



Australian Government

Department of Education and Training



STYLE GUIDE

WE HAVE AN OBJECTIVE: TO LEVEL THE EDUCATION PLAYING FIELD & CHANGE THE PERCEPTION OF VOCATIONAL EDUCATION AND TRAINING (VET)

The VET Information Strategy aims to improve the status and appeal of VET, encouraging participation in high quality training and education that meets the needs of industry and gives all Australians the best opportunity to succeed in their chosen occupation.

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UNIFIED COMMUNICATIONS

Communications across the entire sector must be unified, delivering specific key messages to ultimately change the negative perception of VET in the Australian community.

Our visual language instantly identifies the VET information strategy. Maintaining its integrity and consistency is critical.

The Australian Government, together with state and territory governments, industry, educators, and training providers need to unite to send a clear and consistent message that real skills delivered by VET equals real careers.

To truly change the perception of VET, a bold and consistent strategy is important.

The following pages provide you with best practice examples of the *real skills for real careers* tagline and the rules guiding its use.

STYLE ELEMENTS

The style elements of the VET Information Strategy create a visual language used to communicate the *real skills for real careers* narrative. These elements lay a strong foundation for sustained communications.

TAGLINE

The *real skills for real careers* tagline captures the essence of VET.

It reflects that VET is industry led, and is in line with VET's mission to deliver courses with outstanding employment prospects through the guidance of leading practice industry specialists.

The *real skills for real careers* tagline will unite us in how we describe and trumpet what a VET qualification can deliver.



COLOUR WAYS

The *real skills for real careers* tagline can be produced in any of the six brand colours in addition to black and white.

For the majority of tagline applications a colour version should be used. The chosen colour should then be incorporated into the accompanying communications content.

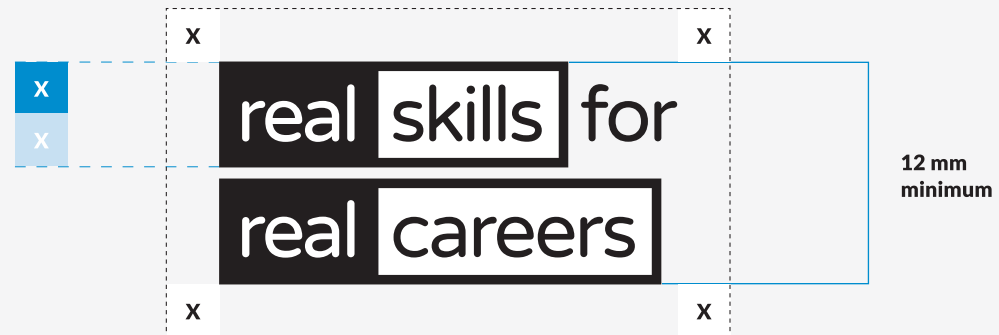
For cases where colour reproduction is not available the black or white version should be used.



ISOLATION ZONE AND MINIMUM SIZE

An isolation zone must be maintained around the tagline and nothing may infringe upon the tagline within this space. The isolation zone (x) is determined by half the height of the text frame within the tagline.

To ensure legibility, the tagline should not be reproduced smaller than 12mm in height.



USAGE GUIDELINES

To ensure consistency and legibility of the tagline, these usage guidelines should be adhered to.

These guidelines are applicable to all versions of the tagline.



✓ Do use any coloured tagline on a white background



✓ Do apply minimum clear space



✓ Do use the white tagline on appropriately coloured backgrounds



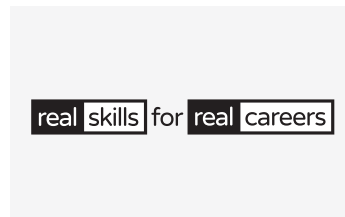
✗ Do not scale disproportionately



✗ Do not rotate



✗ Do not apply graphic effects or change colour of tagline



✗ Do not alter the composition of the tagline



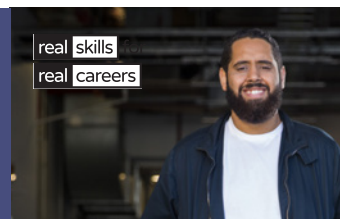
✗ Do not change the words in the tagline



✗ Do not remove the white background from the tagline text



✗ Do not outline the tagline



✗ Do not use the tagline on a coloured background or image of low contrast

COLOUR

PRIMARY COLOURS

These colours are to be used across all communications. In most instances a single colour should be used in combination with BLACK and WHITE.

