



## MIEA ADVISORY

8 Feb 2019

Reference No: 03:02:2019

**TO : ALL MEMBERS**  
**FROM : MIEA SECRETARIAT**

**REFERENCE : REGISTERED TRADEMARK & GUIDELINES FOR THE USE OF MIEA LOGO**

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Greetings in the season of a New Lunar Year!












As part of the branding exercise and our continuous effort to bring value to our members, we are happy to announce that the MIEA and NREA logo's are now Registered Trademark ® under the Trade Marks Act 1976 and Trade Marks Regulations 1997.

In line with the above, the usage of the logo in any printed matter, photographs, stationery, diaries, sale & purchase agreement, lease agreements, business agreements, legal forms, flyers, banners, promotional items, labels, badges and identification materials made off paper or cardboard, certificates and books, instructional and teaching materials (except apparatus), signboards of paper or cardboard and decalcomanias (design on porcelain and glass) are subject to the following guidelines which is to establish a systematic and standard use of the logo by all active members :

1. The use of the logo is strictly for the purpose of promoting your real estate activities.
2. The logo is limited to be used in your name cards, signages, flyers, banners and posters.
3. For any other purposes, you are kindly advised to contact MIEA Secretariat for approval.
4. Any member of the Institute who is an active member shall have the privilege and honour to use MIEA's logo based on the guidelines referred hereto.

The above guideline is also to ensure that there will be no abuse on using the logo by non-members.

The specifications on the use of logo are as follows :

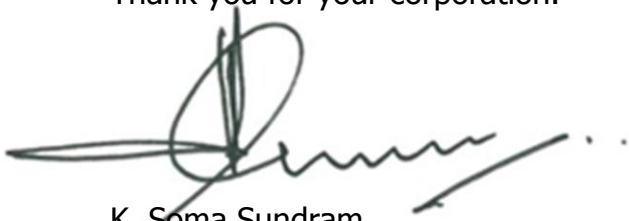
Colour Scheme	Logo's Size	Specimen of logo on name card
<p><b>CMYK</b></p> <p> C0 M20 Y100 K0</p> <p> C100 M80 Y0 K25</p> <p> C15 M100 Y100 K0</p> <p> C0 M0 Y0 K100</p> <p><b>RGB</b></p> <p> R255 G204 B0</p> <p> R0 G0 B191</p> <p> R217 G0 B0</p> <p> R0 G0 B0</p>	<p>Width : 0.5 cm Height : 0.6 cm</p> <p>← 0.5cm →</p>  <p>0.6cm</p> <p>*Membership number</p>	 <p>OM0000                      SOM0000                      PEAM0000</p>  <p>RENM00000                      AM0000</p>

Note : Your membership number shall appear at the identified area, please refer the above.

There is confusion that if the principal is a member, the firm is also a member. It is important to note that the membership is attached to the person and not the firm.

We hope that this will help to provide clarity to the issue.

Thank you for your corporation.



K. Soma Sundram  
Chief Executive Officer