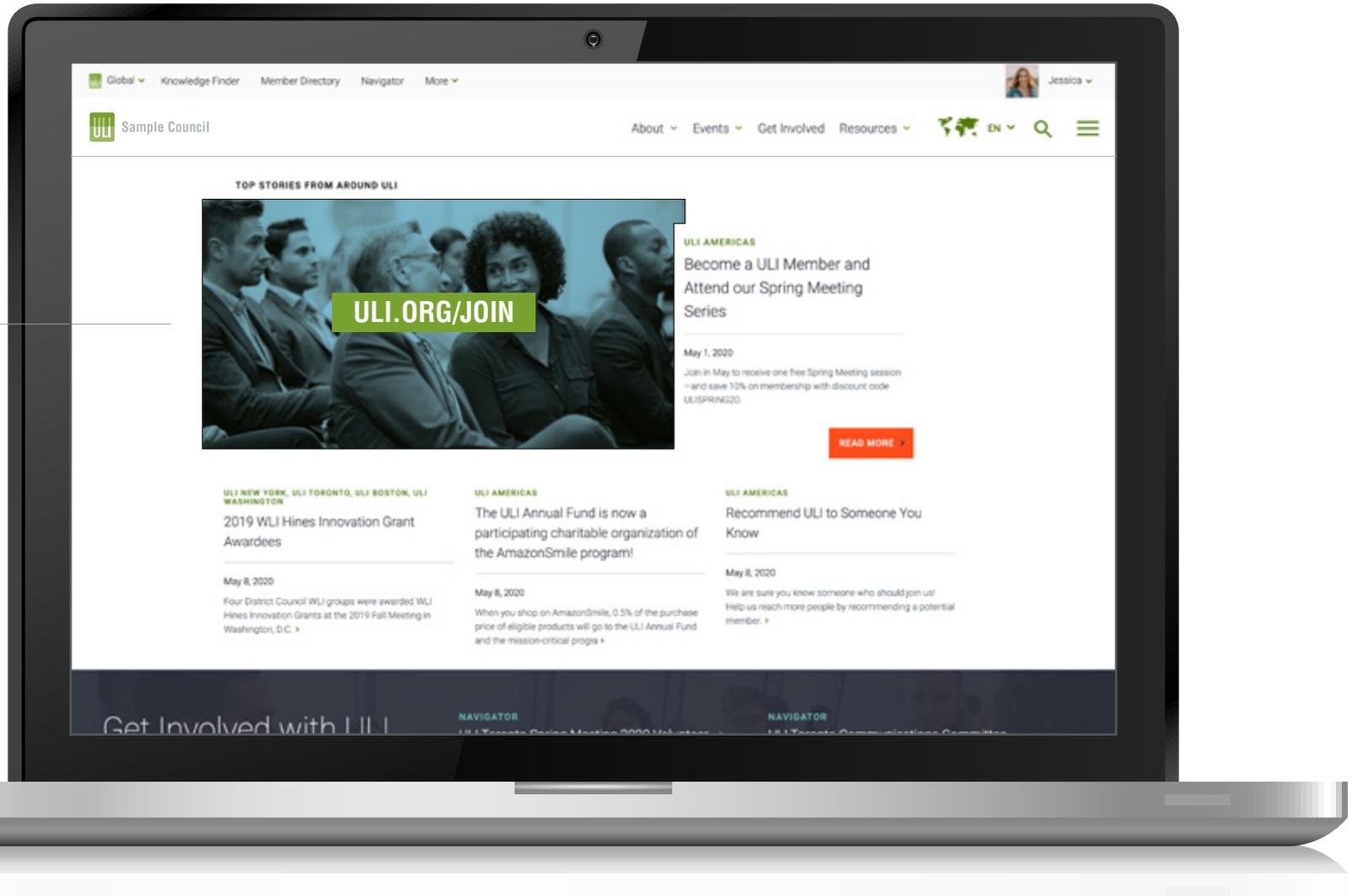


ULI MEMBERSHIP | DIGITAL CHANNELS | DC/NC Website Placements

1400 x 718 px

Keep in mind responsive site features that may cause blocks of text to be cut off

Keep graphics simple, with a direct CTA



ULI MEMBERSHIP | PRINT COLLATERAL | Flyer

This 2-sided letter-size flyer provides an at-a-glance look at membership benefits and pricing. The flyer is available for print or digital download, and can be customized by DC/NCs if desired.

**CLICK HERE
TO BROWSE FLYER OPTIONS**



MEMBERS MAKE THIS A MEANINGFUL NETWORK.

TOGETHER WE SHARE INSIGHTS INTO WHAT DEFINES TOMORROW.

By joining the Urban Land Institute you become part of the largest independent global network of cross-disciplinary real estate and land use experts, dedicated to one mission:

Providing leadership in the responsible use of land and in creating and sustaining thriving communities worldwide.

45,000+ MEMBERS WORLDWIDE

80+ COUNTRIES REPRESENTED

BUILD RELATIONSHIPS
Connect with industry leaders and discover a vital global business network. At ULI, we harness the expertise and drive of our members to share experience-based lessons learned.

GET INVOLVED
Gain industry recognition, share best practices, or guide the next generation when you become part of the ULI network. Your participation will create long-term relationships that benefit you both professionally and personally.

STAY INFORMED
Find inspiration and guidance through conferences, webinars, reports, case studies, and more with our online global real estate library. We aim to help members gain true insight into how we can best create our most promising future.

