

A family owned New Zealand business emblem



Guidelines for use

Do not crop the area around the logo, the area surrounding the logo should remain a minimum distance and is considered clear space, this is based on the height of 'A family owned'. To ensure the clarity of the logo, keep the clear space free of all graphics, typography, photography or any other elements.

The primary logo, with the copy to the right of the image, should be used as a preference, however in cases where the shape is not consistent or complimentary to the position, the secondary logo can be used.

The logo must always be black, or the reverse white may be used on dark or full colour backgrounds, only where the primary is not suitable.



Primary



Secondary



Reverse

Licensing agreement for use of the 'A family owned New Zealand business' emblem and trademark

Please read the following agreement and terms carefully before using the emblem. Use of this logo is expressly subject to and conditioned on the your agreement to these terms. If you do not agree to abide by these terms, do not acquire or use the 'A family owned New Zealand business' emblem or trademark.

Definition of a family owned, New Zealand business

A family business is defined as a business where:

- majority of votes are held by the person who established or acquired the firm (or their spouses, parents, child or child's direct heirs); and
- at least one representative of the family is involved in the management or administration of the firm; or
- in the case of a listed company, the person who established or acquired the firm (or their families) possess 25% of the right to vote through their share capital and there is at least one family member on the board of the company
- The above businesses may be sole proprietorships, partnerships, corporations, or limited liability companies
- Must be registered on the New Zealand Business Register and hold a New Zealand Business Number (NZBN)

License grant

Family Business New Zealand Ltd (FBNZ) NZBN 94 290464 26505,, hereby grants a nonexclusive, nontransferable license to use the 'A family owned New Zealand business' emblem and trademark in accordance with the following guidelines:

FBNZ is and remains the sole owner of the 'A family owned New Zealand business' emblem and trademark (s). By entering into this nonexclusive license, the user does not attain any interest in the logo.

FBNZ reserves the right to alter or amend these guidelines at any time and without notice to the user.

Users agree not to use the 'A family owned New Zealand business' emblem and trademark in any manner likely to confuse, mislead, or deceive the public, or to be adverse to the best interests of FBNZ.

Users agree not to use the logo in any offensive manner, including but not limited to, its use on

pornographic and/or slanderous websites or social media (electronic or printed form).

Users agree that the 'A family owned New Zealand business' emblem and trademark is proprietary to FBNZ and that FBNZ maintains all rights, title, and interest thereto including, without limitation, all intellectual property and other proprietary rights.

Users agree to cease use of the emblem immediately if they no longer meet the requirements of 'A family owned New Zealand business'

Termination of license

FBNZ may terminate this License agreement at any time for any reason, at its sole discretion, including but not limited to if users are in breach of any of the terms and conditions of this agreement or for if users are in violation of FBNZ's guidelines. Upon receipt of written notice of termination from FBNZ, users will immediately cease any and all further use of the 'A family owned New Zealand business' emblem and trademark.

Disclaimer

FBNZ licenses its emblem for use "as is" and makes no warranties, representations or statements, express or implied, with respect to the 'A family owned New Zealand business' emblem. FBNZ will not be responsible for any loss or damages of any kind whatsoever sustained by any party, howsoever caused, as regards to use of 'A family owned New Zealand business' emblem. This disclaimer shall survive the termination or expiration of this License Agreement.