

Insulation Association of NZ Incorporated: Use of Logo

The logo is the physical representation of the Insulation Association of NZ brand and our promise and commitment to our customers. It signals the consistently high standards of the product and services we provided under the IAONZ. As a member training, you share the responsibility to ensure that the IAONZ brand name and image are maintained, presented, represented and marketed in the best and most professional way possible.

Under your membership, you are licensed to use the IAONZ name and logo and it is all of our interest that you treat these and other licensed trademarks with utmost respect. They must not be corrupted or compromised by incorrect use.

The member is available to assist you with any queries you may have in relation to the IAONZ identity.

STANDARD - USE OF LOGO

When using the IAONZ name or logo, you must conform to the procedures and standards outlined in this section at all times.

The following rules apply to the use of the IAONZ logo and use of trade name "Insulation association of NZ Incorporated" or "IAONZ Inc".

- 1) You may only use the logo and trade name for the purpose expressly provided for in this document.
- 2) The name of your business entity must not include the words IAONZ.
- 3) In circumstances where you do use the logo or trade name you must clearly display that your business is an independent member, for example with the statement "(Your business name)" is an independent member.
- 4) Where you intend to use the IAONZ logo, its use and proofs must be first approved by the IAONZ committee.
- 5) The logo may not be altered in any way, including being presented in a different colour to that provided by IAONZ.
- 6) The logo may not be used in any application with another logo without the prior approval of IAONZ committee.

Approval of use of the Logo

The degree to which a fully paid member is able to promote the IAONZ logo is dependent upon the number of installers (if any) responsible to that member who have successfully graduated from the 4 stage IAONZ pathway and hold current IAONZ Sitesafe passports.

An installer is defined as an individual who either physically installs insulation or, whose primary role is to perform duties which directly facilitate the installation of insulation and may be either; an employee of the member company, a contractor or agent to that company, or an employee, contractor, or agent of a company contracting to the member company.

A fully paid member is restricted to using the logo on vehicles & office stationery (excl. Business cards) only, unless they are able to satisfy the following criteria:.

The fully paid member is required to maintain a minimum of 33% of their installers as IAONZ graduates. If they are able to satisfy this criteria, they may additionally use the logo on clothing apparel and marketing and promotional material, including business cards.

All promotional or advertising material must be submitted to the committee for prior approval.

This approval must be:

- Submitted prior to the promotion/advertising starting and allow sufficient time for approval to be given (minimum 1 month).
- Accompanied by a copy of the advertisement, artwork or script.
- Be in accordance with the branding guidelines (colours, fonts, etc) In approving your request the IAONZ Committee will consider compliance with logo and Trade name usage requirements; adhere to quality standards and the Fair Trading Act and whether the tone and manner are consistent with the required IAONZ image and standards.

Any specific promotional material provided by IAONZ must be used unaltered.

Standard – Approval of Use of the Logo

- You must submit all proposed uses of the IAONZ logo to the committee for approval prior to publication (1 month minimum).

Brochures and Marketing Material

IAONZ members must obtain approval of the IAONZ logo and any other marketing material from the committee.

IAONZ Member Obligations

The Brand

As an IAONZ member, we share with you a vested interest in building and protecting the IAONZ brand. It is where the value in IAONZ as a member lies and we will do all we can to ensure the IAONZ brand is and remains a credible voice for the industry.

Building and protecting the brand involves a number of key activities as discussed below:

Protecting the Brand

It is our main responsibility at IAONZ to do all we can to protect the brand, and this includes:

- Maintaining logo protection.
- Challenging any other business that encroaches on our logo or trade name.
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Nurturing the Brand

Like anything important in life, our brand needs to be looked after. It takes considerable work, creativity, innovation, and commitment to build a brand. We need to be diligent and constantly watchful that everything we do, what we say and the way we behave, is in a manner that is consistent with the values and “personality” of the brand.

IAONZ Incorporated

The IAONZ committee is committed to:

- Educating all IAONZ members in the IAONZ way of representing the brand, so that we are all acting consistently and working with each other to build a clear expectation in the industry of what value they will get from us.
- Monitoring the use of the logo and trade name and taking corrective action if anyone does something that may be detrimental to the brand, and therefore to all members and the wider industry.
- Regularly evaluating the IAONZ brand and its profile in the market and making any necessary changes to “keep up with the times”.
- Evaluating marketing, advertising and other materials and media using the brand and ensuring that these are of the highest standards and complimentary to the values and desired profile for the brand.
- Keeping the logo current and registered.
- Maintaining a web presence including domain names, email addresses and a website.