



LOGO USAGE GUIDELINES

About

Nulca NZ represents the utility location industry in New Zealand. It is an organisation created to support and grow the capabilities of individuals and organisations involved in locating, tracing, and mapping underground services.

Explanation

The Nulca NZ Corporate logo was developed to give the industry organisation an easily recognisable 'brand', one that is distinctive and suitable for use in a variety of media applications. The Corporate logo is designed to promote Nulca NZ as an organisation to the industry sectors it interacts with.

The Nulca NZ Member Logo's were developed to identify Member types, and for those members to promote their business and the broader locating industry. The Member Logos are designed to assist members of Nulca NZ to promote their relationship with Nulca NZ.

Logo Types

Corporate Logo



Membership Logos



Corporate Logo Policy

The Nulca NZ Corporate logo may only be used for promoting Nulca NZ as an organisation by approved users. Use of the Nulca NZ Corporate logo must be approved by the Nulca NZ Board. An application for its use can be made using the 'Nulca NZ Corporate Logo Use Request Application' on the Nulca NZ website. Once a request is received it will be tabled at the next board meeting. Board approval or refusal will be issued by the Nulca NZ Secretary in writing following. If approval is given it will explicitly include the following:

- Terms & Conditions of use
- Any special conditions that must be adhered to

Member Logo Use

The use of the Nulca NZ Member logo is strictly limited to use by current financial members. Compliance with the terms and conditions of use must be adhered to. Both individuals and organisations may use the logo that applies to their membership type as shown below. The different membership types are outlined on the Nulca NZ website.



The Logo can be utilised on the following:

- printed material including business cards and electronic signatures
- business & vehicle signage
- company literature or advertising

Members will receive a welcome pack upon completion of the Membership process. The welcome pack will include an electronic file of their specific member type as well as a copy of this document outlining terms and conditions of use.

Logo Terms & Conditions of Use

While members and approved users may use the Logos, such use shall always be at Nulca NZ's discretion. The Logos are the sole and exclusive intellectual property of Nulca NZ. Use of one or more of the Logos shall constitute consideration for, agreement to, and acceptance of these terms and conditions. Any failure by a user to comply with the terms and conditions may result in the immediate revocation of the logos use.

Logo Use is Limited

Only paid financial members may use the Member Logos. If membership has lapsed all use of the Nulca NZ Member logo must cease. Only approved users with prior written permission by the Nulca NZ Board may use the corporate logo. Use of the Logos shall create no rights for users, in or to the Logos, or their use beyond the terms and conditions stated herein. Nulca NZ reserves the right to request samples of use of the Logos to determine compliance with these terms and conditions. Without further notice, Nulca NZ reserves the right to prohibit use of the Logos if it determines that a user's Logo usage, whether wilful or negligent, is not in strict accordance with the terms and conditions, otherwise could discredit Nulca NZ or tarnish its reputation and goodwill. Nulca NZ may revoke logo usage rights for any reason it sees fit upon written notification to you.

Logos May Not be Altered

The logos may not be revised or altered in any way and must be displayed in the form supplied – no additional text such as 'approved supplier' or 'affiliated partner' is to be added without the prior written permission of the Nulca NZ Board.

Professional and Respectful Use

The Logos may be used in a professional manner on the user's Web site, business cards, stationery, literature, advertisements, storefront window, or in any other comparable manner to signify the user's membership, association with or support of Nulca NZ.

Logos may not be used in any manner that discredits Nulca NZ or tarnishes its reputation and goodwill; is false or misleading; violates the rights of others, any law, regulation, or other public policy; or mischaracterizes the relationship with Nulca NZ.