# headspace Request Form – use of logo, website link or description

This form is to be completed by organisations or individuals external to headspace wishing to use headspace logo, website link or description. All relevant sections of the form must be completed and sent to [brand@headspace.org.au](mailto:brand@headspace.org.au) for approval and use.

Refer to pages 3-4 for recommended logo usage and descriptions.

|  |  |  |  |
| --- | --- | --- | --- |
| Applicant | | | |
| Name |  | | |
| Position |  | | |
| Type | Government  Corporation  Not-for-Profit  Individual | | |
| Organisation  (if appropriate) |  | | |
| Address |  | | |
| Phone No. | (     ) | **Email** |  |

|  |  |
| --- | --- |
| Usage of logo |  |
| Proposed use of logo/s (include publication type and audience) |  |
| Date/s of proposed use |  |
| Logo Format | jpeg   eps |
| Logo | Colour (green panel)    Mono (black and white)  Colour reversed (white panel - for dark backgrounds) |

|  |  |
| --- | --- |
| Usage of website link |  |
| Proposed use of [headspace.org.au](http://www.headspace.org.au) (include publication type and audience) |  |
| Date/s of proposed use |  |

|  |  |
| --- | --- |
| Usage of headspace description |  |
| Proposed use of headspace description template |  |
| Please type any additional content you wish to use (see below rules) |  |
| Date/s of proposed use |  |

|  |  |  |  |
| --- | --- | --- | --- |
| Usage Agreement | | | |
| I agree that the requested items will be used in accordance with the Rules for Usage published within this document and I acknowledge that headspace reserves the right to rescind any prior approval for usage of the logo and/or website link and description.  I will also send a copy to headspace of the final publication where the requested items will appear prior to it being published. | | | |
| Name |  | **Position** |  |
| Signature |  | **Date** |  |

|  |  |  |  |
| --- | --- | --- | --- |
| headspace approval | | | |
| Approved  Not approved  Conditional approval | | | |
| Comments | | | |
| Signature |  | **Date** | /       / |
| Logo/s or Image/s forwarded |  | **Publication viewed** | /       / |

## Boilerplate text

*Boilerplate text*, or simply*boilerplate*, is any written text (copy) that can be reused in new contexts or applications without significant changes to the original.

In our context, this is a short description of headspace and its services. Purposes for this text may include:

* Forming part of a media release
* Promotion of headspace services on an external website
* Forming part of a presentation on behalf of headspace

A variety of headspace description templates are outlined below and must be used. If you are intending to include additional content, please specify in section above.

### Short (14 words)

headspacehelps young people aged 12-25 years who are going through a tough time. *(14 words)*

### Mid (28 words)

headspace provides early intervention mental health services to young people 12 to 25 online, by phone and through headspace centres in metro and regional areas across Australia: headspace.org.au

### Long (100 words)

headspace is the National Youth Mental Health Foundation providing early intervention mental health services to 12-25-year olds. Each year, headspace helps thousands of young people access vital support through our headspace services in 1381 communities across Australia, our online and phone counselling services, our vocational services, and our presence in schools. headspace can help young people with mental health, physical health (including sexual health) alcohol and other drug services, and work and study support. For locations of headspace services, as well as factsheets and resources for young people and their families and friends, please visit the headspace website: headspace.org.au

*[1] As at July 2021 and inclusive of licensed headspace centres, satellites and outposts*

## The headspace website

The headspace website should be written as: **headspace.org.au**

## Rules for usage of logo

### Logo Ownership

The headspace logo is owned by headspace. Use of the logo without approval and/or in an inappropriate manner may result in legal action.

### Conditions of Using the Logo

To maintain the credibility and integrity of the logo, it must be protected from inappropriate use. By requesting permission to use the logo, your organisation agrees to the following terms & conditions of use:

* The logo must be used in connection with promoting public awareness of headspace, or recognise an affiliation with you or your organisation
* No one may manufacture for sale a product containing or featuring the logo
* The logo must always be clearly visible and distinct from the background
* The headspace logo must be the same height as the highest other logo on the same line/space
* Always ensure the logo is at a legible size (see minimum size requirements below) and it should always remain at 90 degrees (not angled)
* The proportions of the logo must always remain true (no stretching out of shape)
* headspace reserves the right to request that publications be removed from circulation if the document does not meet the above mentioned requirements.

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