



Responsible Manager		Chief Executive Officer	
Contact Officer		Policy and Administration Coordinator	
Superseded Documents			
Review		August 2016	
File Location			
Associated Documents		Corporate Logo Guidelines, Corporate Logo Procedure, USANZ Style Guide	
Version	Authorisation	Approval Date	Effective Date
1.0	Authorised by USANZ Board of Directors	9 August 2014	9 August 2014

1. Introduction, Purpose and Scope

Introduction

The USANZ name and logo are well-established branding elements, which carry valuable brand equity. It is the responsibility of each member of the Society to use these elements correctly.

Purpose

The purpose of this Policy is to provide Society members, staff and external parties with clear brand and logo standards to ensure that the USANZ Corporate Logo is presented as a consistent symbol of our organisation.

Scope

This Policy applies to all Society members, Society staff, Professional Conference Organisers (PCOs), Corporate Sponsors and other external parties.

2. Policy Statement

2.1 USANZ Corporate Logo

- The Urological Society name and icon constitute the USANZ Corporate Logo.
- The Society has one primary logo. There are alternative colour versions. These logos have established brand recognition for the Society.

Primary USANZ Corporate Logo



**UROLOGICAL SOCIETY
OF AUSTRALIA
AND NEW ZEALAND**

Alternative USANZ Corporate Logos



**UROLOGICAL SOCIETY
OF AUSTRALIA
AND NEW ZEALAND**



**UROLOGICAL SOCIETY
OF AUSTRALIA
AND NEW ZEALAND**

- The USANZ Corporate Logo must not be manipulated, redrawn or changed in any way.



- The USANZ Corporate Logo may be used by PCOs, Corporate Sponsors and other external parties with permission from the USANZ.
- Requests by external parties to use the USANZ Corporate Logo are assessed on a case-by-case basis, considering the implication that applying the corporate logo indicates the USANZ's endorsement of the document's content. The document must clearly indicate that the use of the USANZ Corporate Logo in no way gives the USANZ's endorsement to *all* of the external parties' products or services.
- Any USANZ-approved event, activity or publication (print and/or electronic) should carry the USANZ Corporate Logo and comply with USANZ branding as per the *USANZ Style Guide*.

2.2 USANZ Members' Logo

- The text "Member of the Urological Society of Australia and New Zealand" and icon constitute the USANZ Members' Logo.
- The USANZ Members' Logo is only available to Full Members, who are also financial members of the USANZ.

USANZ Members' Logo



- The USANZ Members' Logo must not be manipulated, redrawn or changed in any way.

2.3 USANZ ASM Logo

- Each year's USANZ ASM Logo contains the following elements:
 - USANZ <year>
 - City
 - "<ordinal number> Annual Scientific Meeting"
 - ASM Pictogram
 - USANZ "bladder neck" symbol

USANZ ASM Logo Examples



- The USANZ ASM Logo must not be manipulated, redrawn or changed in any way.



- The USANZ ASM Logo may be used by PCOs and other external parties pending USANZ approval.

2.4 USANZ ASM Sponsor Logo

- Each year's USANZ ASM Sponsor Logos contains the following elements:
 - USANZ <year>
 - City
 - "<ordinal number> Annual Scientific Meeting"
 - Pictogram
 - USANZ "bladder neck" symbol
 - <Platinum, Gold, Silver or Bronze> Sponsor

ASM Sponsor Logo Example



- The USANZ ASM Sponsor Logo must not be manipulated, redrawn or changed in any way.
- Platinum, Gold, Silver or Bronze Sponsors are entitled to use their respective USANZ ASM Sponsor Logo until 31 December of the meeting year.

2.5 Non-Compliance with this Policy

The USANZ reserves the right to prevent any party from using any of the abovementioned USANZ logos if that party is non-compliant with this Policy.

3. Implementation

3.1 Roles & Responsibilities

The USANZ CEO and staff members are responsible for ensuring that logos have been applied appropriately and necessary approvals have been sought.

USANZ Members are responsible for applying the USANZ Members' Logo appropriately and in accordance with this Policy.



PCOs and external parties are responsible for applying the USANZ Corporate Logo, USANZ ASM Logo or USANZ ASM Sponsor Logo appropriately and in accordance with this Policy, and for seeking the necessary approval to use any of the abovementioned logos.

