



BRANDS

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ECA BUSINESS STRUCTURE

ECA Institutions and partnerships.





EDUCATION CENTRE OF AUSTRALIA

BRAND IDENTITY GUIDELINE

OUR BRAND

Progress and innovation are part of our history. The world is constantly evolving and only the strongest win.

Our vision goes further and we offer opportunities for those who want to achieve the best results.

BRAND VALUES

INNOVATION

To inspire our students

IMPROVING

Quality of studies

FOCUS

In the future

GAIN

Experience and knowledge from the best on the market

PRIMARY LOGO

ECA brand re-design represents our progress with a solid base revealed, a new page turned for our future, where staff, students, suppliers and partners are happy and proud to be part of the ECA Group, squares elements from the old logo remind us what we were. A robust typography shows how strong we are, to show that we are the best education provider and that we have the structure to compete with any other provider.

We are stronger, we are modern and we are reliable.



PRIMARY LOGO



PRIMARY LOGO VARIATIONS



CORPORATIVE BACKGROUND

These 2 variations are the correct usage for a brand application on the corporate background.

The detail of the light blue triangle can only be kept when applied over the dark blue background.



BLACK & WHITE

The black and white versions of the logos are used if the color version cannot be used. It must be guaranteed that printing will be of adequate quality.



PRIMARY LOGO USAGE

PLACEMENT ON IMAGES

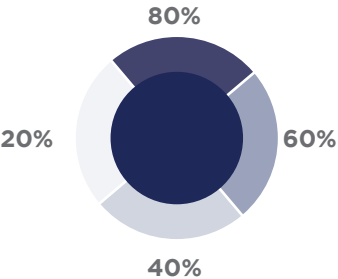


SYMBOL

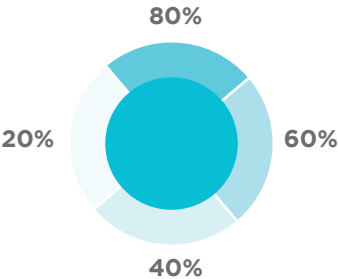


COLOR PALETTE

PRIMARY



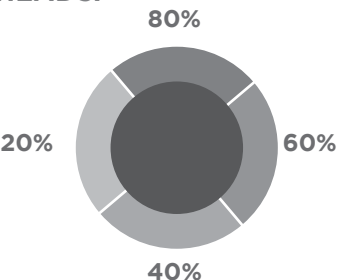
PMS: 281 C
CMYK: 100, 90, 30, 35
RGB: 24, 41, 88
LAB: #182958



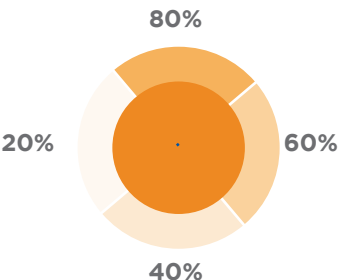
PMS: 3115 C
CMYK: 75, 0, 17, 0
RGB: 0, 187, 210
LAB: #00BBD2

SECONDARY

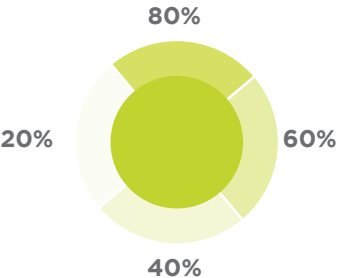
IT IS ALLOWED TO USE SECONDARY COLORS FOR ILLUSTRATIONS, INFOGRAPHICS, SOME HIGHLIGHTS WHEN NECESSARY AND SUBHEADS.



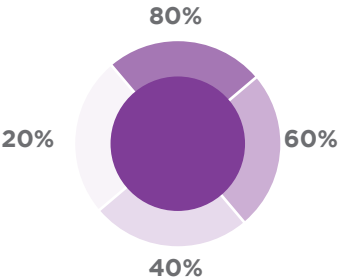
80% black - 30% black



PMS: 144 C
CMYK: 0, 55, 100, 0
RGB: 246, 139, 31
LAB: #F68B1F



PMS: 382 C
CMYK: 30, 0, 100, 0
RGB: 191, 215, 48
LAB: #BFD730



PMS: 527 C
CMYK: 69, 99, 0, 0
RGB: 113, 45, 145
LAB: #712D91

ISOLATION ZONES

The examples below show the isolation zones when positioning the logo.

