Department of Education and Training

Higher Education and Skills Group

Participation, Inclusion and Regional Engagement — Branch Memo

**TO:** ACFE Board

ACFE Regional Councils

Adult education institutions

PIRE Branch staff

Registered Learn Local providers

**FROM:** Eduard De Hue, A/Director

Participation, Inclusion and Regional Engagement Branch

**DATE:** 19 / November / 2019

**SUBJECT: Learn Local Brandmark Guidelines**

Actions

* Download the new [Learn Local Brandmark Guidelines](https://www.education.vic.gov.au/training/providers/learnlocal/Pages/brandtoolkit.aspx)

What is it?

The Learn Local Brandmark Guidelines are now available, providing guidance on the look and sound of the Learn Local brand.

The Guidelines contain instructions on how to use brandmarks, fonts, colour palette, language and collateral templates.

However, there is more to come! The full Learn Local Brand Guidelines will be released early next year, after the release of the ACFEB Strategy 2020-25.

Who is it for?

The Learn Local Brandmark Guidelines are to be used by ACFE Board funded, registered Learn Local providers and stakeholders to produce promotional and learning materials.

It acts as an ACFE Board quality stamp of endorsement used in conjunction with your organisation’s logo and brand.

Have questions?

For more information on the Learn Local Brandmark Guidelines, please contact you regional office.