



**Brand Guidelines**  
July 2020

# The logo

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The TSEP logo is designed for use on white backgrounds only.

## Incorrect use

Do not:

- Rotate or stretch it
- Change the fonts or colours
- Use it below minimum size
- Place it on a dark or busy background



## Minimum size

The logo should not be used below 25mm in width, to enable legibility of the 'TAFE' text.



# Logo clear space

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Logo clear space (X) is defined by the height of the 'T'. This clearspace should be adhered to at all times to ensure clear and uncluttered branding.



# Colour Palette

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CMYK  
100 100 7 8  
RGB  
19 2 143  
HEX  
13028f



CMYK  
86 17 100 4  
RGB  
0 147 60  
HEX  
40464e

# Typography

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## Montserrat

To be used for all  
printed collateral

**Example headline** — Bold

Example subheading — Regular

Example body copy. Estrum inum ut dolorum — Light  
lacea cus dollesenda nestore, simus repe  
nobisqui volupta nonserspero et quam laborepra  
autem rem net, idestrum ut que nestet quos  
sequodis ut ea dolum.

# Creative examples

## Postcards



**Qualified and now looking for work?**

How do you talk with employers about your disability?




**Looking for work?**

Find the job or trade to match your qualification.




**Ready for work?**

Design your pathway with an experienced employment consultant.



**So what does TSEP do?**

We help access employment opportunities that match your individual skillset and qualification.

Our free on-campus employment services can assist in sharpening your resume, improving interview skills and building confidence to discuss your disability with employers.

Find out how an experienced disability consultant can help transform your career!

**Interested?**

Get in touch with <insert contact details here>

[tsep.com.au](https://tsep.com.au)

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TAFE logo here      DES logo here

## Pullup banner




**Transform your career with an experienced disability consultant.**

Register now for free, tailored, specialist employment support.

[tsep.com.au](https://tsep.com.au)



TAFE logo here      DES logo here

## A4 banner




**Transform your career with an experienced disability consultant.**

Register now for free, tailored, specialist employment support.

[tsep.com.au](https://tsep.com.au)



TAFE logo here      DES logo here

# Creative examples

## Digital banners



**Qualified and now looking for work?**

How do you talk with employers about your disability?

**So what does TSEP do?**  
We help access employment opportunities that match your individual skillset and qualification.

Our free on-campus employment services can assist in sharpening your resume, improving interview skills and building confidence to discuss your disability with employers.

Find out how an experienced disability consultant can help transform your career!



[tsep.com.au](http://tsep.com.au)



TAFE logo here      DES logo here



**Looking for work?**

Find the job or trade to match your qualification.

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TAFE logo here      DES logo here

## Powerpoint



**TAFE SPECIALIST EMPLOYMENT PARTNERSHIPS (TSEP)**

Subheading goes here