SECONDARY COLOURS

The secondary colours may be used to add variety to the visual language, and to differentiate elements within a piece of communication.

Primary Colour Systems



BLACK

C 0 M 0 Y 0 K 100
R 0 G 0 B 0
#000000



WHITE

C 0 M 0 Y 0 K 0
R 255 G 255 B 255
#FFFFFF



BLUE

C 98 M 25 Y 1 K 3
R 0 G 143 B 212
#008FD4



PURPLE

C 73 M 100 Y 0 K 0
R 106 G 44 B 145
#6A2C91



GREEN

C 92 M 0 Y 86 K 12
R 0 G 155 B 92
#009B5C



PINK

C 0 M 94 Y 0 K 10
R 214 G 33 B 132
#D62184

Secondary colours Systems



ORANGE

C 0 M 56 Y 90 K 0
R 246 G 139 B 50
#EB6F0A



RED

C 35 M 100 Y 80 K 5
R 166 G 38 B 62
#A6263E

TYPOGRAPHY

REAL SKILLS FOR REAL CAREERS TYPEFACES

Real skills for real careers uses two typefaces; Valera Round and Lato. These typefaces are to be used for all communication materials.

The fonts' usage described here are to be used to guide typography across all communications.

Please refer to individual communications tool kit applications for text styling and hierarchy guidelines.

ABCabc123

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&*()

Body text, Valera Round Regular

ABCabc123

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&*()

Headline text, Lato Black

real skills for
real careers

myskills.gov.au

Sedist, cus et eosto expedia dolore rem poremqvia is
inctis rem exped maximus dandioriae as exero est,
optas dolo magnihil excerem venduciis di tem.

Tagline, use body text for URL

I WILL
SUCCEED
MY WAY.

INDI GRADUATE

Call-out, use headline text + Lato Regular

SYSTEM FONTS

When *real skills for real careers* fonts are unavailable, please use their equivalent system fonts; Calibri and Arial.

ABCabc123

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()

Body text, Calibri Regular

ABCabc123

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()

Headline text, Arial Bold

**I WILL
SUCCEED
MY WAY.**

INDI GRADUATE

Call-out, use headline text + Arial Regular

PHOTOGRAPHY

STYLING AND USAGE

Photography of VET Alumni are used in communications materials to highlight the real people who have succeeded in their chosen occupation after completing a VET qualification.

The portraits show a diverse range of people across a variety of industry sectors – showing the character of each individual.

The studio photography and lighting captures the natural details in their expressions – showing purpose, joy, contentment and confidence. Studio photography should have white backdrops.

Behind the scenes and in situ photography should be naturalistic and not overly stylised. Photo composition should show the subjects personality in the context of their environment. Coloured images should be rich, while black and white image have a softer tone.



Studio photography



Behind the scenes and in situ

FRAMING DEVICE

The framing device is used to draw attention to the subject of a piece of communication.

CORRECT USAGE

The ideal application of the frame occurs when a photograph (featuring talent) is the hero element of a piece of communication. In this application the frame should be layered behind the subject, so the subject is not constrained by the frame.

In application where a photograph is not the hero element the frame should be used to place emphasis on a headline/heading.

Where appropriate the frame should extend past the borders of its application.



COMMUNICATION NARRATIVE

The VET Information Strategy is a long-term sector wide plan to re-engage an audience through emotive content, success stories, options and outcomes. The key elements of the communication narrative contribute to an overall message that aims to change the perception of VET.

TONE OF VOICE

Collectively we need to convey a tone of ambition and achievement to potential VET students and their influencers and position VET as a personally, professionally and financially rewarding career choice.

VOCABULARY

How we describe the graduates of VET, and the career outcomes they attain has a large impact on perception. Using improved language repeatedly over time will bust myths and position VET as a equal choice study option.

For example, a career can be perceived as being more aspirational than other employment outcomes, and the term graduate has a perceived higher social status. It is not just a set of skills, it is a nationally recognised qualification. This new vocabulary is not intended to replace existing terminology, but elevate the way VET is communicated.

