

Regulation No. 5

# Use of Appraisal Institute Logo, Membership Designations and Emblems

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1 **ARTICLE I**

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3 **Use of Appraisal Institute Logo**

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5 **Part A: General**

6 The Appraisal Institute logo shall only be used by the Appraisal Institute, its regions, its chapters and  
7 its Designated Members under the conditions specified in the Bylaws, Regulations and policies of the  
8 Appraisal Institute, and by organizations holding a specific license for such use.

9

10 The Appraisal Institute may use the logo on communications, Websites, educational materials,  
11 publications, forms, software, premium items and other material in accordance with the Bylaws,  
12 Regulations and policies of the Appraisal Institute.

13

14 Regions and chapters may use the logo on communications, Websites and other specifically  
15 permitted material in accordance with the Bylaws, Regulations and policies of the Appraisal Institute.

16

17 Designated Members may use the logo on their firm’s letterhead, or Websites, the Designated  
18 Member’s business cards and other specifically permitted material in accordance with the Bylaws,  
19 Regulations and policies of the Appraisal Institute, provided that all individuals in the Designated  
20 Member’s firm (sole proprietorship, partnership, corporation, or similar business entity) who are  
21 engaged in Valuation Practice as defined by the Appraisal Institute Code of Professional Ethics are  
22 Designated Members, Candidates for Designation or Practicing Affiliates of the Appraisal Institute and  
23 provided that the logo is used in conjunction with any explanatory statement required by the Appraisal  
24 Institute. Designated Members may not use or display the logo in any manner that might suggest that  
25 the firm is affiliated with the Appraisal Institute.

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28 **Part B: Requirements and Restrictions**

29 The Board of Directors shall determine the official colors of the Appraisal Institute logo. Printed copies  
30 of the logo must be exact reproductions and shall not contain, be surrounded by or be a part of any  
31 extraneous decoration or embellishment and shall be in the official colors or black and white unless in  
32 the opinion of the Appraisal Institute it is economically or aesthetically undesirable to do so.

33

34 Reproductions of the Appraisal Institute logo shall be only from electronic artwork from the Appraisal  
35 Institute.

36

37 The Appraisal Institute logo shall only be used with the registration mark “R” immediately below and  
38 to the right of the logo to signify its registration in the United States and in other jurisdictions.

39

40 The use of the Appraisal Institute logo in advertisements shall be in accordance with the Bylaws,  
41 Regulations and policies of the Appraisal Institute and shall conform to the same standards of dignity  
42 and professionalism as are required in connection with other permitted uses.

43

45

## 46 Use of Appraisal Institute Membership 47 Designations

48

### 49 **Part A: General**

50 Appraisal Institute membership designations are conferred only upon individuals and not on firms,  
51 sole proprietorships, partnerships, corporations or similar business entity partnerships. Appraisal  
52 Institute membership designations shall be used only by Designated Members in a dignified manner  
53 in accordance with the Bylaws, Regulations and policies of the Appraisal Institute.

54

55

### 56 **Part B: Requirements and Restrictions**

57 Except as otherwise provided in the Bylaws, Regulations and policies of the Appraisal Institute,  
58 Appraisal Institute membership designations may only be used in connection with a Designated  
59 Member's name. Designated Members may identify themselves by the membership designation(s)  
60 they hold. Non-Practicing Designated Members must state after any use of a membership  
61 designation(s) that they are non-practicing.

62

63 Appraisal Institute membership designations may be used on Designated Members' correspondence,  
64 business cards, Websites, reports and seals. The membership designations must appear in capital  
65 letters and shall not be in type or lettering larger than that of the Designated Member's name. The  
66 letters in each membership designation shall be used without a period or space after each letter.  
67 Appraisal Institute membership designations shall not be hyphenated.

68

69 Membership designations and/or references to designation in the Appraisal Institute shall not be used  
70 or displayed in connection with the name, logo or signature of any firm in any manner that might be  
71 interpreted as referring to any entity other than the Designated Member or in any manner which  
72 would imply that a Candidate for Designation, Practicing Affiliate, Affiliate or individual other than a  
73 Designated Member holds an Appraisal Institute designation.

74

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

79

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

86

## 87 Use of Appraisal Institute Designation Emblems

88

### 89 **Part A: General**

90 Appraisal Institute designation emblems (i.e., pictorial representations of the designations) shall be  
91 used only by the Appraisal Institute, its regions, chapters and Designated Members and by entities  
92 holding specific license for such use and only in a dignified manner in accordance with the Bylaws,  
93 Regulations and policies of the Appraisal Institute.

94

95

### 96 **Part B: Requirements and Restrictions**

97 Designation emblems shall not be used or displayed in connection with the name, logo or signature of  
98 any firm, sole proprietorships, partnerships, corporations or similar business entity partnerships, or in  
99 any manner that might be interpreted as referring to any entity other than the Designated Member  
100 and shall not be used in any manner which would imply that a Candidate for Designation, Practicing  
101 Affiliate, Affiliate or individual other than a Designated Member holds an Appraisal Institute  
102 designation.

103

104 An Appraisal Institute designation emblem may be used on a Designated Member's correspondence,  
105 business cards, Websites, appraisal report covers and seals.

106

107 An Appraisal Institute designation emblem may appear only once on each piece of correspondence,  
108 web page, appraisal report cover, business card or advertising material used by a Designated  
109 Member.

110

111 Reproduction of an Appraisal Institute designation emblem shall be only from electronic artwork  
112 obtained from the Appraisal Institute.

113

114 A Designation emblem shall be reproduced only in the official colors of the Appraisal Institute as  
115 determined from time to time by the Board of Directors. A printed designation emblem must be an  
116 exact reproduction and shall not contain, be surrounded by or be part of any extraneous decoration or  
117 embellishment and shall be in the official colors or black and white unless in the opinion of the  
118 Appraisal Institute it is economically or aesthetically undesirable to do so.

119

120 A designation emblem shall be used only with the registration mark "R" immediately below and to the  
121 right of the emblem to signify its registration in the United States and in other jurisdictions.

122

123 The use of an Appraisal Institute designation emblem in an advertisement shall be in accordance with  
124 the Bylaws, Regulations and policies of the Appraisal Institute and shall conform to the same  
125 standards of dignity and professionalism as required in connection with other permitted uses.

127

128 **Effect of Termination or Suspension of Designated**  
129 **Membership and Suspension or Revocation of**  
130 **Charter**

131

132 If a Designated Member is terminated or suspended for any reason, such individual shall immediately  
133 cease any use or display of the Appraisal Institute logo, Appraisal Institute designation emblems and  
134 Appraisal Institute membership designations.

135

136 Upon the suspension or revocation of the charter of any chapter, such chapter shall immediately  
137 cease any use or display of the Appraisal Institute logo, Appraisal Institute designation emblems and  
138 Appraisal Institute membership designations.