



Australian Government

# VET **Student** Loans

# VET Student Loans

## STYLE GUIDE FOR APPROVED COURSE PROVIDERS

JANUARY 2021

# Introduction

The VET Student Loans program assists eligible students enrolled in approved higher level vocational education and training (VET) courses to pay their tuition fees.

# Style Guide

This Style Guide is designed to represent a set of standards for the writing and design of documents which approved course providers (providers) must use for specific publications related to the VET Student Loans program<sup>1</sup>.

This guide outlines the standards required to ensure consistent program communications to all stakeholders, either within a document, or across multiple documents and promotes best practice in the use of Australian Government and program logos.

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1. VET Student Loans Rules 2016 section 142 (d)

# What the VET Student Loans brand looks like

VET **Student** Loans

An Australian Government Initiative

*Full colour version*



*Reverse version*

VET **Student** Loans

An Australian Government Initiative

*Mono version*

## Brand

The VET Student Loans program logo is the primary focal point of the brand identity.

To create and maintain a strong brand presence, it is important to use the logo in a consistent way.

This section contains a few simple rules that will help protect the logo and maintain the integrity of the VET Student Loans program branding.

## Brand versions

### Full colour

The full colour version of the logo is the preferred version of the logo and should be used at all times if possible.

### Reversed version

The logo should always appear on a white background. However where this is not possible, the reversed version is permissible.

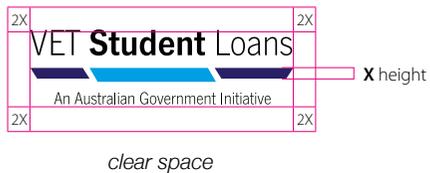
### Mono version

The logo should always appear on a white background. However where this is not possible and there isn't enough contrast between background colour and the reversed version of the logo, a mono version is available for use.

## Brand artwork

The logo is available in both PNG and JPEG formats.

The logo will be provided by the Department of Employment and Workplace Relations to providers, when requested. Always use the original electronic master files provided.



## Brand Usage

To ensure visual consistency of the VET Student Loans program logo, the guidelines on this page must be followed. No variations are permitted.

### Minimum size

Minimum size specifications are provided to ensure the logo is reproduced effectively at a small size. The logo's width must not be less than 175 pixels as indicated on the left.

### Clear space

To maintain the integrity and maximise the impact of the logo, a clear space has been defined. The clear space is the minimum area required around the logo (see diagram, left). No text or graphics should enter this clear space.

When using the VET Student Loans program logo, keep a minimum clear space of '2X' surrounding the logo free from typography, illustrations or any other graphic.

'X' is equal to the square height of the dark blue section of the logo.

### Incorrect use or incorrect implementation of brand

A provider must ensure the approved VET Student Loans logo is used in its complete and original form as provided by the Department.

The logo cannot be rearranged or split into individual elements.

DO NOT:

- stretch the logo
- condense the logo
- use colours other than the specified logo colours
- rotate or reorientate the logo
- use the symbol or wordmark in isolation
- use patterns or fills in the brandmark
- place on a pattern background
- change the order of the logo colours
- abbreviate or change the VET Student Loans program name



# VET Student Loans

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*Preferred full colour version*

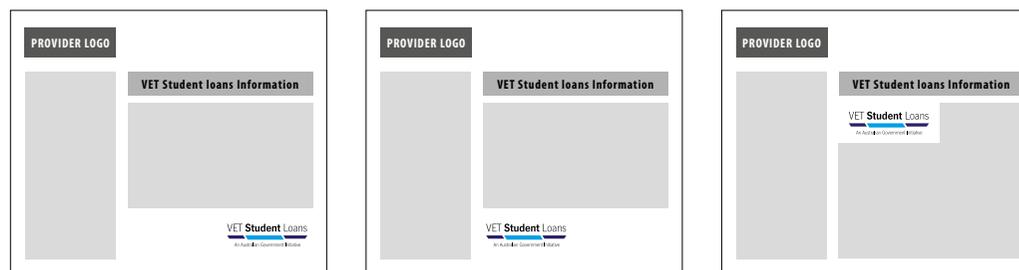
## Brand Placement

### Logo preference

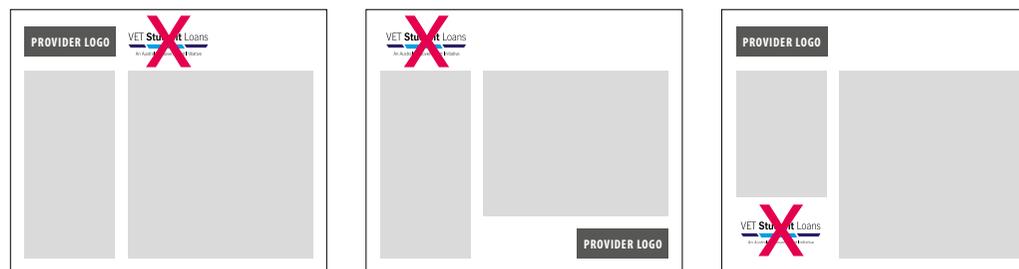
As outlined on page 3 of this Guide, the preferred form of the VET Student Loans program logo is the full-colour version as indicated on the left. There are also mono and reversed versions for use where using the full-colour version is not possible. The logo is not to be used in printed publications.

Providers are only to use the logo on their own website on the page which provides information about VET Student Loans, not on the provider's homepage, or in multiple locations throughout the website. The provider must provide a link back to the Department of Employment and Workplace Relations' [VET Student Loans](#) website.

The logo is not to be used on any other materials or printed publications such as office stationery, business cards, letterheads, signs and pamphlets.



*Examples of correct brand placement on a provider website*



*Examples of incorrect brand placement on a provider website*

*For more information, contact the department at:  
[VETStudentLoans@dewr.gov.au](mailto:VETStudentLoans@dewr.gov.au)*