

Contents

01 Section one I How we look

- 02 Primary brandmark
- 04 Primary brandmark with URL
- 05 Secondary brandmark
- 06 Learn Local alliance brandmark
- 07 Co-branding
- 08 Brandmark with description
- 09 When to use different brandmarks
- 10 Brandmark misuse
- 11 Typography
- 12 Primary brand colours
- 13 Secondary brand colours
- 14 Brand iconography
- 15 Photography
- 17 Brandmarks in course branding

18 Section two I Collateral

- 19 Brochure
- 20 A4 posters
- 21 Newspaper ad
- 22 Pull-up banners
- 23 A5 decal
- 24 Web application
- 25 Social media

26 Section three I How the Government refers to the Learn Local sector

- 26 Government usage
- 27 Government co-brand
- 28 The Learn Local brand and the ACFE Board brand relationship
- 29 ACFE co-brand

Using the brand

The following guide is intended to give you the tools and information you need to work with our brand. Should you have any questions, please contact you regional office or learnlocal@edumail.vic.gov.au

Primary brandmark

The Learn Local brandmark is made up of two separate 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' brandmark 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 brandmark'.



Primary brandmark

1. Clear space

Please provide our brandmark 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 brandmark should not be reduced to a size smaller than 20mm wide. This rule applies to all versions of the brandmark.

3. Digital minimum size

The Learn Local brandmark should not be reduced to a size smaller than 50px wide on any digital application.

Note: see P09 for more information on when to use different Learn Local brandmarks.



1. Clear space



3. Digital minimum size 2. Print Minimum size

Primary brandmark

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

1. Clear space

Please provide our brandmark 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 brandmark with URL should not be reduced to a size smaller than 20mm wide.

3. Digital minimum size

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

Note: see P09 for more information on when to use different Learn Local brandmarks.



1. Clear space



2. Print minimum size

3. Digital minimum size

Secondary brandmark

1. One colour applications

Light blue and dark blue single coloured logo versions should only be used when a one colour piece of collateral is being created. In all other colour pieces of collateral, always use the primary brandmark.

2. Mono or reverse

Use the mono or reverse versions of brandmark if production constraints make it impossible to use a full-colour or one colour application.

Please note: 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.



1. One colour applications Light blue



1. One colour applications Dark blue



1. One colour application reverse Light blue



2. Mono or reverse Mono



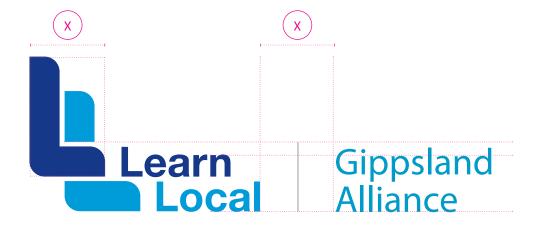
2. Mono or reverse Reverse

Learn Local alliance brandmark

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

A Learn Local alliance brandmark should only be used to promote the Learn Local endorsed training, programs or projects of alliance members.

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





^{*} LearnLocal_Alliance_Lockup.ai

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 brandmark with your organisation's logo, the following guidelines must be adhered to:

Positioning

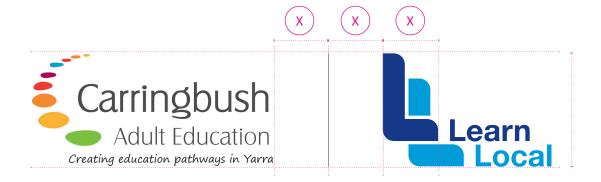
The Learn Local brandmark is secondary and in support of your organisation's brand. It must therefore be on the right and separated from the co-branded logo by a thin vertical black line (0.25pt) half way between the two.

Size and alignment

The co-branded logo must be approximately the same visual size as the Learn Local brandmark. Neither brandmark 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 endorsed training, programs and projects, or association to the Learn Local sector. This cobranded logo is meant only for those situations where a formal co-branding is required. See the decal on page 23 for an example of when the logos share the same weight.

