WRA Logo Usage Guidelines:

Usage of the WRA Logo must adhere to the following guidelines:

1. The WRA logo CAN be used on any promotional material that is approved by the WRA.

2. The WRA Logo CAN NOT be used to promote seminars, conventions, courses, lobbying efforts or other events that are not endorsed or approved by the WRA unless formal prior written permission has been granted by the WRA.

3. The WRA logo CAN be used as needed by other REALTOR® trade associations in Wisconsin as well as the National Association of REALTORS®.

4. Members of the WRA can use the WRA logo for promotional purposes on business cards, letterhead, ads and websites only if preceded by the language, “Member of...” While the logo is in use, the member must be a member of the Wisconsin REALTORS Association and in good standing with the Department of Professional Standards and Practices. If membership has lapsed, the logo must be removed from all promotional materials.

5. Usage of the WRA logo does not imply endorsement or sponsorship of a particular business or firm activity, unless otherwise approved by the WRA. Further, the WRA logo cannot be used to ascribe a work, remark, opinion or statement of fact to the WRA, unless also approved by the WRA.

6. The WRA logo CAN NOT be modified artistically. However, you may reverse it (to white) on solid backgrounds.

7. The WRA logo CAN NOT be resized disproportionably or incorporated as part of another logo.

8. Failure to follow these guidelines will result in immediate termination and authorization to use the WRA logo. The WRA logo and its name are trademarks of the Wisconsin REALTORS® Association.