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 Group Training Organisations” 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
State Training Services
NSW Department of Education and Communities
Locked Bay 53 DARLINGHURST NSW 1300
Tel: 13 28 11 (NSW callers) or 02 9266 8704 (interstate callers)
Fax: 02 9266 8590 Web: training.nsw.gov.au

Victoria
Higher Education and Skills
GPO Box 2960 MELBOURNE VIC 3001
Tel: 03 9651 9999 Fax 03 9637 3564 Web: skills.vic.gov.au

Queensland
Department of Education, Training and Employment
LMB 527 BRISBANE QLD 4001
Tel: 1800 210 210 Web: training.qld.gov.au

Western Australia
ApprentiCentre
Department of Training and Workforce Development
Locked Bag 16 OSBORNE PARK DELIVERY CENTRE WA 6916
Tel: 13 19 54 (WA callers) or 08 6551 5499 (interstate callers)
Web: trainingwa.wa.gov.au/apprenticentre/detcms/portal

South Australia
Department of Further Education, Employment, Science and Technology
Traineeship and Apprenticeships Services
GPO Box 320 ADELAIDE SA 5001
Tel: 1800 673 097 Fax: 08 8463 5654 Web: dfeest.sa.gov.au/Apprentices

Australian Capital Territory
ACT Department of Education and Training
Training and Tertiary Education Directorate
220 Northbourne Avenue BRANDON ACT 2612
Tel: 02 6205 8555 Fax: 02 6205 8448
Web: det.act.gov.au/vhe/australian_apprenticeships/australian_apprentices

Northern Territory
Department of Business and Employment
Employment and Training Division
GPO Box 2391 DARWIN NT 0801
Tel: 08 8935 7707 Fax: 08 8901 4903 Web: nt.gov.au/dbe

Tasmania
Skills Tasmania
GPO Box 169 HOBART TAS 7001
Tel: 03 6233 4600 or Freecall 1800 655 846
Fax: 03 6234 4358 Web: skills.tas.gov.au