



## EXTERNAL USE OF COLLEGE VISUAL ELEMENTS AND NAME

Policy number	2.3	Version	1
Drafted by	S. Alderman	Approved by Council on	June 2020
Responsible person	CEO	Scheduled review date	June 2025

### **Purpose**

The purpose of this policy is to provide specifications for the use of College brand assets, including its name and certain logos and brand features (assets).

### **Scope**

This policy relates to all persons and organisations associated with, or members of The Australian and New Zealand College of Veterinary Scientists.

The policy will be used to deal with the use of The College Brand assets by external parties including members and associates

### **Policy**

The Australian and New Zealand College of Veterinary Scientists (ANZCVS) permits its members to use these assets in limited circumstances and as specified by these guidelines. By using the assets, members agree to adhere to this policy and the terms and conditions below.

- The assets covered by this policy may be changed or removed at any time by ANZCVS.
- Assets are the sole and exclusive intellectual property of ANZCVS. Use of the ANZCVS assets creates no rights in or to the ANZCVS assets or their use beyond the terms and conditions of this limited and revocable license.
- Assets may only be used for the period that a member is fully financial for the duration of the membership period.
- The use of the asset is granted to members only for the purpose of displaying, communicating and promoting their membership in ANZCVS
- If a member fails to pay or renew their ANZCVS membership or their membership is cancelled or terminated, they must immediately cease using the ANZCVS assets and remove them from any digital presence, stationery, printed collateral, signage etc.
- Assets must conform to the ANZCVS style guide, as updated and modified by ANZCVS from time to time. The style guide is available from [ANZCVS Web Site](#)
- The assets must not be revised, recoloured or altered in any way, and must be displayed in the same form as produced by ANZCVS according to the style guide.
- Members must not incorporate the ANZCVS name or any of its assets into their own product name, service names, trademarks, logos, company names, domain names, website title, publication title, social media accounts or the like.

- ANZCVS assets must not be the primary or most prominent feature on any non ANZCVS material.
- Assets must be used in a professional manner to display, communicate and promote the user's membership in ANZCVS.
- The assets must not be used in any manner that:
  - might create potential confusion as to the owner of the assets or imply that ANZCVS is the source of the member's products or services;
  - invalidates or puts in dispute ANZCVS's title or rights in the assets;
  - damages or discredits ANZCVS, its reputation, credibility or goodwill;
  - violates the rights of others, any law, regulation or other public policy;
  - misrepresents the relationship between ANZCVS and the member, including but not limited to any use of the ANZCVS assets that might be interpreted as a specific endorsement, approval or sponsorship of the member's business or organisation, or their products or services;
- ANZCVS may, at its sole discretion, suspend or terminate the use of ANZCVS assets if:
  - it determines that a member's usage of the assets, whether wilful or negligent, does not comply with these Terms & Conditions, or otherwise could discredit ANZCVS or harm, damage or tarnish ANZCVS's reputation and goodwill,
  - the member does not pay the required membership fee or any other amount owing to ANZCVS;
  - the member, for whatever reasons, ceases to be a member of ANZCVS;
- ANZCVS has complete discretion in determining if the assets are being used in violation any of these Terms & Conditions.
- Users of the ANZCVS assets will indemnify ANZCVS against any and all claims and causes of action threatened and/or initiated by third parties based on their use of materials that contain one or more of the ANZCVS assets.

#### Included visual elements and text

- Visual: College Coat of Arms
- Visual: Science Week Logo
- Text: ANZCVS
- Text: Australian and New Zealand College of Veterinary Scientists

Associated Documents  
ANZCVS Style Guide