Together, let's help all Victorians get the skills they need for study, work and life.

Learn Local Brand Guidelines 2021

Learn Local | Skills for study work and life

Contents

About Learn Local

Learn Local is about people empowering people

Victoria's Learn Local sector comprises more than 240 community owned and managed not-for-profit organisations – known as Learn Local providers.

What is Learn Local

The Learn Local sector is an essential part of Victoria's post-secondary education and training system. It plays a vital role in providing pathways for adult learners to transition to employment and further training.

The Victorian Government, through the Adult, Community and Further Education (ACFE) Board, registers and funds these organisations so people can study and work in their local area.

Adults who want to develop their core skills for study, work or life can enrol in Learn Local courses throughout the year. These short courses are offered at low or no cost to eligible Victorians, range from literacy and numeracy to job related and digital skills and are delivered by experienced and dedicated trainers.

The Learn Local brand

Our brand reflects who we are, our aspirations and our values

Using the Learn Local brand consistently increases awareness and understanding of the value and breadth of our courses and programs. This will lead to more participation in Learn Local courses over time.

The Learn Local Logo

The Learn Local Logo tells potential learners and employers:

- Your organisation currently offers government-subsidised Learn Local courses.

- Your Learn Local courses assist people to develop core skills for study, work and life (Core skills includes literacy, numeracy, English language, employability and digital skills).

- Your Learn Local courses are offered at low or no cost to eligible Victorians.

- Your Learn Local courses are designed and monitored against a quality framework.

- Your Learn Local courses offer pathways to further study and/or work opportunities.

The Promise

The Learn Local sector believes every adult should have local access to the training and services they require to build their education capacity and develop the core skills they need for study, work and life.

Our Offer

The Learn Local sector offers local, inclusive, flexible and government-subsidised training, programs and projects that help Victorian adults build their education capacity and develop the core skills they need for study, work and life.

Only organisations that are currently funded to deliver Learn Local courses and projects are eligible to display and use the Learn Local brand.

How to use the guidelines

These guidelines contain the tools and information you need to use the Learn Local brand

The brand will help learners and employers find Learn Local courses that are funded and endorsed by the ACFE Board. It will help your organisation to promote your Learn Local courses and projects with credibility.

- The Learn Local logo should not be used as a replacement for your organisation's logo. It should support, promote and endorse the Learn Local courses and projects that you deliver.

- Fonts and colours have been selected to be clear and accessible. The design toolkit section outlines the correct usage of these.

- In the copy toolkit, you'll find key messages to get you started with promotional activities and community engagements.

- Be sure to take the time to look at the *applications and templates section* – these items are freely available to download, and provide examples and inspiration to use the brand effectively. These applications and templates have been provided for optional use by registered Learn Local providers that are currently funded to deliver Learn Local courses. For information regarding ACFE Board funding acknowledgement requirements please see page 29.

Logo usage

The Learn Local logo is our most prominent visual feature, let's make sure we use it correctly for the biggest impact.
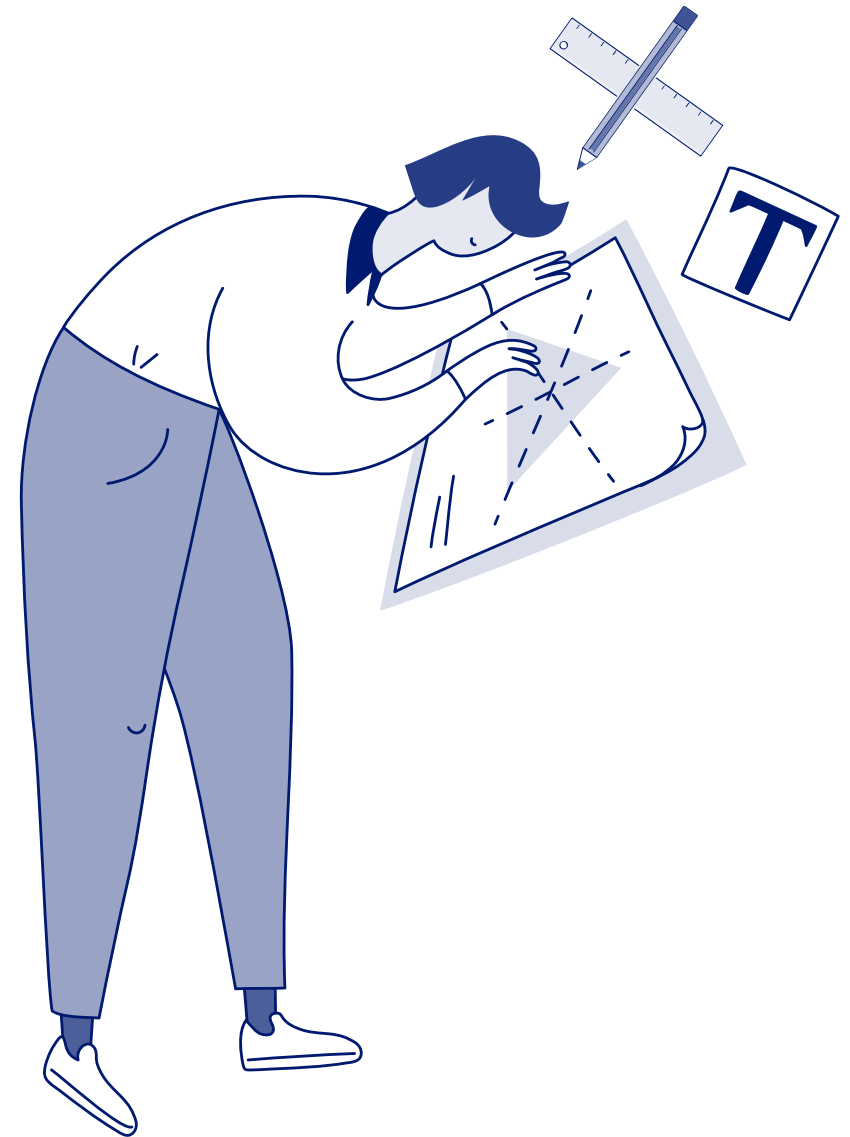
Logo usage

When to use different logos - Colour

1. Logo
Use if the Learn Local URL is included in the body copy.

2. Logo with URL
Use if Learn Local is mentioned in the body copy, but no URL is listed.

3. Logo with tagline
This is the preferred logo for promotion and awareness. Use when space in the layout allows.

4. Co-branding
Use when pairing your organisation logo with Learn Local as a co-brand.

5. Learn Local alliance
Use when a number of regionally located registered Learn Local providers align themselves.

Note: Specific applications of each will depend largely on what you are producing and your specific layout. Examples in the applications section of this document should give you ideas on how you might use the Learn Local logo in conjunction with your organisation's logo and existing documents.

In instances where production restraints are limited to black and white, please refer to appendices page 50 for black and white logos.

1. Logo

2. Logo with URL

learnlocal.org.au

3. Logo with tagline

Skills for study work and life

4. Co-branding

5. Learn Local alliance

Gippsland Alliance

Logo usage

Primary logo

The Learn Local logo is made up of two components, the 'LL' symbol and 'Learn Local' wordmark.

A. Symbol
B. Wordmark

Visual consistency
To maintain visual consistency, the logo components and their relationship to each other must not be changed in any way.

Separate use of the symbol
The symbol must be used in conjunction with the wordmark and cannot, at any time, be separated or used by itself.

The primary 'Learn Local' logo has been designed to be flexible in application, it can be applied to a number of specified backgrounds.

Where you are restricted by colour versioning or background colour, please see 'Secondary logo'.

Logo usage

Primary logo

1. Clear space
Please provide our logo a minimum amount of clear space to ensure recognition and impact. The minimum clear space is determined by using the height of the 'L' from our wordmark.

If the minimum clear space is not applied, the logo's impact will be compromised. Do not allow any distracting graphic elements such as copy, photography or background patterns to interrupt the clear space.

2. Print minimum size
The Learn Local logo should not be reduced to a size smaller than 20mm wide and 13mm high. This rule applies to all versions of the logo.

3. Digital minimum size
The Learn Local logo should not be reduced to a size smaller than 50px wide and 33px high on any digital application.

Note: See page 7 for more information on when to use different Learn Local logos.

1. Clear space

13mm high

20mm wide

2. Print minimum size

33px high

50px wide

3. Digital minimum size

Logo usage

Primary logo
with URL

Use if Learn Local is mentioned in the copy, but no URL is listed.

1. Clear space
Please provide our logo with URL a minimum amount of clear space to ensure recognition and impact. The minimum clear space is determined by using the height of the 'L' from our wordmark.

2. Minimum size
The Learn Local primary logo with URL should not be reduced to a size smaller than 20mm wide and 17mm high.

3. Digital minimum size
The Learn Local primary logo with URL should not be reduced to a size smaller than 65px wide on any digital application.

