



USE OF AGRISETA LOGO FOR ACCREDITED SERVICE PROVIDERS ONLY

New application Amendment of existing branding Extension of existing branding

NATURE OF BRANDING

Broadcast Digital (website, interactive CD & DVD)
Print Outdoor Certificates

Type of branding - please specify

Scope of Branding: National Provincial
Period of usage: Once off Permanent (long term branding of entity)

Production stage of material submitted for approval

Concept / rough artwork finished artwork/proofs other (specify)

APPLICANT

Name of Accredited Training Provider: _____

Full name of Company representative: _____

Accreditation Number: _____

Are you accredited to another SETA (specify) _____

Accreditation period: _____

Accredited programmes: _____

Contact details: Tel: _____ Fax: _____

Email: _____

Address: _____

Application date: _____ Date of intended use: _____

PROOFS/ARTWORK ATTACHED FOR REVIEW Yes No

For office use only

Date submitted: _____

Date submitted: _____

Accreditation approval

Approved Declined

Comments: _____

Name: _____

Designation: _____

Signature: _____

Date: _____

Corporate Services approval

Approved Declined

Comments: _____

Name: _____

Designation: _____

Signature: _____

Date: _____

Date received: _____

Date received: _____

Date Sent: _____

Terms and Conditions for the use of AgriSETA Logo

Terms and conditions for the use of AgriSETA's logo ("we", "us", "our"), acting by and through the Chief Executive Officer of the organisation and its Accounting Authority ("herein after, referred to as the Board"), own the trademark, which has been registered with CIPC, and which allows AgriSETA legal recourse against anyone who falsifies or misuses AgriSETA's name and logo.

This agreement sets out the terms under which we authorise you as **an accredited service provider** to use the logo.

By using the logo, you agree:

1. To only use the logo while you are an affiliate, service provider and or entered into a valid contract with AgriSETA where the logo will only be used to promote yourself as an entity associated with AgriSETA.
2. Cease using AgriSETA's logo if you are suspended (either voluntarily or otherwise) or if your company has been blacklisted or a contract entered into with AgriSETA has been terminated and or cancelled or if we direct you to do so.
3. Only use the logo in its entirety, in exceptional circumstances you may change its size, but you may not tamper with its original design and its colors.
4. Ensure, when using the logo to advertise yourself as an AgriSETA affiliated company, and in any medium that features the logo (excluding stationery or signage) includes the following statement in writing or orally: **Training Provider: Accredited by AgriSETA** and **Strategic Partner: In proud association with AgriSETA**. Always check with AgriSETA to ensure your company is licensed and authorised to use the logo.
5. Not using the logo in any way could mislead the public or bring into disrepute the name of AgriSETA.
6. Immediately inform AgriSETA if you cease to be an affiliate of, or is no longer associated with the entity, or if AgriSETA directs you to stop using the logo.
7. Not use, register, or apply to register any other sign or logo that is, in our view, potentially misleading while you are an affiliate, client or training provider associated with AgriSETA.
8. Not copy or forward an electronic copy of the logo to any person or organisation except in the course of its ordinary use (i.e., your printer or sign writer).
9. Indemnify us against any loss, damage, liability, cost, or expense suffered or incurred by us as a result of your breach of these terms, including where you misrepresent yourself as an entity of AgriSETA.
10. Correct use of Trademarks
 - 10.1 AgriSETA training providers, up on approval of accreditation, may be given AgriSETA's corporate identity and Logos for use on packaging, marketing, and branding materials.
 - 10.2 Accredited training providers may also be given the option to forward their designs to AgriSETA Marketing and Communications Department to ensure that the logo is applied correctly.

11. Trademark Permissions

- 11.1 In order for AgriSETA's services to reach as many stakeholders as possible, AgriSETA may grant training providers permission to use the logo in various educational materials, for which permission must first be obtained.

12. Unauthorised use of Trademarks

- 12.1 The use of the logo is monitored both internally and through AgriSETA's intellectual property lawyers.
- 12.2 You understand that if you breach the terms of this agreement, action may be taken against you, including infringement of any relevant piece of legislation aimed protecting the AgriSETA's brand, its logo and its Board and Staff members.
- 12.3 We reserve the right to change the terms of the use of the logo or replace it with another logo at any time and ask you to agree to comply with any such changes.

Signature: _____
Signed at _____ on this day of _____ in the year of 20_____
Name: _____
Organisation: _____
Accreditation Number: _____
Designation: _____
Date: _____

Approved by: Ms Mandy Rutgers
Head: Marketing & Communications: _____
Date: _____