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# Brand Guidelines - Members

## About The Fencing Contractors Association of New Zealand Inc (FCANZ)

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### **Our Mission**

To raise the profile of fencing as a recognised trade that embraces best practice, adherence to quality standards and ongoing professional development.

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A group of dedicated fencing contractors and founding strategic partner, WIREMARK, launched The Fencing Contractors Association of New Zealand Inc. in February 2006. The fencing industry immediately embraced FCANZ with the purpose of encouraging and developing professionalism and the highest standards of fencing in New Zealand.

Today, FCANZ continues to grow and gain respect from all involved with the industry, from the manufacturers who make the product to the staff who construct the fences, and the people who receive the services of fencing contractors.

FCANZ continue to support the industry of fencing contractors by:

- lifting the profile and standard of fencing and fencing contractors in New Zealand,
- growing the market for fencing contractors and those associated with all aspects of the fencing industry,
- promoting the best interests of fencing contractors,
- fostering and promoting a high quality of workmanship,
- encouraging and promoting the knowledge of fencing personnel,
- holding regular meetings to facilitate the exchange of information within the regions,
- ensuring FCANZ is the first reference to the fencing industry.

We keep our members in touch with the latest fencing products, technical information, trends and developments, including access to best practice guidelines, templates and codes of practice. In addition, FCANZ host a variety of informative and networking events throughout the year.

## FCANZ Member Logo Suite



## Logo variations reversed



## FCANZ Member Logo Guidelines

The FCANZ membership logo suite is authorised for use by current financial members of FCANZ. All current financial members have agreed to adhere to the FCANZ Code of Ethics & Conduct and be fully compliant with all its requirements.

### Logo usage is subject to the Guidelines stated below:

- The FCANZ member logo is the absolute property of Fencing Contractors Association New Zealand and may not be used by any organisation or person other than in accordance with these guidelines.
- Members may only use the FCANZ logo they are entitled to, based on their level of endorsement.
- The FCANZ member logo shall be reproduced in full without any alteration but may be scaled as long as the text is legible. The logo should not be 'stretched' horizontally or vertically, however: its horizontal and vertical proportions must always be the same.
- The colour scheme must be adhered to.
- Approval to use the FCANZ member logo cannot be transferred to any other party without the written permission of the Executive Director and/or FCANZ Board.
- The FCANZ member logo must not be used where it could be seen as endorsing a product. It shall not be used in situations where it might be seen as an endorsement to findings or opinions in a report, letter, or memorandum, irrespective of the content.
- The FCANZ member logo shall be removed in all its forms from all media and/or property when membership ceases.

### Examples of logo use:

- In email signatures
- In advertisements, but not as product endorsement
- On an FCANZ member's website
- As part of building and vehicle signwriting

## Logo clear space



The clear space around the logo must remain clear and uncluttered. In all applications of the logo, the clear space should be equal to the F-height of the letters.

## Logo minimum size



Ensure the logo is never smaller than the minimum size of 35mm in width.

*For best practice always use the registration ® symbol where possible, unless it is not suitable for practical reasons e.g. the logo will be very small.*

## Member logo terms of use

### **IMPORTANT: Use of old FCANZ logos and cessation of use**

#### **Old Logos**

Members using an old FCANZ logo on websites and/or in any other digital media, must stop using that old logo immediately and change it to the appropriate current logo. Members using an old FCANZ logo on any hard copy materials such as letterheads or brochures, must, as soon as practically possible, over-sticker the old FCANZ logo with the appropriate current logo to ensure compliance with this policy.

If you have any questions about which current FCANZ logo to use, or you need a digital file of the appropriate current logo, please contact the Association.

#### **Cessation of Use**

If you cease being an FCANZ member, you will need to immediately cease use of the FCANZ logo(s) you are using as you will no longer have permission to use any FCANZ logos.

If you are using any FCANZ logo(s) on hard copy materials, you will need to stop distributing those materials immediately and either recycle those materials (if possible) or dispose of them safely.

Use of any FCANZ logo(s) after you have ceased being an FCANZ member will infringe the Association's trade mark rights and will be taken very seriously.



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