AMBITIOUS.
ACHIEVABLE.
PERSONAL.
PROFESSIONAL
REWARDING.

JOB

CAREER

EX-STUDENT

GRADUATE

SKILLS

QUALIFICATIONS

NARRATIVE

OVERARCHING MESSAGE

This message lays a strong foundation for a sustained communications focussing of the positive outcomes of VET.

**THERE ARE
MANY WAYS
TO SUCCEED.**

INDIVIDUAL EMPOWERMENT

This language creates a narrative. It articulates the determination, the ambition and the choice of the individual.

**I WILL
SUCCEED
MY WAY.**

INDIVIDUAL MOTIVATION

This language creates a narrative. It tells their personal story. This forms the basis of the emotive content.

**I WAS...
I AM...
I WILL BE...**

COLLABORATING WITH OUR STAKEHOLDERS

When any communications are produced in association with a stakeholder organisation, *real skills for real careers* style elements should be adopted.

In application, this can take two forms, partnership and endorsement.

STAKEHOLDER USAGE

QUICK REFERENCE GUIDE

	Can I use the <i>real skills for real careers</i> tagline?	Can I use the <i>real skills for real careers</i> look? (colour, fonts, photography, graphic elements, layout)
Department of Education and Training	YES. Used with the Australian Government Coat of Arms.	YES. Applied to all materials developed to promote <i>real skills for real careers</i> .
Partnership Occurs when a stakeholder logo is placed on the <i>real skills for real careers</i> communication material	YES. Using the templates available for stakeholders. See partnership information on page 19 for more information.	YES. Using the templates available for stakeholders. See partnership information on page 19 for more information. If you wish to adapt these templates further, you <i>must</i> seek approval from The Department of Education and Training.
Endorsement Occurs when the <i>real skills for real careers</i> logo is used on stakeholder communication material. The <i>real skills for real careers</i> logo should be secondary to the stakeholder logo.	YES. As shown in the endorsement section of the guidelines on page 22.	NO. Organisation should use their own visual identity. See the endorsement section of the guidelines on page 22 for more information.

PARTNERSHIP

ADOPTING THE REAL SKILLS FOR REAL CAREERS TAGLINE.

Partnership occurs when a stakeholder logo is placed on the *real skills for real careers* communications material.

Stakeholders can download and utilise the *real skills for real careers* communications material to complement their own brand communications.

The placement of a stakeholder's brand within the *real skills for real careers* communications tool kit allows the stakeholder to become a part of the communication narrative.

Partnership assets and further information for stakeholders can be found here:
<https://www.myskills.gov.au/more/resources/>



Poster

Can I use the *real skills for real careers* tagline?

YES.

Using the templates available for stakeholders.

