**Logo Use Policy (CLLC, pre-2009, CLLC Sept 2015)**

**CORPORATE SYMBOL / LOGO**
The cross which appears as the half title in A New Zealand Prayer Book / He Karakia Mihinare o Aotearoa is an official corporate symbol of the Anglican Church in Aotearoa, New Zealand and Polynesia.

**THE DESIGN**
Designed by artist Ross Hemera, the stylised cross is of fluid design with Maori motifs; this is set against a background of which reflects traditional flax weave patterning of the peoples of Polynesia. It symbolises a church of three tikanga or cultural streams.

**CHURCH TITLE**
"The Anglican Church in Aotearoa, New Zealand and Polynesia, Te Hāhi Mihinare ki Aotearoa, ki Nui Tīreni, ki Ngā Moutere o Te Moana Nui a Kiwa" is the official name and title of the Church; the combined elements of the title and corporate symbol create an official mark of the Church.

**AUTHORISED USE**
As an official symbol of the whole Church, **the logo may only be used to denote membership, association or identification with the body corporate of three tikanga.** While size may be varied according to use, the logo must be used in the form of the authorised design options without addition or alteration.
Permission to use the logo is not required for

(a) reproduction for print and digital purposes for short term or "local use" (e.g. service orders, notices, bulletins, magazines etc).
(b) use of prepared signage supplied under the authority of the General Synod Office (e.g. internal signage, street notice board signage etc).
Permission to use the logo is required for
(c) reproduction for print and digital purposes of a permanent nature or for extended use (e.g. stationery, labels, handbooks, published resources for worship, education or training, hardcover printing, books, calendars, websites, digital platforms, etc).
(d) application on fabric (e.g. church furnishings, vestments, banners, flags etc).
(e) application on leather, synthetic materials, wood, glass, metal or stone
(f) specific design requirements apply to (d), (e) and (f).

*Application for permission to use the logo should be made in writing to:
The General Secretary, PO Box 87188, Meadowbank, Auckland 1742.*

**COLOUR LOGO**
The logo should be used as a two colour logo unless you are printing in a single colour. Logos are available in process colour (i.e. full colour); spot colour (i.e. Pantone colour); single colour (black).

* When using process colour the red is made up of 100% magenta and 100% yellow; black is 100% black.
* When using spot colour the red is Pantone 032 and black is Pantone black.
* A printed single colour A3 logo sheet for clip art use is available from church administration offices.