

FitnessNZ and REPs Logo rules for usage



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Introduction

This document has been designed to guide the members of Fitness New Zealand (FitnessNZ) and individuals/facilities/education providers that are registered with the Register of Exercise Professionals (REPs).

The logos are important to the identity of FitnessNZ and REPs and particularly the recognition of these entities by both the industry and the general public and would not want to dilute the branding and association in any way, also any party that is associated with either FitnessNZ or REPs would want to take full advantage of positive association of the logos, and would want to use all of the available attributes.

For example, if one was to use the “Coke” logo and branding but reproduced it in blue instead of red one would lose the positive association of the logo and also demean the concept of the “Coke” brand, meaning that both parties would be at a significant disadvantage- a party may not want to use the colour red but Coca-cola would insist on it. Therefore it is necessary to present these logos appropriately to preserve the identity for all parties.

Please Note: Use of REPs logo without permission is a breach of the Copyright Act, and the Fair Trading Act (misleading or deceptive conduct).

General Guidelines

FitnessNZ

Current financial members of FitnessNZ may use the FitnessNZ logo subject to the rules below. It is important to follow the terms and conditions of how the logos are presented (e.g. format, colour and size). Current financial Preferred Suppliers should use the Preferred Supplier logo, with the correct year.

Permitted usage

The usage of the FitnessNZ logo is permitted as long as it is accompanied by the words “Member of FitnessNZ”, “Member of...” above/beside the FitnessNZ logo, or “FitnessNZ Member”. The FitnessNZ logo may not be used by itself, nor can the FitnessNZ letterhead or other FitnessNZ stationary be used or reproduced. Below is a list of permitted usages that may display the FitnessNZ logo and words “Member of FitnessNZ” or “FitnessNZ Member”.

- Letterheads
- Business cards
- Stationary
- Promotional material
- Signage
- Electronic material (eg websites)

Prohibited terms/implied association

The term “Member of FitnessNZ” may be used if the facility or individual is a member of FitnessNZ. However the following terms must **not** be used in conjunction/association with FitnessNZ name or logo in any form:

- Endorsed by FitnessNZ
- Sponsored by FitnessNZ
- Accredited by FitnessNZ
- Recommended by FitnessNZ
- Recognised by FitnessNZ

Preferred Suppliers

Preferred Suppliers must use the current Preferred Supplier logo with the correct year shown, and should **not** use the standard FitnessNZ logo in any form. All of the terms and conditions above also apply to preferred suppliers of FitnessNZ; however the words “Member of FitnessNZ”, “Member of...” above/beside/near the FitnessNZ preferred supplier logo, or “FitnessNZ Member” must **not** accompany the preferred supplier logo.

Discontinued memberships

If one is no longer a member of FitnessNZ (including preferred suppliers) then use of the FitnessNZ logo must be discontinued, including the destroying of any pre-printed material.

Note: Use of the FitnessNZ logo without permission is a breach of the Copyright Act, and the Fair Trading Act (misleading or deceptive conduct).

Other FitnessNZ logos (BusinessGrow etc)

FitnessNZ runs events such as the Industry Awards, BusinessGrow, and the GetNZ Active Conference. Each have their own logo. Permission should be obtained by FitnessNZ before using any of these logos.

Links may be made to the web site, or the event referred to without permission as long as there is no claim of association in any way, other than claiming, “we will be attending”. This attendance must not imply sponsorship or any formal support of the event. Association (other than claiming attendance) requires written permission from FitnessNZ.

New Zealand Register of Exercise Professionals (REPs)

Individuals, facilities, and education providers that are currently registered with REPs may use the REPs logo subject to the terms and conditions below. It is important to follow the terms and conditions of how the logos are presented (e.g. format, colour and size).

Permitted usage

The usage of the REPs logo is permitted by REPs registered individuals, facilities, and providers as long as it are accompanied by the words “Registered with...” The REPs logo may **not** be used by itself, nor can the REPs letterhead be used or reproduced. Below is a list of permitted usages that may display the REPs logo and words “Registered with...”

- Letterheads
- Business cards
- Stationary
- Promotional material
- Signage
- Electronic material (eg websites)

Clothing and apparel may use the REPs logo by itself, but written permission from REPs must be gained first.

Prohibited terms/implied association

The term “Registered Exercise Professional”, “Registered Exercise Facility” or “Registered Education Provider” may be used if the individual, facility, or provider is registered with REP’s. However the following terms must **not** be used in conjunction/association with the REPs name or logo in any form unless there is written authorisation from REPs to do so:

- Endorsed by REPs
- Sponsored by REPs
- Accredited by REPs
- Recommended by REPs

Education Providers

Registered Education Providers may use the following terms:

- Recognised by REPs
- Recognised by REPs for CECs

In conjunction with a statement as to how many CECs it provides, and/or what courses are registered with REPs and the level of registration with REPs.