Corporate Sponsors are responsible for using the USANZ ASM Sponsor Logo appropriately and in accordance with this Policy.

3.2 Support & Advice

For support or advice, please contact:

Michael Nugara, USANZ CEO

Cassandra Smiles, USANZ Policy and Administration Coordinator

4. Review

This Policy is due for review in Month 2016.

5. Acknowledgements

Appendix A: History

Version	Prepared by	Reviewed By	Authorised by	Approval Date	Effective Date	Sections modified
1.0	Cassandra Smiles	Michael Nugara	USANZ Board of Directors	09 August 2014	09 August 2014	



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1. Corporate Logo Procedures

1.1 Acquiring a copy of any of the Corporate Logos

USANZ Members, PCOs, corporate sponsors or other external parties requiring a copy of any of the USANZ Corporate Logos must email their request to communication@usanz.org.au.

1.2 Obtaining USANZ approval for documents containing any of the USANZ Corporate Logos

USANZ Members, PCOs, corporate sponsors or other external parties must obtain approval before publishing any document or publication containing the any of the USANZ Corporate Logos.

Approval may be obtained by emailing the USANZ CEO at michaelnugara@usanz.org.au and providing a copy of the draft document bearing the USANZ Corporate Logo.

USANZ Full Members do not need approval to use the USANZ Members' Logo. The USANZ Members' Logo will be available for download on the USANZ website within the Members' Section.

2. Review & History

Version	Prepared by	Reviewed by	Authorised by	Approval Date	Effective Date	Sections modified
1.0	Cassandra Smiles	Michael Nugara	USANZ Board of Directors	9 August 2014	9 August 2014	



1.

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1. Introduction, Purpose and Scope

The purpose of these guidelines is to provide USANZ members, staff and external parties with clear brand and logo guidelines to ensure that the USANZ Corporate Logos are presented as a consistent symbol of our organisation.

2. Corporate Logo Guidelines

2.1 USANZ Corporate Logo

- The USANZ Corporate Logo should be placed in the top left-hand or bottom right-hand corner of USANZ documents, as per the Corporate Letterhead design.
- When used in USANZ and external publications, flexibility is afforded in relation to the placement of the USANZ Corporate Logo, in consideration of design restrictions. Publications using the USANZ Corporate Logo must be provided to the USANZ for approval as per the *Corporate Logo Policy* and *Corporate Logo Procedures*.

2.2 USANZ Members’ Logo

- Ideally, the USANZ Members’ Logo should not appear smaller than 4.5cm x 2cm in order to preserve image quality and visual consistency.
- Placement of the USANZ Members’ Logo is at the discretion of the USANZ Member, in consideration of stationary design restrictions.






2.2.1 Examples of use of the USANZ Members' Logo

facsimile

To _____ From _____
 Company _____ Telephone No. _____
 Facsimile No. _____ Date _____
 Fax: _____ Number of pages inc this one _____

Message




  

The message is intended solely for the individual(s) and entitled to which it is addressed. It is confidential and may contain legally privileged information. The use, copying or distribution of this message or any information it contains, by anyone other than the addressee, is prohibited.
 If you have received this message in error, please notify me as soon as possible on 083 8800 0088. Your assistance and feedback are greatly appreciated.

memo

To _____ From _____
 By: _____ Date _____

Message

With Compliments



Dr. A. N. Surname
 Qualifications
 Type of Surgeon Specialist

00 Street Name,
 Suburb,
 State,
 Postcode.

T: 0000 00000
 M: 0000 000 00
 F: 0000 00000
 E: name@surgery.com.au
 W: www.surgery.com.au



2.3 USANZ ASM Logo and USANZ ASM Sponsor Logos

- Ideally, the USANZ ASM Logo and USANZ ASM Sponsor Logos should not be resized, in order to preserve image quality and visual consistency. However, some flexibility is afforded in consideration of design restrictions. External parties must gain USANZ approval before applying the USANZ ASM Logo and USANZ ASM Sponsor Logos to documents and publications, as per the *Corporate Logo Procedure*.

3. Review & History

These guidelines are due for review in August 2016.

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