

NEOS BRAND USAGE AGREEMENT



Welcome to NEOS Life.

We're very proud of our brand and believe it captures the essence of who we are as a business and what we want to achieve.

We're excited that you want to help us build our brand by promoting NEOS through your business to your current and prospective clients.

Maintaining a strong brand image is important to us so we ask that when you use the NEOS brand, you follow some simple rules to ensure our brand is always promoted consistently.

What you need to do

We hope to make the process of using our brand as easy as possible. Simply:

- Complete the below information including details about how you plan to use our brand
- Read the **terms of use** which outline when and how you may use our brand; and
- Sign the declaration, then return this form to NEOS marketing or your NEOS Business Development Manager.

1. Your details

Company name:	<input type="text"/>		
Licensee name:	<input type="text"/>		
Address:	<input type="text"/>		
	suburb: <input type="text"/>	state: <input type="text"/>	postcode: <input type="text"/>
Contact number:	<input type="text"/> <input type="text"/> - <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/>		
Contact name:	<input type="text"/>		
Contact email:	<input type="text"/>		

2. Which elements of the NEOS brand do you intend to use?

NEOS logo NEOS website (link to)

3. Describe how you intend to use the NEOS brand

Website link (from your website to ours). Please provide the website address(s) on which the link to the NEOS website will be displayed:

Website (NEOS logo displayed on your website). Please provide the website address(s) on which the NEOS logo will be displayed:

Advertising. Please provide details:

3. Describe how you intend to use the NEOS brand continued

Marketing collateral. (flyers, brochures etc). Please provide details:

Presentation. Please provide details:

Conference / Event. Please provide details:

Office signage. Please provide details:

Promotional items. Please provide details:

Other. Please provide details:

4. For which time period do you intend to use the NEOS brand?

One off use

Start date: / /

End date: / /

Ongoing use

Note that we'll require renewal of this Brand Usage Agreement every two years.

5. How do you intend to use the NEOS logo?

The NEOS logo will be placed on a **white** background
See below sample:



The NEOS logo will be placed on a **coloured** background.

Please attach a sample of the coloured background you'll be placing the NEOS logo on.

We'll send you the appropriate NEOS logo based on the colour of the background it will be displayed on.

6. File types required

Please indicate which file types you require.

.jpg .gif .eps other

Terms of use

- The NEOS logo may not be altered in any way including shape, colour, minimum size or wording
- If re-sizing, the NEOS logo must be resized proportionately and not stretched or distorted in any way
- The NEOS brand use guidelines must be followed exactly
- We reserve the right to audit your use of our brand at any time and to terminate the NEOS Brand Usage Agreement at any time
- Should the NEOS Brand Usage Agreement be terminated, you must take all reasonable steps to remove use of the NEOS brand within 10 working days; and
- NEOS reserves the right to refuse permission to any person(s) or organisations requesting use of the NEOS brand.

Brand use guidelines

Logo spacing and sizing

The NEOS logo should always be surrounded by a minimum area of space. The area of isolation ensures that headlines, text or other elements don't encroach on our logo.



NEOS logo isolation area. This area of separation is a minimum and should be adhered to always.

Declaration

- I/we have read, understand and will abide by the **terms of use** and the **brand use guidelines** as outlined above
- If my application is approved, I agree that the NEOS brand assets will be used only for the purposes I/we have described above; and
- I/we agree that if the purposes for which the NEOS brand is being used change, I/we will contact NEOS to seek further approval.

Licensee representative name

Name:

Signature: Date: / /

Business Development Manager name (if BDM is the liaison for this process)

Name:

Signature: Date: / /

Please return your completed form to marketing@neoslife.com.au



neoslife.com.au

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e: adviser@neoslife.com.au t: 1300 881 756