

Rules Governing the Use of The Marketing Association Logo



Background

The Marketing Association has developed a logo for use by our corporate members on their letterheads and websites (see clause 5.4). This will enable them to publicise the fact that they are members of the Association and abide by the Codes of Practice and Best Practice Guidelines implemented by the Marketing Association. The ability to display the Marketing Association logo is clearly seen by members as having real value and is offered as a new and additional benefit of membership.

The information below, along with the accompanying Style Guide for the treatment of the Logo itself, covers the rules governing the use of the Logo, which members must agree to abide by.

1. Definitions

- 1.1 "Logo" shall mean the Marketing Association Logo developed specifically for use by corporate members of the Marketing Association.
- 1.2 "Marketing Association" shall mean the New Zealand Marketing Association, a society incorporated under the Incorporated Societies Act 1908, with its registered office for the time being at Level 1, 61A Wellington Street, Freemans Bay, Auckland.
- 1.3 "Codes" shall mean the Code of Practice for Direct Marketing in New Zealand currently in force, and the Advertising Codes of Practice currently in force, and any future amendments to those codes.
- 1.4 "Certified User" shall mean any corporate member company approved to use the Logo.
- 1.5 "Style Guide" shall mean the document outlining both the correct and incorrect treatment of the Logo on any collateral produced by the Certified User.

2. Who Owns The Logo?

- 2.1 The Logo is the absolute property of the Marketing Association and shall not be used by any person except those corporate members who have applied and consequently approved to use the Logo in accordance with these regulations.

3. Who may use the Logo?

- 3.1 Use of the Logo will only be granted to current Corporate Members of the Marketing Association, provided that the Marketing Association is satisfied that the Corporate

Member complies with (or is able to comply with) the standards set out in the Code of Practice for Direct Marketing and the Advertising Codes of Practice.

3.2 A certificate shall be issued for a maximum period of 12 months and shall be renewed by Marketing Association upon payment of the annual Membership Subscription.

3.3 In the event that a Certified User does not renew their membership with the Marketing Association, authority to use the Logo is automatically withdrawn and the Certified User must remove the logo and any reference to it from all collateral once their membership has officially expired. Any cost incurred in doing this is to be borne by the Certified User.

4. Register

4.1 The Marketing Association will keep a register containing the names, addresses and trade descriptions of Certified Users of the Logo and the expiry/renewal date of the membership.

4.2 The Marketing Association will randomly audit a portion of those registered annually to ensure compliance with these regulations.

4.3 The Marketing Association has the power to issue, review, and withdraw any right to use the Logo.

5. Conditions to be complied with by Certified User

5.1 The Certified User acknowledges and accepts the circumstances of ownership set out in Clause 2 above, and will not do or omit to do anything to affect the validity of the Logo or its registration in any way.

5.2 The Certified User acknowledges that in no event will the New Zealand Marketing Association be liable for any marketing activity or collateral, illegal or otherwise, produced by the Certified User through its association of the Logo appearing on the material.

5.3 The Certified User may use the Logo on Corporate Stationery and its own Website only in accordance with the principles and criteria set out in these regulations and in the accompanying Style Guide or in other forms or such other manner as shall from time to time be agreed by the Marketing Association.

5.4 The materials the Logo is permitted to appear on include:

5.4.1 Corporate Stationery

5.4.2 Company websites

Any other uses of the logo must be approved prior to production by the Marketing Association Senior Manager – Marketing & Communications. Please submit your proposed material either in writing to:

Senior Manager – Marketing & Communications
Marketing Association
P O Box 47681
Ponsonby

Auckland

Or email marketing@marketing.org.nz

Attention Senior Manager – Marketing & Communications – request for use of logo approval.

- 5.5 The Certified User will faithfully and accurately reproduce the Logo in its entirety and in the exact form as supplied by the Marketing Association.
- 5.6 The Certified User must use the Logo in the colour combination specified in the Style Guide.
- 5.7 The Certified User undertakes at all times to abide by each and every requirement of the Codes of Practice for Direct Marketing and the Advertising Codes of Practice.