The 'X' height changes proportionally according to the size of the logo but it is always determined by the width of the 'band' as shown below.



INCORRECT USAGE

The examples below show the isolation zones when positioning the logo.

The 'X' height changes proportionally according to the size of the logo but it is always determined by the width of the 'band' as shown below.



PRIMARY TYPEFACE

To ensure brand consistency across the ECA Group marketing materials, the following font should be used in all printed materials such as brochures, and in all advertising and publicity.

GOTHAM LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$\$%^&*()

GOTHAM BOOK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$\$%^&*()

GOTHAM ITALIC

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$\$%^&*()*

Headlines, subheads, secondary subheads, and short introductory copy.

GOTHAM MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$\$%^&*()

GOTHAM BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$\$%^&*()

GOTHAM BLACK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$\$%^&*()

SECONDARY TYPEFACE

Arial should be used in corporate materials.

Arial is readily available within word processing, spreadsheets and presentation programs and will be used for all internally produced documents as well as for correspondence.

ARIAL REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&^*()

ARIAL BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&^*()

ARIAL ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&^*()

ARIAL BLACK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&^*()

WEB TYPEFACE

PRIMARY - HEADLINE

RALEWAY EXTRA BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&^*()

PRIMARY - BODY

ARIMO REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&^*()

SECONDARY - HEADLINE

TAHOMA BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&^*()

SECONDARY - BODY

TAHOMA REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&^*()

HEADLINES TYPEFACE

For the communication materials (banners, posters, outdoors, flyers, etc) - not corporate, we have to use the following font only for the headlines and subheads (optional).

