

Marketing Request Form

Use of Logo, Website Link or Description Courses

This form is to be completed by organisations (including representative agents of Axis Institute) or individuals external to Axis Institute wishing to promote Axis Institute & its courses and planning to use the Axis Institute logo, website link or course descriptions. All relevant sections of the form must be completed and sent to the Digital Team via email: digital@axisinstitute.edu.au for approval and use.

AGENT INFORMATION

Full Name:		Position:		
Company Name:				
Type:	Government	Corporation	Not-for-Profit	Individual
Phone: ()		Email:		
Unit Number:	Street Number:	Street Name:		
Suburb or Town:	State:	Postcode:	Country:	

RULES FOR USAGE OF LOGO

- Logo Ownership**
The Axis Institute logo is owned by Axis Institute. Use of the logo without approval and/or in an inappropriate manner may result in legal action
- Conditions of Using the Logo**
To maintain the credibility and integrity of the logo, it must be protected from inappropriate use. By requesting permission to use the logo, your organisation agrees to the following terms & conditions of use:
 - The logo must be used in connection with promoting public awareness of **Axis Institute**, or recognise an affiliation with you or your organisation
 - No one may manufacture for sale a product containing or featuring the logo
 - The logo must always be clearly visible and distinct from the background
 - The **Axis Institute** logo must be the same height as the highest other logo on the same line/space
 - Always ensure the logo is at a legible size (see minimum size requirements below) and it should always remain at 90 degrees (not angled)
 - The proportions of the logo must always remain true (no stretching out of shape)
 - The RTO Number and CRICOS Number must always be used with the logo
 - Axis Institute** reserves the right to request that publications be removed from circulation if the document does not meet the above mentioned requirements.



USAGE OF LOGO

Proposed use of logo/s (include publication type and audience):

Date/s of proposed use:

Logo Format: jpeg eps png

RULES FOR USAGE OF WEBSITE LINK

The **Axis Institute** website should be written as: <https://www.axisinstitute.edu.au/>

USAGE OF WEBSITE LINK

Proposed use of
<https://www.axisinstitute.edu.au/>
 (include publication type and audience):

Date/s of proposed use:

RULES FOR USAGE OF AXIS INSTITUTE DESCRIPTION AND COURSES

All information on any advertising or marketing material referring to Axis Institute and training and assessment must be accurate and meet the requirements of Australian Skills Quality Authority (ASAQ) as set in the Standards for Registered Training Organisations (RTOs) 2015, specifically **Clause 4.1 —Provide accurate and accessible information to prospective and current students.**

All promotional marketing material that refers to any of Axis Institute's courses must include the following:

1. Axis Institute Logo

Axis Institute's RTO Name and Number: 41228, and Axis Institute's CRICOS Number: 03640K are already depicted in the company's logo. This logo must be used and the RTO and CRICOS number to be easily read in all forms of marketing material.

2. Qualification

Only advertises the qualification that is on Axis Institute's scope of registration. This is listed in the section below. The qualification code and title of any training product (course) must be published as listed in the section below, along with the CRICOS code of the course.

USAGE OF AXIS INSTITUTE DESCRIPTION AND COURSES

Proposed media channel:	Social Media (Facebook, Instagram, LinkedIn)	Website	Printed Material	Electronic Material	Email
Proposed use of Axis Institute description template or please attach documentation.					

USAGE AGREEMENT

I agree that the requested items will be used in accordance with the Rules for Usage published within this document and I acknowledge that **Axis Institute** reserves the right to rescind any prior approval for usage of the logo and/or website link and description.

I will also send a copy to Axis Institute of the final publication where the requested items will appear prior to it being published.

Name:	Position:
Signature:	Date: ____ / ____ / ____

AXIS INSTITUTE APPROVAL

Approved	Not approved	Conditional approval
Comments:		
Signature:	Date: ____ / ____ / ____	
Logo/s or Image/s forwarded	Publication viewed: ____ / ____ / ____	