

Guidance for use of the TSANZ Logo

Purpose

To establish guidance and procedures for the appropriate use and display of the TSANZ logo.

Why is it important to protect the TSANZ logo?

TSANZ has a distinctive logo and a strong identity. Our logo is fundamental to managing and protecting our good reputation with our partners and stakeholders. Our partners and stakeholders have a perception of our brand; it builds trust and loyalty and gives us authority and integrity and it is important to maintain this integrity because they trust us and listen to our views.

It is imperative that we ensure that the TSANZ logo is used only for official and appropriate purposes and to protect the organisation's brand from unauthorised use and any potential litigation.

Procedures for use of the TSANZ logo

The following procedures should be followed to receive approval for use of the TSANZ logo for all external communications and published documentation (print and electronic).

This includes use of the logo for:

- Websites, including Facebook, online communities
- Corporate publications
- Publicity (including posters, flyers, leaflets etc) and advertising
- Press releases
- Branded merchandise
- Presentations
- Any joint external communications with partner organisations where our logo is used in conjunction with others

Note: The TSANZ logo will not appear on any pharmaceutical company branded documents as this could imply TSANZ endorsement of the company and their products. Any variation to this must be approved by the CEO and President.

Approval process

When requesting the use of the TSANZ logo please provides the following information:

- Why is the logo being requested?
- Where will it appear and details of any publication (e.g. press release, brochure, flyer, leaflet, magazine advert, exhibition panel, print, electronic website)
- Is it being used in partnership with other organisations and their logo? If so, who and how will it appear?

Approval is sought from the Chief Executive Officer.

Compliance

The Chief Executive will respond accordingly and take any appropriate action against any unauthorised use of the TSANZ logo including seeking legal advice and action if necessary.

The TSANZ logo is the property of TSANZ and the responsibility of the Chief Executive. No other uses of the logo is authorised without the prior permission of the Chief Executive.