

Policy Document SSM3 : Use of Theta Trademarks



Table of Contents

Policy Overview	0
Process of Application	0

Issue Date:	30 May 2003	Version :	1	Page	Page 0 of 7
Review Date :	30 May 2004	Last Revision :	25 November 2003	Author :	Leone Whateley

Policy Document SSM3 : Use of Theta Trademarks



Policy Overview

Policy Purpose

- The word Theta is part of the trade name of the Tourism, Hospitality, Sport Education & Training Authority and the Theta logo is part of its corporate image.
 - This document sets forth the policies regarding the usage of the name Theta, the official logo as well as all other Theta trademarks and logo's.
 - It has been developed to inform authorized users of acceptable usage of the name Theta and its trademarks and to emphasize prohibited or unacceptable usage.
 - The examples given do not exhaust all possibilities and in cases of uncertainty, authorized users are requested to consult with the Theta.
-

Policy Statement

1. In bona fide cases of accreditation or recognition, permission for the *usage of the Theta name and logo* may be granted by the Chief Executive officer of Theta:
 - *after a written application/request, including*
 - *examples of the proposed material bearing the logo, prior to*
 - *the production of each item bearing the Theta name and logo.*
2. The general principles governing usage as given below are encouraged. This also supports the Theta advocacy campaign, which encourages learners to enroll at organizations bearing the Theta "*stamp of approval*".
3. Each stakeholder organization granted permission to use the Theta trademarks (in terms of the above) is responsible for:
 - Controlling its use
 - The activities of its users
 - Ensuring that its users are familiar with the policy on the acceptable usage of trademarks
4. The trademarks are government resources, and usage thereof is subject to the same rules applicable to other government resources. Usage of the trademarks for personal use not related to accredited education and training business is prohibited

Issue Date:	30 May 2003	Version :	1	Page	Page 0 of 7
Review Date :	30 May 2004	Last Revision :	25 November 2003	Author :	Leone Whateley

Policy Document SSM3 : Use of Theta Trademarks



Policy Overview, Continued

Policy Statement (continued)

5. Responsible behavior includes common sense preventative measures, such as checking and reporting suspected or potential security violations to Theta
6. Users are accountable for their conduct under this policy and must act responsibly, respecting the rights of other users, maintaining security and complying with all pertinent contractual agreements.
7. **Please note: SAQA Logo**

The Use of the SAQA logo and hologram is excluded from the Theta logo usage policy. No provider may use SAQA's logo without prior written permission from SAQA itself. This permission is secured through a process totally separate from this policy.

Specific Areas of Use:

The Theta trademark may be used under specific conditions, with strict adherence to the guidelines determined by Theta.

Area of Use	Policy Description
Advertising:	Any Education and Training provider that requests to uses the Theta logo for advertising registered courses, prospectuses, and advertisements for recruiting learners must be fully accredited and / or approved by the Theta ETQA for specified qualification and unit standards
Publications	Editors and those responsible for publication of newsletters, pamphlets, brochures, stationery etc. where the Theta name and logo may be used, must be familiar with the policy, and the specifications on the usage of the Theta logo
Business usage:	The Theta name and logo may be used on business stationery or business cards by accredited providers , provided it is accompanied by the word "accredited", "registered" or "certified" as appropriate
Certification:	The logo may be used in the certificates issued by accredited training providers for internal certification of unit standards within their scope of accreditation only, registered assessors as well as learner achievement certificates as defined by Theta

Continued on next page

Issue Date:	30 May 2003	Version :	1	Page	Page 0 of 7
Review Date :	30 May 2004	Last Revision :	25 November 2003	Author :	Leone Whateley

Policy: Use of Theta Trademarks

Policy Overview, Continued

List of Trademarks

Included in the list of Theta's trademarks are the following:

- Tourism, Hospitality, Sport Education & Training Authority
 - Theta
 - SA Host
 - SATI
 - TLP
 - Intac
-

Operational Principles

8. Theta stakeholders are urged to ensure that the usage (commercial and non-commercial) of the Theta name and logo is accomplished without any alteration and only as originally intended.
 9. The logo should be reproduced only from copies of the designer master drawing (in hard copy, electronic media or holograms) available from Theta. It should be reproduced in a solid, unbroken tone on a solid, unbroken background
 10. If enlarged or reduced in size, the relative proportions of each component of the design must remain unchanged
 11. The logo is made up of a combination of both the Symbol and the logotype. The relationship is constant and must not be altered.
 12. In certain cases, the logo may have to be converted to a black and white image or grayscale. Duotones may also be used provided that these deviations from the original color are used only once permission is received from Theta.
 13. The logo should always be reproduced upright, never at a slant or on a horizontal position
 14. The logo may, if desired, appear more than once in a layout (e.g. it could be used in a series of paragraph headings), but should not be reproduced in more than one size on one page or panel
-

