

8 August 2017

USE OF NATURAL HEALTH PRODUCTS NZ LOGO BY FULL MEMBERS

The Board of Natural Health Products NZ has agreed that Full Financial Members of Natural Health Products NZ will be entitled to use a “Member of” logo as displayed below, under the following conditions:

1. Use of the “Member of” logo must attain prior approval from the General Manager of Natural Health Products NZ. Artwork should be emailed to the GM in colour. The positive email response should be kept on file by the member.
2. The “Member of” logo can ONLY be used on printed advertising material, television advertisements, websites, letterhead, business cards and electronic signatures but **cannot** be used on product labels or packaging.
3. Where the “Member of” logo is used it must be in conjunction with the member company’s own logo and the size of the “Member of” logo must be 80% or smaller than the member company’s logo.
4. Use of the “Member of” logo will not denote that Natural Health Products NZ endorses the products, practice or qualifications of the member. Natural Health Products NZ will include a disclaimer on the Natural Health Products NZ website www.naturalhealthproducts.nz regarding this.
5. The Code of Conduct now includes a statement to protect the use of the logo and by default all who have signed the Code in the past will be considered to agree to this.
6. When a member resigns or membership is terminated for any reason they will desist in using the logo as from that date.

Logo

Natural Health Products NZ will not restrict the placement of the logo as design of the relevant material is deemed to be the responsibility of the member, but proportions, colour and usage below must be followed.

Where the Natural Health Products NZ logo appears in any publication and cannot be produced in colour it can be produced in either solid black or reversed out in white. If the background colour is light, use the black logo, if the colour is dark, reverse the logo out in white.

High resolution copies of the logo will be provided by Natural Health Products NZ office once approval for use has been given, and must be used as it is.