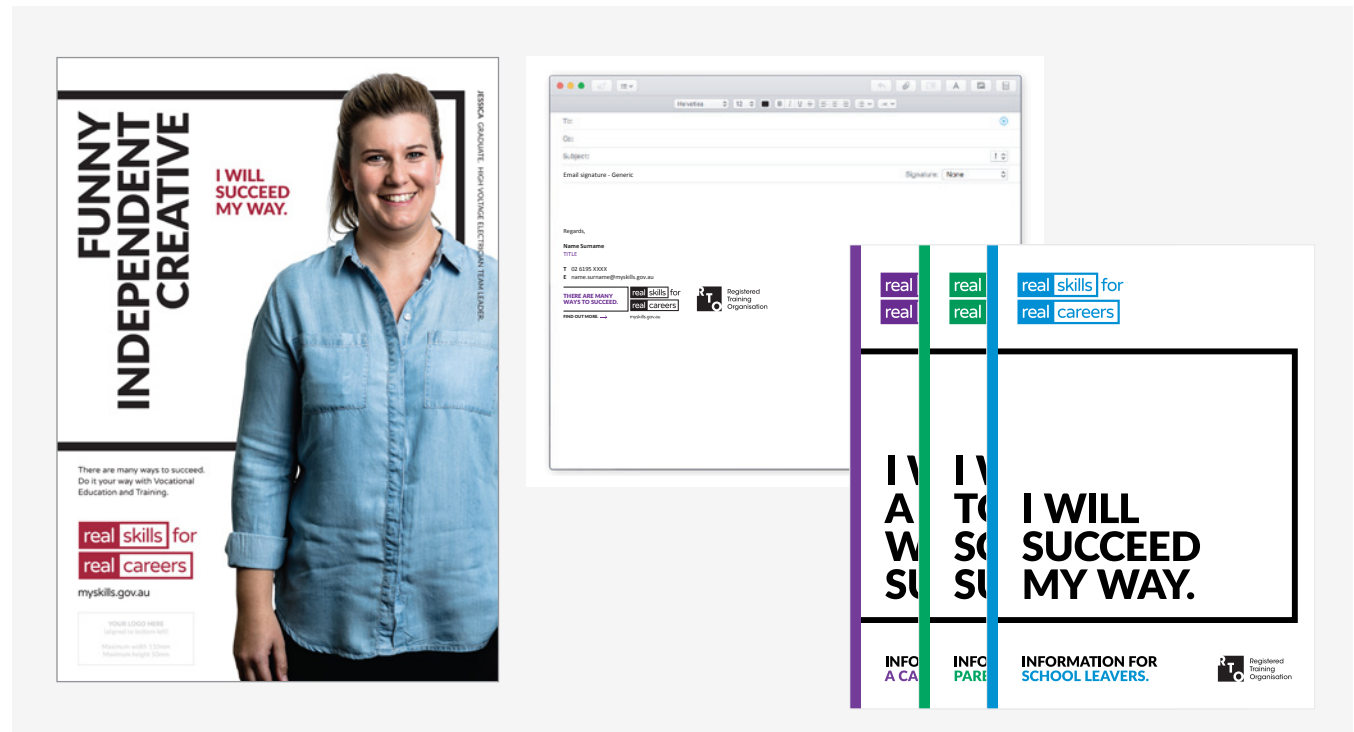
Can I use the *real skills for real careers* look?

(colour, fonts, photography, graphic elements, layout)

YES.

Using the templates available for stakeholders.

If you wish to adapt these templates further, you *must* seek approval from The Department of Education and Training.



USAGE GUIDELINES

It is recommended that to maintain the prominence of *real skills for real careers* it should be placed above, or to the left of a stakeholder logo in the visual hierarchy. The stakeholder logo should not be larger than the *real skills for real careers* tagline in width or height.

real skills for
real careers



Registered
Training
Organisation



Registered
Training
Organisation

real skills for
real careers

✗ Do not give a stakeholder logo size or positional prominence over the *real skills for real careers* tagline

POSTER USAGE GUIDELINES

The Australian Government Department of Education and Training have created a poster series specifically for use by stakeholders in partnership with *real skills for real careers*.

Stakeholders should add their logo in the space indicated on the poster. When the poster is full size (A2) the stakeholder logo should have a maximum width of 110mm, a maximum height of 50mm, and aligned to the bottom left of the space provided.

In the process of placing their logo, stakeholder's must remove the guideline so the do not appear on the finished posters.



ENDORSEMENT

UTILISING THE REAL SKILLS FOR REAL CAREERS TAGLINE

Endorsement occurs when the *real skills for real careers* tagline is attached to a stakeholder's communications material.

Stakeholders can download and utilise the *real skills for real careers* assets in the production of their brand communications.

The placement of the *real skills for real careers* tagline within stakeholder's communications allows stakeholders to be recognised as an integral part of the communication narrative.

Endorsement assets and further information for stakeholders can be found here:
<https://www.myskills.gov.au/more/resources/>



Example Poster

Can I use the *real skills for real careers* tagline?

YES.

Can I use the *real skills for real careers* look?

(colour, fonts, photography, graphic elements, layout)

NO.

Organisation should use their own visual identity.

USAGE GUIDELINES

When stakeholders use the *real skills for real careers* tagline it should be presented as secondary to their logo.

Ideally the *real skills for real careers* tagline would be given equal prominence to the stakeholder logo, however the size and placement of the tagline is at the discretion of the stakeholder, providing the usage guidelines are adhered to.



Registered
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Equal prominence



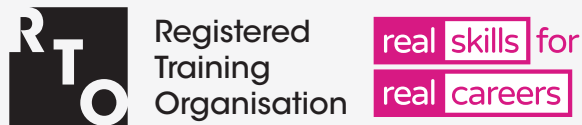
Registered
Training
Organisation



Isolation zones adhered to

USAGE GUIDELINES

To ensure consistency and legibility of both the stakeholder's brand and the *real skills for real careers* tagline, these usage guidelines should be adhered to.



