

GBCA Member Logo & rules of use

Only financial members of the GBCA are entitled to use the GBCA Members logo – use is only permitted to the extent of the rules of contained in the logo Style Guide. The privilege to use the Member Logo is immediately terminated upon the lapse or termination of an organization's membership.

The GBCA Member logo may be used in connection with the member's business and marketing materials including, but not limited to: stationery, letterhead, website, business cards, print ads, brochures, flyers, tradeshow exhibit materials, and signage.

Subsidiary companies of member organizations must hold subsidiary membership of GBCA to be entitled to use the Member Logo.

All text, graphics, layout and other elements of content in the GBCA Member logo are owned by the GBCA and are protected by copyright, trademark and other laws. Unauthorised use of the logo will violate copyright and other laws, and is prohibited.

The logo may be placed on the member's website as a link to www.gbca.org.au and to identify the company as a GBCA member. It may not be used to link to other website pages

belonging to GBCA, the member, or any other third party.

The GBCA Member logo may **NOT** be used:

- on product packaging;
- to promote an organization that is not a Member and/or;
- in a way that is misleading, likely to adversely affect the interests of the GBCA or its Green Star environmental rating system for buildings, or that brings the GBCA or Green Star into disrepute.

The GBCA reserves the right to take enforcement action in respect of any contrary use of which it may become aware.

MEMBER LOGO ON PRODUCT PACKAGING

GBCA does not review, certify, or endorse products. As such, the Member Logo may not be used on product packaging or in any other way that indicates any kind of endorsement by GBCA of any product or service, or that indicates that any official status for any product or service has been conferred by, or is otherwise associated with GBCA, or to show any kind of relationship with GBCA other than that the company is a GBCA member.