



# LOGO USE POLICY

and Application Form

Review  
Annually

23 June 2022  
Reissue

## PURPOSE

This policy document and application provides guidelines on appropriate use of the BOINZ name and logos when associated with the granting of membership, and promotional rights in relation to events and engagements.

## PROCEDURE

Any Individual and/or organisation that wishes to use BOINZ Logo must seek permission from the Institute before any material is published.

Any promotional material and/or signage must be signed off by the Building Officials Institute of New Zealand's Marketing Manager.

The first step in applying to use the BOINZ logo is to ensure you believe you would qualify to use the logo (see policies and guidelines below). Should you believe you have a case you must email your request to [marketing@boinz.org.nz](mailto:marketing@boinz.org.nz). Your application will then be reviewed and you may be contacted for further information. Please allow up to fourteen (14) business days for a temporary approval from the Chief Executive, or three to four months for a term based approval from the Board.

The BOINZ logo is used for the official identification of the Institute.

The style of the brand and logos and their agreed representation is defined by the Institute's Board, and as such, cannot be modified or altered from the published formats.

The Institute also has brand identification for its various departments, including The Training Academy, HR Division, and Accredited Building Surveyors. Members who achieve Accreditation, as an Accredited Building Surveyor, have specific entitlement to use the Accredited logo upon gaining Accredited status. Accredited logo use is applied for separately.

Logo files are available in several formats, and can be provided upon approval via our Brand Guidelines.

For more information on these policies and guidelines or approval and permissions, please contact [marketing@boinz.org.nz](mailto:marketing@boinz.org.nz)

## LOGO PERMISSIONS

Any Member of BOINZ or Industry stakeholder agrees to seek permission and written approval through the Chief Executive for temporary use, or Board approval for term based use to display the BOINZ name and logo, including any BOINZ subsidiaries branding and logos.

The use of the Institute's brands and logos are not available for use on member's printed business collateral or vehicles.

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No Member of BOINZ can align the BOINZ logo or name with references to training, skills or expertise without prior written approval from the Chief Executive of the Board.

The Chief Executive or Board may consider short-term waivers to the above in the interests of industry promotion.

Use of the Institute's brand and logo's in conjunction with Industry partnerships and sponsorship is at the discretion of the Chief Executive.

The use of the BOINZ logo on any material, including but not limited to websites, business collateral or vehicles is also not permitted without prior written approval of the Chief Executive or the Board, depending on the term. Similarly, the incorporation of the BOINZ name, or image cannot be aligned or linked with any other imagery, logo or company name.

Any current financial member who requests permission to use the Institute's logo must fill out an "Application for Use of Logo" Form.

#### POST NOMINALS PERMISSIONS

The two member categories with permission to use postnominals are **Licensed** members and **Accredited** members.

The use by Licensed or Accredited members of the post nominals LMBOINZ (Licensed Member of the Building Officials Institute of New Zealand) or AMBOINZ (Accredited Member of the Building Officials Institute of New Zealand) is limited to an individual member's business card only.

Examples: John Doe, LMBOINZ  
Mary Doe, AMBOINZ

The only acceptable use of the Institute's name for a Licensed Member is to state the following:

**Licensed Member of The Building Officials Institute of New Zealand or LMBOINZ**

The only acceptable use of the Institute's name for an Accredited Member is to state the following:

**Accredited Member of The Building Officials Institute of New Zealand or AMBOINZ.**

#### MISUSE

The Institute views the misuse of its brand and logo's policies and guidelines seriously and misuse may invoke legal proceedings and/or membership termination.

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**Relevant Documents**

- Brand Guidelines

**DOCUMENT CONTROL**

Amendment #	Amendment Date	Approved On	Signature
Reissue	23 June 2022	28 June 2022	Nick Hill

## APPLICATION FOR USE OF BOINZ LOGO

- Application for usage of the Building Officials Institute of New Zealand Logo.
- Any non-completed forms will be sent back as incomplete and unapproved.

Name of entity/company/organisation associated:		
Full name of applicant (financial member of Institute)		
Designation		
Membership Number		
Mailing Address	Work Phone	Mobile
	Email	Website
Please describe the main objectives of your entity/company/organisation.		
Please outline where you intend to use the logo and why you want to use it.		

## USE OF LOGO - TERM AND CONDITIONS

- BOINZ may withdraw approval for use of the logo at any time on reasonable notice.
- Only current financial members are allowed to apply to use the BOINZ logo.
- The BOINZ logo cannot be reproduced for retail purposes.
- The BOINZ logo must not be used for any commercial purposes, including but not limited to trade promotions, point of sales materials, posters, billboards or other trade purposes
- The BOINZ logo must not be used in a manner that dilutes its value, places BOINZ or its affiliates in a position of disrepute or causes confusion as to the relationship between you, your company and BOINZ. If BOINZ considers its sole discretion that the BOINZ logo is being used in such a manner, you will immediately cease the use of the BOINZ logo in the particular manner upon request.
- Responsibility for Removal – Any costs incurred by the Institute involving the removal of the logo will be incurred by the member.

You must use the logo only in accordance with the specific terms, conditions, and principles. We would appreciate your reporting and suspected misuse or unauthorized use of the logo. You should appreciate that the logo is protected by New Zealand copyright law and by registration under the Trade Mark Act. Consequently any misuse or unauthorized use of the logo will infringe on our copyrights.

Please sign below to acknowledge your acceptance of all terms and conditions and regulations regarding your application to use the BOINZ logo.

\_\_\_\_\_ SIGNATURE \_\_\_\_/\_\_\_\_/\_\_\_\_\_ DATE

**Please send completed forms to:**

**Marketing & Events Manager**

Building Officials Institute of NZ

PO Box 11424

Manners Street

Wellington 6142

**Email:** [events@boinz.org.nz](mailto:events@boinz.org.nz)

**Telephone:** 04 473 6002