Note: See page 7 for more information on when to use different Learn Local logos.

1. Clear space

17mm high

20mm wide

2. Print minimum size

55px high

65px wide

3. Digital minimum size

Logo usage

Logo with tagline

This is the preferred logo for promotion and awareness. Use when space in the layout allows. The addition of the tagline quickly translates the positioning and provides clarity and awareness of the Learn Local offer.

Please adhere to previously stated clear space rules on page 10 for maximum consistency and integrity of the logo with tagline.

2. Minimum size
The Learn Local primary logo with tagline should not be reduced to a size smaller than 45mm wide and 13mm high.

3. Digital minimum size
The Learn Local primary logo with tagline should not be reduced to a size smaller than 128px wide on any digital application.

Learn Local | Skills for study work and life

13mm high

45mm wide

2. Print minimum size

Learn Local | Skills for study work and life

33px high

128px wide

3. Digital minimum size

Logo usage

Secondary logos

1. Mono
Use the mono version of the logo if production constraints make it impossible to use a full-colour.

2. Mono reverse
Use the mono reverse version of the logo on top of primary colours or on photography with clear minimal space, avoid placing on a busy background.

The reverse version of the logo does not only need to be used on a black background, any dark background providing enough contrast to clearly read the logo would be correct.

3. Mono with tagline
Use this version of the logo where production constrains are limited to black and white, and where space in the layout allows.

1. Mono

2. Mono reverse

3. Mono with tagline

Design toolkit

Let's ensure we look our best when we're engaging with our community.

Design toolkit

Brand fonts

Primary font – Arial

Arial is the preferred font for use in all marketing and advertising applications.
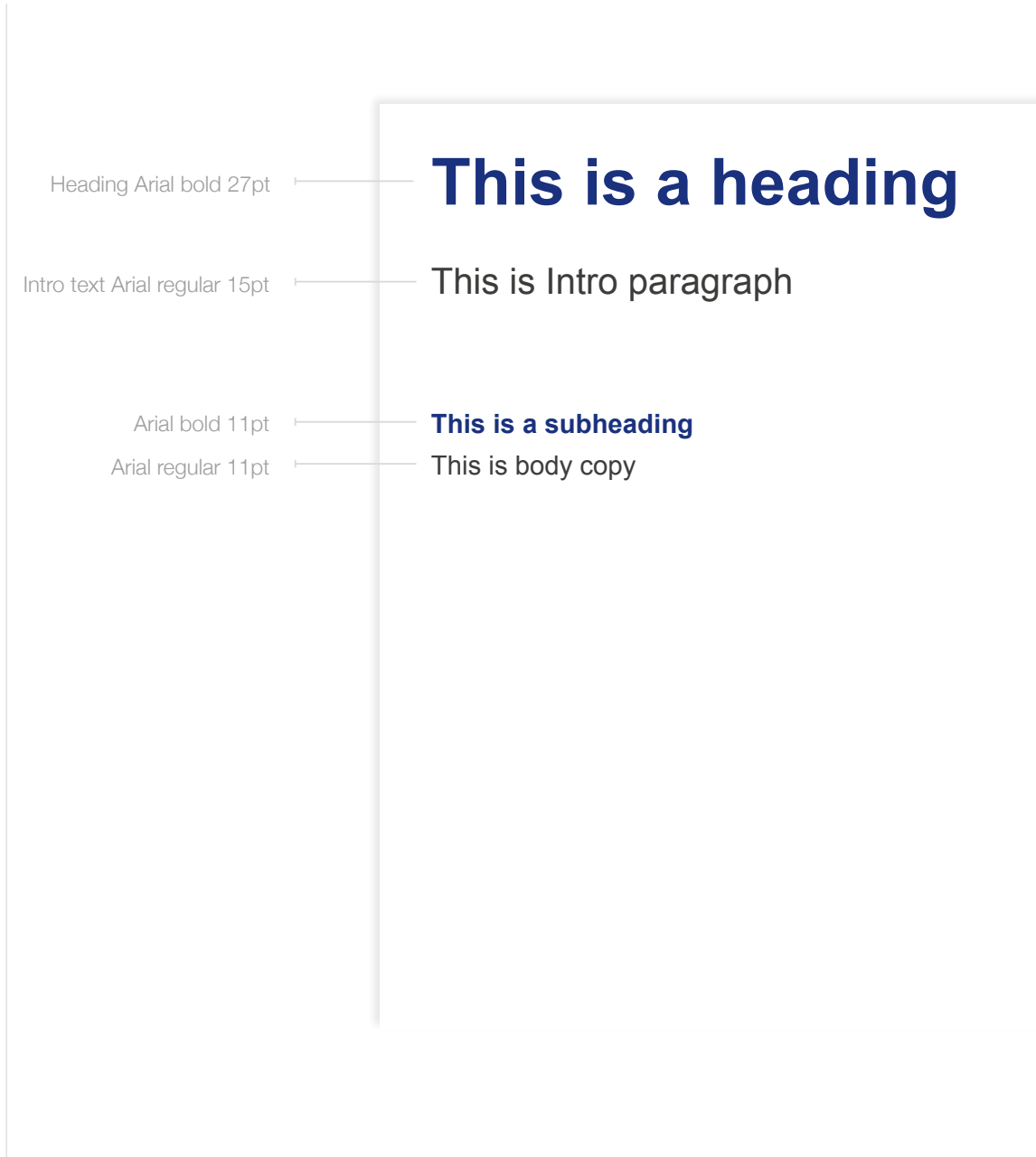
Arial Regular should be used for body paragraphs, while headings should be in Arial Bold.

Please follow the suggested font sizes in the sample (right) where possible.

Design professionals

In cases where you have access to professional design software, Helvetica Neue is the preferred font.

See page 54 of the appendices for further details.

Heading Arial bold 27pt

This is a heading

Intro text Arial regular 15pt

This is Intro paragraph

Arial bold 11pt

This is a subheading

Arial regular 11pt

This is body copy

Design toolkit

Primary brand colours

Our brand colours have been selected from the Pantone Matching System (PMS) to help in ensuring accurate reproduction across a broad range of media. The colour codes to the right translate these colours for use in application.

Pantone
The Pantone colour matching system ensures the most accurate reproduction of colour in print.

CMYK
When Pantone colours are not available for printing, the CMYK values shown should be used as a guide.

RGB
All screen media (TV, video, internet, mobile and PowerPoint®) should use the RGB values shown.

HEX
The colour references preceded by the # symbol are for use on the web and in html applications.

Please Note: This guide indicates approximate colour only. For accurate colour matching use the appropriate Pantone PMS guide.

Royal blue

Pantone 2748 C

CMYK   C100 M88 Y0 K14

RGB   R0 G26 B112

HEX   #001A70

Deep sky blue

Pantone Process Blue C

CMYK   C99 M14 Y3 K0

RGB   R0 G130 B202

HEX   #0082CA

Black

Pantone Process Black

CMYK   C40 M40 Y40 K100

RGB   R1 G11 B19

HEX   #010B13

Grey 1
70% of Black

Grey 2
60% of Black

Grey 3
40% of Black

Secondary brand colours

A secondary palette has been created to complement the primary palette. It can be used to extend the primary brand colours for both online and print.

Secondary colours can be used to highlight information, or create added visual excitement. These colours should be used sparingly and only one or two additional colours should be added at a time.

Orange		
Pantone 7577 C		
CMYK	C2 M55 Y69 K0	
RGB	R224 G126 B60	
HEX	#E07E3C	

Forest		
Pantone 7743 C		
CMYK	C71 M8 Y010 K50	
RGB	R64 G104 B61	
HEX	#40683D	

Plum		
Pantone 5135 C		
CMYK	C36 M68 Y0 K31	
RGB	R126 G84 B117	
HEX	#7E5475	

Mustard		
Pantone 7563 C		
CMYK	C0 M32 Y87 K8	
RGB	R214 G154 B45	
HEX	#D69A2D	

Apple		
Pantone 7489 C		
CMYK	C56 M2 Y78 K5	
RGB	R116 G170 B80	
HEX	#73AA50	

Fuchsia		
Pantone 7634 C		
CMYK	C5 M68 Y23 K0	
RGB	R197 G102 B131	
HEX	#C56583	

Berry		
Pantone 215 C		
CMYK	C6 M100 Y26 K24	
RGB	R172 G20 B90	
HEX	#AC145A	

Begonia		
Pantone 7607 C		
CMYK	C0 M59 Y49 K14	
RGB	R194 G110 B96	
HEX	#C26E60	

Photography

When choosing photography, please make every effort to consider the following tips:

- a clear subject, sharp and in focus

- as high resolution as possible

- imagery should be friendly, inviting and employ natural light

- display a feeling of real life and real learning moments

- it should not be too posed. Try to reflect the diversity in your organisation and the learners you serve as this will help to keep your imagery feeling honest and real life.