AT ULI, YOU SHAPE THE FUTURE

ULI.ORG/JOIN



BENEFITS

	ASSOCIATE	FULL
Connections to 45,000+ members	✓	✓
Local and national opportunities on Navigator	✓	✓
Access to Knowledge Finder, ULI's leading global real estate library	✓	✓
Special savings on local District Council events	✓	✓
ULI Fall Meeting reduced member rate	✓	✓
Urban Land magazine print subscription	✓	✓
Complimentary members-only webinars	✓	✓
Product Councils and forums eligibility		✓
Voting privileges and ULI leadership consideration		✓
Exclusive access to Full Member content, events, and webinars		✓
Invitation to annual Spring Meeting designed for senior executives		✓
Dedicated Customer Service support		✓

ASSOCIATE MEMBERSHIP	Monthly \$41	Annually \$492
Young Professional (Under 35) 50% savings	\$20	\$240
Government, Nonprofit, and Academia 50% savings	\$20	\$240
Student 70% savings	\$10	\$120

FULL MEMBERSHIP	Monthly \$102	Annually \$1,220
Young Professional (Under 35) 50% savings	\$51	\$610
Government, Nonprofit, and Academia 70% savings	\$26	\$305

INTERESTED IN A GROUP MEMBERSHIP?

ULI offers several ways for organizations—including corporations, government agencies, accredited universities, and nonprofit organizations—to join at a special member rate. Contact us to learn more about eligibility and pricing at membership@uli.org

ULI.ORG/JOIN



Front cover

Samples of inside spreads



"For me, ULI is the best platform when you want to hear different voices about urban challenges and building better communities."

The organization connects all sectors of the industry, both private and public. And the conversations frequently lead to meaningful solutions to our most pressing development issues."



Leslie Woo, Toronto, ON
Chief Development Officer, Metrolinx



ULI MEMBERSHIP | PRINT COLLATERAL | Brochure Insert

This 2-sided insert is placed in the back of the membership brochure. It provides an at-a-glance look at membership features.

This insert varies by region but cannot be customized by DC/NCs.

CLICK HERE
TO DOWNLOAD REGIONAL INSERTS

Front

Back

BENEFITS	ASSOCIATE	FULL
Connections to 45,000+ members	✓	✓
Local and national opportunities on Navigator	✓	✓
Access Knowledge Finder, ULI's leading global real estate library	✓	✓
Special savings on local District Council events	✓	✓
ULI Fall Meeting reduced member rate	✓	✓
Urban Land/magazine print subscription	✓	✓
Complimentary members-only webinars	✓	✓
Product Councils and Forums eligibility		✓
Voting privileges and ULI leadership consideration		✓
Exclusive access to Full Member content, events, and webinars		✓
Invitation to annual Spring Meeting designed for senior executives		✓

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Contact us to learn more about eligibility and pricing at membership@uli.org.

A ULI membership is based on a 12-month contract. Members have flexible payment options such as renewing automatically or paying on a monthly plan.

ULI MEMBERSHIP | PRINT COLLATERAL | Brochure Insert Template for DC/NCs

The DC/NC can customize the body copy of this brochure insert.

It's a good idea to update this section regularly to highlight key initiatives, events, or local news.

The insert header and URL section cannot be customized.

CLICK HERE
TO DOWNLOAD THE INSERT TEMPLATE

Brochure size:
W: 3.5 in. (90 mm) wide
H: 6.3 in. (160 mm) high

Recommended paper:
80 lb cover stock

ULI SAN FRANCISCO

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

**VISIT
ULI.ORG/JOIN**

DC/NC name: ALL CAPS
Helvetica LT Std
Black Condensed
ULI Green

400 characters or less

Body copy: Sentence case
Helvetica LT Std
Light Condensed
10 pt

NOTE: If Helvetica is unavailable, please contact the [Brand team](#) for assistance in designing an insert specific to your DC/NC.

Resources

This section includes:

- A. File Types and How to Use Them [➤](#)
- B. Contacting Support [➤](#)

ULI RESOURCES | FILE TYPES

This chart conveys when to use various file types and which purposes they best serve.

When printing, all images must be 300 dpi (dots per inch) in order to print clearly and without pixelation.

For web or screens, images always appear in 72 dpi.

Keep in mind that transparent file formats (e.g., .tifs in print and .pngs on web) are useful in placing objects on dark backgrounds, when used appropriately.

		PRINT (CMYK)	WEB/SCREENS (RGB)	PHOTOS	ILLUSTRATIONS	ANIMATED	TRANSPARENCY
RASTER	.jpg	✓ 300+ DPI	✓ 72 DPI	✓			
	.psd	✓		✓		✓	✓
	.tif	✓ 300+ DPI		✓			✓
	.gif		✓	✓	✓	✓	✓
	.png		✓ 72 DPI	✓			✓
VECTOR	.pdf	✓	✓		✓		✓
	.svg	✓	✓		✓	✓	✓
	.eps	✓			✓		✓
	.ai	✓			✓		✓

ULI RESOURCES | CONTACTING SUPPORT

For design assistance, feedback, or consultation, contact the Brand team.

CONTACT THE BRAND TEAM >

For web support, feedback, or consultation, or help with your DC/NC site, contact the Digital Marketing team.

CONTACT THE DIGITAL MARKETING TEAM >

If you have any questions about how to position and market your virtual programs, contact the Marketing team.

CONTACT THE MARKETING TEAM >

If you have any questions about email templates or email marketing, contact Real Magnet.

CONTACT REAL MAGNET HELP >

If you have any questions about social media templates, Hootsuite, or paid ads, contact the Social Media team.

CONTACT THE SOCIAL MEDIA TEAM >

For help with membership retention or recruitment, contact the Membership team.

CONTACT THE MEMBERSHIP TEAM >

For help with Member Directory, Navigator, or Knowledge Finder, contact the Member Engagement team.

CONTACT THE MEMBER ENGAGEMENT TEAM >

Please allow two weeks' minimum lead-time on all requests.