FACE OFF M54

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

An example



PHOTOGRAPHY EXAMPLES



SAMPLE APPLICATIONS STATIONARY



SAMPLE APPLICATIONS BANNER



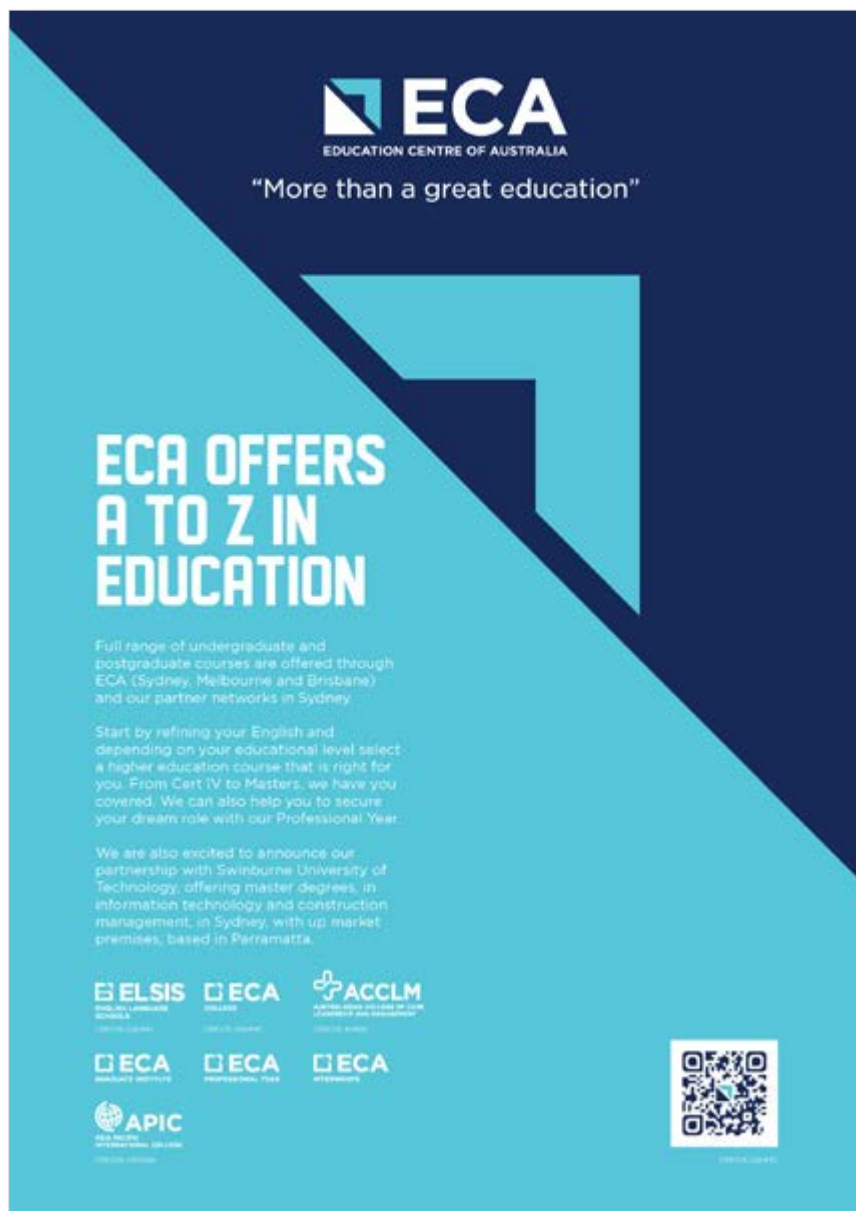
SAMPLE APPLICATIONS PULL UP BANNER



SAMPLE APPLICATIONS MERCHANDISING



SAMPLE APPLICATIONS FLYERS



ECA
EDUCATION CENTRE OF AUSTRALIA

"More than a great education"

ECA OFFERS A TO Z IN EDUCATION

Full range of undergraduate and postgraduate courses are offered through ECA (Sydney, Melbourne and Brisbane) and our partner networks in Sydney.


Start by refining your English and depending on your educational level select a higher education course that is right for you. From Cert IV to Masters, we have you covered. We can also help you to secure your dream role with our Professional Year.

We are also excited to announce our partnership with Swinburne University of Technology, offering master degrees, in information technology and construction management, in Sydney, with up market premises, based in Parramatta.

EL SIS **ECA** **ACCLM**
ENGLISH LANGUAGE INSTITUTE **CHALLENGE** **ASSOCIATION OF COLLEGES OF AUSTRALIA**
CERTIFICATES **CHALLENGE** **CHALLENGE**

ECA **ECA** **ECA**
PROFESSIONAL YEAR **PROFESSIONAL YEAR** **PROFESSIONAL YEAR**

APIC
AUSTRALIAN PROFESSIONAL INSTITUTE OF CERTIFICATION
PROFESSIONAL YEAR




PARTNERS IN GLOBAL EDUCATION

Education Centre of Australia (ECA) is a diverse education group that partners with leading Australian universities to help them achieve sustainable, long-term growth. We do this through the successful creation of:

- Managed campus partnerships
- Specialised student recruitment practices
- Sustained infrastructure development
- Quality off-shore programs
- Specialised postgraduate recruitment

At ECA we are known for our ability to understand and respond to the future of the international and domestic education markets. We help universities to fuel sustainable financial growth and provide diversified revenue streams that maintains high admissions and retention standards.

Contact ECA today and allow us to help you deliver high-impact, fast turn-around growth solutions.

ECA
EDUCATION CENTRE OF AUSTRALIA

02 8265 3267 | unis@eca.edu.au
www.eca.edu.au



SAMPLE APPLICATIONS CAMPAIGNS

HORIZONTAL WEB BANNER



VERTICAL WEB BANNER



SAMPLE APPLICATIONS GENERAL SOCIAL MEDIA POSTS

FACEBOOK POST





BRAND IDENTITY GUIDELINE



**THE ECA LOGO
SHOULD NEVER
BE RECREATED.**

**Only the new official
logo files should be
used in communications.**

How should this guide be used?

We want you to become advocates for our brand and to help us use it consistently.

Name, corporate logo, colors, and typeface - are the pillars of the identity of the company.

Their characteristics ensure an individual and consistent image of the company on the market.

