

ENCOMPASS PROTECTION BRAND USAGE AGREEMENT

Thanks for choosing Encompass Protection.

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 Encompass Protection 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 Encompass Protection 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.

Your details

Company name	<input type="text"/>			
Licensee name	<input type="text"/>			
Address	Unit number	Street number	Street name	
	Suburb	State	Postcode	Country
Contact number	<input type="text"/>			
Contact name	<input type="text"/>			
Contact email	<input type="text"/>			

Which elements of the Encompass Protection brand do you intend to use?

Encompass Protection logo Encompass Protection website (link to)

Describe how you intend to use the Encompass Protection brand

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

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

Describe how you intend to use the Encompass Protection brand continued

Advertising. Please provide details:

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:

For which time period do you intend to use the Encompass Protection brand?

One off use

Start date: / / End date: / /

Ongoing use

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

How do you intend to use the Encompass Protection logo?

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

Encompass
PROTECTION

The Encompass Protection logo will be placed on a **coloured** background.

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

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

File types required

Please indicate which file types you require.

.jpg .gif .eps other

Terms of use

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

Brand use guidelines

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.

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 Encompass Protection 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 Encompass Protection brand is being used change, I/we will contact Encompass Protection to seek further approval.

Licensee representative name

Name

Signature / /

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

Name

Signature / /

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



encompassprotect.com.au
GPO Box 239, Sydney NSW 2001
e: adviser@encompassprotect.com.au t: 1300 576 049

Encompass Protection is issued by MLC Limited (MLC Life Insurance, the Insurer) ABN 90 000 000 402 AFSL 230694. NEOS Life (NEOS, the Administrator) is a registered business name of Australian Life Development Pty Ltd ABN 96 617 129 914 AFSL 502759. NEOS provides administration services (excluding the administration of claims) in relation to Encompass Protection on behalf of the Insurer.