The images to the right can be used as a reference to give you an idea of what type of imagery will work well in the templates that follow.

Examples

Images of learning moments are ideal, but profile images of single learners can also be used to good effect.

Whether you are showing participants or staff, these guidelines should be followed.

Ensure you obtain formal permission from the people featured in the image, and make sure they are made aware of how the image will be used.

Brand icons

A set of icons has been created to help communicate the broad course offerings available though the Learn Local sector. The style is clean and uncluttered for ease of application and recognition.

Icons can be used:

1. On their own
2. Coloured 'seed' shaped box

Icons can be used as a set to communicate the full Learn Local offering, or you can use individual icons by themselves to communicate a particular part of the Learn Local offering.

For example, if you are promoting a Learn Local English language course, you may like to add the English icon to the promotional flier/advert/social media tile etc.

Please Note: When creating an icon ensure that the style and line weight is 1pt size.

1. On their own

2. Coloured 'seed' shaped box

Reading, writing and maths	Computers and online	Community services	English
Construction, health and more	Business	Hospitality and retail	Job and study skills

Copy toolkit

Talking to our community.

When you speak about the Learn Local brand, it is important to do so in a clear and consistent manner.

Our tone of voice reflects our brand personality and your role as registered Learn Local providers. Communications should be clear, to the point and reflect a confident, respectful, intelligent, friendly and approachable character.

What's our personality?
Committed, approachable, trusted, pathways focused, valued, credible, practical, supportive, helpful and familiar.

We are not:
Arrogant, snobby, condescending, patronising or pushy.

Tone of voice

When a learner comes through your door, it's likely they are familiar with and trust your organisation's brand, due to your standing in their local community. Because of this, your brand's tone of voice is likely to speak with more of an emotive or softer tone. Learn Local in contrast speaks with a tone of voice which is outcomes focused.

When talking about a Learn Local course, we try to speak with the following tones to show authenticity and to draw a larger pool of learners to both your organisation and the Learn Local sector.

Clear
Our audience relies on us for support and information – everything we communicate should provide value and clarity. Avoid euphemisms, clichés, vague quantifiers, repetition, unnecessary detail, heavy punctuation and complicated constructions. Think through what you want to say, plan a structure, then say it as simply as possible.

Accessible
Avoid jargon or explain it when you must use it. Use familiar, everyday words that learners will understand. We are approachable and speak with a positive, conversational tone. We are down-to-earth, but without being casual – we maintain a professional undertone.

Natural
Trust, integrity and transparency are key to building relationships in our community. Avoid pomposity. Write for an individual, not an audience; many may read a text, but they usually do so separately. Consider how your writing would sound if you read it aloud to a colleague.

Active and simple
Use the active rather than the passive voice. Let's inspire our audience with positive and imaginative language. Cut out anything superfluous. Split text into small sections, using short words, sentences and paragraphs, and bullets and numbered points.

Who do we speak to and how do we do it?

One of our challenges is that we mean many different things to many different people.

Let's start by looking at some of the audiences the Learn Local sector interacts with and then we can explore how we might tailor our communications to each to ensure clarity and consistency.

The key messages in this section can be used to help communicate the value of endorsed Learn Local courses and projects.

This has been created to support your existing messaging – we recognise that you understand how best to talk to your community and we encourage you to continue building this rapport by using the messaging that you have tried and tested.

Learners
Victorians above compulsory school attendance age (age 17, or people aged 15 to 17 who have been granted exemption from school attendance) seeking to build their educational capacity.

TAFEs and Registered Training Organisations (RTOs)
Training providers that deliver accredited training.

Businesses/industry
Small to medium sized businesses in relevant industries for the Learn Local sector such as health, community services, hospitality, tourism, retail and manufacturing.

Employment agencies
Organisations that assist Victorians to get the training they need to get a job such as Jobactive providers.

Key community organisations/groups
Local community organisations such as local council, disability and health services, schools, kindergartens, libraries, multicultural groups and other registered Learn Local providers.

Learners

The Learn Local sector is committed to increasing participation in education by Victorians who haven't had the same opportunities as others to access education, for a range of reasons.

This may include women, disengaged young people, early school leavers, CALD learners, those with disabilities and learners who are Aboriginal and Torres Strait Islander, vulnerable, low-skilled or unemployed.

How do we speak to our learners?
When talking about your Learn Local courses, always start with your organisation's name and support your message with the Learn Local brand.

When talking about:	What you could say:
Learn Local courses	Learn Local courses are short courses that are offered at low or no cost to eligible adult Victorians. There are a wide range of courses including digital and computer skills, reading and writing, maths, communication, study skills, job skills, getting ready to go back to work and English language, as well as preparation for various industries such as aged care, food processing, health services and warehousing and distribution.
The Learn Local offer	Everyone is welcome at a Learn Local provider. We can help you improve your reading, writing, maths and English language skills. We can also help you learn how to search for a job, use a computer, or the internet. Learn Local courses are flexible and can be tailored specifically to suit your needs and schedule. You can learn in a classroom or online, at the pace that you choose. Class sizes are often small, with training delivered by highly experienced professionals.
Flexible learning	Learn Local courses are flexible. You can learn in a classroom or online, at the pace you choose.
Benefits	There are many benefits to a Learn Local course. This includes making new friends, improving your communication, preparing for further learning at TAFE or University, getting a job, expanding your skills for your current job or even changing careers.
Funding	Learn Local courses are government subsidised and are offered at low or no cost to eligible Victorian adults.

Avoid saying: Accredited, Learn Local organisation pre-accredited training, Learn Local network

TAFEs and RTOs

The Learn Local sector builds Victorian adults' confidence and skills to participate in and complete education and training.

Many students who complete a Learn Local course go on to further training. There is evidence these learners are more likely to complete an accredited course at a TAFE or other provider.

A Learn Local course can be undertaken prior to, alongside or at the completion of an accredited course.

How do we speak to TAFEs and RTOs?

When speaking to TAFEs and RTOs, we can use a more formal tone of voice.

Always refer to Learn Local courses in the first instance when talking about your offering.

If you need to go into more detail, you can refer to pre-accredited training to demonstrate a level of professionalism and credibility.

When talking about your Learn Local courses, start with your organisation's name and support your message with the Learn Local brand.

When talking about:	What you could say:
Learn Local providers	Learn Local providers have a deep understanding of their local communities. They are connected to local relevant organisations and initiatives including TAFE institutes, local RTOs, economic development initiatives, businesses and government agencies focused on job creation.
The Learn Local offer	Learn Local providers are funded to deliver Learn Local courses for learners looking to improve their core skills such as reading, writing, numeracy and English language.
Quality assurance	Learn Local courses are designed around a quality framework. Every Learn Local provider goes through a rigorous registration process managed by the Adult, Community and Further Education Board.
Benefits	More than 30 per cent of learners who undertake a Learn Local course continue on to accredited training at a TAFE or other provider.
	Learn Local providers can also deliver short courses that can assist your students to complete their accredited training. Your students can undertake the short course alongside their accredited course giving them vital skills and a greater chance to succeed.
	Greater awareness and engagement between the Learn Local sector and the TAFE sector will strengthen opportunities for both sectors, as well as for learners and communities.
Funding	Learn Local courses are government subsidised and offered at low or no cost to eligible Victorian adults.

Avoid saying: Learn Local organisation, Learn Local network

Local businesses and industry

Businesses will often look to registered Learn Local providers for staff professional development because of the specialised understanding of the local community.

How do we speak to local businesses?
When speaking to businesses and industry, we can use a more formal tone of voice.

Always refer to Learn Local courses in the first instance when talking about your offering.

If you need to go into more detail, you can refer to pre-accredited training to demonstrate a level of professionalism and credibility.

When we speak to businesses, keep in mind that while the learner's outcome is still important, we need to emphasise first and foremost 'what's in it for the business'.

Always lead with your organisation's name and support message with the Learn Local brand.

When talking about:	What you could say:
Learn Local courses	Learn Local courses are short courses that are offered at low or no cost to eligible adult Victorians. There are a wide range of courses including digital and computer skills, reading and writing, maths, communication, study skills, job skills, getting ready to go back to work and English language, as well as preparation for various industries such as aged care, food processing, health services and warehousing and distribution.
The Learn Local offer	Learn Local courses can be developed specifically to suit an employer's needs, which means that businesses are only paying for the training modules they need. Experienced Learn Local trainers work with businesses to develop suitable training programs. Learn Local providers are flexible and can provide customised, high-quality training programs on and/or off workplace premises.
Pathways and outcomes	A partnership with a Learn Local provider in your area will set your company on a pathway to higher productivity. Employees gain skills to undertake their work more effectively and efficiently.

Avoid saying: Learn Local organisation, Learn Local network.

Employment agencies

Employment agencies, such as Jobactive providers, often look to often look to the Learn Local sector to support their clients through training and skills programs.

