

National Skills Week Brand Guide: Logos 2026

In 2022 there was a brand style change/ refresh to National Skills Week logo. The hands and brain visual is a trademark of SkillsOne as part of National Skills Week. The trademark visual cannot be removed.

The brand guidelines are very simple and is able to be used in line with messaging that promotes positive programs, stories, careers, opportunities, information, and/or support for the week and Vocational Education and Training in Australia.

In response to feedback, the logo refresh was set to a number of colour palettes as it is available or use as a co-branding for organisations and community to promote National Skills Week programs, initiative or to showcase how they are contributing to building skills and VET programs in Australia. Our colours are friendly, bright and positive

National Skills Week has produced both a vertical (Stacked) and a Horizontal (landscape) logo designs.

Logos: Guidelines

The graphics, words and numbers must all be used in the logo. You cannot crop or alter the logo. Do not separate the wording in the logo- such as placing a space between the first and second line.

Scaling of the logo is permitted. Discretion should be used when using the logo at a larger scale. Do not distort or skew the logo in any way

Spacing: a minimum clear space must be observed in all applications. Clear space creates an invisible frame that is a minimum area surrounding the brand mark. Wherever possible, apply additional clear space beyond the minimum requirement.

We use a clear space that is 100% of the width of the 'N' of the National across all applications (except when used in app icons, or social media profiles).

Typography

The script font is **Binate Bold** and the font for the dates is **Binate Regular**

Binate is available as a free download on the internet.

There is no specific requirement for organisation to use this font in their personal text.

Transparent Logos are also available. Please email us for the file.

Accessibility

Accessibility is an important consideration when selecting the background colour on which you place the logo.

For examples of application of the logo in designs to reflect our celebration and positive storytelling, and to download the logos:

<https://www.nationalskillsweek.com.au/news/resources-to-promote-the-week/>

Landscape (and reversed)

HEX Colour



#231f20 Color Hex



#0d57a4 Color Hex



#6b3091 Color Hex



#d61b84 Color Hex



#f68934 Color Hex



#7ed957 Color Hex



Logos Stacked (and reversed)

