

Use of API Members' Logo Policy

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As prescribed by Clause 4.1.1 of the Constitution, National Council will oversee the management and operation of the Institute and is the supreme policy making body for the Australian Property Institute. Divisions are required to comply with policies developed by National Council with the exception being when compliance results in a breach of State Legislative requirements. In developing policy that complies with State Legislation, Divisions are requested to mirror national policy.

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1.0 Introduction

The Institute's By-Laws make provision for the use by Members of the Institute's Members' Logo which is a registered copyright. The National Council has established a policy for the use of the Institute Members' Logo (API Members' Logo) symbol.

2.0 Policy Statement

This Policy is a statement of the limitations and responsibilities associated with the use of the Institute Members' Logo:



The API Members' Logo represents the recognised face of the Australian Property Institute, and should be used to indicate Membership of the API. Members are encouraged to display the API Members' Logo in all of the mediums listed below (section 3.5).

The API Members' Logo conveys a modern yet professional image and is available for the use of all Members, subject to the conditions set out below.

The National Council may, for the purpose of administration, authorise Divisional Councils to approve the use of the API Members' Logo by a Member of the Institute subject to it being in accordance with rules as hereinafter provided. A register of users of the Institute Members' Logo must be kept by the Divisional Executive Officer.

The Logo must not be the most prominent feature on the Member's communication, ie. it must not be proportionally larger than the Member's Company Logo.

3.0 Members' Use

- 3.1 Members are only permitted to use the API Members' Logo in forms provided for and/or approved by the National Council of the API. The approved form reflects "Membership" of the Institute, and is distinguishable by its design structure.
- 3.2 In the case of sole Member practitioners, the Institute Members' Logo may be used on all communications and office entry doors.
- 3.3 In the case of firms, corporations and partnerships where all professional staff are Institute Members, the Institute Members' Logo may be used as for Clause 3.2 above.

- 3.4 In the case of firms, corporations and partnerships, which include professional staff other than Institute Members:
- a) the Institute Members' Logo may be used on all communications of individual Members only. It must be used only on communications for which a Member of the Institute is solely responsible and which bears their name and/or personal signature and no other person's name;
 - b) if there is a designated professional area in the office where all professional staff are Institute Members, the API Members' Logo may be used on the entry door.
- 3.5 The communication types for which the API Members' Logo may be used include:
- Letterhead,
 - Business cards,
 - With Compliments slips,
 - Reports and Report Covers,
 - Envelopes,
 - Facsimiles,
 - Email,
 - Websites,
 - Advertising, and
 - Entry doors.

3.5 Use of API Members' Logo Agreement Form

Members wishing to use the API Members' logo are required to fill in and sign the form found at **Appendix 1** of this document. This document acknowledges that the member has read and understood and agree to abide by the *Use of API Members' Logo Policy*.

API reserves the right to audit materials / artwork where the members' logo has been used to ensure that this policy has been observed. Members may be required to provide examples this artwork / usage.

- 3.7 Where an advertisement, which includes the API Members' Logo, carries a corporation name, only the names of Members can be included.
- 3.8 Use of the API Members' Logo in any manner other than those permitted will constitute a breach of this policy.
- 3.9 The National Council may require any Member or Members to refrain from using the API Members' Logo and to conform to new or revised regulations regarding the use of the API Members' Logo as directed by the National Council.
- 3.10 The National Council may, in special circumstances, approve the use of the API Members' Logo for purposes other than those set out above.

4.0 Logo Reproduction Specifications

4.1 Logo Colours

When Members use the API Members' Logo on their communications it must be printed in either Pantone colours or CMYK, using the values below:

Colours	Green	Black
CMYK	C100 M0 Y24 K38	C50 M50 Y50 K100
Pantone	PMS 3155	Pantone Black

This information should be provided to the Member's printer / designer.

4.2 Logo Sizes

The API Members' Logo must not be the most prominent feature on the Member's communication, ie. it must not be proportionally larger than the Member's Company Logo.

Minimum Logo size



The API Members' Logo cannot be reduced in size to the extent that the text becomes illegible. As a guide, the logo should be no smaller than 25mm in width.

