



AUSKILLS
INCORPORATED



BRAND BOOK



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INTRO

Auskills Inc. is a consultancy agency that aims to upskill individuals through education, training & migration in Australia.

This brand book will serve as a creative manual to maintain the image and personality of the brand across all collaterals. It is designed to create a unique visual impact and increase brand retention and recollection among its target audience.

This book contains detailed instructions to strictly follow to have a consistent look across all communication materials. There might be some limitations - this book will serve as your guide to ensure consistency in our designs.



BRAND PROMISE

We believe that gaining international accreditation gives individuals the competitive edge they need in every industry. At AuSkills Inc., we provide the best services that will help upskill individuals to reach international standards. Expect to grow and learn more through our consultancy, workshops, seminars and skills gap trainings.



BRAND PERSONA

We want to be perceived as reliable and professional. AuSkills Inc. aims to upskill individuals through assessment, skills gap trainings and providing Australian accreditation. We are swift, dependable and hands-on. Although we follow a strict process to ensure everything is delivered on time, we are amiable and accommodating to each of our client's needs.



BRAND VOICE

TONE

We want to be perceived as helpful and inspirational. We want to sound professional, and that you can achieve your goals and dreams if you train with us. We aim to encourage and awe by explaining to them the benefits of gaining an Australian accreditation and how it will help them in their career growth.

LANGUAGE

We use words that are inviting and accommodating. We want the audience to feel like they can approach us easily. When we create content, we make sure to use motivational and encouraging words.

PURPOSE

We communicate by showing that we can help individuals achieve greater things and reach their maximum potential. We encourage them to pursue their passions. We want to show people that we can help give them a brighter future.

Reliable Always there to help Upskill Achieve people's dreams
Accommodating Professional Australia



PRIMARY LOGO

GLOBE

Represents the international accreditation that applicants can receive from AUSKILLS.

A

Represents the accreditation “stamp of approval” by AUSKILLS.



AUSKILLS
I N C O R P O R A T E D

LAUREL LEAF

A symbol of achievement by the applicants that will receive accreditation. It creates a more prestigious feel for the logo.



CLEAR SPACE



CLEAR SPACE

To maintain a strong brand recognition, AuSkills Incorporated relies on clear and legible use of branding elements. It is very important that the logo is surrounded by 10px of space and clear from any graphic elements.

MINIMUM SIZE

To insure readability and recognition of the symbols, we have formulated the minimal size which is 1 in.



LOGO VARIATION

VERTICAL USAGE

Primary logo

Remove 'Incorporated' when minimum size is reached.



HORIZONTAL USAGE

Secondary logo

Remove 'Incorporated' when minimum size is reached.



LOGO USAGE

PRIMARY LOGO

The primary logo is what AUSKILLS will be represented by. This should be used in all documents and premium collaterals.



SECONDARY LOGO

The secondary logo can be used as a optional logo. It can be used in small collateral areas.

ICON

The AUSKILLS icon can be a stand alone logo. It can be used in any form of social media.



INCORRECT LOGO USAGE



DO NOT

1. Alter logo's orientation
2. Use color not included in this brand book
3. Stretch or compress the logo
4. Use any effects (drop shadow, outer glow, bevel, emboss and gradient)
5. Place logo on busy image
6. Disalign elements
7. Use strokes
8. Use white on light colored background
9. Change the font of the logo



COLOR PALLETE



AUSKILLS
I N C O R P O R A T E D

PRIMARY COLORS



CRIMSON RED

C 22% R 171
M 100% G 31
Y 100% B 35
K 15%
ab1f23



ROYAL BLUE

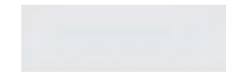
C 100% R 24
M 97% G 23
Y 38% B 69
K 45%
181745



GOLD

C 25% R 187
M 46% G 135
Y 100% B 44
K 5%
bb872c

ACCENT COLOR



LIGHT GREY

C 0% R 230
M 0% G 231
Y 0% B 232
K 10%
e6e7e8



TYPOGRAPHY

Didactic is a unique and elegant font. It should always be used when typography is needed. It is the perfect compliment to the logo which it represent.

Open sans is a very clean, sleek, easy to read font. It is a perfect font to pair with the elegant and prestigious feel of Didactic.

HEADING FONT

DIDACTIC

Aa Bb Cc Dd Ed Ff Gg
Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz

BODY FONT

OPEN SANS

Aa Bb Cc Dd Ed Ff Gg
Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz



CORPORATE COLLATERALS



Our corporate collaterals plays a prominent role in presenting our identity to our future applicants. It often becomes the gateway to being exposed to our logo for the first time.

It is very important to follow all the guidelines in the manual in creating our collaterals. This is to ensure the consistency of the AuSkills Incorporated brand throughout the industry.



MARKETING COLLATERALS

The proper use of our marketing collaterals plays a vital role in presenting the Auskills Incorporated identity during events.

Following the guidelines provided in this manual is very important. This is to ensure the consistency of the Auskills Incorporated brand during any events.



ICONOGRAPHY



The use icons must be consistent to ensure clean brand identity.

1. Phone
2. Facebook
3. Website
4. Skype
5. Email
6. Instagram
7. Twitter
8. YouTube
9. Location
10. Mobile



THANK YOU!