PRIMARY LOGO

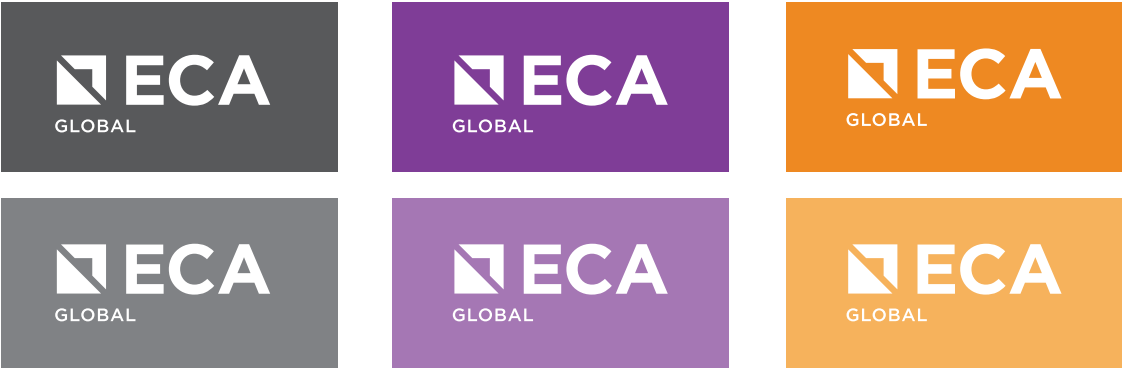


PRIMARY LOGO VARIATIONS



PRIMARY LOGO COLOR BACKGROUND

DARK COLOR (100% TO 50%) | These examples apply to ECA Global, ECA Partnerships and ECA Pathways

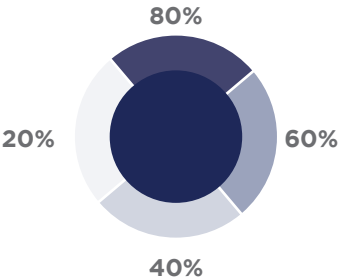


LIGHT COLOR (DOWN 50%)

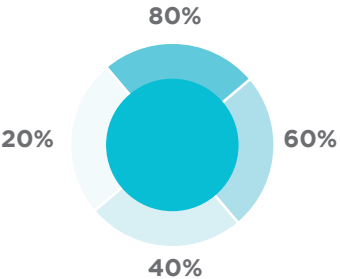


COLOR PALETTE

PRIMARY



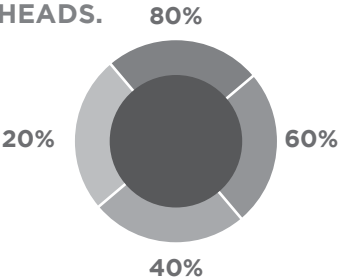
PMS: 281 C
CMYK: 100, 90, 30, 35
RGB: 24, 41, 88
LAB: #182958



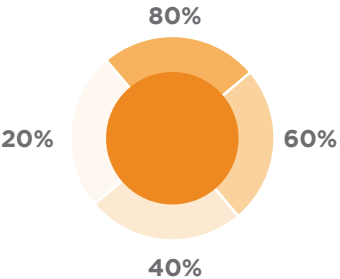
PMS: 3115 C
CMYK: 75, 0, 17, 0
RGB: 0, 187, 210
LAB: #00BBD2

SECONDARY

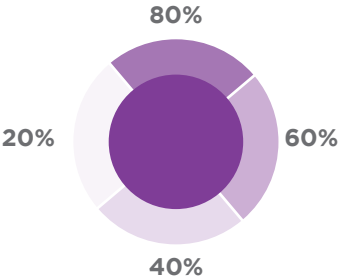
IT IS ALLOWED TO USE SECONDARY COLORS FOR ILLUSTRATIONS, INFOGRAPHICS, SOME HIGHLIGHTS WHEN NECESSARY AND SUBHEADS.



80% black - 30% black



PMS: 144 C
CMYK: 0, 55, 100, 0
RGB: 246, 139, 31
LAB: #F68B1F



PMS: 527 C
CMYK: 69, 99, 0, 0
RGB: 113, 45, 145
LAB: #712D91

MINIMUM SIZE

When reproducing the ECA logo in print, it should not be reproduced smaller than the specified minimum size, as doing so compromises its readability.

The minimum logo size provides the smallest possible reduction in which the logo is still easy to read.

