



USE OF WORKCOVER AND NOMINAL INSURER LOGOS

This operational instruction outlines use of the WorkCover and Nominal Insurer logos by Scheme Agents.

The Nominal Insurer branding, logos and taglines are the property of the Nominal Insurer. A Scheme Agent is required to comply with this instruction when referring to the Nominal Insurer and WorkCover.

The Nominal Insurer's business and trading name is the 'NSW WorkCover Scheme'. The Scheme Agent's trading name is 'Agent name – Agent for the NSW WorkCover Scheme'. Both these names are registered business names owned by the Nominal Insurer and cannot be used without its permission.

WorkCover logo

The WorkCover logo must not be used without the express permission of WorkCover. A Scheme Agent should seek written approval to use the WorkCover logo from their Agent Manager. When approval is granted, WorkCover will provide logo artwork and a copy of the relevant section of WorkCover's corporate identity guide. Use of the WorkCover logo must comply with any guidelines issued.

The Nominal Insurer logo

The Nominal Insurer logo is the principle item of the Nominal Insurer identity. It must be applied according to the requirements of this document.

The Nominal Insurer logo consists of three elements – the symbol, logotype and the text (NSW WorkCover Scheme). These elements are collectively referred to as the Nominal Insurer logo.

The relationship between the three elements is fixed **and should not be altered in any way**. Use only artwork supplied.

Use of logo

The Nominal Insurer logo may only be used with the express permission of the Nominal Insurer. A Scheme Agent should seek written approval to use the Nominal Insurer logo from their Agent Manager.

The Nominal Insurer logo is to be used in conjunction with a Scheme Agent's logo on Scheme-wide forms (see operational instruction 4.2). The Nominal Insurer will supply final artwork for each form.

Sizing of logo and white space

In order to retain the legibility of the logo, the symbol should never be smaller than 10 mm across. The text must always remain proportional.

To ensure the Nominal Insurer logo has appropriate status and is clearly recognised, an area around the logo must be kept free of all other visual elements. The only exception is where the logo is featured near the edge of a page or sign.

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When the logo is used on a coloured background, white space should be allocated in around the logo.

The white space for the logotype is at least one times the height clear of any other element on the page.

Nominal Insurer logo colour

It is important to use the correct corporate colours on all printed materials, as follows:

- (a) mono – four-colour process
 - (i) the mono logo is solid black
 - (ii) Pantone process black, 0% cyan, 0% magenta, 0% yellow, 100% black
- (b) colour – two-colour process
 - (i) Pantone 300, 100% cyan, 44% magenta, 0% yellow, 0% black
 - (ii) Pantone 286, 100% cyan, 60% magenta, 0% yellow, 6% black
 - (iii) Pantone 300 (30% tint), 100% cyan, 44% magenta, 0% yellow, 0% black.



The logo can also be reversed out as white on a solid colour, and it can be used on an image or a coloured background but clear space area must be white.

Use of Scheme Agent trading name

The Scheme Agent’s trading name ‘Agent name – Agent for the NSW WorkCover Scheme’ ABN 83 564 379 108/GST branch number must be used on (at a minimum):

- (a) bank accounts
- (b) tax invoices or documents that will be a tax invoice when paid
- (c) Scheme-wide forms (artwork provided by the Nominal Insurer)
- (d) Scheme Agent’s letterhead
- (e) remittance advice

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Any tax invoice or document that will be a tax invoice when paid must meet ATO requirements for a tax invoice and comply with Operating Instruction 3.1. The Scheme Agent's branch GST registration number must be shown – eg. ABN 83 564 379 108/XXX, with the last three digits being the Scheme Agent's branch registration number. The Scheme Agent's own ABN must **not** be shown on these documents.

A Scheme Agent can elect to use their trading name for other collateral, such as their website, business cards and presentation templates.

References

Operational instruction 3.1, 4.2

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