

The ASA Brand: Make the Most of This Powerful Tool To Market Your Practice

You have a tool in your practice's marketing bag of tricks that you may not be using to best advantage. Some recent changes to guidelines for use of the ASA logo should help boost the ASA recognition factor and help drive business to your practice.

The Brand: What's in It for Me?

In a marketplace that is subject to information overload, an organization has mere seconds to convey its reputation and services to potential customers. The organization's brand, represented by the symbol of that brand—its logo—is the single best tool to convey that image to the consumer.

Because the brand is visual, it speaks to consumers on multiple levels. In addition to the shape and design of the logo, the brand includes the organization's signature color and type style. In the global marketplace, an instantly recognizable brand that transcends language barriers is even more important. Think *Coca Cola®*. You don't have to speak English to know instantly that the bright red label with the classic script promises a well-known cola beverage.

By revising ASA's brand and logo use guidelines, the Board of Governors is taking steps to ensure that the ASA brand is instantly associated around the world with excellence in appraisal practice.

Standardizing the Brand

In recent years, many different variations of the ASA logo have come into use, thus watering down the strength and recognition factor of the ASA brand. The words *American Society of Appraisers* have appeared on the left side, the right side, and on the bottom of the triangular artwork logo. Sometimes the words are all capitalizations and sometimes initial caps. Different fonts and colors are often used and sometimes the logo is completely altered or combined with another piece of art.

To counteract this problem, the Board of Governors in its March 18 telephone conference meeting, passed a resolution establishing the following two images as the only acceptable ASA logo options. The image on the left may be used with or without the tagline "*The International Society of Professional Valuers®*."

The Board also established the official colors of the ASA logo as blue (specifically PMS 281, the historical "ASA blue"), black, gold and white (or reverse) against any of the above accepted background colors.



The International Society of Professional Valuers®



Cost-Effective Transition

To allow for an orderly and cost-effective transition, the Board provided for a transition period that will allow individual members, chapters and Headquarters to use up existing stocks of printed materials. As materials are replaced or reprinted, and on all future new materials, only the approved logos and colors will be used. The Board called for the transition to be completed by Dec. 31, 2010.

Headquarters will provide branding and logo guidelines to all members via e-mail, the ASA Web site and at the ASA International Conference to help with the transition process. Additionally, 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.

“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,” the Board said in resolving to strengthen the logo and the brand.