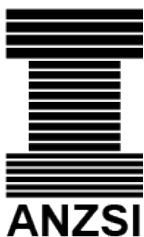# Australian and New Zealand Society of Indexers Inc.
Policy on Branding (38/077/1)

1. Purpose and objectives
- To provide guidance to the Australian and New Zealand Society of Indexers Inc. on branding of internal and external communications.
- To increase recognition, awareness and confidence in the Australian and New Zealand Society of Indexers Inc. through brand communication.
- To increase effectiveness and consistency of Australian and New Zealand.Society of Indexers Inc. branding.

2. Branding devices

Branding device	Examples of use
Logo	*External communications:* • banner • bookmarks • books and publications • correspondence and forms *Internal communications:* • branch minutes • Council papers • Council minutes • forms
Slogan Life is easier with an index	• banner • bookmarks • encouraged on members' business stationery and email footers
Queensland Branch insignia	• branch meetings • branch training sessions

Newsletter masthead	• newsletter

3. Eligible users

3.1 The name 'Australian and New Zealand Society of Indexers Inc.' and its associated acronym (ANZSI) and logo are the property of ANZSI and cannot be used in the context of indexing without permission.

3.2 Activities, publications, awards and events which are eligible to use the name 'Australian and New Zealand Society of Indexers Inc.' 'ANZSI' or the ANZSI logo in their publicity and promotion are those which meet the following criteria:
- are initiated and/or funded by the Council

Examples include:
- Newsletter and website
- correspondence of the Council
- Annual General Meeting and Special Meetings
- biennial conferences
- Recommended Rate for Indexing
- Accreditation
- awards (e.g., the Medal)
- special grants or projects funded by the Council
- NZ Branch's Mentoring Program
- books and publications.

3.3 Activities, publications, awards and events which are eligible to use branch names of ANZSI, e.g. 'Australian and New Zealand Society of Indexers Inc., New Zealand Branch' or the ANZSI logo in their publicity and promotion are those which meet the following criteria:
- are initiated and/or funded by a branch

Examples include:
- regional conferences or workshops
- branch Annual General Meetings
- branch general meetings
- branch-sponsored training sessions
- branch-funded grants
- correspondence initiated by the branch.

3.4 Activities, publications, awards and events not initiated, funded or supported by ANZSI or its branches are not eligible to use the ANZSI name or any ANZSI branch

name in their publicity or promotions without the permission of the ANZSI Secretary, e.g. on an Ark Group conference program.

3.5 Requests to use the ANZSI name should be made to the ANZSI Secretary. Requests made directly to a branch to use a branch name should be forwarded to the Secretary with a recommendation from the branch as to whether it supports the request. In the event that a request to use a branch name is sent directly to the Secretary, advice will be sought from the branch as to whether it supports the request.

3.6 Members and Accredited Indexers may not use the logo on business stationery, email footers etc., for the purposes of personal promotion.

3.7 Members are encouraged to use the term "ANZSI member" and the slogan "Life is. easier with an index" on business stationery, email footers etc.

3.8 Accredited Indexers are encouraged to use the term "ANZSI Accredited Indexer" and the slogan "Life is easier with an index" on business stationery, email footers etc.

4. Logo
4.1 Design
The logo design under 2. Branding devices is approved for use with external and internal communications.

4.2 Colour
The approved colour for the logo is black. If a situation arises where an alternative colour is preferred, approval needs to be sought from the Council.

4.3 Scale and proportion
The logo can be scaled up or down depending on the application, but must keep the same proportions regardless.

4.4 Templates
To ensure consistent use of the logo, templates in a range of sizes and print (dpi) densities are available on the website at http://www.anzsi.org/site/anzsi_docs.asp

5. Branches
5.1 Branch names
Branch names may be either written in full or abbreviated, e.g. "ANZSI New Zealand Branch" or "ANZSI NZ Branch".

5.2 Branch insignias
Any branch wishing to create an insignia for use at branch meetings and training courses needs to seek approval from the Council.

6. **Newsletter masthead**
6.1 The colour of the masthead may be changed annually.

7. Email communications generated by members on behalf of ANZSI
7.1 Email communications generated by members on behalf of ANZSI may not include any personal advertising relating to the member's work as an indexer.

7.2 Email signatures shall appear in this format:
Member's position in ANZSI (e.g. ANZSI Trainer)
Branch/Group
Email address
PO Box address (if applicable)
Telephone number (if necessary)
www.anzsi.org
Life is easier with an index

It is permissible to include the ANZSI logo.

29th February 2012

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5 August 2012
27 August 2012

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