For example, a Registered Education Provider can say “This course enables an individual to register with REPs at the Personal Trainer (Contractor) level”. In all cases, wording must be used that correctly identifies which level the course enables the individual to register at.

Discontinued registrations

If one is no longer registered with REPs then use of the REPs logo must be discontinued, including the destroying of any pre-printed material.

Note: Use of REPs logo without permission is a breach of the Copyright Act, and the Fair Trading Act (misleading or deceptive conduct)

Logo Versions and Sizes

FitnessNZ Logo

Square logo



Wide Format logo



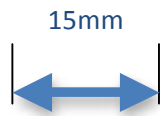
The two logos above are both official logos of FitnessNZ, and different so that depending on the space it needs to fit into (some spaces suit a square logo, others a wide format logo). Each example uses only one format, but the rules apply to both formats.

Clear space:

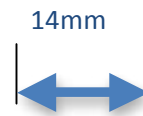
The logo, including the words "The Voice of the Fitness Industry", must be at least 5mm from any writing, images or page borders.

Minimum size:

The FitnessNZ logo (not including the words "The Voice of the Fitness Industry") must be no smaller than 15mm across. In the case of the wide format logo the 15mm minimum refers to the HEIGHT (not the width).



Correct



Too small



The text "The voice of the Fitness Industry", must be readable and clear, if not they should be omitted. At 15mm size, a high resolution print is needed (see notes on the next page about quality)

Aspect ratio:

The logo can be made to any size as long as it is no smaller than the minimum size (15mm width); however the aspect ratio must remain the same (i.e. the height-to-width ration must never change).



Correct



Stretched



Squashed



As there are two versions of the logo, when a wide format is more useful, use the wide format logo instead of squashing the square version.

Important notes:

The logo must be used in its entirety (i.e. not cropped in any way). We recommend the logo be presented in high quality 600dpi format (300dpi minimum) on printed material and 100dpi format for web applications. If the words are unreadable a higher quality picture (600dpi or higher) and/or a larger logo size would be needed. The logos and text must be crisp and sharp.



Correct



Low Quality



Black and white/Greyscale versions: FitnessNZ logos should be printed in full colour, however if this is not possible please contact FitnessNZ for a black and white or greyscale version.

REPs Logo



Clear space:

The logo, including the words “register of exercise professionals”, must be at least 5mm from any writing, images or page borders.

Minimum size:

The outer green circle of the REPs logo must be no smaller than 10mm in diameter (10mm in height).



Correct



Too small



Aspect Ratio:

The logo can be made to any size as long as it is no smaller than the minimum size (10mm height); however the aspect ratio must remain the same (i.e. the height-to-width ration must never change).



Correct



Stretched



Squashed



Important notes:

The logo must be used in its entirety (i.e. not cropped in any way). We recommend the logo be presented in high quality 600dpi format (300dpi minimum) on printed material and 100dpi format for web applications. If the words are unreadable a higher quality picture (600dpi or higher) and/or a larger logo size would be needed. The logos and text must be crisp and sharp.



Correct



Low Quality



Black and white/Greyscale versions: REPs logos should be printed in full colour, however if this is not possible please contact REPs for a black and white or greyscale version.

Logo Colours – a guide for printers

Fitness New Zealand

NZ FITNESS NEW ZEALAND VISUAL IDENTITY - 2009

Tall format



Wide format



Mono

NB: Strapline preferred but may be omitted.



Reverse out of colour (Darker shadow when on Blue)






CORPORATE TYPEFACES = Myriad Pro (all weights) PC Substitute = Formata

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz
 abcdefghijklmnopqrstuvwxyz
 abcdefghijklmnopqrstuvwxyz

COLOURS

	CMYK
	0%C 100%M 65%Y 15%K
	100%C 85%M 0%Y 10%K
	100%C 85%M 0%Y 40%K

	SPOT
	Pantone 200
	Pantone Blue 072

	MONO
	60%K
	100%K

REPs Colours



REPs Green

PMS: 389

CMYK: 100/57/0/0

RGB: 204/255/38

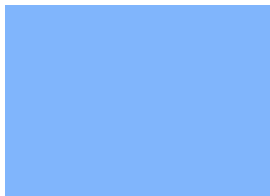


REPs Dark Blue

PMS: 293

CMYK: 100/57/0/2

RGB: 0/107/250



REPs Light Blue

PMS: 293 (50% Transparency)

CMYK: 100/57/0/2 (50% Transparency)

RGB: 0/107/250 (50% Transparency)

Black and white/Greyscale versions: FitnessNZ and REPs logos should be printed in full colour, however if this is not possible please contact FitnessNZ or REPs for a black and white or greyscale version.