



Use of the Licensed Building Practitioner logo

The Licensed Building Practitioner logo is the key element of the Licensing Scheme. The Department of Building and Housing has strict guidelines about the reproduction and use of the logo.

The display of the logo contributes to the public awareness of licensed building practitioners. It provides a quality mark, awareness, and trust through brand communication.

Who can use the Licensed Building Practitioner logo?

The Licensed Building Practitioner logo (LBP logo) may only be used once permission is gained from the Registrar. Subject to approval, the logo may only be used by:

- Individual Licensed Building Practitioners
- A body corporate identified as being associated with a Licensed Building Practitioner (LBP). Licensing is for individuals—bodies corporate must not promote themselves as being licensed, but may advertise that they engage LBPs
- Training providers offering workshops or activities approved by the Registrar for the purpose of skills maintenance.

Bodies corporate may only use the LBP logo if:

- They regularly engage one or more LBPs
- The body corporate's name appears on the LBP Register—this occurs when a LBP applicant identifies a body corporate it is associated with during the application process.

LBP logo use—terms and conditions and Deed of licence

An LBP must agree to the terms and conditions of LBP logo use.

A body corporate that engages LBPs must agree to the terms and conditions of LBP logo use.

A training provider must sign a Deed of licence agreeing to the specific use of the LBP logo.

The terms and conditions are available in the welcome pack, on the website, or can be sent on request.

The Deed of licence is available in the application pack for pre-approval of a workshop, on the website, or can be sent on request.

The Registrar will confirm that the LBP is currently licensed, or in the case of a body corporate, has its name on the LBP Register in association with a LBP.

The Registrar will send an electronic copy of the LBP logo by email or post once the signed terms and conditions or Deed of licence is received.

The Registrar reserves the right to withdraw permission to use the LBP logo for any reason, at any time.

How can I use the LBP logo?

The LBP logo must not be altered in any way. The LBP logo may only be used in its entirety. This means that no alterations may be made to the graphic proportions of the LBP logo, its colour or individual elements. However, the LBP logo can be sized to meet requirements your requirements and may be used in black and white.

Individual LBPs may use the LBP logo on any advertising and publications, for example, business cards and other stationery; emails and websites; clothing and fabric items; company vehicles; and the building site they are working on.

When using the LBP logo in publications, for example, newsletters, brochures, leaflets, websites, and advertising such as radio and television, the individual LBP must include the following statement.

- *Always check the LBP Register to ensure your building practitioner is currently licensed.*

Bodies corporate that regularly engage LBPs may use the LBP logo on general advertising and publications, for example, stationery; emails and websites; company vehicles; and the building site they are working on. When using the LBP logo in publications, for example, newsletters, brochures, leaflets, websites, and advertising such as radio and television, the body corporate must include the following statement.

- *We use Licensed Building Practitioners—always check the LBP Register to ensure your building practitioner is currently licensed.*

Training providers may use the LBP logo to promote and market workshops or activities.

Individual LBPs, bodies corporate that engage LBPs, or training providers must not misrepresent the logo, or use it to mislead the public.

Using the LBP logo when not licensed

If a licence is suspended or cancelled, the Registrar will send out a letter telling the building practitioner, and body corporate if applicable, to stop using the logo immediately.

Any individual or body corporate that breaches the Department's policy on logo use risks being prosecuted under Section 314 of the Building Act 2004, the Fair Trading Act 1986, or the Copyright Act 1994.

How do I get a copy of the LBP logo?

To get an electronic copy of the LBP logo, visit the Department's website www.dbh.govt.nz/occupational-licensing. You must accept, sign, and send in the terms and conditions or Deed of licence of LBP logo use. Once you have done this, we will email or post you an electronic copy of the LBP logo.

Changes

The Department may change the LBP logo or the terms and conditions at any time without notice and liability. Any changes to the logo or the terms and conditions shall be effective immediately following the posting of such changes on the Department's website.

Liability Statement

The following disclaimer is on the Department's website.

'To the fullest extent permitted by law, the Department will not in any circumstances be liable for any direct, indirect or consequential loss, expenses or damage for or in relation to the use of the LBP logo. These limitations and exclusions shall apply to the Department's agents, contractors, officers and employees and shall also apply however liability arises, whether in contract, tort (including negligence), breach of statutory duty or otherwise'.