



BRAND IDENTITY STANDARDS

North Metro TAFE Consumer Brand

February 2017

Introduction

A little about our new brand

A network of five TAFE colleges has been established to manage the current 70 campus locations across Western Australia.

On 11 April 2016, West Coast Institute and Central Institute of Technology formed North Metropolitan TAFE.

Help us help you

To maximise the effectiveness of the new brand, we need your help to create consistent North Metro TAFE marketing material.

Brand Identity Standards

This Standards Guide provides a few simple tips for the placement of the elements that make up the North Metro TAFE consumer facing brand.

A flexible approach

This Standards Guide has been designed to be as flexible as possible, whilst still providing clear parameters for a consistent style across the entire North Metro TAFE consumer communications.

It will show you how to apply the new branding framework to promotional material.

When to use the logo

This logo is only to be used on consumer facing marketing collateral and promotional material such as:

- 1) Advertising
- 2) Course brochures/flyers
- 3) Website
- 4) Digital material ie. videos
- 5) Polo shirts & T-Shirts
- 6) PPT presentations that will be presented at schools, open days/ information evenings, recruitment presentations

For all other official documentation/ correspondence the 'corporate' logo is to be used in accordance with the **Corporate Style guide**. Official documents include:

- 1) Letterhead
- 2) Business cards
- 3) Envelopes
- 4) Name badges
- 5) A4 template
- 6) Powerpoint Presentations (internal and to stakeholders)
- 7) Student uniforms

Logo

There are two elements that make up the logo:

- 1) Brandmark
- 2) Western Australia State Government Badge

BRANDMARK

TAFE WA abstract element representing the state of Western Australia's geographic boundaries and accompanying logo type elements have been created as a complete graphic and should not be altered in any way.



WESTERN AUSTRALIA STATE GOVERNMENT BADGE

The State Government Badge must not be digitally altered, adapted or changed in any way whatsoever, and it must retain its original colours and proportions, i.e. it must not be squashed or stretched in any way. It should not be used as a watermark nor overprinted with words or designs nor should the State Coat of Arms be placed on top of wording or designs.



Logo application

COLOUR

The traditional colour logo is optimum, but where this is not possible you can use either a black logo, or white logo on a solid background.

WESTERN AUSTRALIA STATE GOVERNMENT BADGE

The Western Australia State Government Badge should only be placed in the top left or bottom left hand corner and nothing should be above, below or to the left of it.

Visit dpc.wa.gov.au/GuidelinesAndPolicies/CommonBadging for more information.

The State Coat of Arms must never be used at less than 15mm wide. The optimal size for the State Coat of Arms on standard publications is 20mm wide. Please use this as a guide for sizing requirements of the TAFE college logo.



15mm wide

BRANDMARK AND WESTERN AUSTRALIA STATE GOVERNMENT BADGE

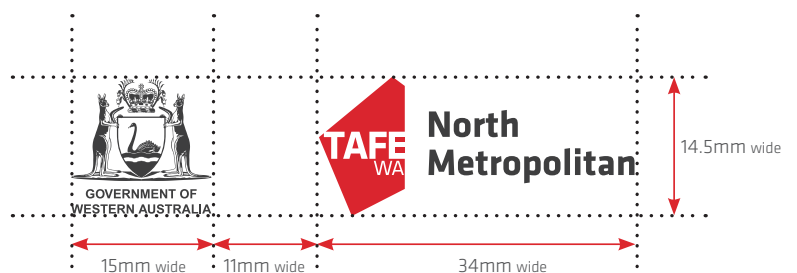
The North Metro TAFE Brandmark and the State Government Badge may at times be grouped together, and to conform with the State Government Badge Style Guide, should be positioned on the top left of the layout with the North Metro TAFE Brandmark positioned to the right.

The State Government Badge must adhere to the size and position requirements shown. Where space is limited the spacing between logos must be no less than that defined by the clear space guidelines.

The State Government Badge Style Guide is available at dpc.wa.gov.au/GuidelinesAndPolicies/CommonBadging



Minimum sizing



Colours and fonts

FONT

Our identity is defined by a confident, clear typographic style and expression. Using approved typefaces consistently across all communications reinforces brand continuity by creating clear, strong and integrated designs.

The corporate typeface is the 'Klavika' font family. A clean, distinctive and legible sans serif font, it is available in multiple weights for headlines and for body copy.

In circumstances where Klavika is not available, Arial or Conduit is an acceptable alternative.

COLOUR GUIDE

North Metro TAFE logo is essentially made up of two colours, red and black. In four colour process or Pantone spot colour print application colours are reproduced using the four colours shown.

KLAVIKA

Klavika font's various weights are used by North Metro TAFE for all headline applications. Use Arial where Klavika is not available.

