

Use of Appraisal Institute Designations, Designation Emblems and Corporate Signature

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Introduction

The Appraisal Institute name, logo, designations and designation emblems are recognized worldwide for representing quality services. These trademarks serve the function of distinguishing the services of the Appraisal Institute and its members from those of our competitors. To help ensure that these trademarks continue to benefit the Appraisal Institute and its professionals, the Appraisal Institute has registered its name, logo, designations and designation emblems with the United States Patent and Trademark Office. These trademarks are the exclusive property of the Appraisal Institute.

To ensure that the Appraisal Institute and its members continue to receive the benefit of the goodwill established in the Appraisal Institute name and designations, Designated members, Candidates for Designation, Practicing Affiliates and Affiliates must use the trademarks properly. By doing so, the image of the Appraisal Institute and its members will be reinforced in the minds of the public and users of their services. Consistent and proper use of these trademarks will also enhance the organization's ability to take action against nonmembers who use the Appraisal Institute name and designations.

The following summarizes the proper use of the Appraisal Institute name, logo, designations and designation emblems on stationery, business cards, reports, yellow page listings, Web sites, e-mail addresses and other professional uses. For the complete text of the rules governing the use of Appraisal Institute trademarks, please refer to the Appraisal Institute [Regulation No. 5](#) and [Trademark Usage Manual](#), both of which can be found on the Appraisal Institute website.

Use of Membership Designations

General Usage Requirements

Designated members must use membership designations in a manner consistent with their registration with the U.S. Patent and Trademark Office and with the rules set forth in [Regulation No. 5](#) and the [Trademark Usage Manual](#). Designated members must use the membership designations in a manner that is not misleading.

The membership designations must appear in capital letters and cannot appear in lettering larger than that of the Designated member's name. The letters in each membership designation must be used without a period or space after each letter. If a member holds multiple membership designations, the member must separate the designations with commas rather than hyphens.

Non-Practicing Designated Members must state after any use of a membership designation(s) that they are non-practicing.

Correct:
Joan Q. Appraiser, MAI, AI-GRS
Joseph R. Appraiser, SRPA, SRA
Jane Doe Appraiser, MAI (Retired)
John Doe Appraiser, MAI (Non-Practicing)

Incorrect:	Why Incorrect:
Joan Q. Appraiser, MAI-SRA	Hyphenation
Joseph R. Appraiser, SRPA, SRA	Designation is larger than name

Use in Conjunction with a Company Name

Membership designations are conferred only upon individuals and may only be used in connection with the name of the person upon whom the designation was conferred. Designated members may not use membership designations and/or references to the designation in connection with the name, logo, or signature of any firm or in any manner that might be interpreted as referring to any entity other than the Designated member. Membership designations also may not be used in any manner that implies that a Candidate for Designation, Practicing Affiliate, Affiliate, or nonmember is designated.

Correct:
John Doe, SRPA

Incorrect:	Why Incorrect:
John Doe and Associates, MAI	Designation with company name

However, if a firm has at least one owner, partner or employee who is a Designated member of the Appraisal Institute and who is engaged in Valuation Practice as defined by the Appraisal Institute Code of Professional Ethics for that firm, such firm may include in its promotional materials a statement similar in content to the following:

(Name of firm) has as owners, partners, or employees (number) individuals who hold the (designation) designation of the Appraisal Institute, (number) individuals who hold the (designation) designation of the Appraisal Institute, and (number) individuals who hold the (designation) designation of the Appraisal Institute (as appropriate). Some individuals may hold more than one Appraisal Institute designation.

Use in E-mail Addresses and URLs

Designated members of the Appraisal Institute may use their membership designations in their e-mail addresses provided that the designations appear directly after the Designated member's full name, as it would appear on letterhead or business cards. The use of the designations must not be hyphenated and no additional words, symbols, letters or numbers should be placed after the designation.

Correct:
johndoesra@aol.com

Incorrect:	Why Incorrect:
sra@aol.com	Designation without full name
johndoesra-mai@aol.com	Hyphenation between designations
ai-grsjohndoe@aol.com	Designation before name
johnsrparemax@aol.com	Designation with company name

Designated members **may not** use their membership designations as part of their Internet domain names or as URL addresses.

