

## Use of Government Logos

### Preamble:

Australian Institute of Business (AIB) is a Registered Training Organisation (RTO) registered to offer vocational education and training (VET) qualifications under the Australian Qualifications Framework (AQF).

### Purpose:

The purpose of this policy is to ensure that AIB and all staff comply with the requirements of the AQF regarding the use of the Nationally Recognised Training Logo in respect of qualifications issued in the VET sector.

### Scope:

Institution Wide

### Details:

The AIB Compliance Officer shall ensure that the nationally recognised training logo is used in accordance with the instructions set out below and contained within the attached government brochure, part of which is annexed hereto.

## Nationally Recognised Training logo



The Nationally Recognised Training logo must be used on all Australian Qualifications Framework (AQF) qualifications and statements of attainment issued by RTOs.

Use of the logo means:

- the provider is an RTO
- the organisation is registered to offer the training and assessment services advertised
- training and assessment lead to nationally recognised Australian Qualifications Framework (AQF) qualifications or statements of attainment
- the organisation is complying with the quality requirements of the standards
- that information in the advertising is correct and ethical.

**What is the NRT logo?**

The Nationally Recognised Training (NRT) logo is a distinguishable mark of quality for promoting and certifying national vocational education and training leading to Australian Qualifications Framework (AQF) qualifications or Statements of Attainment.

The NRT logo is similar to ANTA's, with both having a triangular shape and the same colours. However the descriptor (the words) under the triangle are different. Both logos are registered trade marks. The NRT logo should not be confused with ANTA's logo. Under no circumstance is ANTA's logo to be used in place of the NRT logo.

**Who can use the NRT logo?**

The NRT logo can only be used by registered training organisations (RTOs), State and Territory registering/course accrediting bodies, ANTA and other authorised bodies.

**When can you use the NRT logo?**

Compliance with these specifications and further advice on ethical marketing and advertising is set out in the Australian Quality Training Framework (AQTF) Standards for Registered Training Organisations (Standard 11 and 12).

The NRT logo may only be used in association with Training Package qualifications or courses accredited by State or Territory course accrediting bodies or their delegated bodies in accordance with Standard 27 and 28 of the AQTF Standards for State and Territory Registering/Course Accrediting Bodies. Cases falling outside these specifications require special permission from ANTA.

**Conditions for using the NRT logo**

The following describes a range of situations and conditions for using the NRT logo.

**Advertisements and promotional information in any medium (print, television, radio, banners, internet, etc)**

1. Training organisations registered by any State or Territory registering/course accrediting body may use the NRT logo to promote training recognised under the AQTF provided that training is within the RTO's scope of registration.
2. Impressions must not be created that may lead an observer to conclude the NRT logo applies to all training provided by the RTO, if this is not the case. The NRT logo cannot be used by an RTO where the training is accredited, but is outside the scope of registration of the RTO. Where training is being promoted and does not meet the requirements stipulated in the AQTF or is outside the RTO's scope of registration, it must be made clear the NRT logo is not associated with that training.
3. Use of the NRT logo is only permitted where there is a direct relationship to an accredited AQF aligned course, Training Package qualification or a course meeting the requirements of the AQTF.

#### **Student information (brochures, course handbooks, prospectuses, etc)**

4. When an RTO is promoting the training it offers and wishes to use the NRT logo, its promotional material such as brochures, handbooks and prospectuses must clearly distinguish between nationally recognised training within the scope of registration and that which is not nationally recognised.

#### **Corporate stationery, business cards, buildings, training resources and marketing products**

5. The NRT logo must not be used on products such as corporate stationery, business cards, building signage, mouse pads, pens, satchels, packaging around products nor learning resources supporting training.

#### **Certificates, Statements of Attainment and other testamurs**

6. The NRT logo must be depicted on all AQF qualifications, Statements of Attainment and certificates relating to courses meeting the requirements of the AQTF. These can only be issued by an RTO when the training delivered is covered by the RTO's scope of registration. The NRT logo must not be depicted on other testamurs or transcripts of results.

#### **Format for reproduction**

The NRT logo can only be reproduced from hard or electronic copies provided by the registering/course accrediting body in the State or Territory where the RTO is registered. Contact details are provided in this document.

The NRT logo consists of both the triangular shape **and** the descriptor. The triangle is not to be used without the descriptor. The typeface is Fritz Quadrata. Under no circumstances is the descriptor to be typeset in any other typeface.

The complete NRT logo may be varied in size. The size and position of the NRT logo on the final product is at the discretion of the product designer. Although the size of the logo may be varied, the proportions of the triangle and the descriptor in relation to each other may not be varied. Under no circumstance is the logo to be reproduced in mirror image or be rotated.

#### **Two colour reproduction**

Where the NRT logo is reproduced in colour, it must comply with these colour requirements. Deviation from these colours is not permitted, nor are colours to be swapped around or stippled. The only colours to be used are:

**GREEN PMS 343**

**RED PMS 192**

#### **One colour reproduction**

Where the NRT logo is reproduced in one colour, it should preferably be in **GREEN PMS 343** or, where this is not suitable, it may be reproduced in black.

In some situations the background colour may clash or the logo may not be prominent. In those situations, the black logo may be reversed out to display in white.

**Where to get the NRT logo**

Contact the State or Territory training authority where your organisation is registered to obtain hard or electronic copies of the NRT logo.

**For use of the NRT logo outside these specifications, special permission must be obtained from ANTA****Australian National Training Authority****South Australia**

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**Related Forms:**

Nil

**Responsibility:**

Compliance Officer

**Related Policies:**

Marketing and Community Relations Policy and Procedures

**Current Status**

Approved By:

Date of Approval:

Previous version

**Version 2**

Board of Directors

1 July 2011

27 October 2008