



ASA Name and Logo Use Policy

Individual ASA members and chapters may wish to advertise in local, regional and other media—both print and electronic (e.g., Web sites, e-mail)—using the ASA name and/or logo. Two common ways the name/logo may be used are as follows:

- Personal ads or promotions where the ASA name/logo is clearly linked with a member's name (versus a company's name) as an Accredited Member (AM), Accredited Senior Appraiser (ASA) or Fellow (FASA);
- Chapter ads or promotions presenting the ASA name/logo followed by ASA disciplines/specialties and members' names and contact information. In a chapter ad, there should be no mention of members' companies.

Name Use Guidelines

A member holding the designation of Accredited Member, Accredited Senior Appraiser or Fellow may, in print or electronically, state his or her affiliation with ASA as follows: "Member, American Society of Appraisers" or "Life Member, American Society of Appraisers" or "Fellow, American Society of Appraisers." The designation "AM" (Accredited Member), "ASA" (Accredited Senior Appraiser) or "FASA" (Fellow) may be used only by those who have received the respective accreditation, provided they currently hold the designation.

- When any designation is used, it must appear below or after the name of the qualified member and no other. No designation may be appended to the name of any corporation or organization.
- Use of the designation on letterhead, business cards, Web sites, e-mail, report heads, forms or advertisements of any kind (as well as in published articles or books of which the member may be the author or a collaborator) is limited to the factual statement of the designation to which the member is entitled, printed below or after the member's name in type no larger or more prominent than that used for the member's name. If desired by the member, the ASA logo may also be used.
- Those holding accreditations must state the discipline(s) in which the accreditations were achieved in any statement of qualifications and/or limiting conditions presented to, or received by, clients.
- Any public notice or advertisement that includes the name or any designation, logo or symbol of ASA may be used only to identify the affiliation status of the member.

Logo Use Guidelines

Members in good standing in the grade of Accredited Member or above may use the official logo of ASA on their individual stationery, business cards, Web site, etc.

- The ASA logo printed on letterhead, envelopes, business cards, Web sites, e-mail or other communications must be clearly identified with an individual member and the ASA accreditation awarded to that member. Applicants, Associates and Affiliate and Candidate members may NOT use the logo.
- The ASA logo may NOT be used in connection with any appraisal course, conference or seminar unless the board of governors has formally given approval.
- When used on a member's Web site, the ASA logo should be an active link back to the ASA Web site at www.appraisers.org.

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 the appraisal report.

- Applicants may use the term "Applicant of the American Society of Appraisers" on their résumés only, but they may make no reference to membership status.
- Applicants may NOT use "Applicant Member" or "Member" in any form on their résumés, business cards or any other place where the public might view or hear this statement.

Candidate/Affiliate Member Use

Reference to Candidate or Affiliate membership may be made on a qualification sheet under the heading "Association Memberships" (but not under "Professional Memberships") as follows: "Candidate Member, American Society of Appraisers" or "Affiliate Member, American Society of Appraisers."

Candidate members may use the words "Candidate Member, American Society of Appraisers" after their name or in a byline when acting as speakers or authoring articles for **internal ASA activities**, including conferences, seminars, journals and publications.

Affiliate Firm Use

An Affiliate Firm may include the factual statement that it is an "Affiliate Firm Member, American Society of Appraisers" in company literature and promotional materials provided that no implication of accreditation, designation or appraisal qualification is made.


Violations

Any member who violates the restrictions imposed by this policy on the use of the ASA name or logo may be subject to disciplinary action by the board of governors even to the extent of loss of membership.


**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.

A.B. JONES, INC.
Real Estate Appraisal Experts
1222 Concourse Drive
Felixburg, PA 32133
(606) 320-4451



Alois B. Jones, ASA
Accredited Senior Appraiser
Merry C. Jones, AM
Accredited Member



**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 in violation of the Code of Ethics.

What can be done to put the ad into compliance?

1. Move the logo to the left; insert the name of an ASA-designated employee to the right of the logo.
2. Add the designation after his/her name: AM, ASA or FASA.



In order to mention any specialty provided by ASA, the named individual(s) must be designated in that specialty (or discipline). 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 Bylaw 4, Section 5, are to be strictly adhered to; no altering of the names is allowed.

Each member is responsible for knowing the name of the specialty or specialties in which he or she is accredited. Only those members who are accredited in a specialty may advertise under that particular area of expertise.