

AMERICAN SOCIETY OF APPRAISERS

Branding Guide



TABLE OF CONTENTS

ASA Name and Logo Use Policy

- Name Use Guidelines 3
- Logo Use Guidelines 4
- Misrepresentation. 4
- Candidate Use 4
- Applicant Use. 4
- Affiliate Firm Use. 4
- Violations. 4

ASA Branding Guidelines

- General Information 5
- Accepted Logos 5
- Correct Way to Advertise. 6
- Incorrect Way to Advertise. 6
- Accepted Colors 7
- Accepted Fonts. 7

ASA Name and Logo Use Policy

Individual ASA members and chapters may wish to use the ASA name and/or logo in either print or electronic materials. To assist with this process, ASA has developed a Name and Logo Use Policy, by which all members and chapters must abide. In addition to the Name and Logo Use Policy are the Branding Guidelines which detail the acceptable logos, colors available for use and their proper positioning. This document is meant as a guide to assist members and chapters with the use of ASA's name and/or logo. If you have any questions, please contact ASA's Marketing and Communications Department.

NAME USE GUIDELINES

- Only Designated Members are permitted to use the name and logo of the Society. They may state their affiliation with the Society, in print or electronically, as follows:
 1. Accredited Member (AM), American Society of Appraisers;
 2. Accredited Senior Appraiser (ASA), American Society of Appraisers;
 3. Life Member, American Society of Appraisers; or
 4. Fellow (FASA), American Society of Appraisers
- Any statement of Designation must appear after or below the name of the Member in type no larger or more prominent than that used for the Member's name.

Example 1: **John M. Doe, ASA**

Example 2: **John M. Doe
Accredited Senior Appraiser (ASA)**

- No Designation may be used in or by any association or appended to the name of any corporation, business entity or organization.

Example 1: **J.M. Doe, ASA & Associates, Inc.**

- Use of the Designation (including but not limited to print or electronic use) shall be limited to only the factual statement of the Designation. If desired by the Member, the ASA logo may also be used.
- Members shall state the Discipline(s) and applicable Specialty(ies) in which their accreditations were achieved in any limiting conditions and/or statement(s) presented to or received by clients.

Example 1: **John M. Doe, ASA-BV**

Example 2: **John M. Doe
Accredited Senior Appraiser (ASA)-Business Valuation**

Example 3: **John M. Doe, ASA-BV/IA**

Example 4: **John M. Doe
Accredited Senior Appraiser (ASA)-Business Valuation/Intangible Assets**

- Any public notice or advertisement of the Member's services may include the name of the Member, his/her Designation and the logo of the Society which shall be used only to identify the status of the Member.

ASA Name and Logo Use Policy

LOGO USE GUIDELINES

- Only Designated Members are permitted to use the logo of the Society in print or electronically, in a manner consistent with the above guidelines. Designated Members include Accredited Members (AM), Accredited Senior Appraisers (ASA) and Fellows (FASA).
- Members shall not abuse the privilege of the use of the name or logo of the Society or of his/her affiliation with the Society. The logo must clearly identify the individual Member and not a company, business entity or organization.
- Members shall not imply the Society is responsible for or the sponsor of any publication, policy or practice of a business or activity of the Member.
- The logo may be used in connection with any appraisal course, conference or seminar organized and/or authorized under the auspices of the Discipline Committees and/or the International Conference Steering Committee.

MISREPRESENTATION

- Any inaccurate, misleading, false or deceptive representation in connection with any public notice, advertisement or description of appraisal services the Member offers to the public or to clients is in violation of Sections 7.7 and 7.8 of the ASA Principles of Appraisal Practice and Code of Ethics and is subject to disciplinary action.

CANDIDATE USE

- Candidates shall not use the logo of the Society.
- Candidates may use the term “Candidate, American Society of Appraisers” on a qualifications sheet under the heading “Association Memberships”, but not under the heading “Professional Memberships”.