* LearnLocal_co-brand_Temp.ai







Brandmark with description

Use if sector offering needs to be explained to support the copy within the collateral i.e. when mentioning or describing a Learn Local endorsed preaccredited training, program and/or project (i.e. in course brochures).



We are part of the Learn Local sector. To find out more about Learn Local endorsed training, programs and projects visit learnlocal.org.au

When to use different brandmarks

1. Primary brandmark only

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

2. Primary brandmark with URL

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

3. Secondary brandmark

When there are colour or production restraints for use and it is impossible to use a full-colour application.

4. Learn Local alliance brandmark

Where a number of regionally located registered Learn Local providers align themselves.

5. Co-branding

When a formal co-branded application is required.

6. Brandmark with description

Where a sector offering needs to be explained to support copy.

Note: specific applications of each will depend largely on what you are producing and your specific layout. Examples in Section 01 of this document should give you ideas on how you might use the Learn Local brand in conjunction with your organisation's brand and existing documents.







1. Primary brandmark only

2. Primary brandmark with URL

3. Secondary brandmark



Gippsland





4. Learn Local alliance brandmark

5. Co-branding



We are part of the Learn Local sector. To find out more about Learn Local endorsed training, programs and projects visit learnlocal.org.au

6. Brandmark with description

Brandmark misuse

Our brandmark 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 brandmark.
- 3. Do not stretch or distort the brandmark out of proportion.
- 4. Do not rearrange the symbol and wordmark.
- 5. Do not use the brandmark without the wordmark.
- 6. Do not use the wordmark without the symbol.
- 7. Do not enlarge a brandmark beyond a clear resolution.
- 8. Avoid placing on a busy background, even with the reverse brandmark.

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.













6.

7.



Brand typography

Consistent typeface application across all communications plays an important role in building a consistent brand. Our typefaces have been chosen to maximise readability and flexibility in application. Whenever possible these typefaces should be used when communicating Learn Local activities.

Primary typeface – Helvetica

Neue Helvetica Neue is the preferred typeface for use in all marketing and advertising applications. The typeface 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.

Secondary typeface – Arial

The secondary typeface Arial, is to be used in instances where Helvetica Neue is not available, e.g. standard business communications such as Microsoft® Word® documents and PowerPoint® presentations. For body text use Arial Regular and for highlighted text use Arial Bold. When designing for web, Arial should be used for live text within the website.

Note: arial must not be used in any documents created for marketing and advertising applications.

Helvetica Neue – 45 Light **ABCDEFGHIJKLMNOPORSTUVWXYZ** abcdefghijklmnopgrstuvwxyz 1234567890!@#\$%^&

Helvetica Neue – 55 Roman **ABCDEFGHIJKLMNOPORSTUVWXYZ** abcdefghijklmnopgrstuvwxyz 1234567890!@#\$%^&

Aa

Helvetica Neue - 75 Bold ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopgrstuvwxyz 1234567890!@#\$%^&

Arial - Regular ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopgrstuvwxyz 1234567890!@#\$%^&

Arial - Bold **ABCDEFGHIJKLMNOPQRSTUVWXYZ** abcdefghijklmnopgrstuvwxyz 1234567890!@#\$%^&

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. Please ensure the correct colours are specified when reproduced.

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.

HFX

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

Pantone Process Blue C Pantone 2748 C CMYK C99 M14 Y3 K0 CMYK C100 M88 Y0 K14 R43 G154 B212 RGB R54 G66 B131 RGB #2B9AD4 HEX #364283 HEX

Pantone Process Black CMYK C0 M0 Y0 K100 RGB R44 G42 B41 HEX #2C2A29	Pantone Process Black 75%
Pantone Process Black	Pantone Process Black
60%	40%

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 call out or 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.

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.

