



BRANDING GUIDELINES



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Understanding our identity

Brand positioning statement

This Branding Guide outlines the visual framework for ET Australia's marketing and communications material.

Underpinning the look and feel of ET's brand is our unique point of difference. This is our corporate personality, which is best summed up by the words:

Friendly, caring and informative

As an organisation we are dedicated to achieving positive employment outcomes for our unemployed customers and to fulfilling the needs of the broader business community. Our target markets encompass students, business and corporates primarily in the Central Coast region.

Our difference shows in our warm, personable and individualised style of training, and it is this that produces a positive, motivating experience. ET creates an environment that is conducive for learning; acknowledging that emotional stresses can influence students' ability and speed at which they learn. ET offers that helping hand and goes the extra mile to assist students confidently complete their course and gain employment.

Brand values

- Affirm the dignity and rights of individuals to make a meaningful contribution to society
- Relieve the poverty, distress, suffering and helplessness caused by unemployment
- Impart a sense of direction and purpose to those who may otherwise not get it
- Champion the cause of disadvantaged and minority groups
- Be an advocate for those who don't have a voice in society
- Operate with a sense of excellence in everything we do.

Logos

ET Australia Corporate



ET Australia is the corporate level logo and its font and icon are carried through the five sub-divisions.

The brand positioning statement 'employment training & recruitment' accompanies the logo, and presents as a landscape layout specified here. The logo may only appear without the tag line when a sub-brand is used in its place (see next page for examples).

The minimum size of the logo is 20mm in width. Anything smaller than this renders the tag line unreadable.

The icon is a reworking of the original visual image 'reaching for the stars', however it is now modernised and streamlined. The concept is simplified and expressed more efficiently with the letter 't' now representing the striving human figure as it connects with the star – symbolising 'reached potential'. This compresses the same ideas into a much more refined graphic. The colours are reminiscent of the previous logo to retain brand recognition.

The typography is clean, bold and easily identifiable.

Logos

Logo clear space

There should always be a clear space around the logo so that the brand is visually prominent. Do not allow any elements such as type, graphic devices or other logos to come within the isolation zone.

The clear space around the perimeter of the logo is determined by the width and height of the letter 'e' from the logo typeface.

Clearance to the left and right of the logo should be at least 100% of the 'e' width. The minimum lower clearance is equivalent to the 'e' height.

In the case of the upper clearance from the logo, this must be at least 50% of the 'e' height.



Logos

Mono logo usage

The logo should be produced in full colour whenever possible however a mono logo can be used where printing is restricted to a single colour, for example a black and white advertisement in press classifieds or a fax header.

A one colour black format is available only in a landscape version. The ET Australia logo must appear with the tag line or a sub-brand.



Logos



ET logo usage with sub-brands

Alternate colours have been worked into the star icon to visually differentiate between the sub-brands. The patterned nucleus of the star remains in each version however each has a different colour radiating from it. The medium colour detail in the star is the same used to define the typeface for each sub-brand.

Logos

ET logo usage in height restrictive environments

For use when the height of the logo cannot be accommodated by the area in which it appears.

Note that the relationship between the 'star' and the 't' is still suggested in the placement.



Logos

ET logo usage in colour restrictive environments

The flat colour version is to be used when the full colour version cannot be reproduced faithfully or when the colour variations in the brandmark cannot be reproduced via a particular process, for example when embroidering the brand identity onto fabric.

The circle texture is removed and replaced with flat colour based on the mid colour in the sub brand colour palette.



Logos

Improper logo usage

Do not distort, stretch or skew.

Do not rearrange the elements.

Do not change/introduce new typefaces or colours.

Do not apply to busy backgrounds or where legibility is compromised.



Colours

Primary colour palette

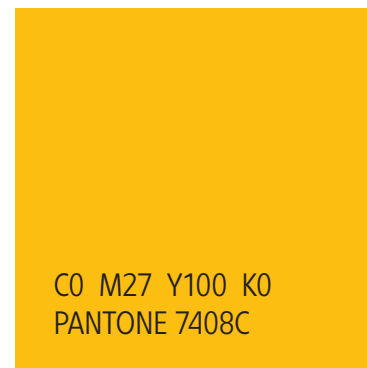
One of the key recognition factors for our brand is the colour palette. If colours are incorporated outside of this palette the brand is watered down and weakens the visual identifier of the ET Australia brand.

Our signature colours are blue and a graduated yellow. The colours of the updated logo are vibrant, contemporary and pay homage to those of the historical colour palette. To ensure consistency the logos must only appear in the colours specified in these guidelines.

CORPORATE BLUE



CORPORATE YELLOW



Colours

Secondary colour palette

There is also a secondary colour palette consisting of three graduated hues for each of the sub-brands. Each collection of three colours has been designed to complement our signature blue. This family of secondary colours skews towards a bright, engaging palette rather than a subdued and muted palette, or overly dark or muddy colours. The secondary palette holds appeal not only to the younger target market, but connects with the professionalism of business and corporate markets as well.

Colour matching

When matching ET Australia colours for print, manufacturing and signage, samples must be obtained first for colour control as these may reproduce differently and are dependent on materials and surfaces.

CORPORATE YELLOW

CORPORATE YELLOW 1



CORPORATE YELLOW 2



CORPORATE YELLOW 3



LEARNING PURPLE

LEARNING PURPLE 1



LEARNING PURPLE 2



LEARNING PURPLE 3



SECONDARY ORANGE

SECONDARY ORANGE 1



SECONDARY ORANGE 2



SECONDARY ORANGE 3



DISABILITY BLUE

DISABILITY BLUE 1



DISABILITY BLUE 2



DISABILITY BLUE 3



TRAINING RED

TRAINING RED 1



TRAINING RED 2



TRAINING RED 3



SUSTAINABILITY GREEN

SUSTAINABILITY GREEN 1



SUSTAINABILITY GREEN 2



SUSTAINABILITY GREEN 3



Typography

When used consistently typefaces do more than just communicate words, they become images or symbols for the ET Australia brand. Typography is an important part of the overall identity and presents a distinctive and coherent image across all five divisions.

Our two typefaces are **Linotype Veto**, and **Frutiger**.

Primary font usage

Linotype Veto is our main display font and is a very clear and functional typeface with a contemporary edge. It is a sans serif font which maintains classic characteristics and lends itself well to strong display headings presenting high legibility. We also use the following variations:

LinotypeVeto Light

LinotypeVeto Regular

LinotypeVeto Bold

Secondary font usage

Frutiger is the secondary font and is closely related in design style to Linotype Veto. This sans serif typeface is simple, clean, robust and also highly legible at various angles, sizes, and distances and lends itself to body copy. We also use the following variations:

Frutiger 45 Light

Frutiger 55 Roman

Frutiger 65 Bold

Where branding fonts are not available, Helvetica should be used in their place:

Helvetica

Helvetica bold