

How to use the 'OTBNZ registered' logo

As an OTBNZ registered professional you can display the OTBNZ registered logo as a clear sign that you meet our standards. It provides reassurance and differentiates you from non-regulated health and care professionals. The logo is designed to be simple, bold and easily recognisable.

You can use the OTBNZ registered logo on your stationery, marketing material, appointment cards, website, signage and vehicle livery – relating only to your individual OTBNZ registration and current license to practice (APC). It does not cover practices or premises and it is not to be used when an individuals registration and license is no longer current, for whatever reason, or by those not registered with the OTBNZ.

Colours

The logo can be used in three colourways: in green on white, in black on white (only where colour is not available), or in white and reversed out on a dark background. Never position the logo on top of, or reversed out of, an image. The logo must never be recreated in any way and must be reproduced using only approved digital files supplied by the OTBNZ. You will need to contact the OTBNZ to receive a digital copy of the logo.

Colour – for common use

Black – for when colour not available

Reversed – for darker backgrounds



Exclusion zone

The OTBNZ registered logo has an exclusion zone – an area which should be kept clear around the logo. The exclusion zone is equivalent to the height of the **T** as illustrated below.



Minimum size and positioning

The logo should not be used below the minimum size of 20mm wide. The logo must never be squashed, stretched or manipulated in any way and you should avoid using it vertically.

