



## **Logo Usage Terms and Conditions for the use of NZ ARB Logo**

Parties: This agreement is between NZ Arboricultural Association (NZ ARB); and the members of NZ ARB.

The NZ ARB logo and any marks associated with the NZ ARB are the property of the Association and are protected by state and federal laws.

- Use of the NZ ARB logo is a benefit of membership and is restricted to NZ ARB fully paid-up members
- The NZ ARB logo may not be used to state or imply that NZ ARB has endorsed a company or a company's products and services
- The NZ ARB logo must be displayed in a positive manner. It may not be used to depict NZ ARB or any of its members, services, products, or affiliates in a negative way
- The NZ ARB logo must be used only in the exact form indicated within the NZ ARB logo usage guidelines document. You must comply with any request to correct, remedy, or discontinue any use of the NZ ARB logo which is determined by NZ ARB to be improper under these guidelines
- The NZ ARB logo may not be altered or modified, including change in colour or font
- The NZ ARB logo may not be taken apart or combined with other design elements
- When used online, the logo must include a hyperlink without a border to <http://www.nzarb.org.nz>
- Inappropriate use or misleading application of the logo will be considered misconduct and may compromise your membership
- NZ ARB reserves the right to immediately withdraw or retract the organisations entitlement to the use of this logo where any person(s), staff, agent or anyone acting on the behalf of the organisation has brought the association into disrepute or is acting in a manner that does not align with the associations conduct
- From time to time the logo will be updated. Older versions may be retracted and a new version will be supplied. While reasonable time frames will be allowed, these will be on a case by case basis and you or the organisation you represent are required to comply with such requests
- NZ ARB reserves the right to change these guidelines solely at its own discretion
- You must immediately notify NZ ARB if you suspect or discover that the NZ ARB trade mark(s) or other NZ ARB logo have been accessed or used for any purpose other than the Permitted Purpose
- You agree to fully indemnify NZ ARB against any loss, damage, liability and costs that NZ ARB may sustain as a result of any breach by you of any of the Terms and Conditions or of any applicable laws



- When promoting yourself as an NZ ARB Member, Approved Contractor, Sponsor or Partner by using our logo, your Membership, Approved Contractor, Sponsor or Partnership status must be current and use of the brand must reflect only current status not expired status even if the intention is to renew the expired status. Should your membership type change for any reason you must ensure any use of the NZ ARB logo in relation to your brand reflects this in its application. If you intend to use the logo in third party publications that remain in use until a new release such as yellow pages you must ensure your membership status reflects the application of the logo for the entire time the publication is in use. For this reason we suggest you plan for suitable application processing time to prior to expiration of your membership type to retain the rights relevant to your application of the NZ ARB logo. Any parties who intend to use the logo in a manner that does not comply with this document must make an application to NZ ARB in Writing and receive authorisation prior to doing so

Thank you for being a member of the New Zealand Arboricultural Association and for promoting NZ ARB. If you have any questions, please contact NZ ARB's Administrator on 04 4726330 or email [admin@nzarborg.nz](mailto:admin@nzarborg.nz)