

National Skills Week Brand Guide:

Logos 2025

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, however the size of the trademark has been reduced. The trademark visual cannot be removed.

The brand guidelines are very simple and can 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 1 vertical (Stacked) and 1 landscape logo design.

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 called **Chocolate Covered Raindrops** and the spaced-out sans serif font for the dates is **Helvetica Neue 45 Light**.

Raindrops is available as a free download on the internet.

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

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:

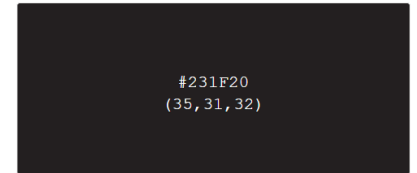
<https://www.nationalskillsweek.com.au/news/resources-to-promote-the-week/>

Landscape

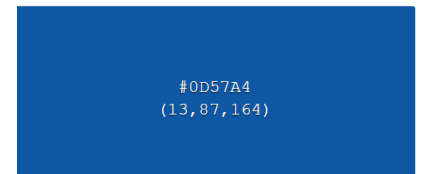


HEX Colour

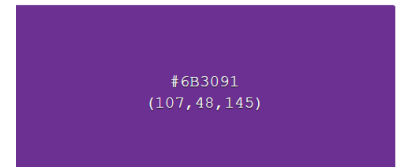
#231F20 Color Hex



#0D57A4 Color Hex



#6B3091 Color Hex



#D61B84 Color Hex



#F68934 Color Hex



#1D91D0 Color Hex



Logos Stacked



NATIONAL SKILLS WEEK 2025

AUGUST 25 - AUGUST 31

ACE Community Colleges RTO 90032 - Gold Coast
August 19, 2024

It's a cheerful Monday indeed as we celebrate the beginning of National Skills Week! It's all about recognising the benefits of vocational education and training (VET) ... See more



You, Community Education Australia and 1 other



smartapprenticeshipsolutions • Follow

smartapprenticeshipsolutions Talk about a success changer

Earlier this year, Emma completed our Pre-Apprenticeship Enhanced Pathways Program, funded by the Queensland Government Department of Employment, Small Business and Training.

Emma received training through @skill360aus, and on the job exposure that equipped her to successfully apply for a full-time Carpentry Apprenticeship.

Mick, Emma's Employment Officer, is seeing her skills and confidence start to develop now that she is well into her apprenticeship.

smartapprenticeshipsolutions smartapprenticeshipsolutions #busynaturday #nationalskillsweek #nov2024 #apprenticeship

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masterbuildersaustralia • Follow

masterbuildersaustralia Meet Mitchell Gatenby, the 2023 ACT Apprentice of the Year!

Mitchell's journey is a true testament to the power of passion and perseverance. After an unexpected turn in his career, he returned to his love for creating and building, embarking on an apprenticeship in Carpentry. With the support of @maritacna residential and invaluable mentorship, Mitchell honed his skills in construction, turning his passion into a thriving career.

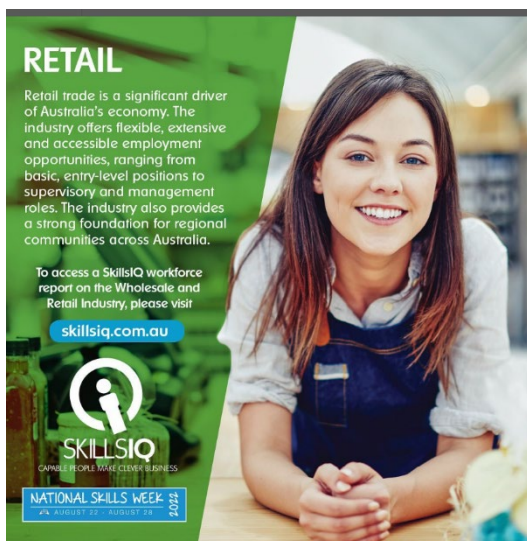
His story reminds us that it's never too late to follow your dreams and that our skills can shape the world around us.

@masterbuildersaustralia #NationalSkillsWeek #ApprenticeOfTheYear #SkillsForLife #TradesMatter #CarpentryCraft

Edited - 32w

paulothehippy

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Gardening. A lifelong vocation.



australiangardencouncil • Follow

australiangardencouncil "Celebrating National Skills Week: The Value of Hands-On Careers"

As we celebrate @nationalskillsweek, it's the perfect time to recognise the invaluable contributions of hands on careers, particularly in ornamental gardening. Vocational Education and Training (VET) offers pathways to rewarding careers where creativity and craftsmanship come together to shape our environment. These professions are not just about working with your hands, they're about cultivating beauty, nurturing growth, and leaving a lasting impact on the spaces we inhabit.

Ornamental gardening and horticulture is a perfect example of a VET-educated career that blends artistry with science. Gardeners who specialise in ornamental landscaping have the unique ability to transform ordinary spaces into breathtaking sanctuaries. Through a combination of horticultural knowledge and design skills, they create gardens that are not only visually stunning but also environmentally sustainable. This career path offers endless opportunities for innovation, whether you're designing a public park, a private garden, or a community green space.

As AGC Chair @realgrahamross AM VMM represents the

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