



GUIDELINES FOR THE USE OF THE CETANZ LOGO FOR PROMOTIONAL PURPOSES

The CETANZ logo is available to members to use for promotional purposes. In order to use the logo you must have at least one fully paid member in your office/location. Use of the logo must be in line with these guidelines.

These are some of the ways the CETANZ logo may be used to promote membership and support of CETANZ:

- Display advertisements in newspapers, trade magazines and company newsletters
- Recruitment advertising
- Sign writing on buildings and offices, excluding vehicles
- All types of stationery
- Promotional literature and videos
- Websites

Use of logo on documents:

The CETANZ logo must NOT be placed on laboratory test, calibration or inspection reports or certificates, products, or product packaging seen by the consumer or in any other way that may be interpreted as denoting product endorsement.

The logo must not be used on any material that may bring disrepute to CETANZ as an organization

Only logo's obtained from CETANZ are to be used and must be printed in the specified colours and font and in full.

The CETANZ name:

When making any reference to CETANZ, the correct names are "CETANZ" or "Civil Engineering Testing Association of New Zealand". If using the full expansion of the acronym it must be with capitals at the start of each word (Except "of")

The logo shall be used in conjunction with one of the following options of wording:

- Proud supporter of CETANZ
- We support CETANZ
- We support membership of CETANZ
- We encourage membership of CETANZ

What you shall not say

- Your products, services or results are CETANZ approved, certified or endorsed

Breach of Terms and Conditions of Use

By using the logo you are agreeing to adhere to these guidelines.

If you are found in breach of these terms and conditions of use, you will be served with a Cease and Desist Notice and must comply immediately.

For any questions or if you are unsure what to say or how to use the logo please contact us at info@cetanz.org.nz