

Building Officials Institute of New Zealand Brand Guidelines

Improving the Quality and Performance of the Built Environment



Introduction

Welcome to the Building Officials Institute of New Zealand brand guidelines manual for BOINZ logo use.

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

To maintain the integrity of the BOINZ brand these guidelines must be strictly followed. The Institute views the misuse of its brand guidelines seriously and misuse may invoke membership termination and/or legal proceedings.

If you have any questions, please contact our Marketing and Events Manager at 04 473 6005 or events@boinz.org.nz

Use of the Institute's Name & Logo

Any current Member of BOINZ agrees to seek permission through the Chief Executive for the Board approval to use the BOINZ name and logo, including any BOINZ subsidiaries, branding and logos.

The BOINZ name and logo, including all subsidiaries, shall not be used without the prior specific written approval of the Chief Executive of the Board. The rules and regulations surrounding this means a company cannot be listed as being a Member of BOINZ.

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

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

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

Corporate Member of The Building Officials Institute of New Zealand or CBOINZ

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

Application for Use of Logo

Only Members of BOINZ and Industry Stakeholders qualify to apply to use the logo.

Applications are approved by 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.

Application for Use forms will be reviewed, and more information may be requested.

Please allow up to (5) business days for a temporary approval from the Chief Executive, or three to four months for a term based approval from the Board.

The Application for Use Form is available on our website (www.boinz.org.nz) and found in About Us/ Terms & Conditions and should be addressed to:

Chief Executive
Building Officials Institute of New Zealand
PO Box 11424
Manners Mall
Wellington 6142

BOINZ Logos

Our Logos

The Building Officials Institute of New Zealand Logo consists of the wordmark 'Building Officials Institute of NZ' with encompassing imagery that surrounds the right hand side of the wordmark.

The Building Officials Institute of New Zealand Training Academy Logo, has the additional 'Training Academy' text along the bottom right-hand side of the logo.

The Building Officials Institute of New Zealand Accredited Building Surveyors Logo has the additional 'Accredited Building Surveyors' text along the bottom of the logo.

These elements including the colours appear in a fixed relationship to one another and should never be altered, modified or repositioned.

To ensure accurate reproduction, always use approved master art files.



Logo Clearspace

To maintain the logo's prominence, a generous clear space must be maintained. Failure to maintain this space will diminish the impact of the logo.

Do not allow text, graphics, photography or backgrounds to violate the minimum clear space as indicated by the border below. This protects the integrity of the logo and ensures that it is never visually dominated by other elements.

As much clear space should be given as possible, but use the image below as a minimum indication of the space that must be left clear.

When using the BOINZ logo in printed collateral or online applications with other company names or logos, be sure to maintain the minimum clear space requirement.

It is important that the BOINZ logo is separate and distinct from any other company name or logo, and is displayed in a manner that does not imply any unwarranted affiliation between BOINZ and another organisation without our permission.



Logo Colours

For full colour print, web or video the BOINZ logo should appear in the appropriate Pantone code as indicated below:

Yellow (Circle Dot) - Pantone 122C

Green (Curved Line—Top) - Pantone 375C

Dark Blue (Triangles & Curved Line—Below) - Pantone 627C

Black (Wordmark—BOINZ text) - Pantone Black 7C

The logo should only be used upon a white background/clear space as this is the most effective layout.

When colour is limited to one or two colours, it is permissible for the logo to appear in black on a white background.

If a colour or photographic background is used a white border should be applied.



Logo Size

Maintaining legibility

Never reproduce the BOINZ logo at sizes smaller than those indicated here. Doing so will cause the logo to become unreadable or unrecognisable.



Recommended Size for all collateral



Minimum size for all collateral

Logo Misuse

Unacceptable usage

These examples illustrate a few of the many possible unapproved logo usages. Because the impact of the logo depends on visual recognition, its integrity must always be maintained, and as such the following examples provide cases in which the logo has been unacceptably altered.

For reproduction purposes, please only use the approved artwork.



Do not alter the way the logo is configured



Do not change the logo colour



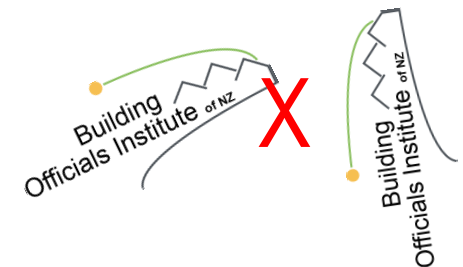
Do not change the font



Do not distort the logo



Do not combine the logo with other graphics or logos



Do not position the logo vertically or on an angle.