Incorrect:
www.johndoesrpa.com
www.johndoemai.com
www.johndoe.com/sra

Designation Letters Do Not Represent Specific Words

Appraisal Institute Members may not state that the letters in the designation stand for specific words (i.e., SRA is not an acronym for Senior Residential Appraiser.) If Members use the words "Senior Residential Appraiser" after or near the designation SRA, such use over time can result in SRA becoming the descriptive term for any senior residential appraiser, not only SRA Designated members of the Appraisal Institute. Similarly, if Members use the words "Member, Appraisal Institute" after or near the designation MAI, such use over time can result in MAI becoming descriptive of any member of the Appraisal Institute, regardless of which designation they hold. For example, owners of the trademarks "aspirin" and "shredded wheat" lost their exclusive rights to use those terms when they became generic descriptions of a type of product.

Incorrect:
Jane Appraiser, MAI (Member, Appraisal Institute)
Joan Appraiser, SRPA (Senior Real Property Appraiser)
John Appraiser, SRA (Senior Residential Appraiser)
Joseph Appraiser, AI-GRS (Appraisal Institute General Review Specialist)
Jack Appraiser, AI-RRS (Appraisal Institute Residential Review Specialist)

Use of Designation Emblems

The rules governing the use of designation emblems are similar to those governing the use of the designations themselves. Designated members must use membership emblems in a manner consistent with their registration with the U.S. Patent and Trademark Office and with the rules set forth in Regulation No. 5 and the Trademark Usage Manual. Designated members must use the designation emblems in a manner that is not misleading.

Designated members may use the designation emblems associated with the designations that they hold. The emblems may not be displayed in conjunction with the name of a firm or in any manner that might be interpreted as referring to any entity other than the individual member. The emblems may not be used adjacent to a list of names that includes both Designated members and Candidates for Designation, Practicing Affiliates or those not associated with the Appraisal Institute.

Designated members must use exact reproductions of the official emblems and may not redesign, embellish or add any extraneous decorations to the emblem. The emblems may appear only once on each letterhead, correspondence, appraisal report cover, business card, Web page or other advertising material. The emblems must be reproduced in the official colors of burgundy [PMS 1945 (c) on coated paper or PMS 193 (u) on uncoated paper] and silver [PMS 877 or Universal Astor M905 (foil stamping)] or black and white unless written authorization is obtained from the national office of the Appraisal Institute. Electronic artwork may be obtained from the national office by emailing identity@appraisalinstitute.org or through the [online request form](#).

References to Candidacy for Designation

Candidates for Designation may refer to themselves with the terms “Candidate for Designation” on letterhead, business cards, websites and other advertising materials and under a heading entitled “professional associations.” Candidates may use this term only in conjunction with the name of an individual and not in connection with the name, logo or signature of any firm, partnership or corporation. Candidates may not abbreviate these terms or place these terms under a heading entitled “professional designations” or “professional memberships.”

Correct:
John Doe, Candidate for Designation, Appraisal Institute

Incorrect:	Why Incorrect:
John Doe, Candidate Member, Appraisal Institute	Cannot reference membership
John Doe, C.F.D.	Cannot abbreviate
John Doe, SRA Candidate, Appraisal Institute	Cannot use designation

References to Practicing Affiliation and Affiliation

Practicing Affiliates and Affiliates may only refer to themselves by those terms on letterhead, business cards, websites and other advertising materials and under a heading entitled “professional associations.” Practicing Affiliates and Affiliates may use these terms only in conjunction with the name of an individual and not in connection with the name, logo, or signature of any firm, partnership or corporation. Practicing Affiliates and Affiliates may not abbreviate these terms or place these terms under a heading entitled “professional designations” or “professional memberships.”

