



## Use of the FRANZCOG Logo Policy and Procedure

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### Purpose and Scope

The purpose of this policy is to confirm the circumstances under which Fellows may use the FRANZCOG Logo. Retired and Honorary Fellows are not entitled to use the FRANZCOG Logo.

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

### Background

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 RANZCOG coat of arms
- 'Ab Umbris Ad Lumina Vitae' ('From Shadows to the Light of Life') - the original motto of the RANZCOG - retained for its relevancy and beauty.

The RANZCOG Coat of Arms is a registered Trademark.

In May 2013, approval was given by the RANZCOG Board for a number of specific designs utilising the College Coat of Arms to be used by College Fellows. Following this approval, the RANZCOG Board reviewed this decision and it was agreed that the College Coat of Arms should be retained for use only by the College and a Logo be developed for use by the Fellowship. The Board subsequently approved the new FRANZCOG Logo. The Logo consists of three components:

1. the FRANZCOG post nominal,
2. the Shield from the RANZCOG Coat of Arms, and
3. the extended FRANZCOG Title.

### 1. Policy

This policy provides reference to the limitations and responsibilities associated with the use of the FRANZCOG Logo utilising aspects of the Coat of Arms by Fellows. The approved designs could be used by College Fellows 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 FRANZCOG Logo is used to ensure that this policy has been observed. Fellows may be required to provide examples of usage.

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

## 2. Procedure

### 2.1 FRANZCOG 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 *FRANZCOG Logo Guidelines*).

### 2.2 Acquiring the FRANZCOG logo

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

<https://www.ranzcog.edu.au/members/Member-categories/Fellow/FranzCog-Logo>

### 2.3 Termination of membership

Any Fellow whose membership of the College is terminated by way of Clauses 5.1 and 5.2 of the Constitution of The Royal Australian and New Zealand College of Obstetricians and Gynaecologists shall not be permitted to use the FRANZCOG Logo.

### 2.4 Prohibited material

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

## 3. Related RANZCOG documents

- RANZCOG Endorsement Policy and Procedure
- FRANZCOG Logo Guidelines (Version 1) December 2013

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