

# NATIONALLY RECOGNISED TRAINING (NRT) LOGO SPECIFICATIONS



## 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 a registered trade mark.

## Who can use the NRT logo?

The NRT logo can only be used by registered training organisations (RTOs), the Australian Skills Quality Authority (ASQA), State and Territory registering/course accrediting bodies 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:

- for ASQA registered training organisations, the *Standards for NVR Registered Training Organisations 2011*; and
- for all other registered training organisations;
  - the Australian Quality Training Framework (AQTF) *Standards for Initial Registration*; and
  - the AQTF *Standards for Continuing Registration*.

The NRT logo may only be used in association with Training Package qualifications or courses accredited by:

- ASQA or ASQA's delegated body in accordance with the *Standards for VET Regulators 2011*; or
- State or Territory course accrediting bodies or their delegated bodies in accordance with the *AQTF Standards for State and Territory Course Accrediting Bodies*.

## 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 ASQA or 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.

## Examples of logo reproduction



## Where to get the NRT logo

Contact ASQA or the State or Territory registering body where your organisation is registered to obtain hard or electronic copies of the NRT logo.