Pantone 7577 C CMYK C2 M55 Y69 K0 RGB R224 G126 B60	Pantone 7743 C CMYK C71 M8 Y100 K50 RGB R68 G105 B61	Pantone 5135 C CMYK	Pantone 215 C CMYK C6 M100 Y26 K24 RGB R172 G20 B90
HEX #E07E3C	HEX #44693D	HEX #7E5475	HEX #AC145A
Pantone 7563 C CMYK C0 M32 Y87 K8 RGB R214 G154 B45 HEX #D69A2D	Pantone 7489 C CMYK 56 M2 Y78 K5 RGB R116 G170 B80 HEX #74AA50	Pantone 7634 C CMYK	Pantone 2748 C CMYK C0 M59 Y49 K14 RGB R194 G110 B96 HEX #C26E60

Brand iconography

A set of icons have 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 should always be used together as a set to communicate the full Learn Local offering, never alone or selectively to showcase a single organisations offering.

Icons should be used to communicate Learn Local activities and should only be used by the ACFE Board and ACFE Regional Councils or other Government departments when promoting Learn Local or on the Learn Local website.

1. On their own



















2. Coloured 'seed' shaped box



















Photography

Photography can be an effective tool in communicating the Learn Local offerings, and creating a friendly and approachable brand.

When choosing photography, every effort should be made to ensure that the imagery has a clear subject, is sharp in focus and has the appropriate resolution for reproduction.

Imagery should be friendly, inviting and employ natural light. It should not be too posed and instead display a feeling of real life and real learning moments.

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.

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























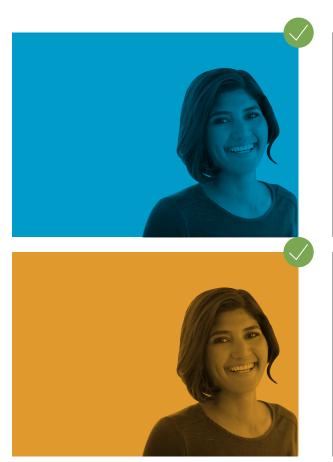


Photography

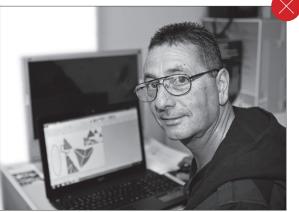
Photography may also be cropped and used with brand colour backgrounds.

Please always ensure complicated backgrounds are removed from photography before applying this treatment.

Do not use black and white photography on it's own (on a white background) as this dates brand collateral.







Brandmarks in course branding

When calling out a course as being Learn Local endorsed, you don't need to use the brandmark. A simple line of text stating 'This is a Learn Local endorsed course.' is sufficient as long as the full logo with URL is placed at least once on the piece of communication. We understand you may have other organisations and funding sources that you need to also recognise on your communication, such as the Victorian Government or Neighbourhood Houses Victoria.

- 1. Don't put the Learn Local logo beside the course. It can look messy and cluttered when there is a long list of Learn Local endorsed training, programs and projects, one after another.
- 2. Please use the line of copy 'This is a Learn Local endorsed course' when referring to a Learn Local endorsed pre-accredited training, program and/or project. It is clean, simple and clear.
- 3. This option can be used when grouping Learn Local endorsed training, programs and projects together, under the heading 'Learn Local endorsed pre-accredited training, programs and projects'.



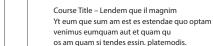
Course Title - Lendem que il magnim Yt eum que sum am est es estendae quo optam venimus eumquam aut et assequiat ut lacerovid quiatiatium ipsum quam quos am quam si tendes essin platemodis enihita ssequam.

Course Title - Quisquos et ma pra deb Uant accus elis dolenis dendit lit, eagui 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 sseguam.

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.





This is a Learn Local endorsed course.

Course Title - Quisquos et ma pra deb Uant accus elis dolenis dendit lit, eagui 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 quam quos am quam si tendes essin. platemodi.

This is a Learn Local endorsed course.

