



Use of the Diplomate Logo Policy and Procedure

Purpose and scope

The purpose of this policy is to confirm the circumstances under which Diplomates may use the DRANZCOG or DRANZCOG Advanced Logo.

Requests from other parties to use the RANZCOG Coat of Arms are covered within [RANZCOG Endorsement Policy and Procedure](#).

The policy is applicable to all active members who are in good financial standing holding either the DRANZCOG or DRANZCOG Advanced Diploma.

1. Background

The College has a College Coat of Arms, which is used in all official documentation and communications. A coat of arms is a unique heraldic design on a shield and is used to cover, protect and identify the wearer. The coat of arms normally consists of a shield, supporters, crest, and motto. The design is a symbol unique to an individual person, or family, corporation, or state.

On 24 July 2004, the RANZCOG Council passed a motion to adopt the new RANZCOG Coat of Arms to replace the twin Coats of Arms of the former Australian and New Zealand colleges.

Significant features of the RANZCOG Coat of Arms include:

- The wattle and silver fern representing Australia and New Zealand respectively
- The supporters - a younger and an older woman
- The Ankh - Egyptian symbol of generation or enduring life - retained from the RNZCOG coat of arms
- 'Ab Umbris Ad Lumina Vitae' ('From Shadows to the Light of Life') - the original motto of the RACOG - retained for its relevancy and beauty.

The RANZCOG Coat of Arms is a registered Trademark.

Recognition has been given in recent times that members of the College would like to use some identifying symbol to represent their membership status within the College. In November 2013, a Logo design for Fellows was approved for use by the Fellowship. In July 2015, approval was then given by the RANZCOG Board for a number of specific designs for a logo to be used by Diplomates, and thereby recognising the important role that Diplomates play in the College.

The Logo consists of three components:

1. the DRANZCOG or DRANZCOG Advanced post nominal,
2. the design image, and
3. the extended DRANZCOG Title.

2. Policy

This policy provides reference to the limitations and responsibilities associated with the use of the DRANZCOG Logo. The approved designs could be used by College Diplomates in the following, but not limited to, forms of communication.

- letterhead,
- business cards,
- with compliment slips,
- facsimiles,
- presentation slides
- e-mail, or
- websites.

The College reserves the right to audit materials where the DRANZCOG Logo is used to ensure that this policy has been observed. Diplomates may be required to provide examples of usage.

The DRANZCOG Logo Guidelines (Appendix 1) should be consulted in conjunction with this policy for the use and reproduction of the DRANZCOG Logo.

3. Procedures

3.1 DRANZCOG logo reproduction

There are two colour variations of the RANZCOG Logo as well as three other versions (Back version, Greyscale version and Reversed version) that are available. These must be reproduced as stipulated and as approved by the RANZCOG Board and cannot be manipulated in any way (refer *DRANZCOG Logo Guidelines*).

3.2 Acquiring the DRANZCOG logo

The RANZCOG Logo variations are available for download in both GIF and EPS format from the College website at:

www.ranzcog.edu.au/members/Member-categories/Diplomates/DRANZCOG-Logo

3.3 Termination of membership

Any Diplomat whose membership of the College is terminated by way of Clause 5 of the Constitution of The Royal Australian and New Zealand College of Obstetricians and Gynaecologists shall not be permitted to use the DRANZCOG Logo.

3.4 Prohibited material

The DRANZCOG Logo may not be used for any endorsement advertising or marketing purposes by a Diplomat.

4. Related RANZCOG documents

- RANZCOG Endorsement Policy and Procedure
- DRANZCOG Logo Guidelines (Version 1) October 2015

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