

## 1.2 MEMBER LOGOS



A highly valued benefit of becoming a member of Master Builders Western Australia is your eligibility to identify yourself/company as such. This can be achieved by including the member logo on all printed stationery, advertising, website, vehicles and signs.

There are, however, strict guidelines on its use.

1. ONLY the Master Builders Western Australia Member logo is to be used. (Master Builders Western Australia and Master Builders Australia have their own corporate logos and these are NOT to be used).
2. The Member logo can only be used by the individually recognised member company. It is not transferable across businesses or brands within a group of companies.
3. The Member logo is to be used in its entirety as shown above. Never deconstruct the logo or make additions to it.
4. Corporate Colours: PMS 144 and PMS 2736

If, for any reason, you cease to be a member of Master Builders Western Australia, you must remove the logo and any reference to Master Builders immediately.

Master Builders holds you responsible for control over the content of your website, documents and stationery and will take action against any person or company misrepresenting themselves as a member. In addition, we will take action in relation to any misrepresentation by the unauthorised use by members or non-members of any other Master Builders' logos, graphics or emblems.

Master Builders will report such matters to the Consumer Division of the Department of Commerce and recommend that action be commenced in the Magistrates Court for breach of the Australian Consumer Law. (Maximum penalties for false and misleading representations are \$1.1 million for corporations and \$220,000 for individuals).