BRAND GUIDELINES

A practical guide to the Learn Local brand
Welcome to the Learn Local Brand Guidelines.

This guide is designed to provide a practical set of specifications, to ensure appropriate usage of the Learn Local brand. Brand identity principles are explained and examples of typical applications are provided.

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.

Please refer to this guide before implementing final drafts and designs to ensure that they conform to these specifications.

Any enquiries regarding the use of the brand, including applications shown as examples here, or others not outlined in this document should be directed to:

Jane DeWildt, phone (03) 9208 3407 or email jane.dewildt@dpcd.vic.gov.au
Our logo

Logo components

The Learn Local logo is made up of two separate components, the ‘LL’ symbol and ‘Learn Local’ logotype.

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 with the logotype and cannot, at any time, be separated or used by itself.
The logo is designed to be flexible enough to appear on a number of specified backgrounds.

**Full colour version**
The preferred colour format is the full colour version. Any material produced in colour should use this version.

**Mono version**
Use the mono colour version if budget or production constraints make it impossible to use the full colour version.
Incorrect usage

Our logo is our signature. Taking care to use it consistently and in accordance with these guidelines will ensure that we are recognised whenever and wherever our logo appears.

A few examples of absolute don’ts:

1. never use different colours
2. never rearrange the symbol and logotype
3. never use alternative typefaces or redraw our logo
4. never use different colour backgrounds
5. never enlarge a bitmap logo file beyond its resolution
6. never use the logotype without the symbol

Please 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.
Minimum sizes

The Learn Local logo should not be reduced to a size smaller than 14mm high. This rule applies to all versions of the logo.

Minimum size logo

Clear space

Please give our logo room to breathe and space to make an impact. The minimum clear space is determined by using the method illustrated. 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 clutter the clear space.

Clear space for logo
CO-BRANDING

Our logo with a provider’s logo

When using the Learn Local logo with an additional logo, for example an ACE Provider logo, the following guidelines must be adhered to:

Positioning

The Learn Local logo must be on the left with the co-branded logo on the right and a thin black line half way between the two.

Alignment

The Learn Local logo must be on the left with the co-branded logo on the right. The additional logo must be approximately the same visual size as the Learn Local logo with neither one dominating the other. The two logos are to be vertically aligned in the centre with each other.

Clear space

Please give all logos room to breathe and space to make an impact. The minimum clear space is determined by using the method illustrated. If the minimum clear space is not applied, the logo’s impact will be compromised.

Clear space for logo

1 unit 1/2 unit 1 unit
COLOUR SPECIFICATIONS

Pantone®
Our colours have been selected from the Pantone Matching System (PMS). Please ensure the correct PMS colours are specified when printing, i.e. When printing onto uncoated paper match to PMS 2748 C. Do not use PMS 2748 U.

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

CMYK
When spot (Pantone) colours are not available, the CMYK values shown, should be used as a guide. Adjustments may be required to compensate for specific printing technologies.

RGB
All digital media (TV, Video, Internet and PowerPoint®) should use the RGB values shown. Adjustments may need to be made to compensate for lighting and technology specific differences.

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

Typefaces

A consistent typeface across all communications plays an important role in building a consistent identity. The logo is based on Helvetica Neue, although it has been carefully crafted, so it should never be re-typset.

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 Roman and Bold weights. In paragraphs the Roman weight should be used, while headings and highlight words should be pulled out in Bold.

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.

Please note:
Arial must not be used in any documents created for marketing and advertising applications.

Helvetica Neue - 55 Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&

Helvetica Neue - 75 Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&

Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&

Arial Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&
Graphic elements

As part of the overall brand presentation it is possible to use the curve from the Learn Local ‘L’ symbol as a detail on printed or electronic material. This is a natural extension to the brand identity and reinforces the visual presence. It should be used sparingly and never without the Learn Local logo, which includes the ‘L’ symbol, ‘Learn Local’ logotype.

Some examples of how this can be applied are provided:

Powerpoint template example

Disc label example

Learn Local strategic plan

Learn Local CD template
Powerpoint template when co-branded

When co-branding a Powerpoint presentation, please refer to pages 7–8 for minimum size, positioning, alignment and clear space.

Some examples of how co-branding can be applied are provided:

Powerpoint template example

Disc label example

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**SIGNAGE**

**Signage**

The examples provided demonstrate a variety of signage types, however this is not conclusive and appropriate signage solutions will vary from site to site. In addition, production methods for signage may vary.

