Appraisal Institute of Canada

Member Brand Policy

Effective May 1, 2018

AIC Members are encouraged to identify their affiliation with the Institute by incorporating the AIC logo into their business cards, letterhead, website and other corporate materials.

English

DESIGNATED MEMBER

Appraisal Institute of Canada
Institut canadien des évaluateurs

CANDIDATE MEMBER

Appraisal Institute of Canada
Institut canadien des évaluateurs

French

MEMBRE DÉSIGNÉ

Institut canadien des évaluateurs
Appraisal Institute of Canada

MEMBRE STAGIAIRE

Institut canadien des évaluateurs
Appraisal Institute of Canada

Identity colour variants

Different colour variants of the complete identity and the corporate mark have been created to address various printing requirements and communication needs. These logos are available in vector eps, jpg, and gif file formats.

Full Colour

CANDIDATE MEMBER

Appraisal Institute of Canada
Institut canadien des évaluateurs

Black

CANDIDATE MEMBER

Appraisal Institute of Canada
Institut canadien des évaluateurs

Grayscale

CANDIDATE MEMBER

Appraisal Institute of Canada
Institut canadien des évaluateurs

White

CANDIDATE MEMBER

Appraisal Institute of Canada
Institut canadien des évaluateurs

Clearspace

Each logo has a clearspace. This is the minimum area around the logo which must be kept free of any other graphics or text. The clearspace is defined by “x” which is a third of the height of the Corporate mark.

Usage Guidelines

CUSPAP 5.3. outlines all the “dos” and “don’t” regarding a Member’s use of the name of the Institute. The usage guidelines below provide further clarification.

1. PROMOTIONAL MATERIAL AND CORPORATE DOCUMENT

The Member’s company name and logo must be in a dominant/primary position in all promotional materials and corporate documents. If the AIC Member chooses to incorporate the AIC logo in this material, it must have a secondary placement (e.g. footer of letterhead, bottom/back of a business card, etc).

It is recommended, that either “Designated Member” or “Candidate Member” be placed above the logo to provide context to the Member’s association with the Appraisal Institute of Canada. (see example)

When it does not conflict with the minimum size identified within the AIC Logo Quick Reference Guide, the AIC logo must be no larger than 75% of the Member’s brand/visual mark.

Example of a business card

One-sided business card

Two-sided business card

2. APPRAISAL REPORTS

a. If the Member is using an AIC-published form, the AIC logo on the form must remain. If the form's content is altered in any way, such as additional fields being added, the AIC logo must be removed.

b. If a Member develops their own in-house templated appraisal report or form, the Member's company name and logo must be in a dominant/primary position on their company's appraisal reports or forms. If a Member chooses to incorporate the AIC logo in their organization's appraisal report template, it must have a secondary placement (e.g. footer of templated report/form, etc.).

It is recommended that either "Designated Member" or "Candidate Member" be placed above the logo to provide context to the Member's association with the Appraisal Institute of Canada. (see example)

When it does not conflict with the minimum size identified within the AIC Logo Quick Reference Guide, the AIC logo must be no larger than 75% of the Member's brand/visual mark.

Examples of logos (as footers to a document)

ABC APPRAISALS

CANDIDATE MEMBER

Appraisal Institute of Canada
Institut canadien des évaluateurs

Example of an appraisal report

Primary Position: Company/Logo Brand

Secondary Position: AIC affiliation and logo/brand

ABC APPRAISALS

January 2, 2018

By Email Only

Client Name
And
Address
Block

Dear *Client Name*,

Re: Street Address, City, PROV
Our File No. ##-####

Pursuant to your request and our letter of engagement, I have conducted a market rent study for the above noted property. The intended use of this market rent study is for first mortgage lending purposes with the client and intended user being *Client Name*. An interior inspection of the property was conducted on *DATE*. In addition, *City* assessment data and MLS data were reviewed.

It should be clearly understood that no market value appraisal has been completed and this letter is for the sole purpose of estimating the market rent for the subject. The subject property is legally described as Lot X on Plan ###, *City*. It is further described as Roll ########## and held under Title ##########. Zoning is (*e.g.: R1S - Residential - Single Family*).

The purpose of this report is estimate the current market rent for the above noted property. Market rent can be defined as "The estimated amount for which an interest in real property should be leased on the valuation date between a willing lessor and a willing lessee on appropriate lease terms in an arm's length transaction, after proper marketing and where the parties had each acted knowledgeably, prudently and without compulsion." (International Valuation Standards 2017)

The scope of work included conducting a search of recent sales and listings of comparable properties in the general area, a search of on-line resources included Kijiji and various sites of property management companies. The stated rents were analyzed. Findings from this search were further researched investigated through information available through the *City* and MLS data. This information has been retained within the appraisers office files.

CANDIDATE MEMBER

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