They can act as a recruitment stream for your organisation, recommending learners who are likely to benefit from undertaking an endorsed Learn Local course.

How do we speak to employment agencies?

When speaking to employment agencies, we can use a more formal tone of voice to describe the Learn Local offering. Always refer to Learn Local courses in the first instance when talking about your offering. If you need to go into more detail, you can refer to pre-accredited training to demonstrate a level of professionalism and credibility.

When talking about your Learn Local courses, start with your organisation's name and support your message with the Learn Local brand.

When talking about:	What you could say:
Learn Local sector	The Learn Local sector is a vital link in Victoria's education and training system to help people gain the necessary skills to meet the state's employment and jobs challenge.
	Learn Local providers are funded to deliver courses for adult learners looking to improve their core skills such as reading, writing, numeracy and English language. They also help people improve the skills they need for the workplace, so they can more easily get a job.
The Learn Local offer	The Learn Local sector offering is broad. Providers deliver flexible and government subsidised Learn Local courses, however some also deliver accredited training, VCE and VCAL and others are even registered schools.
Benefits	Many learners who undertake Learn Local courses to get a job successfully achieve that goal.
	Learn Local courses can be tailored to suit the learners' needs and are also offered at low or no cost to eligible Victorians.
Pathways and outcomes	Learn Local providers can assist your clients to get the training they need to get a job.

Avoid saying: Learn Local organisation, Learn Local network

Community organisations

Local community organisations such as local council, disability and health services, schools, kindergartens, libraries, multicultural groups and other registered Learn Local providers and local government seek to support our shared local learners through a variety of services.

How do we speak to community organisations?
When we speak to community organisations, it's with the intent of collaboration or seeking support to improve marketing potential or better public visibility.

Always refer to Learn Local courses in the first instance when talking about your offering.

If you need to go into more detail, you can refer to pre-accredited training to demonstrate a level of professionalism and credibility.

When talking about your Learn Local courses, start with your organisation's name and support your message with the Learn Local brand.

When talking about:	What you could say:
Learn Local sector	The Learn Local sector provides Victorian adults with the opportunity to undertake further education and training in a community environment. Education and community are important functions of all Learn Local providers. When registering with the Adult, Community and Further Education Board, community organisations must provide evidence displaying their commitment to education and their local community.
The Learn Local offer	Learn Local providers deliver a range of quality endorsed and flexible Learn Local courses, providing opportunities for people to gain the skills and confidence to find work or continue their education.
Benefits	Learn Local re-engages learners in a way that facilitates social inclusion and aligns Learn Local providers with Victoria's broader Adult and Community Education sector, including neighbourhood houses and community-based organisations.
Pathways and outcomes	The primary objective of Learn Local is to provide pathways to further education or employment. Almost 60 per cent of people that complete a Learn Local course go onto further education and training. Many people that complete a Learn Local course in order to get a job successfully achieve that goal.

Avoid saying: Learn Local organisation, ACFE funding, Learn Local network

Applications/templates

The following examples are provided as an easy starting point for you to develop communications to promote your endorsed Learn Local courses and projects.

All templates can be found within the Learn Local Brand Toolkit available for download from the Learn Local Sector website: www.vic.gov.au/learn-local-brand-toolkit.

ACFE Board funding acknowledgement requirements

As part of your ACFE Board service agreement/contract, all currently funded Learn Local providers are required to acknowledge the ACFE Board's support of your endorsed Learn Local courses and projects on relevant communications.

In particular, it is expected that you use the Learn Local logo on the following types of communications that promote your endorsed Learn Local courses and projects (where space allows):

- Brochures/fliers

- Websites

- Adverts (offline and online)

- Social media

- Reports and other relevant documents.

The Learn Local logo should not be used as a replacement for your organisation's logo. It should support, promote and endorse the Learn Local courses and projects that you deliver and therefore in most instances you should lead with your organisation's brand/logo and the Learn Local logo should be placed in a less prominent position.

Where space doesn't allow you to use the Learn Local logo on a communication, you can add the text: *Endorsed Learn Local course/project (learnlocal.org.au)* in an appropriate place.

To assist you to meet these requirements, the following pages provide some examples of how to (and how not to) acknowledge endorsed Learn Local courses on various communications.

Applications

Application example:
Brochure/flier promoting endorsed Learn Local courses (only)

If your brochure/flier is only promoting your endorsed Learn Local courses then please add the Learn Local logo* (just once) on the communication.

As the Learn Local brand is intended to be used as a support to your own organisation's brand, please lead with your organisation's brand and place the Learn Local logo in a less prominent position. The Learn Local logo* version you choose to use on the brochure/flier is up to you.

You can refer to the course being an 'endorsed Learn Local course' in the body of the content.

*See page 7 for some helpful tips for choosing the right logo version.

Place organisation's logo here

Skills for study work and life.

This is a paragraph intro text to go here, that will look like this font weight and this font size. This is a paragraph intro text to go here, that will look like this font weight and this font size.

Choose from:
Beginners Computers (Windows 8 and 10), Photoshop, Publisher, Ipad,Tablet, Getting Connected (Internet, Facebook, Skype) etc.

Please note:
What was previously called Quick Books is now called Reckon Accounts. We do not teach Intuit Quick Books which is the online accounting software. Office for Work: Word, Excel, MYOB and Payroll, Reckon Accounts and Payroll, Powerpoint.

Monday
10:00—12:00 Office for Work Endorsed Learn Local course.

Tuesday
1:00—3:00 Creative Craft

Wednesday
9:00—11:00 Office for Work Endorsed Learn Local course.

1:00—3:00 Genealogy

Thursday
10:00—12:00 Beginners Computers Endorsed Learn Local course.

Friday
10:00—12:00 Beginners Computers

Learn Local | Skills for study work and life

Flier without image

Place organisation's logo here

Office for work

Free introductory session on 6th February 2022

This is the ideal class to improve your Office skills whether you wish to gain further employment or pursue further study. You can learn Word, Excel or PowerPoint in this self paced class.

Start from the basics and continue through the various levels, increasing your confidence and understanding of the various Office programs.

Learn Local | Skills for study work and life

Flier with image

Applications

Application example:

promoting various courses/initiatives from multiple funding sources

Sometimes you have other courses/initiatives that you want to promote as part of the same brochure/flier and you may even need to recognise other funding sources for these other courses/initiatives, such as the Victorian Government or Neighbourhood Houses Victoria.

Here are some examples of how to (and how not to) acknowledge your endorsed Learn Local courses on these types of brochures/fliers.

Example 1: Don't put the Learn Local logo beside the course description. It can look messy and cluttered when there is a long list of endorsed Learn Local courses one after another.

Example 2: Put the text 'Endorsed Learn Local course' underneath the course description. Please then add the Learn Local logo* (just once) down the bottom of the page or on the back of your document. It is clean, simple and clear.

Example 3: If you are grouping a number of endorsed Learn Local courses together then you could put them under the heading 'Endorsed Learn Local courses'. Please then add the Learn Local logo* (just once) down the bottom of the page or on the back of your document.

*See page 7 for some helpful tips for choosing the right logo version.

Course Title – Lendem que il magnim
Yt eum que sum am est es estendae quo optam venimus eumquam aut et assequiat ut lacerovid quiatiatium ipsum quam quos am quam si tendes essin platemodis enihita ssequam.

Course Title – Quisquos et ma pra deb
Uant accus elis dolenis dendit lit, eaqui ulparumqui ilit quid quas etur re plibus pore net, eosandem doluptatinus debis eatestios es et ent laborerum adignatese.

Course Title – Lendem que il magnim
Yt eum que sum am est es estendae quo optam venimus eumquam aut et assequiat ut lacerovid quiatiatium ipsum quam quos am quam si tendes essin platemodis enihita ssequam.

Course Title – Quisquos et ma pra deb
Uant accus elis dolenis dendit lit, eaqui ulparumqui ilit quid quas etur re plibus pore net, eosandem doluptatinus debis eatestios es et ent laborerum adignatese.

1. Don't put the Learn Local logo beside the course description.

Course Title – Lendem que il magnim
Yt eum que sum am est es estendae quo optam tendes essin. platemodis. Yt eum que sum am est es estendae quo optam tendes essin latemodis.

Endorsed Learn Local course.

Course Title – Quisquos et ma pra deb
Uant accus elis dolenis dendit lit, eaqui pore net, es et ent laborerum adignatese. Yt eum que sum am est es estendae quo optam tendes essin. platemodis..

Course Title – Lendem que il magnim
Yt eum que sum am est es estendae quo optam ven quos am quam si tendes essin.Yt eum que sum am est es estendae quo optam tendes essin platemodis.

Endorsed Learn Local course.

Course Title – Quisquos et ma pra deb
Uant accus elis dolenis dendit lit, eaqui ulparumqui ilit quid quas etur re plibus eate stios. Yt eum que sum am est es estendae quo optam tendes essin. platemodis.t ent laborerum adignatese.