Correct:
Jane Doe, Practicing Affiliate, Appraisal Institute
Jane Doe, Affiliate, Appraisal Institute

Incorrect:	Why Incorrect:
Jane Doe, Affiliate Member, Appraisal Institute	Cannot reference membership
Jane Doe, P.A.	Cannot abbreviate

Use of the Appraisal Institute Corporate Signature

Designated members may use the Appraisal Institute corporate signature on letterhead, business cards, websites and other specifically permitted material provided that all individuals in the Designated member's firm (sole proprietorship, partnership, corporation, or similar business entity) who engage in Valuation Practice as defined in the Appraisal Institute Code of Professional Ethics are Designated members, Candidates for Designation, or Practicing Affiliates of the Appraisal Institute. Designated members may not use or display the signature in any manner that might suggest that the firm is affiliated with the Appraisal Institute.

The Appraisal Institute signature may appear only once on each letterhead, business card, webpage or other specifically permitted material. Designated members may only use exact reproductions of the Appraisal Institute signature and may not redesign, embellish or add any extraneous decorations to the signature. The signature must be reproduced in the official colors of black and burgundy [PMS 1945 (c) on coated paper or PMS 193 (u) on uncoated paper] or black and white unless written authorization is obtained from the national office of the Appraisal Institute. Electronic artwork may be obtained from the national office by emailing identity@appraisalinstitute.org or through the [online request form](#).

For More Information

For more information or electronic artwork, please contact:

Appraisal Institute Service Center

200 W. Madison St.

Suite 1500

Chicago, Illinois 60606

T 888-756-4624

F 312-335-4400

identity@appraisalinstitute.org

Samples of correct use of the designation emblem. Note that the emblem is used with the member's name and designation.

Doe & Associates
Real Estate Appraisers
1254 Main Street • Anytown, IL 55000
700-555-0258 • 700-555-3500 (fax)



John J. Doe, MAI



Edward C. Smith, SRA
Real Estate Appraiser

Ed Smith & Associates
789 Baseline Rd., Suite 54
Humboldt, NY 11770
444-555-2345 • 444-555-8780 (fax)

Samples of correct use of the designation emblem. Note that the emblem is used with the member's name and designation.

SMITH AND SMITH, INC.
Real Estate Appraisers/Consultants
222 Central Ave., Plainville, IA 38939
T: 333-555-8833 F: 333-555-8834




John Smith, MAI, SRA
Jane Smith, MAI, SRA




Mary A. Williams, MAI, SRA



Williams Appraisal, Inc.
34 Flower St., Atlanta, GA 12345
T: 222-555-7788
F: 222-555-8925

Examples of **incorrect** use of emblem. Note that the emblem cannot be interpreted as referring to a firm or nonmembers.


ANDERSON APPRAISAL SERVICE
6789 Park Road
Big Town, OR 88888
T/909-555-6560
F/909-555-8888



Fulfilling all your appraisal needs.


ANDERSON APPRAISAL SERVICE
6789 Park Road
Big Town, OR 88888
T/909-555-6560
F/909-555-8888

Robert D. Anderson, SRA
Kathleen Lane



Examples of **incorrect** use of emblem. Note that the emblem must be used in the official Appraisal Institute colors or black and white.


RIVERSIDE APPRAISAL COMPANY



572 CENTRAL AVE • BIG BLUFF, IA 38939 • 560-856-9821

Richard Appraiser, SRA


RIVERSIDE APPRAISAL COMPANY



572 CENTRAL AVE • BIG BLUFF, IA 38939 • 560-856-9821

Richard Appraiser, SRA

Samples of correct use of the designation emblem in conjunction with a member's company logo. Note that the emblem is used with the member's name and designation.


 **Edward C. Smith, SRA**
Real Estate Appraiser

Ed Smith & Associates
789 Baseline Rd., Suite 54
Humboldt, NY 11770
444-555-2545 • 444-555-8780 (fax)

allen associates 222 Central Ave., Plainville, IA 38939

  **Terry Allen, MAI, SRA**
Real Estate Appraiser
T: 333-555-8833 F: 333-555-8834

allen associates
222 Central Ave.,
Plainville, IA 38939

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 **Terry Allen, MAI, SRA** 
Real Estate Appraiser

Samples of correct use of the designation emblem in letterhead.