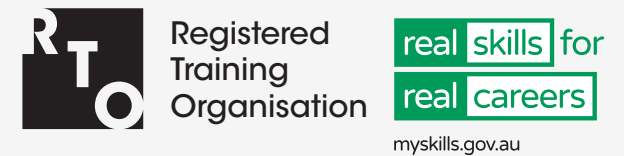
✓ Do use any coloured tagline alongside a stakeholder logo



✓ Do use the white *real skills for real careers* tagline with a stakeholder logo on appropriately coloured backgrounds



✗ Do not give the *real skills for real careers* tagline prominence over a stakeholder logo



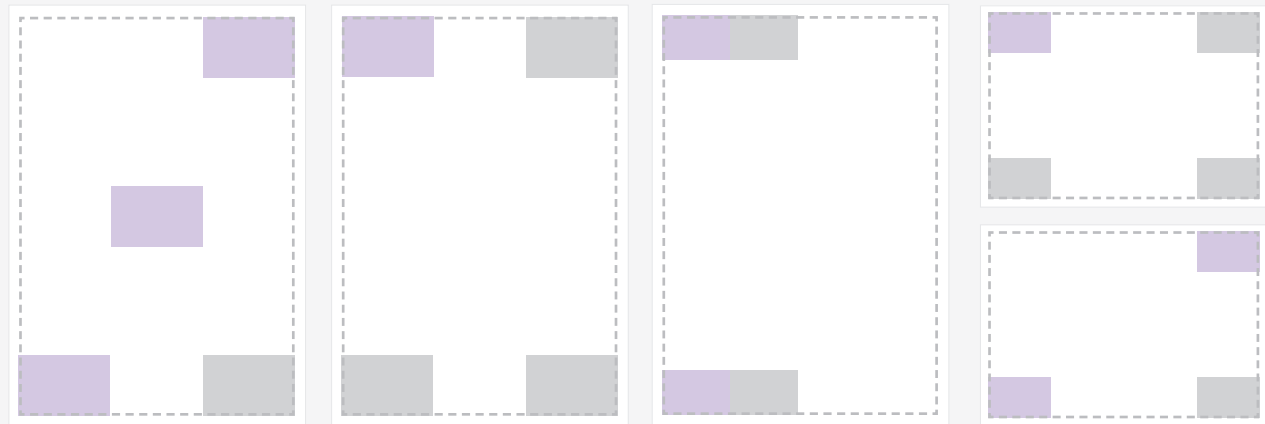
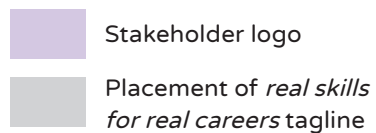
✗ Do not use the *real skills for real careers* tagline with the URL when positioning alongside a stakeholder logo

APPLYING THE TAGLINE AS AN ENDORSEMENT

Endorsement co-branding can occur across any of the stakeholders' communications.

It is recommended that to maintain the visual hierarchy of stakeholder communications, the *real skills for real careers* tagline should be placed either below, or to the left of a stakeholder logo.

The grid seen here provides recommendations and example for the placement and positioning of the *real skills for real careers* tagline when used as an endorsement.



Guideline grid: positioning *real skills for real careers* tagline in relation to a stakeholder logo



Example: poster or document

Example: presentation or document

Example: brochure

3 STEPS TO SUCCESS

Effective change is our collective responsibility. Between us we can achieve our individual organisational agendas and work towards our unified goal to change the perception of VET from 'low status' to that of a valid tertiary education option.

STEP 1 STRENGTH IN PARTNERSHIP

To truly change the perception of VET we must all work together, unified around a long term goal.

STEP 2 BUILT TO SUCCEED & SHARE

Utilising the VET Information Strategy, *real skills for real careers* assets, communications and toolkit to help us all engage our target audiences.

STEP 3 KEEP IT POSITIVE

The words we use to describe VET have a powerful influence over the way that it is perceived. Using improved language repeatedly over time will bust myths and position VET as a first choice study option.



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