Klavika Regular
 ABCDEFGHIJKLMNOP
 PQRSTUVWXYZ abcdefghijklmnopqrst
 uvwxyz 1234567890

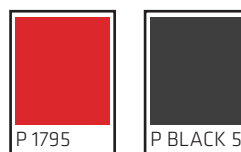
Klavika Bold
 ABCDEFGHIJKLMNOP
 PQRSTUVWXYZ abcdefghijklmnopqrst
 uvwxyz 1234567890

Arial

Arial Regular
 ABCDEFGHIJKLMNOP
 PQRSTUVWXYZ abcdefghijklmnopqrst
 uvwxyz 1234567890

Arial Bold
 ABCDEFGHIJKLMNOP
 PQRSTUVWXYZ abcdefghijklmnopqrst
 uvwxyz 1234567890

Pantone™ Colour System



Process (CMYK)



C: 0
 M: 96
 Y: 93
 K: 2

C: 0
 M: 0
 Y: 0
 K: 90

Reproduction

COMMON INCORRECT APPLICATIONS

The logo should NEVER be reproduced in any other colours as shown here.

Possibly the most common transgression when it comes to presentation of our logo is distortion. The logo should not be distorted, stretched, underlined or modified in any fashion.



Stationery

Business cards

It is important you first have your manager approve the purchase of the business cards.

Once approved, please contact Expo Group on 9489 9800 (customer service) or email itmanager@expocopy.com.au for your username and password if you do not already have one.

Letterhead

Is available on our intranet as a downloadable Word file. Hard copies can be ordered through the Expo Group (see above process).

Envelopes - all sizes

Contact Australian Paper on 1800 729 777 or email orderswa@australianpaper.com.au

Please note CUA STA 2014.

Name badges

North Metropolitan TAFE name badges are now available and can be produced within 7 working days, depending on quantity.

Please email all names, delivery address and payment details to: wa@precisionbadges.com.au

Only names to be printed, either first names or both first and surname, no titles or qualifications.

If you encounter any issues with the ordering process, please contact marketing@nmtafe.wa.edu.au

| | |
|---|---|
|  | Government of Western Australia North Metropolitan TAFE |
| | Name Name Title Title North Metropolitan TAFE Address Line 1 Address Line 2 T: 9000 0000 M:0000 000 000 E: name.name@nmtafe.wa.edu.au northmetrotafe.wa.edu.au |



Marketing material

BRANDMARK AND WA STATE GOVERNMENT BADGE

The Brandmark in combination with the WA State Government Badge must appear on all North Metro TAFE communication materials.

The Brandmark in combination with the WA State Government Badge must not be digitally altered, adapted or changed in any way whatsoever, and it must retain its original colours and proportions, i.e. it must not be squashed or stretched in any way. It should not be used as a watermark nor overprinted with words or designs.

FLYER

The Brandmark in combination with the WA State Government Badge must appear on the consumer facing flyers.

Please follow the guidelines in the template available on our intranet.

STUDY AREA

HEADING TEXT HERE
Eg. Who would want to do this course? Why?

NATIONAL ID - STATE COURSE CODE - NAME OF QUALIFICATION

A short paragraph summarising the course
Brief description of what course covers / entails

XXXXXXXXXX
XXXXXXXXXX
XXXXXXXXXX

ENTRANCE REQUIREMENTS

XXXXXXXXXX
XXXXXXXXXX
XXXXXXXXXX

DURATION
XXXXXXXXXX

COURSE COST
XXXXXXXXXX

LOCATION
XXXXXXXXXX

CONTACT
XXXXXXXXXX
Phone: XXXXXXXXXX
Email: XXXXXXXXXX

CRICOS Provider Code 001206 / RTO Code 52786

NORTHMETROTAFE.WA.EDU.AU

POWERPOINT

You can use the following Powepoint templates.



STUDENT UNIFORMS

* It is important you first have your manager approve the purchase of all uniforms.

Please contact the below suppliers for student uniforms.

SIMPLY UNIFORMS (SUBIACO)

T (08) 9378 3765

ADELPHI APPAREL (MALAGA)

T (08) 9249 2477

TOTALLY WORK WEAR (JOONDALUP)

T (08) 9300 2234

Once uniforms have been selected please choose one of two logos.

Black for light coloured clothing

Reversed (white) for dark coloured clothing.

If you have any queries or if your supplier requires another format please contact
peter.lawton@nmtafe.wa.edu.au



Contact

marketing@nmtafe.wa.edu.au

North Metropolitan TAFE
35 Kendrew Crescent
Joondalup WA, 6027

W: northmetrotafe.wa.edu.au