



S A M R A

Southern African Marketing Research Association
Quality Research • Quality Decisions

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REQUIREMENTS FOR THE USE OF SAMRA MEMBERSHIP CREDENTIALS

Version 3 – 1 March 2016

1. Name of the Organisation

The correct name of SAMRA is the Southern African Marketing Research Association

2. Reference to Membership

2.1 When referring to SAMRA Independent membership, it may only be done in conjunction with the individual SAMRA member's name, and no reference can be made to SAMRA membership that may create the impression that the organisation that the individual works for is a SAMRA member.

Examples of allowable communication:

Joe Soap is an Independent member of SAMRA

Examples of unacceptable communication:

Organisation X is a member of SAMRA

We are a SAMRA member

2.2 Reference can be made to SAMRA membership that relates to or could be perceived to relate to an organisation as a whole, only if **the organisation is a SAMRA Organisation member**.

Example of allowable communication:

Organisation X is a SAMRA Organisation member

Examples of unacceptable communication:

If Joe Soap works for Organisation X and is an Independent member of SAMRA, but Organisation X is not a SAMRA Organisation member, Organisation X CANNOT say the following on their web site: "Organisation X is an Independent member of the Southern African Marketing Research Association (SAMRA)", "We are a member of SAMRA", or even stating "A member of SAMRA", unless it is very clear that Joe Soap is the member of SAMRA and NOT the organisation, as in the allowable examples under 2.1 above.

2.3 When referring to SAMRA Associate membership (i.e. a worker/employee who has been added to an Organisation member's list of Associate members), it may only be done in conjunction with the SAMRA Organisation member name.

Examples of allowable communication:

Joe Soap is an Associate member at SAMRA Organisation member Organisation X

Example of unacceptable communication:

Joe Soap is a member of SAMRA

Joe Soap is an Associate member of SAMRA

3. Use of SAMRA Logos

3.1 SAMRA Independent Members

SAMRA Independent members may use the SAMRA logo in any professional communications (e.g. marketing materials, curriculum vitae, etc.) provided that the logo is combined with the individual's name and the membership category. The SAMRA office will provide a current version of the logo on request. For example:

Joe Soap is an Independent member of



Joe Soap (SAMRA Independent Member)

The size of the logo must be a minimum of 1.3 cm by 5.15 cm, and the ratio of width to height must be locked.

3.2 SAMRA Organisation Members

SAMRA Organisation members may use the SAMRA logo in any professional communications (e.g. marketing materials, brochures, etc.) provided that the logo is combined with the organisation's name and membership category. The SAMRA office will provide a current version of the logo on request. For example:

Organisation X is an Organisation member of



Organisation X is a SAMRA Organisation Member

The size of the logo must be a minimum of 1.3 cm by 3.98 cm, and the ratio of width to height must be locked.

3.3 SAMRA Associate Members

SAMRA Associate members may use the SAMRA logo in any professional communications (e.g. marketing materials, curriculum vitae, emails etc.) provided that the logo is combined with the Organisation member name and the membership category. The SAMRA office will provide a current version of the logo on request. For example:

