
NEW ZEALAND ASSOCIATION FOR MIGRATION AND INVESTMENT

REGULATION 5 - NZAMI BRANDING

These Regulations replace Regulation 5 from the date of approval by the Board pursuant to Rule 17

1. Definitions

- 1.1 Classes of membership of NZAMI are as defined in Regulation 1.
- 1.2 “Board” means the Board of NZAMI;
- 1.3 “logo” means the NZAMI logo image plus the associated text of the NZAMI name and tagline, if included in the logo design;
- 1.4 “Member” means a Member of NZAMI as defined in cl. 2.1 of the Rules.

2. NZAMI Logo

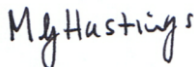
- 2.1 The NZAMI logo shall be in a form approved from time to time by the Board, including full colour and greyscale versions of the same logo.
- 2.2 Members must use the logo only in its entirety unless a variation is approved by the Board for a specific purpose and/or situation under cl. 8.3 of the Rules.
- 2.3 Wherever the NZAMI logo is used, it must be of sufficient size for all words to be legible under ambient light conditions.
- 2.4 A Member may use the NZAMI logo in that Member’s business or promotional material with appropriate words identifying that Member’s class of membership as defined in Regulation 1, for example, “Associate Member of” [logo].

3. Member Promotion

- 3.1 When promoting membership of NZAMI a Member must:
 - (a) identify the class of membership which that Member currently holds;
 - (b) in the event that a Member belongs to a company or organisation which is not a Member, make clear in any promotional material that the company or organisation to which the Member belongs is not a Member.
- 3.2 When promoting membership of NZAMI a Member must not:
 - (a) represent that that Member holds a class of membership which that Member does not hold;
 - (b) describe themselves as being “Registered” or “Licensed” with NZAMI, in order to avoid confusion with the concept of being licensed by the Immigration Advisers Authority.

- 3.3 A Non-Principal Member may only promote his or her membership of NZAMI with the authority to do so of the Full Member whose membership the Non-Principal Member relied upon to obtain membership.
- 3.4 A Member may create a link or links from their own business website or other online presence to pages of the NZAMI website which are not “Member-only” pages and can be accessed without the use of an NZAMI login.
- 3.5 A Member whose membership is terminated for whatever reason must, immediately after the time that they may reasonably be expected to have notice of that termination:
- (a) remove all references to that Member’s membership of NZAMI from that Member’s promotional or business materials including but not limited to letterhead, business cards, email signature and advertising;
 - (b) remove all references to that Member’s membership of NZAMI from that Member’s website or other online presence,
- provided that removal of such references must be done in a way that does not interfere with the promotion of membership of NZAMI by other Members.

APPROVED by the Board this 27th day of July 2010



Secretary