Endorsed Learn Local course.

learnlocal.org.au

2. Please use the line of copy "Endorsed Learn Local course' underneath the course description.

Endorsed Learn Local courses.

This is an intro paragraph text and goes here in this style.

Course Title
Lendem que il magnim
Yt eum que sum am est es estendae quo optam venimus eumquam aut et quam quos am quam si tendes essin. platemodis enihita ssequam.

Course Title
Lendem que il magnim
Uant accus elis dolenis dendit lit, eaqui pore net, eosandem doluptatinus debis eatestios et ent laborerum adignatese.

Course Title
Lendem que il magnim
Yt eum que sum am est es estendae quo optam venimus eumquam aut et quam quos am quam si tendes essin. platemodis enihita ssequam.

Course Title
Lendem que il magnim
Uant accus elis dolenis dendit lit, eaqui ulparumqui ilit quid quas etur re plibus eatestios es et ent laborerum adignatese.

learnlocal.org.au

3. When grouping endorsed Learn Local courses together, use a heading.

Applications

Application example:
Website

When promoting endorsed Learn Local Courses on your website, we require you to include the Learn Local logo* on either:
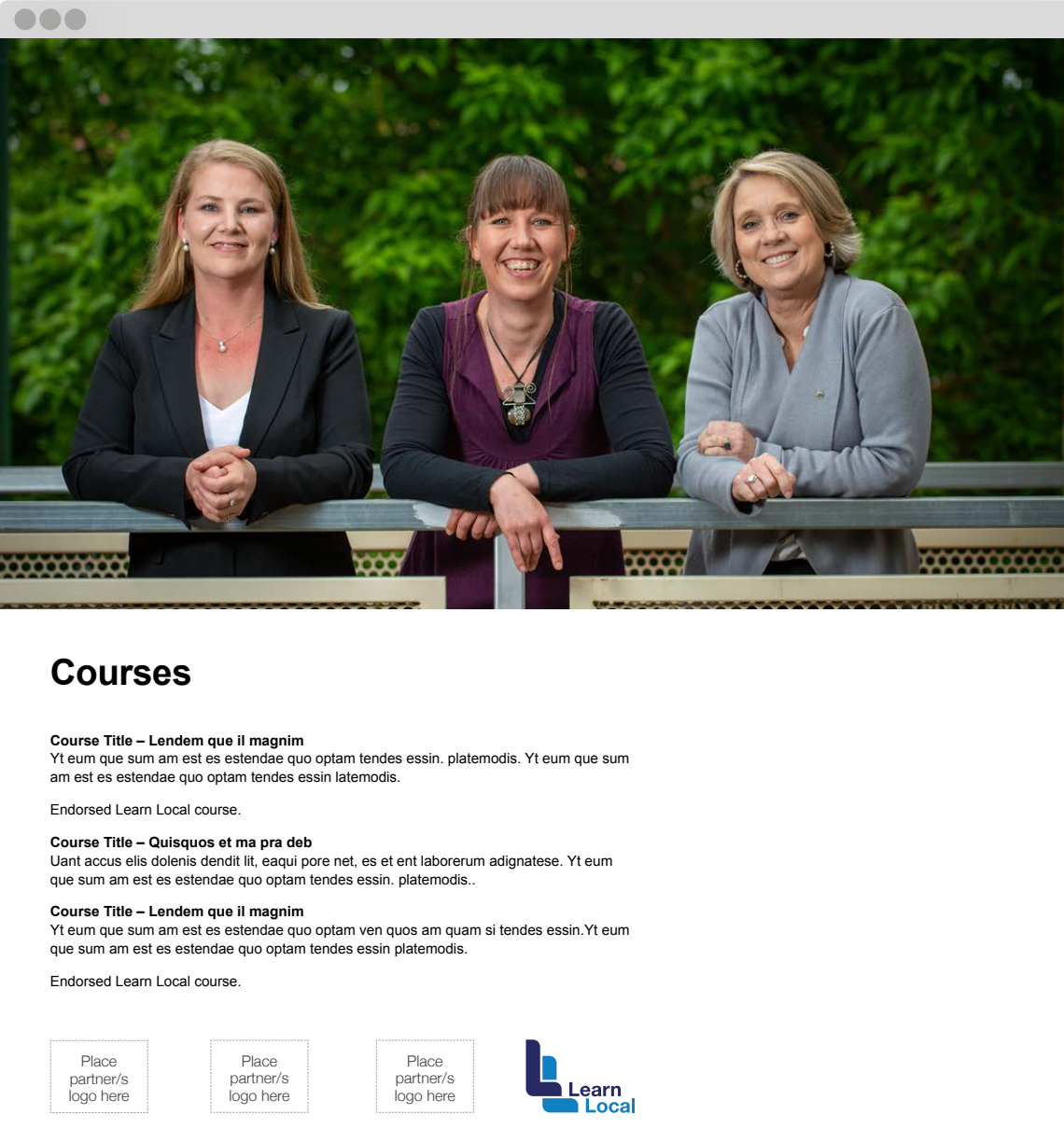
- About us page
- Partnership page
- Home page
- Courses page, or
- Other relevant page where you promote endorsed Learn Local courses.

If possible, the Learn Local logo should link through to the Learn Local website: www.learnlocal.org.au

For online listings of Learn Local courses, the following text can be included under every relevant course description:
Endorsed Learn Local course.

*See page 7 for some helpful tips for choosing the right logo version.

Courses

Course Title – Lendem que il magnim
Yt eum que sum am est es estendae quo optam tendes essin. platemodis. Yt eum que sum am est es estendae quo optam tendes essin latemodis.

Endorsed Learn Local course.

Course Title – Quisquos et ma pra deb
Uant accus elis dolenis dendit lit, eaqui pore net, es et ent laborerum adignatese. Yt eum que sum am est es estendae quo optam tendes essin. platemodis..

Course Title – Lendem que il magnim
Yt eum que sum am est es estendae quo optam ven quos am quam si tendes essin.Yt eum que sum am est es estendae quo optam tendes essin platemodis.

Endorsed Learn Local course.

| Place partner/s logo here | Place partner/s logo here | Place partner/s logo here | Learn Local |

Victorian Government funding acknowledgement requirements

As part of your service agreement/contract, you may also be required to acknowledge the funding support of the Victorian Government.

Learn Local providers should refer to their contract/service agreement to identify any specific contractual requirements you may have when using the Victoria State Government logo.

Further information can be found in the Acknowledgement and publicity guidelines for Victorian Government funding support (July 2021): https://fac.dhhs.vic.gov.au/acknowledgement-and-publicity-guidelines-victorian-government-funding-support

Templates

Brochure

An A5 brochure template* has been provided. This can be used to promote courses delivered at your organisation. This template has been created in Microsoft Word and can be printed at your office in colour or in black and white - just print on both sides of an A4 paper sheet, and fold in half.

Approach: This is an organisation-led document. Learn Local is in support of your brand and therefore Learn Local is represented using the logo with description to communicate your organisation's relationship to the Learn Local sector.

Template A: Ideal for course listing, allows for two columns of key dates. On endorsed Learn Local courses please include the following line under the course description: Endorsed Learn Local course.

Template B: Ideal for longer copy content.

Both templates include a cover and a back: The cover should have key information, including your organisation's logo, key messaging and an engaging image. The back cover includes space for acknowledging up to three funding partners, including the Learn Local logo with tagline.

*DET10167 Learn Local A5 brochure template A.doc
 DET10167 Learn Local A5 brochure template B.doc

Template A

Back cover   Front cover

Internal pages

Template B

Back cover   Front cover

Internal pages

Templates

Posters

Two A4 poster templates* have been provided. Both can be used to promote upcoming courses delivered at your organisation. This template has been created in Microsoft Word and can be printed at your office in colour or in black and white.

Approach: This is an organisation-led document. Learn Local is in support of your brand and therefore we use the logo with description.

Template A: copy only – course listing including key dates. On endorsed Learn Local courses please include the following line under the course description: Endorsed Learn Local course.

Template B: with image – general information with image. Developed to engage learners to seek out information on upcoming endorsed Learn Local courses and projects.

