



## GUIDELINES FOR USING THE SOCIETY NAMES

In 2014, The Ornithological Society of New Zealand Inc. (the Society) adopted the popular name of Birds New Zealand. The expression 'Birds New Zealand', is now used on the Society website and on publicity banners; it is the name of the *Birds New Zealand* magazine and used on the letterhead in correspondence. The following guidelines set out the context when each expression should be used.

### **1. The Ornithological Society of New Zealand Incorporated**

As the legal name for the Society it shall be used in contracts between the Society and other parties, and in formal submissions made to central and local government agencies on any matters concerning ornithology that are consistent with our objectives. This name shall be used conjointly with the popular and Te Reo Māori names on certificates for Society Awards, also for prizes.

For the sake of clarity to readers not knowing that "The Ornithological Society of New Zealand Incorporated" is the legally registered name of the Society, the names "Birds New Zealand" and "Te Kāhui Mātai Manu o Aotearoa" may be used as an explanatory note.

### **2. Birds New Zealand and Te Kāhui Mātai Manu o Aotearoa**

As the popular and Te Reo Māori names of the Society these shall be used (i) for publicity and public relations, including in the Society logo, on the website, on posters, banners, brochures and notices (ii) in correspondence, (iii) in regional newsletters, and (iv) as the names of our popular magazine.

Although shown together on the logo, the names "Birds New Zealand" and "Te Kāhui Mātai Manu o Aotearoa" may be used separately in publicity and for other public relations. If used together, both names shall be expressed in the same font and at the same scale, e.g. Arial, 11 point.

*Endorsed: November 2019*