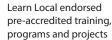
Course Title - Quisquos et ma pra deb Uant accus elis dolenis dendit lit, eaqui ulparumqui ilit quid quas etur re plibus eate stios es et ent laborerum adignatese.

This is a Learn Local endorsed course.



Place nartner/s logo here

2. Please use the line of copy 'This is a Learn Local endorsed course' when referring to a Learn Local endorsed pre-accredited training, program and/ or project.



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 sseguam.

Course Title - Quisquos et ma pra deb Uant accus elis dolenis dendit lit, eagui 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 quam quos am quam si tendes essin, platemodis enihita sseguam.

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



Place partner/s logo here

3. When grouping Learn Local endorsed training, programs and projects together, use a heading.



Collateral

The following example collateral applications are provided as an easy starting point for you to develop communications that meet your ACFE Board funding requirements.

All templates can be found within the Learn Local Brand Toolkit available for download from the Department of Education and Training website: education.vic.gov.au/training/providers/learnlocal/Pages/default.aspx

Should you have any questions, please contact your regional office or learnlocal@edumail.vic.gov.au

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 we have moved it to a position on the back and provided the URL so that learners can find out more about what it represents. Alternatively, the logo with description could also be used to communicate your organisations relationship to the Learn Local sector, but only if there are no spacing constraints.

Template A:

Ideal for course listing, allows for two columns of key dates. On Learn Local endorsed training, programs and projects, please include the following line under the course description: This is a Learn Local endorsed 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 brand, key messaging and an engaging image. The back cover includes space for acknowledging up to six funding partners, including the Learn Local brandmark with URL.

*LearnLocal_A5-Brochure-A_Template.doc LearnLocal A5-Brochure-B Template.doc

Template A



Back cover

Front cover



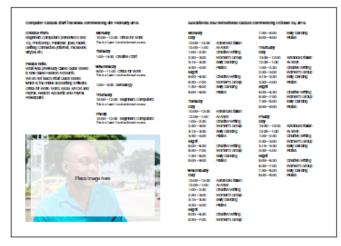


Template B



Back cover

Front cover



Internal pages

A4 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.

Template A: copy only. Course listing including key dates. On Learn Local endorsed training, programs and projects, please include the following line under the course description: This is a Learn Local endorsed course.

Template B: with image. General information with image. Developed to engage learners to seek out information on upcoming Learn Local endorsed training, programs and projects.

Both examples include the Learn Local logo and the following statement:

This community organisation is a member of the Learn Local sector. To find out more about Learn Local training, visit learnlocal.org.au

Approach: This is an organisation-led document. Learn Local is in support of your brand and therefore we have moved it to a secondary position at the bottom of the page. A description has been included to communicate your organisations relationship to the Learn Local sector.

*LearnLocal_A4-Poster-A_Template.doc LearnLocal_A4-Poster-B_Template.doc



Template A



Template B

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 brand first and is supported by the Learn Local brand. This has been developed to promote your organisation as a provider of Learn Local endorsed training, programs and projects.

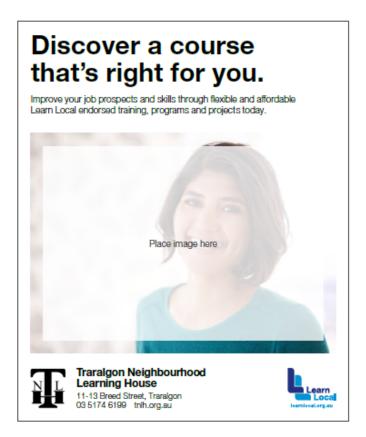
Template B: leads with the Learn Local brand and has been developed to promote Learn Local-specific courses.

Both examples use the Learn Local brandmark with URL.