*DET10167 Learn Local Poster template A.doc
 DET10167 Learn Local Poster template B.doc
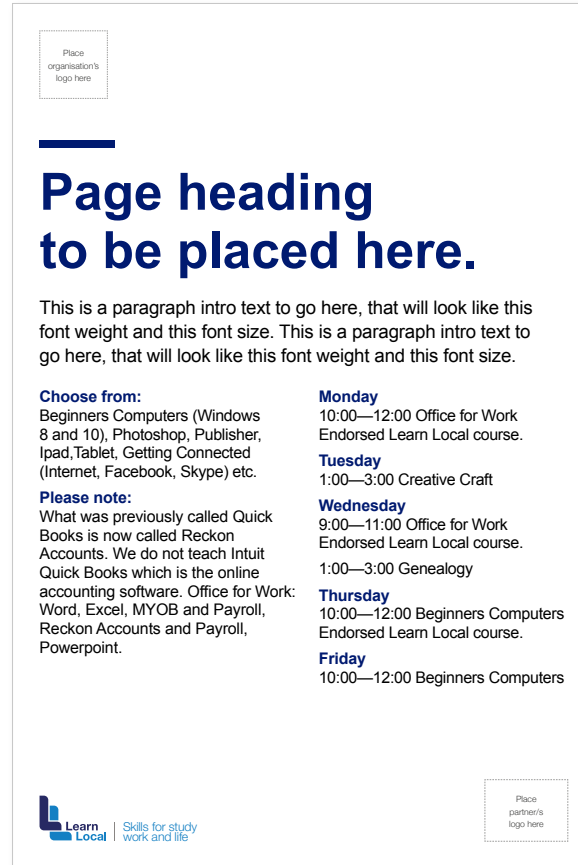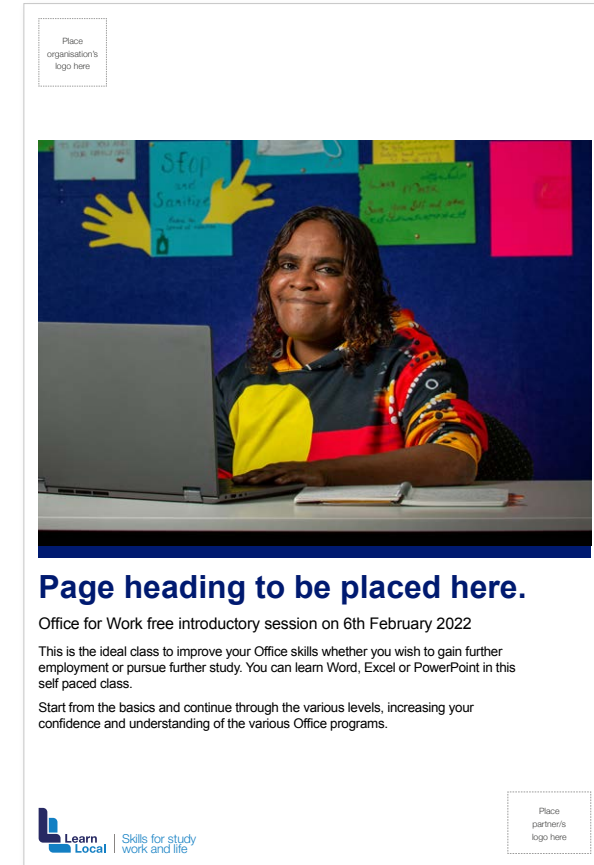
Template A

Template B

Social media

Rectangular social media images are for use on Facebook and LinkedIn platforms. These images should be published with supporting text when specifically promoting an endorsed Learn Local course. Refer to the sample usage example provided.

To create custom tiles for social media we recommend using the free online application Canva, please ensure you follow the guidelines set out in this document when creating tiles.

Discover.
Connect. Grow.

Skills for study, work and life.
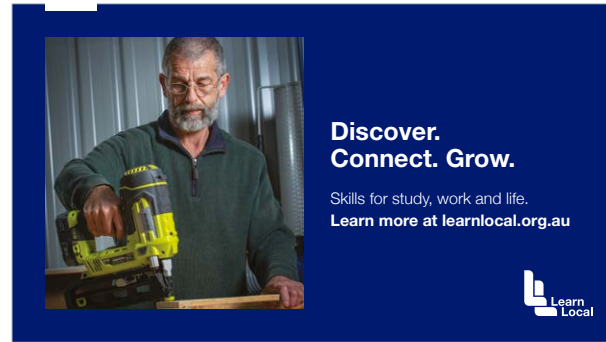**Learn more at learnlocal.org.au**

Template A

Flexible and affordable courses are just around the corner.

Flexible learning at low or no cost by endorsed providers.

Template B

Skills for study, work and life.
Flexible and affordable courses are just around the corner.

Template C

Partner logo

Organisation name here
30 November

We're starting our Learn Local Business Fundamentals courses in February! If you're looking to upskill in business management, give us a call to discuss your specific training needs.

Discover.
Connect. Grow.

Skills for study, work and life.
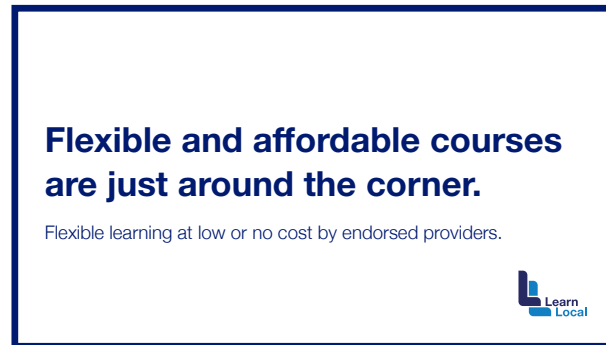**Learn more at learnlocal.org.au**

Like   Comment   Share

Sample usage

Social media

Square social media images are for use on the Instagram platform.

These images should be published with supporting text when specifically promoting an endorsed Learn Local course. Refer to these examples as inspiration, templates A, B and C can be used as is - to promote awareness of the Learn Local offer.

Templates D and E are examples of customised tiles you may want to create to tell stories unique to your organisation.
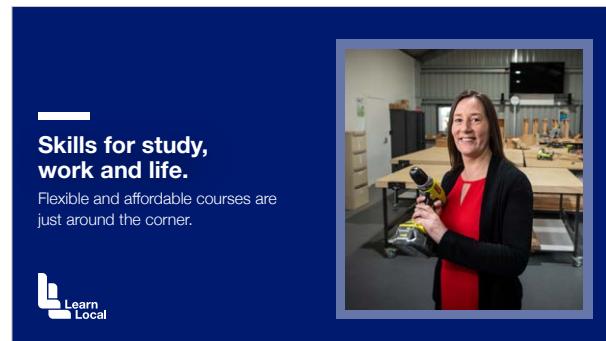
To create custom tiles for social media we recommend using the free online application Canva, please ensure you follow the guidelines set out in this document when creating tiles.
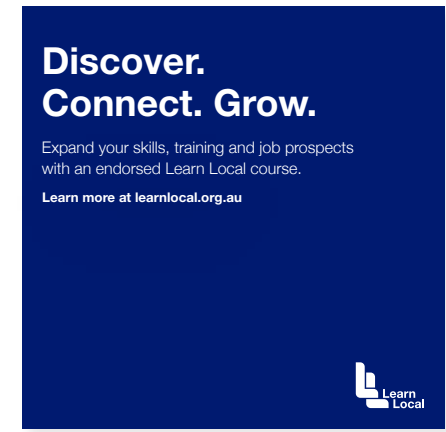
Template A

**Discover.
Connect.
Grow.**

**Get the skills and confidence to
study, work or even change careers.
Learn more at learnlocal.org.au**

Template B

**Skills for study
work and life.**

Improve your reading, writing, maths and English
language skills, or prepare for a new career.

Find out more at learnlocal.org.au

Template C

**Discover.
Connect. Grow.**

Expand your skills, training and job prospects
with an endorsed Learn Local course.

Learn more at learnlocal.org.au

Template D

"Minimal body
copy to go here
with no more than
fifteen words."

Name

Template E

**Grow your skills,
change your life**

**Get the skills and confidence to study,
work or even change careers.**

Learn more at learnlocal.org.au
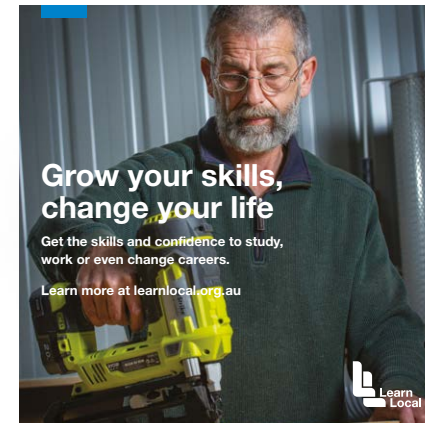
Templates

Newspaper ad

Two print advertisement templates have been provided*. They are both a vertical quarter page ad (M5x3) but can be resized to suit your requirements. This template has been created in Microsoft Word and should be exported as a PDF when submitted to the publisher.

Both templates can be used to promote upcoming courses delivered at your organisation.

Template A: Leads with your organisation's logo first and is supported by the Learn Local logo. This has been developed to promote your organisation as a provider of endorsed Learn Local courses and projects.

Template B: Leads with the Learn Local logo and has been developed to promote Learn Local-specific courses.

Both examples use the Learn Local logo with tagline.

