

Policy on the Use of the NZIV Logo

Membership of the NZIV, and subsequently the use of the NZIV postnominals, name and logo are important tools for members to clearly identify themselves as qualified, experienced and accountable professional registered valuers.

The following rules therefore apply to the use of NZIV, logo and name.

Use of the NZIV logo and name by members

1. Members of the NZIV are encouraged to use the NZIV logo and name to promote the Institute and their membership of it.
2. The underlying principle of the use of the NZIV logo and name is that it: ***“must only be used in a manner that does not mislead any person as to the status of the NZIV member, or the firm employing an NZIV member”***
3. Members must comply with the following Council policies for use of the NZIV logo and name, which are subject to copyright:
 - a. The NZIV logo must be the current logo provided electronically by the NZIV national office upon request of the member (complete “Application to use NZIV logo form”).
 - b. The logo must not be used to imply NZIV endorsement of any specific service or product. Specifically, an NZIV logo cannot be used on Valuation Reports as this may imply endorsement.
 - c. The logo may only be used on all communications and signage by:
 - i. a member who has the NZIV membership status of Registered Valuer or above, or
 - ii. a self-employed/sole trader member who has the NZIV membership status of registered valuer or above, or
 - iii. a company or firm that has at least one director or partner who has the NZIV membership status of Registered Valuer or above, or
 - iv. a company or firm who employs Valuer staff, the majority of whom 50% + have the NZIV membership status of registered valuer or above.
 - d. Student, Affiliate or Graduate members may not use the NZIV logo or name in any promotional manner, except as part of their CV/Resume in which they clearly must note that they are Student, Affiliate or Graduate members.
 - e. Companies or firms that employ NZIV Student, Affiliate or Graduate members cannot use the NZIV logo or name if the only members they employ are at these grades, or they do not meet the criteria in (c) above

f. The NZIV logo must not be altered in any form and must comply with the 'Logo brand guidelines' sent once your application to use the logo is approved.

g. NZIV reserves the right to request that a member/firm removes the NZIV logo/name from their promotional activities or stationery at our own discretion at any time.

4. Any complaint regarding the use of the NZIV logo or name should be directed to:

President
New Zealand Institute of Valuers
C/O PO Box 5304
Wellington 6145
President@NZIV.org.nz

Application to use the NZIV Logo or Name in promotional material or activities.

Instructions for completing and submitting this application

- Please carefully read the attached NZIV policy on the use of NZIV logo and name.
- Complete and sign the details section below.
- Send form to emma@property.org.nz
- Once approved, NZIV will forward electronic copies of the logo, along with Guidelines for its use.

Name of NZIV member making application:

Membership grade:

Name of member's firm/employer:

Fill in the following if Section 3C (iii) or 3C (iv) of the logo policy applies to you

Director/Partner with NZIV Registration or above:

Names and grades of NZIV members employed in firm: *(If there is not enough room please attach a separate list with this form).*

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Number of Registered Valuers employed by firm:

I confirm that I/my firm requests approval to use the NZIV logo and name in our promotional/marketing activities and on our business stationery.

I/we confirm that we have read, and agree to abide by the 'NZIV Policy on use on the NZIV logo'.
I/we understand that the NZIV reserves the right for me/my firm to remove the NZIV logo from our

promotional/marketing activities and on our business stationery at their own discretion at any time.

Signature:

Date:

<p>NZIV Office Use Only:</p> <p>Date application received</p> <p>Date application approved or declined</p> <p>Date applicant advised</p> <p>Member Code</p>	<p>Meets Criteria:</p>
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