Artwork should be colour matched with the Pantone colours specified for the Learn Local brand within this styleguide.

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**Under awning sign**

((Image of a sign with the Learn Local logo on it.))

**Non illuminated sign**

((Image of a sign that says “Reception” with the Learn Local logo.))

(Graphics applied to opaque white background)

**Laser cut vinyl logotype and symbol**

((Image of a cut-out piece of Learn Local logo on glass.))

(For application to glass – without white background)
Signage when co-branded

Examples of how co-branding can be applied to signage are provided.

Under awning sign

Non illuminated sign

Laser-cut vinyl logotype and symbol

(Graphics applied to opaque white background)

(For application to glass – without white background)
Information brochures

The A4 and DL brochure formats shown provide a guide for layout and position of the text, graphic support element and logo. Artwork should be colour matched with the Pantone colours specified for the Learn Local brand within this styleguide.

Please refer to page 10 for typography guidelines.

A4 brochure example

Headline for A4 brochure

Introductory paragraph: xim consedcit, quo voloremprorsus nonsequaspid ut quia prorem eriressus, tem essed estotae delis dolo odit es essepem magn te con esso and bitatit magnatusciue.

Human Resources
Level 10, 1 Spring Street,
Melbourne, VIC 3000
Telephone 03 9208 3733
Facsimile 03 9654 7779
Email jobs@learnlocal.com.au

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  • maxml orintes ex consequam facsuum, adimigam, od et metatur magistia

Heading level 2

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ab id bland harum anticius non eg, quis simo alienum

Body copy et omnis mint veratur anguisit, viflum quae sequam:

Velit est et mi officium fugitare ius, se qual mputus emplute core di velitiae

• Bullet point orienteae ex consequam facsuum, adimigam, od et metatur magistia

DL brochure example

Headline for DL brochure

Introductory paragraph: xim consedcit, quo voloremprorsus nonsequaspid ut quia prorem eriressus, tem essed estotae delis dolo odit es essepem magn te con esso and bitatit magnatusciue.

Cuisine Resources
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Melbourne, VIC 3000
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Heading level 2

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Heading level 2

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Information brochures when co-branded

Examples of how co-branding can be applied to brochures are provided.

Please refer to page 10 for typography guidelines.

Logo

Please refer to pages 7–8 for minimum size, positioning, alignment and clear space.

A4 brochure example

Introductory paragraph

**Headline for A4 brochure**

**Header level 1**

Body copy et omnis minit vederar aliquip velit sita delit maxime matus ex volor eae et ura.

**Header level 2**

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**Heading level 2**

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Pnone sculpatc. Ut us sedidatd situ erum facch sequae coenent, qui no consed quae asid s in ad diubus

Hranciacum quique desersam quae

DL brochure example

Introductory paragraph

**Headline for DL brochure**

**Heading level 1**

Body copy et omnis minit vederar aliquip velit sita delit maxime matus ex volor eae et ura.

**Heading level 2**

Body copy et omnis minit vederar aliquip velit sita delit maxime matus ex volor eae et ura.

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Human Resources

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BROCHURES

**Classified advertising**

The landscape and portrait advertising formats shown provide a guide for layout and position of the text, graphic support element and logo. Newspaper advertising, whether produced in black and white (mono) or colour should follow the same template. Artwork should be colour matched with the Pantone colours specified for the Learn Local brand within this styleguide.

**Horizontal format example**

**Position Available**

Ut et omnis mint veratur arupiciet velitatus eritiis del maximpe rnatur as volore eate incia ipsaped quiae sundipsam ipsunti busanimin nonsequatem consed expel minvent ibusant quam sit audae cupis volum

**Human Resources**

Level 10, 1 Spring Street, Melbourne, VIC 3000
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**Vertical format example**

**Position Available**

Ut et omnis mint veratur arupiciet velitatus eritiis del maximpe rnatur as volore eate incia ipsaped quiae sundipsam ipsunti busanimin nonsequatem consed expel minvent ibusant quam sit audae cupis volum.

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**Executive Assistant – Learning & Development**

**Position Available**

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**Human Resources**

Level 10, 1 Spring Street, Melbourne, VIC 3000
Telephone 03 9208 3733 Facsimile 03 9654 7779
Email jobs@learnlocal.com.au
Classified advertising when co-branded

Examples of how co-branding can be applied to advertisements are provided.

**Logo**

Please refer to pages 7–8 for minimum size, positioning, alignment and clear space.