*DET10167 Learn Local Poster template A.doc
 DET10167 Learn Local Poster template B.doc

Template A

Template B

Powerpoint template

Powerpoint templates are setup for screen presentation ratio of 16:9.

In the footer are the presentation name, date and logo

Title slide
This slide is used for the first slide of the presentation. It can also be used as a closing slide with either a "thank you" message or a copy of the title slides information.
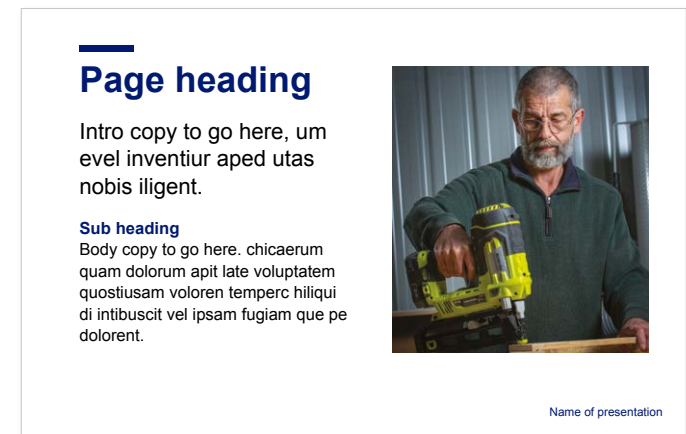
Internal slides
Each internal slide is a template to follow of hierarchy of information, heading, intro text, subheading and body copy.

Breaker slides
Breaker slides are used as separator slides to structure the content within the presentation.

Please note: The breaker slides have been designed as a full colour page for maximum screen impact. Due to the full ink coverage across these pages, it is recommended that you refrain from printing the divider pages unless necessary.

Place organisation's logo here

Main cover document title

Sub title to go here.

Learn Local | Skills for study work and life

Breaker slide title

Sub title to go here.

Page heading

Intro copy to go here, um evel inventiur aped utas nobis iligenaed utas.

Body copy to go here. chicaerum quam dolorum apit late voluptatem quostiusam voloren temperc hiliqui di intibuscit vel ipsam fugiam que pe dolorent. Quostiusam voloren temperc hiliqui di intibuscit vel ipsam fugiam que pe dolorent.

Name of presentation

Page heading

Intro copy to go here, um evel inventiur aped utas nobis iligent.

Sub heading
Body copy to go here. chicaerum quam dolorum apit late voluptatem quostiusam voloren temperc hiliqui di intibuscit vel ipsam fugiam que pe dolorent.

Name of presentation

Certificate of participation

The certificate template is for use by ACFE Board registered Learn Local providers and Adult Education Institutions who are funded to deliver Learn Local courses.

It is only to be used to recognise a learner's participation in an ACFE Board funded Learn Local course. The learner must have satisfactorily completed the Learn Local course to be eligible to receive the certificate. Complete all editable fields before printing the certificate and obtaining the relevant signatures.

Do not remove or change the master header / Learn Local branding in any way.

Do not change the font type (Arial), size or the colour (Pantone Process Blue C (RGB 43, 154, 212)) of the editable text.

To insert your own provider logo in the bottom left hand corner, follow these steps:

1. Delete 'Insert provider logo' text from text box
2. While the cursor is in text box, select 'Insert' from the main menu then select 'Pictures'
3. Find the logo you would like to use and click 'Insert'
4. Modify the size of logo to fit in the white space provided.

Note: If you don't have a suitable logo to add, please just delete the text.

Certificate of Participation

This certificate is presented to

Firstname Surname

for participating in the following Learn Local course
Name of ACFE Board funded pre-accredited training program

delivered through Learn Local provider
Name of Learn Local provider

DD/MM/YYYY

Name of signatory 1
Position, Organisation

Name of signatory 2
Position, Organisation

Place partner/s logo here

The skills gained and/or outcomes achieved from participating in this Learn Local course include:

- Skill/outcome 1
  (List between 1 and 10 skills/outcomes gained/achieved)
- Skill/outcome 2
- Skill/outcome 3
- Skill/outcome 4
- Skill/outcome 5

Learn Local courses (also known as pre-accredited training programs):

- Are funded by the Adult, Community and Further Education (ACFE) Board, which is a statutory authority, established by the Victorian State Government.

- Help adult Victorians to develop the core skills they need for study, work and life. Core skills include literacy, numeracy, English language, and employability skills, including digital skills.

- Are designed around the ACFE Board's Pre-accredited Quality Framework which ensures they include pathway options to further education, training and/or employment for the learner to explore.

Further information about the ACFE Board and Learn Local courses is available at www.learnlocal.org.au

The ACFE Board hopes this template assists Learn Local providers and Adult Education Institutions to recognise learners for their participation in pre-accredited training programs.

Templates

Decal

A Learn Local decal template has been designed in Adobe InDesign* to allow organisations a way to communicate their unique association with the Learn Local sector.

This would be placed on your organisation's entrance, or another high visibility area to maximise learner and community recognition.

This file can be sent to your printer, along with your organisation primary logo, and they can combine into a single file for production.

*DET10167 Learn Local A5 Decal Template.indd

—

We are part of the Learn Local sector.

To find out more about endorsed Learn Local courses and projects visit learnlocal.org.au

Learn Local | Skills for study work and life

Templates

Pull-up banners

Two Learn Local pull up banner templates have been designed in In Design for use by the ACFE Board, but organisations can use Template B if desired.

Approach

Template A
Is a Learn Local-led document. The Learn Local logo is given prominence, and a blue background is used to identify it as a uniquely Learn Local message. The Victorian State Government logo is used to communicate our funding source. Template A is for use by ACFE Board only.

Template B
Is an organisation-led document. The Learn Local logo is moved to a secondary position, and in this case the Victorian State Government logo has not been used as this should only be added if you have specific contractual obligations with the state.

Further information can be found in the Acknowledgement and publicity guidelines for Victorian Government funding support (July 2021).

https://fac.dhhs.vic.gov.au/
acknowledgement-and-publicity-guidelines-
victorian-government-funding-support

*DET10167 Learn Local Pullup-Banner-Template-A.indd
 DET10167 Learn Local Pullup-Banner-Template-B.indd

Discover a course that is right for you.

Improve your job prospects and skills through flexible and affordable endorsed Learn Local courses today.

Find out more at learnlocal.org.au

Template A

Learn Local at Name of organisation.

Improve your job prospects and skills through flexible and affordable endorsed Learn Local courses today.
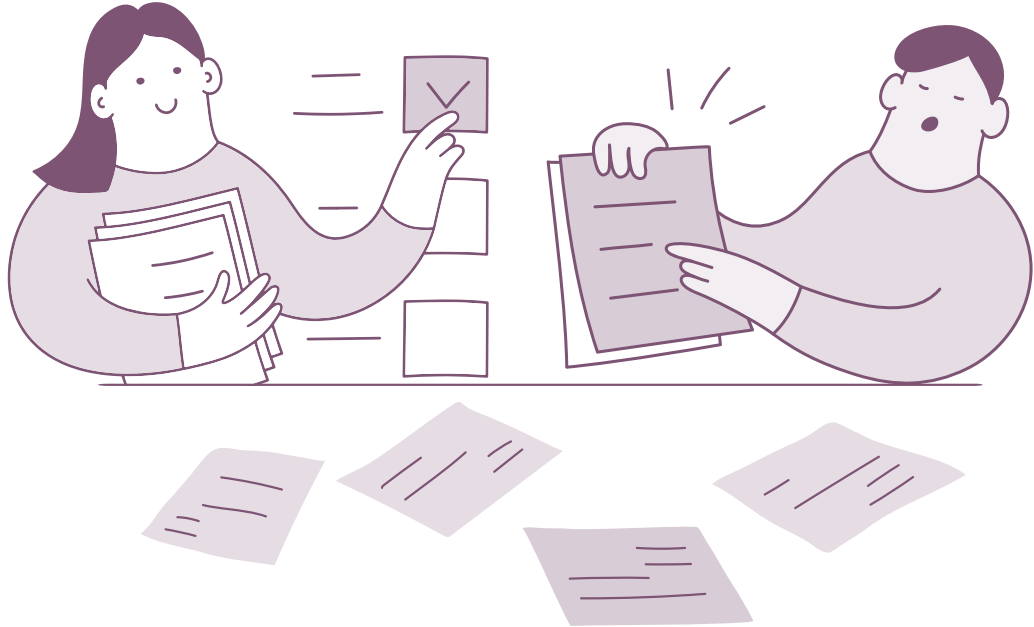
Find out more at learnlocal.org.au

Template B

How the Government refers to Learn Local

Government usage

Providers are not alone in the Learn Local brand journey. The Victorian Government (via the ACFE Board, ACFE Regional Councils and the Department of Education and Training) also promote the Learn Local sector to key stakeholders to increase their awareness and understanding of the sector's value and impact.

