

SKILLS CANBERRA BRAND GUIDELINES

These guidelines have been developed to inform registered training organisations (RTOs) with a Training Initiative Funding Agreement (Agreement) of appropriate use of the Skilled Capital logo and acknowledgement of Australian Apprenticeship funding in information about the initiatives.

All other ACT Government initiatives must be promoted in line with the ACT Government Brand Guidelines. Please contact Skills Canberra at skills@act.gov.au for more information on the ACT Government Brand Guidelines or any questions relating to these guidelines.

Use of Skilled Capital Logo

General Direction

The Skilled Capital logo (the logo) is a distinguishable identifier for the Skilled Capital training initiative.

Training Providers which have nominated to deliver qualifications under Skilled Capital may use the logo in any information about the initiative including its website, any publications, course brochures or handbooks. The use of the logo is restricted to the qualifications being delivered by the Training Provider under Skilled Capital.

The Training Provider is not permitted to authorise a third party to use the logo.

The Training Provider is only authorised to use the logo with the name associated with its Agreement (trading name and/or legal name) and is not permitted to use the logo with any other business name.

Specifications for using the Skilled Capital Logo

The logo can only be reproduced from an electronic copy provided by the Directorate. To receive the logo the Training Provider must submit a request to skills@act.gov.au. Approved Training Providers will be sent a file containing the approved formats for the logo. There are two versions of the logo (standard format and horizontal format) which may be used as required by the Training Provider, however the logo must be reproduced in its entirety and retain its original colour and proportions.

The logo comprises:

- the Skilled Capital graphic and title, and
- the words 'an ACT Government training initiative, funded by the ACT and Australian Governments'.

The Training Provider must not:

- modify, move or change the image template or any element of the logo
- reproduce the logo in mirror image

- rotate the logo
- modify the size of any of the logo elements. The complete logo may be varied in size but the proportion of the image and the words in relation to each other may not be varied

Positioning

- The logo must not be located in the top left corner of any website or publication
- The logo must be surrounded by a minimum amount of clear space on all sides. The files supplied on request include the amount of clear space required.
- The logo must not be applied over complex backgrounds or images

Size

- The minimum recommended size that the logo should appear is defined by whether it is being used in print or online. The recommended minimum size for both the stacked and inline versions of the logo is shown below



Colour reproduction

- The logo must only be reproduced in its prescribed mono format from the approved logo file
- The colours provided in the logo files are the only approved colours for production
- When the logo is reproduced on a dark background a reverse white version of the logo must be used.

Exclusions

The Skilled Capital logo must not be used by the Training Provider for corporate use including corporate stationery such as business cards and letterhead; building or other corporate signage; marketing products such as mouse pads, pens, satchels, product packaging; or educational resources used to support teaching and learning.

The Skilled Capital logo must not be used on:

- Qualification Certificates
- Records of results
- Statements of attainment

ACT AUSTRALIAN APPRENTICESHIPS ACKNOWLEDGEMENT

General Direction

Training Providers which have nominated to deliver qualifications under User Choice may include the following acknowledgement on its website, any publications, course brochures or handbooks.

“Australian Apprenticeships in the ACT are funded by the ACT and Australian Governments”

The Training Provider may only use this acknowledgment with the name associated with its Agreement (trading name and/or legal name).

Exclusions

The Training Provider must not include this acknowledgment on:

- Qualification Certificates
- Records of results
- Statements of attainment
- Corporate stationery such as business cards and letterhead
- Building or other corporate signage
- Marketing products such as mouse pads, pens, satchels, product packaging
- Educational resources used to support teaching and learning