

# USE OF WATER NEW ZEALAND LOGO

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## Policy

The Water New Zealand logo may only be used for official Water New Zealand business. The logo is for everyday use on publications, stationery, written material issued from Water New Zealand, and in certain documents issued by other organisations and specifically approved by the Water New Zealand Chief Executive.

The logo modified with, for example, the words "Member", "Sponsor" or "Supported by", may be approved by the Chief Executive for use in specified situations by members, sponsors or in support of specific services. If used inappropriately, the Chief Executive may withdraw approval.

## Explanation

The Water New Zealand logo was developed to give the Association an easily recognisable "brand" that is distinctive and a shape that is suitable for using in a variety of situations on printed material.

To maintain and enhance the Water New Zealand image, the use of the Association's logo is limited to official Water New Zealand business. Use in advertisements for promoting commercial products and services, or unauthorised use by other organisations, would ultimately devalue the brand and consequently the Association.

The modified logo is available to assist members of the Association and approved sponsors to promote their relationship with Water New Zealand and thus to enhance the water industry overall.

## Guidelines

Members are encouraged to use the logo modified with the word "Member" on the following:

- personal letterhead and business cards
- business letterhead
- business signage.

To ensure that Water New Zealand is not seen to be endorsing any particular product or company in preference to others, permission to use the logo or make reference to Water New Zealand in promotional material (printed and electronic) is provided under the following conditions and guidelines.

- Any use of the Water New Zealand title or logo will be discreet and less prominent than the company or product name, logo or banner.
- The use of the logo or any reference to Water New Zealand must clearly imply that the company or organisation is representing itself simply as a member, sponsor or supporter of the Association.
- Preferably all references to Water New Zealand (logo or name) will be at the bottom or lower margin of the page or promotion, or at least presented in such a manner as to not appear as the promoting organisation or sponsor of the product.
- The logo must be obtained from the Association national office and used without modification of the colours or font styles.

In providing this approval to use the logo or acknowledgment of membership, Water New Zealand, in so doing, assumes no responsibility or liability for the opinions or statements of facts expressed by the company using the logo or name in its advertising, promotion, letterheads or other printed or electronic communications and material.

Sponsors may be approved by the Chief Executive to use, under limited conditions, the logo with the word "Sponsor" above. Approval will only be given if it is clearly in the interest of, and enhances the reputation of, Water New Zealand.

On occasion, the Board or Chief Executive will endorse a document or publication issued by another organisation when it accords with the interests or goals of Water New Zealand. In this situation, the Chief Executive may approve use of the Water New Zealand logo on the document to signify endorsement.

### **Hyperlinks**

The modified Water New Zealand logo may be used for the purpose of denoting electronic hyperlinks to the Water New Zealand website from another website, provided that such use specifies that it is for the purpose of providing the link. Under the modified logo (where it is used for this purpose) there shall be written the words "Water New Zealand Link".

The logo is available from the Water New Zealand office in electronic format. It is available in one colour (**BLACK**), or full colour (using the Water New Zealand colours of Blue and Green - refer below for the custom colours).

**To maintain a high standard the colours of the logo must not be changed.**

**Colours in logo** **BLUE**: R3; G103; B166 **GREEN**: R3; G166; B90