

Regulation No. 5

Use of Appraisal Institute Logo, Membership Designations and Emblems

Effective January 1, 2013

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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.

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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.

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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.

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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 provide
21 Service(s) as defined by the Appraisal Institute Code of Professional Ethics are Designated Members,
22 Candidates for Designation or Practicing Affiliates of the Appraisal Institute and provided that the logo
23 is used in conjunction with any explanatory statement required by the Appraisal Institute. Designated
24 Members may not use or display the logo in any manner that might suggest that the firm is affiliated
25 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.

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

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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.

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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.

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46 Use of Appraisal Institute Membership 47 Designations

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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.

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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.

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

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

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

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

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Use of Appraisal Institute Designation Emblems

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Part A: General

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Part B: Requirements and Restrictions

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

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

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

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

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

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

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

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ARTICLE IV

Effect of Termination or Suspension of Designated Membership and Suspension or Revocation of Charter

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

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

12/03/12