5.0 Acquiring the API Members' Logo

Members may only acquire the API Members' Logo directly from the API by forwarding their request to the National Communications Manager at the National Office (contact details are provided at end of this document).

Members are not permitted to recreate the API Members' Logo, as this would be considered a breach of copyright.

The API Members' Logo is an API marketing tool and the symbol that represents Institute members to the public.

6.0 Suspension of Membership

Any Member whose membership of the Institute is suspended as a result of:

- a) a sanction imposed on the Member by a Divisional Complaints Committee and/or a Disciplinary Tribunal as a consequence of a complaint having been lodged against the Member; and/or
- b) a resolution by the National Council or a Divisional Council;

shall incur the loss of use of the API Members' Logo for the duration of the period of suspension.

7.0 Policy Review

All API policies are to be reviewed bi-annually unless otherwise specified in the policy, or unless a change in the Institute's Constitution (and/or By-Laws necessitates a change in any or all policies). Or in the case where the National Office, or Divisions request that National Council review the policy before the expiration of the two year period. Any changes to this policy will be notified in writing.

8.0 Contact Details

Position	Contact Details
NATIONAL OFFICE National Communications Manager	Address 6 Champion Street, Deakin ACT 2600 Telephone (02) 6282 2411 Fax (02) 6285 2194 Email national@api.org.au
NEW SOUTH WALES Divisional Executive Officer	Address Level 3, 60 York Street, Sydney NSW 2000 Telephone (02) 9299 1811 Fax (02) 9299 1490 Email nsw@api.org.au
AUSTRALIAN CAPITAL TERRITORY Divisional Executive Officer	Address 6 Champion Street, Deakin ACT 2600 Postal PO Box 145, Curtin ACT 2605 Telephone (02) 6282 5541 Fax (02) 6282 5536 Email act@api.org.au
VICTORIA Divisional Executive Officer	Address 10 Beach Street, Port Melbourne VIC 3207 Telephone (03) 9644 7500 Fax (03) 9646 4635 Email vic@api.org.au
QUEENSLAND Divisional Executive Officer	Address 2nd Floor, 131 Leichhardt Street, Spring Hill QLD 4004 Postal PO Box 106, Spring Hill QLD 4004 Telephone (07) 3832 3139 Fax (07) 3839 0438 Email qld@api.org.au
SOUTH AUSTRALIA Divisional Executive Officer	Address 5A / 15 Fullarton Road, Kent Town SA 5067 Telephone (08) 8132 0092 Fax (08) 8132 0480 Email sa@api.org.au
WESTERN AUSTRALIA Divisional Executive Officer	Address 27 Charles Street, South Perth WA 6151 Postal PO Box 502, South Perth WA 6951 Telephone (08) 9474 2784 Fax (08) 9474 1157 Email wa@api.org.au
TASMANIA Divisional Executive Officer	Address Level 5, 144 Macquarie Street, Hobart TAS 7000 Postal GPO Box 745, Hobart TAS 7001 Telephone (03) 6234 6511 or (03) 6234 7577 Fax (03) 6234 6955 or (03) 6234 7566 Email tas@api.org.au

9.0 APPENDIX A: Use of API Members' Logo Agreement Form

Name:

Company name:

Mailing Address:

City: State: Postcode:

Phone: Country:

Email:

Membership Number:

I acknowledge that I have read and understood the *"Use of API Members' Logo Policy"* and agree to abide by the guidelines specified herein.

I acknowledge that I may be asked to provide examples of artwork / instances where I have used the API Members' Logo.

Member Signature: Date:

Please fill out and return this form by mail or fax to:

Position	Contact Details
NATIONAL OFFICE National Communications Manager	Address 6 Campion Street, Deakin ACT 2600 Telephone (02) 6282 2411 Fax (02) 6285 2194 Email national@api.org.au

The API National Office maintains a national registry of approved Logo users.

API office use only	Date Received		Init:
	Date Entered on Registry		Init:
	API Logo Artwork Sent		Init: