

Policy on Use of ISA Name, Marks and Logos

The ISA corporate entity has full rights of usage to the ISA registered name, marks and logos. The ISA corporate entity may also, at its discretion, grant permission for specific usage of the registered entities to ISA members and chapters.

Usage of the ISA name, marks and logos by members of ISA is on a personal basis and cannot be attached to a member's corporation or other business entity. Only an individual ISA member may display or use ISA's name, marks and logos; they may do so only in ways consistent with the ISA Bylaws.

1. **Life Member:** Life Members are authorized to use:
 - A. May use the "ISA Life Member" designation on printed materials along with the member's name, with or without the ISA logo. Must include "ISA Life Member" under their signature line;
 - B. May use the ISA CAPP shield logo, if applicable;
 - C. ISA Life Members may advertise that they write appraisal to the ISA Appraisal Report Writing Standard.

2. **Certified Member – ISA CAPP:** Certified Members are authorized to use:
 - A. The "ISA CAPP" designation on printed materials with the member's name, with or without the ISA logo. Must include "ISA CAPP" followed by "ISA Certified Appraiser of Personal Property" under their signature line;
 - B. The ISA CAPP shield logo;
 - C. "ISA Certified Member";
 - D. "Certified Member of the International Society of Appraisers";
 - E. Certified Members may advertise that they write appraisals to the ISA Appraisal Report Writing Standard.

3. **Accredited Member – ISA AM:** ISA AM Members are authorized to use:
 - A. The "ISA AM" designation on printed materials with the member's name, with or without the ISA logo. Must include "ISA AM" followed by "ISA Accredited Member" and specialty division under their signature line;
 - B. The ISA Accredited shield logo;
 - C. "ISA Accredited Member";
 - D. "Accredited Member of the International Society of Appraisers";
 - E. Accredited Members may advertise that they write appraisals to the ISA Appraisal Report Writing Standard.

4. **Accredited Member – ISA:** No longer issued; category will be phased out as of 12/31/2008:
ISA (without AM) Members are authorized to use:
 - A. The "ISA" designation on printed materials with the member's name, with or without the ISA logo. Must include "ISA" followed by "ISA Accredited Member" under their signature line;
 - B. The ISA Accredited shield logo;
 - C. "ISA Accredited Member";
 - D. "Accredited Member of the International Society of Appraisers"
 - E. Accredited Members may advertise that they write appraisals to the ISA Appraisal Report Writing Standard.

5. **Member:** Full Member level; Members are authorized to use:
 - A. The “ISA” designation on printed materials with the member’s name, with or without the ISA logo. Must include “ISA” followed by “Member of the International Society of Appraisers” under their signature line;
 - B. “ISA Member”;
 - C. “Member of the International Society of Appraisers”;
 - D. Members may advertise that they write appraisals to the ISA Appraisal Report Writing Standard.

6. **Associate Member:** No longer issued; Associate Members are authorized to use:
 - A. “ISA Associate Member”;
 - B. “Associate Member of the International Society of Appraisers.
 - C. May **not** use the “ISA” appellation of the ISA logo.

7. **Candidates:** Entry level; Candidate Members are authorized to use:
 - A. May state that he/she is a “Candidate Members of the International Society of Appraisers” or “ISA Candidate Member.”
 - B. May **not** use the “ISA” appellation of the ISA logo.

8. **Retired:** Former ISA Members, Accredited Members, and Certified Members:
 - A. May state they are “Member, Retired; ISA Accredited, Retired; ISA AM, Retired; or ISA CAPP, Retired.”

9. **Affiliate:** Individuals who share common interests with those engaged in personal property appraising, and/or who frequently use appraisals in their business dealing, but do not conduct appraisals:
 - A. May **not** identify themselves as a member nor use any initials, designations, or ISA logos.

10. **Use in Advertising:** Membership in ISA may be stated in advertising, but only if full disclosure of the membership category (i.e. Certified, Accredited, Associate, Member, and Retired) is used in the ads (as with letterhead use) and the use is otherwise consistent with the ISA Bylaws as, for example, clearly claiming the membership only for the individuals and not for any business entity involved.

11. **Unauthorized Use:** Use of the ISA name, its marks, logos, or appellations, other than as authorized by the ISA Bylaws or policy. Unauthorized use of the ISA name, its marks, logos, or appellations is grounds for disciplinary sanctions, inclusive of membership termination.

12. **Prohibited Use:** All levels of members shall **not**:
 - A. Use the language “Accredited by ISA” or “Certified by ISA;”
 - B. Advertise that they are enrolled in the Certified Appraiser of Personal Property Program, if the program has not yet been completed;
 - C. Advertise or indicate that they write their appraisals to the CAPP standard; or variations thereof.

13. **ISA Chapters:** Duly recognized ISA Chapters may use the ISA name, marks, and logos with authorized permission from the ISA Office. Such use will be restricted for display on chapter websites, letterhead, or other published materials. However, each specific depiction and usage will require separate written authorization from the ISA Office. Chapters may apply for permission by submitting a completed “Request for Permission to Use ISA Name, marks and Logos” form to the ISA Office.