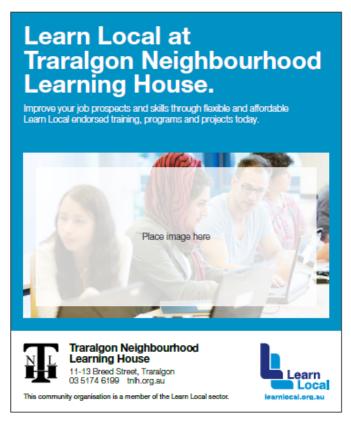
Approach:

Template A is an organisation-led advertisement. Learn Local is in support of your brand and therefore we have moved it to a secondary position. Template B is a Learn Local-led advertisement. Because of this, we have used Learn Local in the headline and call to action. We have also used the blue background colour to reinforce the brand and distinguish it from other organisation-led advertisements.

*LearnLocal_Advertorial-A_Template.doc LearnLocal_Advertorial-B_Template.doc



Template A



Template B

Pull-up banners

A Learn Local pull-up banner has been designed in Adobe InDesign*, with the intention of it being produced by the ACFE Board, but organisations can also use the templates if desired.

Please see Section 06 to refer to brand usage with Victorian State Government branding. Victorian Government guidelines can also be found at the below web address: dpc.vic.gov.au/index.php/ communication/brand-victoria

If organisation-led, providers have the option of leading with their brand (see Template B) with the Learn Local brand supporting the organisation's message.

Approach: Template A is a Learn Local-led document. The Learn Local brand is given prominence, and a blue background is used to identify it as a uniquely Learn Local message. The Government of Victoria is used to communicate our funding source. Template B is an organisation-led document. The Learn Local brand is moved to a secondary position, and in this case the Government of Victoria logo has not been used as this should only be added if you have specific contractual obligations with the state.

*LearnLocal_Pullup-Banner-A_Template.indd LearnLocal_Pullup-Banner-B_Template.indd



Template A



Template B

A5 Decal

A Learn Local decal has been 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.

The Victoria State Government logo has been included to acknowledge the funding source and to demonstrate quality training from the provider.

Please see Section 06 to refer to brand usage with Victorian State Government branding. Victorian Government guidelines can also be found at the below web address:

dpc.vic.gov.au/index.php/
communication/brand-victoria

*LearnLocal_A5-Decal_Template.indd



Web application Minimum requirements

When promoting Learn Local sector membership and courses, we require you to include the Learn Local URL logo on either:

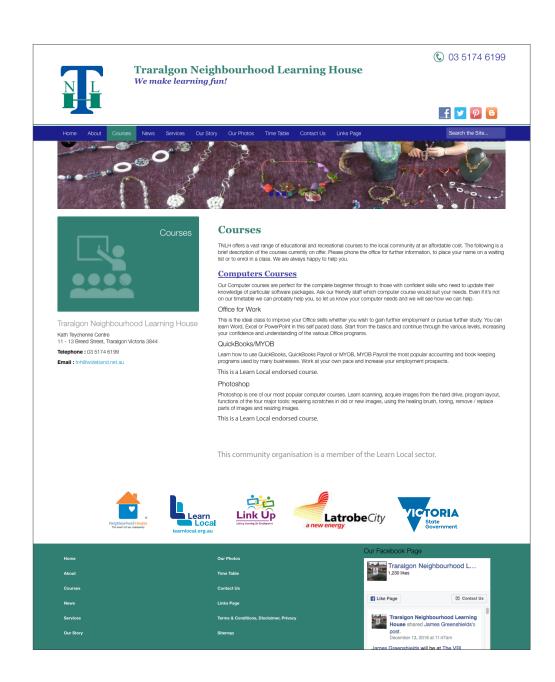
- About us page and/or;
- Partnership page and/or;
- Home page and/or;
- Courses page

The following statement should also be referenced on the same page as the logo: This community organisation is a member of the Learn Local sector.

On any online application, the Learn Local logo should link through to the Learn Local website: learnlocal.org.au

Online Programs:

For online course programs, the following sentence should be included in every course description: This is a Learn Local endorsed course.



