



# American Society of Appraisers

## Board Resolution ASA Branding Policy

Date: March 7, 2008

Resolution: 03-08-03

**Whereas**, an organization's brand is the primary means by which an organization is recognized in the marketplace; and

**Whereas**, an organization's logo is the key visual representation of its brand; and

**Whereas**, use of the logo in a consistent manner is vital to ensuring the recognition value of the brand; and

**Whereas**, ASA has devoted significant time and resources in recent years to informing the marketplace of the importance of hiring an accredited appraiser; and

**Whereas**, having the marketplace recognize ASA as a primary source of qualified, accredited appraisers in all disciplines benefits ASA members individually and the Society as a whole; and

**Whereas**, each element of the ASA logo is a registered trademark, and

**Whereas**, inconsistent use of the trademark dilutes the trademark; and

**Whereas**, inconsistent use of the logo diminishes the strength and recognition value of the brand; and

**Whereas**, ASA's logo currently is being used in a wide variety of colors, designs and formats;

**Therefore be it resolved that** the official and accepted forms of the ASA logo throughout the society shall be as follows:



**Be it further resolved that** the accepted logos shown above may be used with or without the tagline “The International Society of Professional Valuers®.”

**Be it further resolved that** the accepted and official colors of the ASA logo will be blue (specifically PMS 281, the historical “ASA blue”), black, gold and white (or reverse) against any of the above accepted background colors.

**Be it further resolved that** all users of the Society’s logo be encouraged to move as efficiently as possible (as current supplies of materials depicting the logo in other ways are replenished) toward replacing all uses of the logo with the above accepted versions of the logo not later than December 31, 2010.

**Be it further resolved that** ASA International Headquarters will provide branding and logo guidelines to all members via e-mail, the ASA Web site, ASA Professional magazine and at the ASA International Conference.

**Be it further resolved that** ASA International Headquarters will provide electronic files of the accepted official logos in a variety of file formats initially with distribution of logo guidelines and thereafter upon request.

Resolved by: William P. Wilson III, ASA

Seconded by: Edward G. Detwiler, ASA

Motion:        Passed \_\_\_\_\_        Failed: \_\_\_\_\_        Tabled: \_\_\_\_\_        Abstain: \_\_\_\_\_