Continued on next page

Issue Date:	30 May 2003	Version :	1	Page	Page 2 of 7
Review Date :	30 May 2004	Last Revision :	25 November 2003	Author :	Leone Whateley

Policy: Use of Theta Trademarks

Policy Overview, Continued

Quality Assurance

The following quality assurance measures will be applicable:

Indicators	Description
<ul style="list-style-type: none">• Total requests received and approved for trademark use• Total reported incidents of trademark abuse	Annual trademark Exception Report to be drafted by the secretary to the Theta CEO for review by the Quality Committee and Theta Core Management

Continuous Improvement

Policy Review

The policy on the use of trademarks will be reviewed on an annual basis by the following parties:

- Theta Board
- Theta CEO
- Theta Quality Committee
- Theta Core Managers

Input from all projects will be obtained to assist in the policy review.

Non Conformance

1. The logo may not be used in conjunction with any element/s that could be interpreted as being part of the logo design
2. It is not permissible to encircle, or partly encircle the logo with lettering
3. The logo may not be used to form a repeating pattern or border
4. The usage of the Theta trademarks and the logo for illegal or inappropriate purposes is prohibited
5. Unauthorized usage of the trademarks by organizations are violations of the Theta policy and would result in the Theta taking any legal steps that are necessary to force the unauthorized usage to desist.

Should a violation of this policy occur, the individual or organization that committed the violation(s) will be held liable of its actions.

Issue Date:	30 May 2003	Version :	1	Page	Page 3 of 7
Review Date :	30 May 2004	Last Revision :	25 November 2003	Author :	Leone Whateley

Policy: Use of Theta Trademarks

Process of Application

Process & Procedures

The following process must be followed when applying for use of the Theta Logo

No	Process	Procedure	Who
1	Application	<ol style="list-style-type: none"> 1. Submit a written request for the use of the logo, outlining the scope and purpose of its use 2. Enclose examples of such intended use as is outlined in 1.1 	Provider
2	Evaluation	<ol style="list-style-type: none"> 3. Forward written request to the CEO 4. Evaluate the written request in consultation with the Executive Management of Theta 5. If approved, refer to process step 3 6. If not approved, refer to process step 4 	Theta
3	Approval	<ol style="list-style-type: none"> 7. Theta CEO approves the application for use of the logo 8. CEO office issues a written letter of permission for the use of the logo, its scope and purpose, and any related conditions. 9. Forward communication to the provider 	Theta
4	Refusal	<ol style="list-style-type: none"> 10. Theta CEO refuses the application for use of the logo 11. CEO office issues a written letter of ref for the refusal for the use of the logo, and the reasons for refusal. 12. Forward communication to the provider 	Theta
5	Review Request	<ol style="list-style-type: none"> 13. Provider requests extension or re-evaluation of use of the Theta logo through written submission and samples of intended use 14. Refer to step 2 	Provider
<ul style="list-style-type: none"> • <i>Theta may, based on the manner of the use of the logo by a provider, initiate a review of the use of the logo by a provider</i> • <i>Theta reserves the right to withdraw approval on the use of its logo at any stage.</i> • <i>In such a case, step 6 will come into action</i> 			

Continued on next page

Issue Date:	30 May 2003	Version :	1	Page	Page 4 of 7
Review Date :	30 May 2004	Last Revision :	25 November 2003	Author :	Leone Whateley

Policy: Use of Theta Trademarks

Process of Application, Continued

Process & Procedures (Continued ...)

No	Process	Procedure	Who
6	Review Trigger	<ol style="list-style-type: none">15. Theta Executive Manager requests, in writing, a review of the use of the logo by a particular provider, stating the reason for the review request and samples of any supporting evidence.16. Provider is copied on the request, and requested to make a submission in support of a favourable review.17. Refer to step 2	Theta

Issue Date:	30 May 2003	Version :	1	Page	Page 5 of 7
Review Date :	30 May 2004	Last Revision :	25 November 2003	Author :	Leone Whateley