Social media

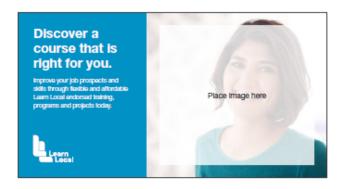
A Facebook image tile has been designed in Adobe InDesign* with three different Learn Local messages.

These images should be published with supporting text when specifically promoting a Learn Local endorsed pre-accredited training, program and/ or project. Refer to the sample usage example provided.

Each template has been tested to ensure it meets Facebook text rules. This means your advertisement will receive optimum engagement when you choose to promote it, as Facebook limits the reach of advertisements with high amounts of text.

All examples use the Learn Local secondary reverse brandmark. This allows you to use this image in link posts, with it clicking through to either the Learn Local website or your organisation's website.

*LearnLocal_Social-A_Template.indd LearnLocal_Social-B_Template.indd LearnLocal_Social-C_Template.indd



Template A



Template B



Template C



Sample usage

Government usage

Providers are not alone in the Learn Local brand journey. Governing bodies (the Department of Education and Training, the ACFE Board and ACFE Regional Councils), promote the Learn Local sector to increase the visibility of providers to prospective learners, local communities and other government departments.

By working together, both registered Learn Local providers and the Victorian Government can improve the awareness and uptake of courses and ultimately improve pathway opportunities for adult learners in Victoria.

Victorian Government guidelines can be found at the below web address: dpc.vic.gov.au/index.php/communication/brand-victoria

Providers note:

The following pages have been created for government usage only, to be used in addition to the rules set out in Section 01.

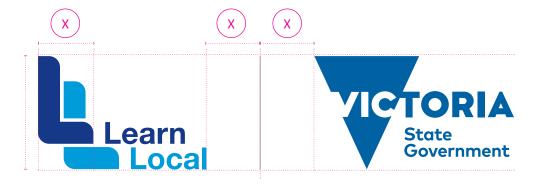
Section 03 / How the Government refers to Learn Local

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 Victorian Government brand guidelines.







^{*} LearnLocal_StateGov_co-brand_Lockup.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 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 (i.e. ACFE Board Strategy 2016 to 2019). The ACFE Board brand should not be used on external documents / publications that are developed in order to increase awareness of the Learn Local sector or Learn Local endorsed pre-accredited training, programs and projects.

The ACFE Board Annual Report and ACFE Board Strategy 2016-2019 are both branded with the Education State brand, see: https://www.education.vic.gov.au/about/research/Pages/ace.aspx

Our relationship

The Learn Local brand is the brand used to promote the Learn Local sector and the Learn Local endorsed pre-accredited training, programs and projects that members of the sector are funded to deliver on behalf of the ACFE Board. The Learn Local brand is mainly used by Learn Local members (as a co-brand with their individual provider brands); however the ACFE Board also use it to promote the network on state-wide external communication/promotional activities, such as a brochure to business/industry about the benefits of a partnership with a registered Learn Local provider or a state-wide promotional campaign aimed at increasing the awareness of the Learn Local sector.

The ACFE Board brand should not be used to promote the Learn Local sector (instead, use the Learn Local brand), nor should it be used by registered Learn Local providers to promote their Learn Local endorsed pre-accredited training, programs and projects. 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 you do need to refer to the ACFE Board in a Learn Local context, then you should never drop Learn Local in replacement of the ACFE Board. For example, we should never refer to the 'ACFE network' or 'ACFE providers'. The correct usage would be the 'Learn Local sector, funded by the ACFE Board' or 'registered Learn Local providers, funded by the ACFE Board'.

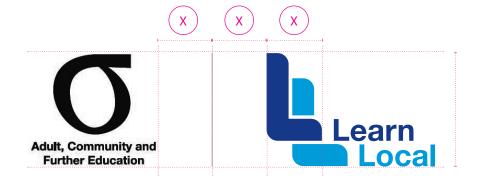
Section 03 / How the Government refers to Learn Local

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.

*LearnLocal_ACFE_co-brand_Lockup.ai







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