APPLICANT USE

- Applicants may perform appraisal services, but they may NOT make reference to the American Society of Appraisers as an indication of their level of expertise in the transmittal letter or in the body of an appraisal report.
- Applicants may NOT use “Applicant Member”, “Member” or “Applicant” in any form on their résumé, business card or any other place where the public might view or hear this statement.
- Applicants may not use the ASA logo.

AFFILIATE FIRM USE

- An Affiliate Firm may include the factual statement that it is an “Affiliate Firm, American Society of Appraisers” in company literature and promotional materials, providing there is no implication of accreditation, designation or appraisal qualification.
- An Affiliate Firm may not use the ASA logo.

VIOLATIONS

- Any Member, Candidate or Affiliate Firm who abuses the privilege of use of the Name, Logo and/or Affiliation shall be subject to the appropriate disciplinary action(s) of the Board of Governors.

ASA Branding Guidelines

GENERAL INFORMATION

- The accepted and official versions of the ASA logo is available in three formats: 3-color, 1-color and 1-color reverse.
- Altering the logo or tagline is not permitted under any circumstances without approval of ASA's Marketing and Communications Department.
- When used on a member's website, the ASA logo should be an active link back to the ASA website at www.appraisers.org.

ACCEPTED LOGOS

- The official and accepted forms of the ASA logo throughout the society are as follows. These are the only logos that are approved for use on ASA materials, events or web sites and may not be altered in any way.



Version One: 3-Color



Version Two: 1-Color



Version Three: 1-Color Reverse

- The ASA logo is also available in a chapter-specific version.



Version One: 3-Color



Version Two: 1-Color



Version Three: 1-Color Reverse

ASA Branding Guidelines

EXAMPLE OF CORRECT WAY TO ADVERTISE USING THE ASA LOGO AND DESIGNATION

The following ad uses the ASA logo correctly: the logo is adjacent to the names of the two designated ASA members, as is the society name. Membership in ASA cannot be misconstrued. There is a distinct separation between the company name, descriptive statement, addresses, etc.



EXAMPLE OF INCORRECT WAY TO ADVERTISE USING THE ASA LOGO AND DESIGNATION

In the ad below, the company appears to be a member of ASA, which is a violation of the ASA Bylaws and Administrative Rules.



- To correct the ad, the name of the ASA-designated employee could be added above the logo. After the employee's name, it would be appropriate to add the designation: AM, ASA or FASA.
- In order to mention any specialty provided by ASA, the named individual(s) must be designated in that specialty. Individuals who wish to advertise areas of business specialization in which ASA does not offer accreditation may do so as long as they place the text so that it is clearly not associated in any way with the ASA logo or the individuals' ASA designations.
- The names of the specialties in ASA Bylaws and Administrative Rules are to be strictly adhered to; no altering of the names is allowed.
- Each member is responsible for knowing the name of the specialty(ies) in which he or she is accredited. Only those members who are accredited in a specialty may advertise under that particular area of expertise.

ACCEPTED COLORS

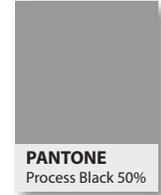
- The accepted and official primary colors of ASA are: black, red and medium gray.



Black
R=0 G=0 B=0
C=0 M=0 Y=0 K=100
HTML #000000



Red
R=173 G=25 B=25
C=22 M=100 Y=100 K=15
HTML #ad1919



Medium Gray
R=153 G=153 B=153
C=0 M=0 Y=0 K=50
HTML #999999

- The accepted and official secondary colors of ASA are: light gray and dark gray.



Light Gray
R=206 G=206 B=206
C=0 M=0 Y=0 K=25
HTML #cecece



Dark Gray
R=94 G=94 B=94
C=0 M=0 Y=0 K=75
HTML #5e5e5e

ACCEPTED FONTS

- The accepted and official primary fonts of the ASA are: Garamond* and Arial.
- For printed projects, Garamond is to be used as body copy and Arial for headings, footers and captions.
- For multimedia or online projects, Arial is to be used exclusively.

**Times Roman may be substituted if Garamond is unavailable.*



11107 Sunset Hills Road, Suite 310
Reston, VA 20190
(703) 478-2228 • Fax (703) 742-8471
www.appraisers.org