By working together, both Learn Local providers and the Victorian Government can improve the awareness of and participation in Learn Local courses and ultimately help thousands of adult Victorians to develop the skills they need for study, work and life.

## How the Government refers to Learn Local

Government co-brand

This lockup* should only be used by the ACFE Board and ACFE Regional Councils or other Government departments when Learn Local's relationship with the State Government needs to be communicated.

Providers should refer to their contract to identify the specific contractual requirements for when using the Victoria State Government logo.

Further information can be found in the Acknowledgement and publicity guidelines for Victorian Government funding support (July 2021).

https://fac.dhhs.vic.gov.au/acknowledgement-and-publicity-guidelines-victorian-government-funding-support

* LearnLocal with Vic Gov CMYK.ai
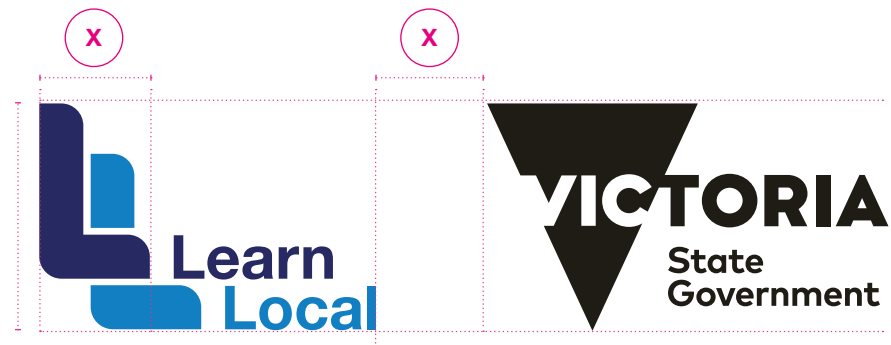
The Learn Local brand and the ACFE Board brand relationship

This section outlines the relationship between the Learn Local brand and the ACFE Board brand as it's important for overarching governance bodies (responsible for funding, strategic direction and reporting) to also refer to the Learn Local sector in a consistent manner.

The Learn Local brand

The Learn Local brand is the brand used to promote the Learn Local sector and Learn Local courses. The Learn Local brand is mainly used by Learn Local providers (as an endorsement brand of their currently funded Learn Local courses); however the ACFE Board, ACFE Regional Councils and Department of Education and Training also use it to promote the sector on state-wide or targeted external communication/promotional activities.

For example, the ACFE Board would use the Learn Local brand on a brochure aimed at business/industry about the benefits of a partnership with a Learn Local provider or a state-wide promotional campaign aimed at increasing the awareness of the Learn Local sector.

The ACFE Board brand

The ACFE Board brand is the corporate signature of the ACFE Board. It is for use by the ACFE Board members, ACFE Regional Council members and relevant Department of Education and Training staff on all Board correspondence. It is also used on external documents/publications that are directly produced by the ACFE Board as a statutory requirement (ie. ACFE Board Annual Report), and on policy documents and publications (ie. ACFE Board Strategy 2020-25).

The ACFE Board brand should not be used on external documents/publications/promotions that are developed in order to increase awareness of the Learn Local sector or Learn Local courses (instead, use the Learn Local brand), nor should it be used by Learn Local providers to promote their Learn Local courses.

The ACFE Board brand may be used in some instances on state-wide external communication and promotional activities for the Learn Local sector where there is a need to further explain the funding relationship between the ACFE Board and the Learn Local sector.

If there is a need to refer to the ACFE Board in a Learn Local context, then you should never replace the term Learn Local with ACFE.

For example, we should never refer to the 'ACFE sector' or 'ACFE providers'. Instead, it would be better to say 'the Learn Local sector, funded by the ACFE Board' or 'Learn Local providers, funded by the ACFE Board'.

How the Government refers to Learn Local

ACFE co-brand

When Learn Local needs to be associated with the ACFE Board, the ACFE Co-brand lockup* should be used.

This logo should only be used by the ACFE Board and ACFE Regional Councils or other Government departments when there is a requirement to communicate the unique relationship between Learn Local and the ACFE Board.

*5. LearnLocal ACFE CMYK.ai

Adult, Community and Further Education

Learn Local

Adult, Community and Further Education

Learn Local

Appendices

Appendices

When to use different logos - black and white

1. Mono logo
Use if the Learn Local URL is included in the body copy.

2. Mono logo with URL
Use if Learn Local is mentioned in the body copy, but no URL is listed.

3. Mono logo with tagline
This is the preferred logo for promotion and awareness. Use when space in the layout allows.

4, 5, 6. Mono logo - reversed
Use the mono reverse versions of the logo on top of primary colours or on photography with clear minimal space, avoid placing on a busy background.

The reverse versions of the logo do not only need to be used on a black background, any dark background providing enough contrast to clearly read the logo would be correct.

7. Co-branding mono
Use when pairing your organisation logo with Learn Local as a co-brand.

8. Learn Local alliance
Use when a number of regionally located registered Learn Local providers align themselves.

1. Mono logo

2. Mono logo with URL

3. Mono logo with tagline

4. Mono logo - reversed

5. Mono logo with URL - reversed

6. Mono logo with tagline- reversed

7. Co-branding

8. Learn Local alliance

Co-branding

When a formal co-branded application is required to communicate the unique relationship your organisation has with Learn Local you can use the supplied Learn Local co-branding template* to create a co-branded logo for use. When using the Learn Local logo with your organisation's logo, the following guidelines must be adhered to:

Positioning
The Learn Local logo is secondary and in support of your organisation's brand. It must therefore be on the right and separated from the co-branded logo by a thin vertical black line (0.25pt) half way between the two.

Size and Alignment
The co-branded logo must be approximately the same visual size as the Learn Local logo. Neither logo should dominate and both should vertically align in the center.

Please note: Generally you will be the lead with your own organisation's logo and use the Learn Local logo on its own to designate Learn Local courses, or association to the Learn Local sector. This co-branded logo is meant only for those situations where a formal co-branding is required.

Learn Local alliance logo

In the instance where a number of regionally located registered Learn Local providers align themselves to leverage marketing or resources, a regional alliance logo template* has been supplied for use.

A Learn Local alliance logo should only be used to promote the Learn Local courses of alliance members.

In the case of a Learn Local alliance, communications should lead with the Learn Local Alliance logo, with the individual organisation's logo becoming secondary.

*5. LearnLocal Alliance Live CMYK.ai
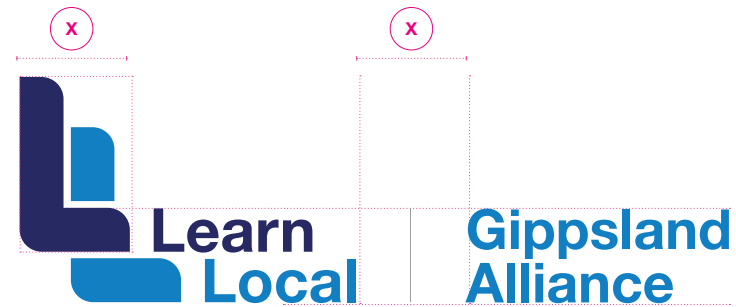
Logo misuse

Our logo is our signature. By using it consistently and in accordance with these guidelines, we can ensure that we are recognised whenever and wherever it appears.

A few examples of misuse:

1. Do not change the colours.

2. Do not use alternative typefaces or redraw the logo.

3. Do not stretch or distort the logo out of proportion.

4. Do not rearrange the symbol and wordmark.

5. Do not use the logo without the wordmark.

6. Do not use the wordmark without the symbol.

7. Do not enlarge a logo beyond a clear resolution.

8. Avoid placing on a busy background, even with the reverse logo.

Note: These guidelines are not designed to limit creative options and possibilities, they are intended to ensure that every piece of communication produced is immediately and consistently identifiable.

1.

2.

3.

4.

5.

6.

7.

8.

Brand fonts for professional designers

Consistent font applications across all communications plays an important role in building a consistent brand. Our fonts have been chosen to maximise readability and flexibility in application.

Primary font – Helvetica Neue
Helvetica Neue is the preferred font for use when using professional design software. The font for body copy is Helvetica Neue in 45 Light, 55 Roman and 75 Bold weights. In body paragraphs Light or Roman weights should be used, while headings and highlight words should be pulled out in Bold or Light.

Helevetica Neue 56 italics can be used for pull out quotes.

Helevetica Neue 45 light can be used for sublet information.

Heading Helvetica Neue
75 bold 27pt

Intro text Helvetica Neue
45 Light 15pt

Helvetica Neue 75 bold 11pt

Helvetica Neue
55 Roman 11pt

Helvetica Neue
56 italics 11pt

Helvetica Neue
45 light 11pt

This is a heading

This is Intro paragraph

This is a subheading

This is body copy

"This is body copy is italics for pull out quotes."

This is light body copy