

Regulation No. 5

Use of Appraisal Institute Logo, Membership Designations and Emblems

Effective January 1, 2006

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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 this Article, and by organizations holding a
8 specific license for such use. The Appraisal Institute may use the logo on official stationery, Web
9 sites, publications, directories, booklets, texts, appraisal forms, appraisal software, membership
10 premium items and other material in accordance with the Guidelines established by the Appraisal
11 Institute. Regions and chapters may use the logo on official stationery, Web sites, directories, and
12 other material, in accordance with the Guidelines established by the Appraisal Institute. Designated
13 Members may use the logo on letterhead, business cards, Web sites, and other specifically permitted
14 material in accordance with Guidelines established by the Appraisal Institute, provided that all
15 individuals in the Designated Member’s firm (sole proprietorship, partnership, corporation, or similar
16 business entity) who perform services identified in the Appraisal Institute’s Standards of Professional
17 Appraisal Practice are members of the Appraisal Institute. Designated Members may not use or
18 display the logo in any manner that might suggest that the firm is affiliated with the Appraisal Institute.

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21 **Part B: Requirements and Restrictions**

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

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27 Reproductions of the Appraisal Institute logo shall be only from electronic artwork from the Appraisal
28 Institute.

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30 The Appraisal Institute logo shall only be used with the registration mark “R” immediately below and
31 to the right of the logo to signify its registration with the United States Patent and Trademark Office.

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33 The use of the Appraisal Institute logo in advertisements shall be in accordance with the Guidelines
34 established by the Appraisal Institute and shall conform to the same standards of dignity and
35 professionalism as are required in connection with other permitted uses.

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40 Use of Appraisal Institute Membership 41 Designations

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43 Part A: General

44 Appraisal Institute membership designations are conferred only upon individuals and not on firms,
45 sole proprietorships, partnerships, corporations, or similar business entity partnerships. Appraisal
46 Institute membership designations shall be used only by Designated Members in a dignified manner
47 in accordance with this Regulation and the Guidelines established by the Appraisal Institute.

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50 Part B: Requirements and Restrictions

51 Except as otherwise provided in this section, the membership designations of the Appraisal Institute
52 may only be used in connection with a Designated Member's name. Designated Members may
53 identify themselves by their respective membership designation(s): "MAI," "SRPA," "SREA," "SRA,"
54 and "RM."

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56 Appraisal Institute membership designations may be used on Designated Members' letterheads,
57 business cards, Web sites, appraisal reports, seals and professional forms. The membership
58 designations must appear in capital letters and shall not be in type or lettering larger than that of the
59 Designated Member's name. The letters in each membership designation shall be used without a
60 period or space after each letter. Appraisal Institute membership designations shall not be
61 hyphenated.

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63 Membership designations and/or references to designation in the Appraisal Institute shall not be used
64 or displayed in connection with the name, logo or signature of any firm; in any manner that might be
65 interpreted as referring to any entity other than the Designated Member; or in any manner which
66 would imply that an Associate Member, Affiliate Member or Nonmember is designated.

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68 Provided that a firm has at least one owner, partner, or employee who is a Designated Member of the
69 Appraisal Institute and who performs services identified by the Appraisal Institute's Standards of the
70 Professional Appraisal Practice for that firm, such firm may include in its promotional materials a
71 statement similar in content to the following: (Name of firm) has as owners, partners, or employees
72 (number) individuals who hold the Appraisal Institute's MAI designation, (number) individuals who
73 hold the Appraisal Institute's SRPA designation, and (number) individuals who hold the Appraisal
74 Institute's SRA designation (as appropriate). Some individuals may hold more than one Appraisal
75 Institute designation.

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80 Use of Appraisal Institute Emblems

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82 **Part A: General**

83 Appraisal Institute emblems (i.e., pictorial representations of the designations) shall be used only by
84 the Appraisal Institute, its regions, chapters and Designated Members and by entities holding specific
85 license for such use and only in a dignified manner in accordance with this Regulation and the
86 Guidelines established by the Appraisal Institute.

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89 **Part B: Requirements and Restrictions**

90 Emblems shall not be used or displayed in connection with the name, logo or signature of any firm,
91 sole proprietorships, partnerships, corporations, or similar business entity partnerships, or in any
92 manner that might be interpreted as referring to any entity other than the Designated Member and
93 shall not be used in any manner which would imply that an Associate Member, Affiliate Member or
94 Nonmember is designated.

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96 Appraisal Institute emblems may be used on Designated Members' letterheads, business cards, Web
97 sites, appraisal report covers, seals and professional forms.

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99 Each Appraisal Institute emblem may appear only once on each letterhead, correspondence, Web
100 page, appraisal report cover, business card or advertising material used by a Designated Member.

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102 Reproduction of Appraisal Institute emblems shall be only from electronic artwork obtained from the
103 Appraisal Institute.

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105 Emblems shall be reproduced only in the official colors of the Appraisal Institute as determined from
106 time to time by the Board of Directors. Printed emblems must be exact reproductions and shall not
107 contain, be surrounded by or be part of any extraneous decoration or embellishment and shall be in
108 the official colors or black and white unless in the opinion of the Appraisal Institute it is economically
109 or aesthetically undesirable to do so.

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111 The "MAI," "SRPA," "SREA," "SRA," and "RM," emblems shall be used only with the registration mark
112 "R" immediately below and to the right of the emblems to signify their registration with the United
113 States Patent and Trademark Office.

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115 The use of the Appraisal Institute's emblems in advertisements shall be in accordance with the
116 Guidelines established by the Appraisal Institute and shall conform to the same standards of dignity
117 and professionalism as required in connection with other permitted uses.

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122 **Effect of Termination or Suspension of Designated**
123 **Membership and Suspension or Revocation of**
124 **Charter**

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126 If a Designated Member is terminated or suspended for any reason, such Member shall immediately
127 cease the use or display of Appraisal Institute emblems or membership designations on letterheads,
128 correspondence, Web sites, business cards, qualification pages, appraisal report covers,
129 advertisements or in the course of court testimony, or in any other manner.

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131 Upon the suspension or revocation of the charter of any chapter, such chapter shall immediately
132 cease the use or display of the Appraisal Institute logo, membership designations or emblems in any
133 manner.

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