



Institution	Mercury Institute of Victoria
Policy Name	AQF/NRT Logo Use Policy and Procedure
Policy Governance	Compliance Manager
Reference to Standards	Standards for RTO 2015 - Standard 3 Clause 3.1 - 3.4
Date of Approval	June 2020
Review Date	June 2021
Version No.	4.0

PURPOSE

This policy is to ensure that Mercury Institute of Victoria is aware of and use AQF/NRT logo appropriately meeting the AQF/NRT logo conditions for using them.

Mercury Institute of Victoria establishes this policy and procedure to:

- Comply with the requirements of Standards for RTO 2015 - Standard 3 Clause 3.1 - 3.4

SCOPE

This policy applies to Mercury Institute of Victoria scope of registration and using AQF/NRT logo's in marketing and advertising material.

1. POLICY

AQF/NRT logos may only be used in association with training package qualifications or accredited courses and AQF qualification on Mercury Institute of Victoria scope of registration.

Conditions for using the NRT Logo

The following is a range of situations and conditions for using the NRT logo by Mercury Institute of Victoria. Marketing and promotional information in any medium.

- 1) Mercury Institute of Victoria will use NRT logo to promote recognised training



package/course accrediting provided that training is within the Mercury Institute of Victoria'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 Mercury Institute of Victoria, if this is not the case. The NRT logo cannot be used by Mercury Institute of Victoria where the training is accredited, but is outside the scope of registration of Mercury Institute of Victoria. Where training is being promoted and does not meet the requirements stipulated in the national VET standard's or is outside Mercury Institute of Victoria's scope of registration, it must be made clear the NRT logo is not associated with that training.
- 3) Mercury Institute of Victoria will use the NRT logo only where there is a direct relationship to an accredited AQF aligned course, training package qualification or a course meeting the requirements of the AQF.
- 4) When Mercury Institute of Victoria promoting the training it offers and wishes to use the NRT logo, its promotional material such as brochures, student handbook and prospectus, Mercury Institute of Victoria must clearly distinguish between nationally recognised training within the scope of registration and that which is not nationally recognised.
- 5) The NRT logo must be depicted on all AQF qualification, statements of attainment and certificates relating to courses meeting the requirements of the national VET standards. These can only be issued by Mercury Institute of Victoria when the training delivered is covered by Mercury Institute of Victoria's scope of registration. The NRT logo must not be depicted on other testamurs or transcripts of results.
- 6) NRT logo specifications are to be followed at all times. Please refer the link https://www.asqa.gov.au/sites/default/files/NRT_logo_specifications_NEW.pdf?acsf_files_redirect

Conditions for using the AQF Logo

- 1) Mercury Institute of Victoria use AQF logo on testamurs and graduation statements.
- 2) Mercury Institute of Victoria may use AQF logo on Student information and
- 3) Advertising and promotional material



Mercury Institute of Victoria use AQF logo only when:

- 1) Student information about AQF qualifications that Mercury Institute of Victoria authorised to offer or are within Mercury Institute of Victoria legislated authority. This may include course or institutional brochures, course handbooks and prospectus.
- 2) Mercury Institute of Victoria may use the AQF logo to advertise or promote AQF qualifications that Mercury Institute of Victoria are authorised to offer or are within Mercury Institute of Victoria legislated authority. This may include printed documents, the internet or the media (newspaper, journal).
- 3) Mercury Institute of Victoria will follow the standards for the use of the AQF logo under the AQF guidelines.

The AQF logo specifications must be followed as per the AQF guidelines.

Please refer the link: <http://www.aqf.edu.au>

2. PROCEDURE

- 1) Mercury Institute of Victoria only use NRT logo on all AQF qualifications and AQF statements of attainments issued. Mercury Institute of Victoria ensure that current logos are used for issuing certificate and statement.
- 2) Mercury Institute of Victoria ensure the AQF/NRT logo has been included and that it confirms with the conditions of use. Marketing Manager/ Compliance Manager sign off marketing material checklist to make sure Mercury Institute of Victoria follow requirements before publishing marketing material using logos.
- 3) Mercury Institute of Victoria Compliance Manager ensure that the correct and current qualification code and title are used and the correct and current unit of competency are listed for the purpose of using AQF/NRT logo appropriately.
- 4) Compliance Manager ensure that AQF/NRT logo used where all qualification advertised are within the Mercury Institute of Victoria scope of registration and consistent with AQF qualification standards.
- 5) The NRT logo must only be used as per Mercury Institute of Victoria NRT Logo use Policy and Procedure and NRT logo specifications.



- 6) AQF logo must only be used as per AQF logo guidelines.
- 7) AQF/NRT logo may only be used in advertisement and promotion that provide no ambiguity to the training package / AQF course it relates to.
- 8) AQF/NRT logo Mercury Institute of Victoria will only use the following in advertisements that relate to training and within Mercury Institute of Victoria Scope of Registration.
 - a) National recognised training
 - b) AQF qualification
 - c) Issue of AQF qualification
- 9) Mercury Institute of Victoria marketing and other promotion checklist signs off by Marketing Manager/ Compliance Manager to make sure AQF/NRT logo used appropriately.



Which logo?	When to use?
NRT logo	<p>RTOs must include the Nationally Recognised Training (NRT) logo on testamurs and statements of attainment.</p> <p>The NRT logo is <u>not to be used</u> on the record of results.</p>
AQF logo and words	<p>RTOs must include the AQF logo or the words 'The qualification is recognised within the Australian Qualifications Framework' on a testamur.</p> <p>The AQF logo or words are <u>not to be used</u> on the record of results.</p> <p>The AQF logo or words are <u>not to be used</u> on statements of attainment.</p> <p>The AQF logo is available from the AQF website.</p> <p>RTOs must comply with the AQF's Conditions for the use of the AQF logo.</p>
Other logos	<p>ASQA RTOs must <u>not</u> include a state or territory registering body logo on testamurs, statements of attainment or records of results.</p> <p>In some cases (for example within User Choice contracts) RTOs may need to include a state or territory training body logo on testamurs or statements of attainment, where directed by a state or territory training body.</p> <p>RTOs must <u>not</u> use the Australian Government Commonwealth Crest logo (e.g. the crest used as ASQA's logo). The Australian Government Crest is only to be used by authorised government departments and agencies.</p>