



## TNG GLOBAL ALLIANCE

### Guidelines to Using Brand Materials (“Brand Guidelines” or “Guidelines”)

This document should be read together with the *Licence Agreement* for the TNG Global Alliance.

These Guidelines have been designed to provide you with valuable information about how to use, and best promote, the benefits of your membership of TNG Global Alliance to employees, clients, and your community.

#### Legal Stuff

By downloading and using the TNG brand name, logo and other materials, you agree to our Licence Agreement (as published on our website), as well as the Guidelines outlined below. You are responsible for maintaining familiarity with the current Licence Agreement and Guidelines, as may be amended from time to time.

The use of the TNG logo is subject to the license granted to you by the TNG. If either party terminates membership of TNG Global, you must cease use of the TNG brand name and logo, and remove from stationery, websites, promotional material, and other locations where it may appear.

#### Download of Logo files

Visit our website and go to: <http://tng-global.com/product/tng-alliance/>

Once you have read the Licence Agreement, you can click the button: “Join the TNG Global Alliance”. You will then be able to download the logo image files. If your Graphic Designer required an ‘ai’ (Adobe Illustrator) format, just send a request via email.

#### Taglines

You can chose to use two different taglines: “Global Professional Services” or “Member of the TNG Global Alliance”.



#### Your Firm Name and TNG

Your trading name should be different to *True North Group* and *TNG Global*, and you shouldn't confuse or mislead clients about your business relationship with TNG. Your brand should be more prominent than the TNG name. Don't use our logo or incorporate our logo into yours.

Please don't use our name, logos, or marketing materials ("brand materials") in ways that may be confusing, misleading, or suggest our sponsorship, endorsement, or ownership. You cannot edit or change the TNG logo or tagline, and you cannot change the colours.

#### TNG colours

Representing quality and professionalism, the corporate colours are Reflex Blue and Gold.

**Reflex Blue** (Hex #333999) & **PMS 110** (Hex #daaa00)

Arc = 20% of Reflex Blue (without magenta – run cyan)



## Use of our Brand Materials

In general, provided one of your Firm's principals is a member of TNG Global, you may use the TNG name and logo ("brand materials") to promote your Firm, be it business stationery, a website or marketing, as long as you follow our Guidelines.

### Business stationery & Website

Provided you follow these Guidelines, you do not need approval to use the TNG name and logo on your letterhead. You may also include the TNG brand name and logo on your Firm's:

- Letterhead;
- Website(s) - Don't use a domain name containing "TNG" or any confusingly similar words;
- Business cards;
- Engagement letters and proposals
- Emails; and
- Report files/folders

The TNG brand materials may be included in an individual email signature block of all the firm's Principals and employees.

Remember to publish the appropriate Disclaimer and take care with your use of words and phrases, avoiding the word 'network'. It's ok to say in text: "*a member of True North Group*", or "*a member of the TNG Global Alliance*".

### Advertising, Promotional, and Signage

You may use the TNG brand materials in connection with marketing and promotional efforts, including:

- Marketing brochures and other promotional materials;
- Conference and events banners
- PowerPoint presentations
- Building and street signage
- Advertisements
- Promotional merchandise (eg T-shirts, pens, bags, etc.)

### Education and instruction (books, guides, publications, and conferences)

You can use our brand materials for educational and instructional purposes, but please remember that it shouldn't be confusing or misleading, or suggest our sponsorship.

### Referencing TNG in your marketing

Don't suggest that there's a partnership or that TNG endorses your firm. For example, you can say "we're a member of TNG Global Alliance" or "a member of an international association", but you cannot say "we partner with TNG" or use the words: "TNG Network".

Don't use the TNG brand repeatedly or as a prominent brand in your marketing.

If you're doing significant marketing that includes the TNG logo, particularly in print media or broadcast, please get approval by writing to [membership@tng-global.com](mailto:membership@tng-global.com). It helps if you send a mock-up of your intended use so we can be specific in our response. We'll do our best to get back to you ASAP but please give us 10 working days to get back to you. (Please note that no response doesn't mean an approval).



### **Disclosure & Disclaimers**

You must clearly communicate to clients, prospects and the public that your firm is independently owned and operated. TNG Global is not a “Network”, so be very careful not to use this word. You are a member of an alliance or association, not a network.

It is recommended that you seek independent legal advice in terms of the wording and placement of your firm’s disclosures and disclaimers.

You should make a statement in your standard Engagement Letters, email footer (signature), as well as marketing materials, and your website. e.g.

### **Example of a Member’s Website Disclaimer**

The information contained in this website is of a general nature, and may in certain circumstances be subject to misinterpretation. Consequently, we recommend that our advice be sought when acting upon the information contained herein. While every care has been taken in the compilation of this website, no responsibility of any nature whatsoever shall be accepted for any inaccuracies, errors or omissions.

TNG Global Alliance is a worldwide association of independent accounting and business advisory firms. Each firm is a separate and independent legal entity and as such has no liability for the acts or omissions of any other member firm. The Alliance does not constitute a joint venture, partnership or network between participating firms.

### **More Questions?**

If ever in any doubt, feel free to email us at: [membership@tng-global.com](mailto:membership@tng-global.com).

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### **Contact Information**

Email: [membership@tng-global.com](mailto:membership@tng-global.com), or contact us at:

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