

NEOS BRAND USAGE AGREEMENT



Welcome to NEOS.

We're very proud of our brands and believe they capture the essence of who we are as a business and what we want to achieve.

We're excited that you want to help us continue to build our brands by promoting NEOS and our products 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 any of the NEOS brands, you follow some simple rules to ensure they're always promoted consistently.

What you need to do

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

- Complete the below information including details about how you plan to use our brands
- Read the **terms of use** which outline when and how you may use our brands; 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 brands do you intend to use?



NEOS logo

NEOS website (link to)



NEOS Protection logo

NEOS Protection website (link to)



Encompass Protection logo

Encompass Protection website (link to)

3. Describe how you intend to use the NEOS brands

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

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

Advertising. Please provide details:

3. Describe how you intend to use the NEOS brands 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 brands selected above?

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 selected logo(s)?

The logo(s) will be placed on a **white** background
See below sample:



The logo(s) will be placed on a **coloured** background.

Please attach a sample of the coloured background you'll be placing the selected logo(s) on.

We'll send you the appropriate logo(s) 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 logo(s) may not be altered in any way including shape, colour, minimum size or wording
- If re-sizing, the logo(s) must be resized proportionately and not stretched or distorted in any way
- The relevant 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(s) within 10 working days; and
- NEOS reserves the right to refuse permission to any person(s) or organisations requesting use of the NEOS brand(s).

Brand use guidelines

NEOS 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.

Encompass Protection logo spacing and sizing

The Encompass Protection 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.



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

NEOS Protection logo spacing and sizing

The NEOS Protection 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 Protection 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(s) 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



neosgroup.com

Level 9, Tower 3, Darling Park, 201 Sussex Street, Sydney NSW 2000

e: info@neosgroup.com **t:** +61 2 9134 1010

The NEOS Group comprises NEOS Life which is a registered business name of Australian Life Development Pty Ltd ABN 96 617 129 914 AFSL 502759, NEOS Direct which is a registered business name of NDLI Pty Limited ABN 70 665 747 277 AFSL 547119, NEOS Services Pty Limited ABN 42 664 211 241, and NEOS Admin Pty Limited ABN 91 674 372 171.

NEOS Protection and Encompass Protection are issued by NobleOak Life Limited (NobleOak) ABN 85 087 648 708 AFSL 247302 and MLC Limited ABN 90 000 000 402 AFSL 230694 respectively. Both products are administered by NEOS Life (excluding claims assessment and administration) on behalf of those insurers.