



Group Training logo

specifications and guidelines for use

The strength of any corporate logo is in the consistency of its usage. To assist you with strengthening the identity of the Group Training (GT) logo, these logo guidelines have been produced. It is a guide on how to, and how not to, use the logo.

What is the GT logo?

The Group Training (GT) logo is a certified trademark and is the distinguishable mark of quality for promoting and certifying Group Training Organisations (GTOs) who have met the National Standards for Group Training Organisations.

Who can use the GT logo?

The GT logo can only be used by GTOs who have met the National Standards for Group Training Organisations and have been registered by a State or Territory Training Authority (STA).

A GTO must not falsely claim or imply that it is registered. It is an offence against trademark regulations for an unregistered or deregistered GTO to use the logo.

When can you use the GT logo?

A GTO may only display the GT logo once it has received official notification from the STA of its registration, that is, it has met the requirements of the National Standards for Group Training Organisations.

GTOs that have received official notification and registration and are eligible to use the GT logo will be listed on the Group Training National Register.

Continued use of the logo requires successful audit conducted by STAs against the standards every three years. Deregistration of a GTO requires immediate cessation of the use of the logo.

Proven breaches of these guidelines by a registered GTO may result in the suspension or withdrawal of endorsement as determined by the relevant STA.

A GTO may only use the GT logo in the state or territory in which it is registered as compliant with the National Standards for Group Training Organisations.

Use of the GT logo

A GTO is able to use the GT logo along with the words, “complies with the National Standards for GTOs” on corporate documentation and advertising material. When using the GT logo, a registered GTO must use its legal name as it appears on its registration certificate.

A GTO must also ensure that the GT logo is not the primary logo on any advertising. That is, the GT logo must be used in conjunction with the organisation’s name and/or logo and it must be clear that the GT logo is not the logo of your organisation.

In particular, these rules govern the usage of the logo on:

- advertisement and promotional information in any medium (print, television, radio, Internet, etc);
- promotional and marketing material (eg brochures, course handbooks, prospectuses); and
- corporate stationery.

In using the GT logo, it is expected that GTOs will not use the logo to falsely promote any other services of their organisation. The GT logo may only be used to promote the activities of a GTO and generic corporate activities.

Logo Details

The GT logo consists of two circular images, one inlaid in the other, with a descriptor. The letters “gt” are inside the smaller circle and the words “quality group training” are inside the larger circle. Under no circumstances is the image to be used without the descriptor. The typeface used for the descriptor is Meta Plus bold.

The complete GT logo may be varied in size. The size and position of the GT 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 image and the descriptor in relation to each other may not be varied. Under no circumstances is the image to be produced in a mirror image or be rotated.

Reproduction of the GT logo

GTOs can obtain a copy of the GT logo from their registering STA. Contact details are provided on the back of this document.

One colour

When the logo is produced in black and white, it is necessary to use the black and white version of the logo and not simply reproduce the coloured version in black and white.



It is also possible to print a specific black and white version on a strong (dark) background. If GTOs wish to use this version, they should contact their STA.

Two colour

Where the GT logo can be reproduced in colour, it should appear in the configuration shown below.



The following are the **only** colours that can be used:

■ Purple PMS 518

■ Orange PMS 1375

To ensure consistency of the logo, it is important not to deviate from these colours nor stipple or swap the colours around.

Note

The GT logo remains the property of the State and Territory Training Authorities and can only be used in compliance with the certification rules and standards.

Where to get the GT logo

Contact the State or Territory Training Authority where your organisation is registered to obtain a copy of the GT logo.

New South Wales

Department of Education and Training
Locked Bag 53 DARLINGHURST NSW 2010
Tel: (02) 9266 8405 Fax: (02) 9244 5399 <http://www.det.nsw.edu.au>

Victoria

Office of Training and Tertiary Education
Department of Education and Training
GPO Box 266D MELBOURNE VIC 3001
Tel: (03) 9637 2791 Fax: (03) 9637 3220 <http://www.otte.vic.gov.au>

Queensland

Department of Employment and Training
Training, Quality and Regulation Division
Locked Mail Bag 527 GPO BRISBANE QLD 4001
Tel: (07) 3237 0155 Fax: (07) 3235 4345 <http://www.trainandemploy.qld.gov.au>

Western Australia

Department of Education and Training
Office of Training
Level 2, 151 Royal Street EAST PERTH WA 6004
Tel: (08) 9264 4792 Fax: (08) 9264 4853 <http://www.training.wa.gov.au>

South Australia

Department of Further Education, Employment, Science and Technology
GPO Box 320 ADELAIDE SA 5001
Tel: (08) 8463 5564 Fax: (08) 8463 6634 <http://www.employment.sa.gov.au>

Australian Capital Territory

Department of Education and Training
Training and Adult Education
PO Box 1584 TUGGERANONG ACT 2901
Tel: (02) 6205 7033 Fax: (02) 6205 8448
<http://www.det.act.gov.au/services/training.htm>

Northern Territory

Department of Employment, Education and Training
GPO Box 2925 DARWIN NT 0801
Tel: (08) 8901 1313 Fax: (08) 8901 1326 <http://www.nt.gov.au/deet>

Tasmania

Department of Education
Office of Post Compulsory Education and Training
GPO Box 169B HOBART TAS 7001
Tel: (03) 6233 7137 Fax: (03) 6234 6806 <http://www.opcet.tas.gov.au>

Department of Education, Science and Training

GPO Box 9880 CANBERRA ACT 2601
Tel: 1300 782 295 Fax: (02) 6123 6222 <http://grouptraining.dest.gov.au>
email: grouptraining@dest.gov.au