



WESTPAC NEW ZEALAND FRANCHISE AWARDS 2015/2016

Congratulations you are a winner!

Congratulations on being part of the Westpac New Zealand Franchise Awards 2015/ 2016.

Receiving this accolade is an acknowledgement of your company's desire to deliver the very best. It is the result of hard work and a constant focus on performance in all aspects of your business and an achievement to be proud of.

Leveraging the Award to your advantage is an excellent opportunity to further enhance your business.

To assist your company in maximizing the ongoing value of this accolade the Franchise Association of New Zealand (FANZ) has put together some guidelines to assist you.

If you require any further assistance or information please contact Sarah Watene, Member Services & Finance on (09) 274 2901 or via email sarah@franchise.org.nz

Thank you.

YOU'RE A WINNER...

Tell the world at every opportunity!

Guidelines for Award and Logo usage

The Awards should always be referred to as:

WESTPAC NEW ZEALAND FRANCHISE AWARDS 2015/2016 or
Westpac NZ Franchise Awards 2015/2016

To maintain the identity and integrity of the award brand the Westpac NZ Franchise Awards 2015/2016 logo should be used consistently in all your advertising.

Wherever possible mention the sponsor of your specific award (their logo appears on your award). Their support is a key ingredient to the continuing success of the Awards.

The correct way to format and use the award logo is as follows: the award logo heads the brand advertising, followed by the award category, award recipient (your name) and your award sponsor's name. All elements must appear in that order whenever you use the award to promote your achievement and your company. Please see the example over leaf.

AWARD RECIPIENT (Your Name)

The award recipient must directly follow the awards logo. Use your brand colours or black for your name.

THE SPONSOR

The sponsor must always appear below the award recipient. Use the sponsor's brand colours or black.

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Logo Folder File attached

Westpac NZ Franchise Awards Winners Logo

Where the logo appears in colour the colours to be used are:

Red - PMS 485

Westpac Grey - PMS 432

Fernleaf Grey - Black at 30%

Text - Black

Green - PMS 361

Blue - PMS 287

PMS colours are according to the Pantone Matching System.



**Westpac New Zealand
Franchise Awards 2015-2016**



Winner's Name

Award Name

(Sponsored by) Sponsor Name

The typeface to be used for the winner's name and sponsor's name is Trajan.

QUALIFIED FINALISTS

Only award winners are entitled to use the award logo in their marketing. However qualified finalists may use promotional copy in the following format:

Westpac New Zealand Franchise Awards 2015/2016, (your name) Qualified Finalist (or Highly Commended Finalist), the award category and your award sponsor's name. All elements must appear in that order whenever you use the award to promote your achievement and your company. Please see the example below

Westpac New Zealand Franchise Awards 2015/2016
Qualified Finalist's Name
Qualified Finalist
Award Name
(Sponsored by) Sponsor Name

The typeface to be used for the winner's name and sponsor's name is Trajan.

SPONSORS OF AWARDS

Only award winners are entitled to use the award logo in their marketing. However sponsors are entitled to use promotional copy in the following format:

Westpac New Zealand Franchise Awards 2015/2016, the award category, sponsored by, sponsor's name. All elements must appear in that order whenever you use the award to promote your achievement and your company. Please see the example below.

Westpac New Zealand Franchise Awards 2015/2016
Award Name
(Sponsored by) Sponsor Name

The typeface to be used for the winner's name and sponsor's name is Trajan.

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