

BRAND GUIDELINES

These brand guidelines provide guidance on the use of ICNZB intellectual property and rules for acceptable use of member branding.

Use of ICNZB branding without current membership is strictly prohibited.

August 2018

Brand Guidelines

PROMOTING AND PROTECTING OUR BRAND

The logo is the physical representation of the Institute of Certified NZ Bookkeepers (ICNZB) brand and our promise and commitment to our members. It signals the consistently high standards of the services provided by members of the association.

Nurturing the ICNZB 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.

The Executive Committee is committed to:

- Educating all ICNZB members in the ICNZB way of representing the brand, so that we are all acting consistently and working with each other to build a clear expectation of what value our profession can offer.
- 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 ICNZB 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.
- Maintaining logo protection.
- Challenging any other business that encroaches on our logo or trade name.

Use of ICNZB Logo

As an ICNZB member, we share with you a vested interest in building and protecting the ICNZB brand. It is where the value in ICNZB as a member lies and we will do all we can to ensure the ICNZB brand is and remains a credible voice for the industry. Building and protecting the brand involves a number of key activities as discussed below:

Full logo

The full logo is only to be used in promotion of the association and is not permitted to be used by members in promoting their own business.


Use of the full logo is restricted to members of the executive or employees in the role of communication on behalf of the association. This may be presented in the form of formal letter or any form of electronic communication relating directly to the operations of the association.

Special requests for full ICNZB logo use

We are dedicated to promoting bookkeeping in New Zealand and encourage our members to promote the association when and where you can. We understand our members may on occasion be presented with an opportunity to promote the association as a whole. In this instance, you must refer this opportunity to the Executive Committee for consideration and approval.

Any requests for special use of the full ICNZB logo must be:

- Submitted in writing to the Executive Committee prior to the promotion/advertising starting and allow sufficient time for approval to be given (minimum 1 month).
- Accompanied by a copy of the potential advertisement, artwork or script.
- In accordance with the branding guidelines (colours, fonts, etc)



In approving any request the Executive Committee will consider whether the request will be of benefit to the association and our members, and whether the tone, manner and presentation are consistent with the image and standards we maintain.

Promoting your membership

As a member, you share the responsibility to ensure that our brand and image are maintained, presented, represented and marketed in the best and most professional way possible. It is in all of our interests that you treat these and other licensed trademarks with utmost respect. They must not be corrupted or compromised by incorrect use.

As a member, you are authorised to use the member badges to promote your membership with the association.

Members must adhere to the following rules:

- Use of the name Institute of Certified NZ Bookkeepers or ICNZB in your company name product name or service offering is not permitted.
- When promoting or offering your services, your brand must be the dominant brand.
- You must use the member badge that is the equivalent of your membership grade and badge level.
- Individual membership badges are to be used by the individual person who is a full member of ICNZB for communication.
- Corporate member badges are to be used by those who hold a corporate membership for communication.
- Instances where an individual holds membership and their business is a corporate member, that member is permitted to use both badges concurrently in any communications or promotions of their business.
- Use of the ICNZB members' badges, tagline and web address must conform to the brand guidelines.
- Apart from the use of the member badges, use of the ICNZB brand green and grey is permitted.
- Use of copy, images, screenshots, photos and any

other content produced by ICNZB is permitted only with approval.

- When promoting ICNZB services you use materials provided by ICNZB. You can only alter the materials and apply your own brand and content in ways pre-approved by ICNZB.
- The member badges may not be altered in any way, including being presented in a different colour to that provided by ICNZB.

If you have any queries on acceptable use of member badges, please contact the association.

Available files

Member badges for individual members are available for download through the website shop. You are only able to access the buttons relevant to your current membership grade.

The download file provides you with your relevant logo in the following file formats:

- .ai design file
- .png files in 2 sizes with a transparent background
- .jpg file in 2 sizes
- .pdf file

If you require a different size or format to what is provided, please contact the association.

Corporate membership badges are not available for download, but are available on request.

Strategic partners of the association also receive a badge to promote their relationship with the association.

Placing the badges

To ensure legibility, ensure that the logo does not reduce below the following sizes:

- Print: 10mm square (excluding clear space)
- Screen: 40px square (excluding clear space)

The logo should have a minimum clear space around it. This space is equal to the width of the 'n' in the logo.

Badges and colours

CERTIFIED



EMPLOYEE CERTIFIED



ASSOCIATE



CORPORATE



BRAND COLOURS



Green
C50/M0/Y100/K0
R128/G255/B0
HTML 8C C6 3F



Grey
C0/M0/Y0/K40
R153/G153/B153
HTML 99 99 99



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