These examples apply to ECA Global, ECA Partnerships and ECA Pathways



ISOLATION ZONES

The examples below show the isolation zones when positioning the logo.

The 'X' height changes proportionally according to the size of the logo but it is always determined by the width of the 'band' as shown below.

This example applies to ECA Global, ECA Partnerships and ECA Pathways



INCORRECT USAGE

These examples apply to ECA Global, ECA Partnerships and ECA Pathways



PRINT TYPEFACE

To ensure brand consistency across the ECA Group marketing materials, the primary font should be used in all printed materials such as brochures, and in all advertising and publicity (digital and print).

PRIMARY - HEADLINES

GOTHAM BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&*()

GOTHAM BLACK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&*()

PRIMARY - BODY

GOTHAM LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&*()

GOTHAM BOOK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&*()

GOTHAM ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&*()

GOTHAM MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&*()

Arial is readily available within word processing, spreadsheets and presentation programs and will be used for all internally produced documents as well as for correspondence.

SECONDARY - BODY

ARIAL REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&*()

ARIAL ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&*()

SECONDARY - HEADLINES

ARIAL BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&*()

ARIAL BLACK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&*()

WEB TYPEFACE

PRIMARY - HEADLINE

RALEWAY EXTRA BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&*()

PRIMARY - BODY

ARIMO REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&*()

SECONDARY - HEADLINE

TAHOMA BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&*()

SECONDARY - BODY

TAHOMA REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&*()



BRAND IDENTITY GUIDELINE



**THE ECA LOGO
SHOULD NEVER
BE RECREATED.**

**Only the new official
logo files should be
used in
communications.**

How should this guide be used?

We want you to become advocates for our brand and to help us use it consistently.

Name, corporate logo, colors, and typeface - are the pillars of the identity of the company.

Their characteristics ensure an individual and consistent image of the company on the market.

PRIMARY LOGO



PRIMARY LOGO VARIATIONS



CORPORATIVE BACKGROUND

These 2 variations are the correct usage for a brand application on the corporate background.

The detail of the light blue line can only be kept when applied over the dark blue background.



BLACK & WHITE

The black and white versions of the logos are used if the color version cannot be used. It must be guaranteed that printing will be of adequate quality.



PRIMARY LOGO COLOR BACKGROUND

DARK COLOR (100% TO 50%)

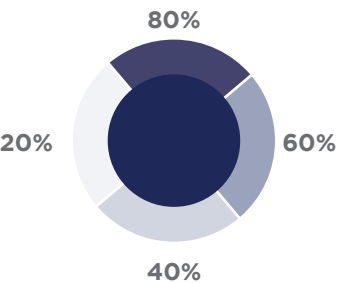


LIGHT COLOR (DOWN 50%)

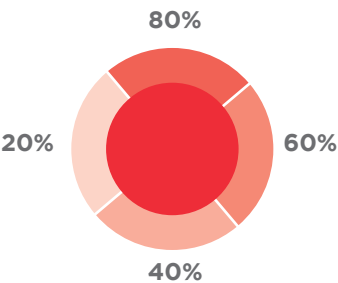


COLOR PALETTE

PRIMARY



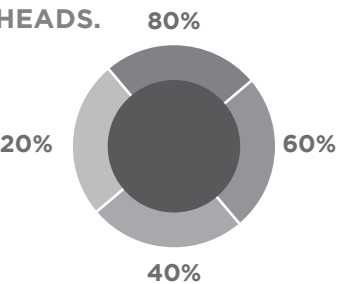
PMS: 281 C
CMYK: 100, 90, 30, 35
RGB: 24, 41, 88
LAB: #182958



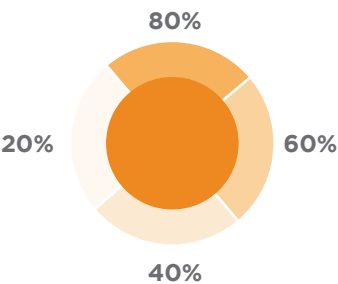
PMS: 1788 C
CMYK: 0, 96, 83, 0
RGB: 238, 45, 56
LAB: #EE2C37

SECONDARY

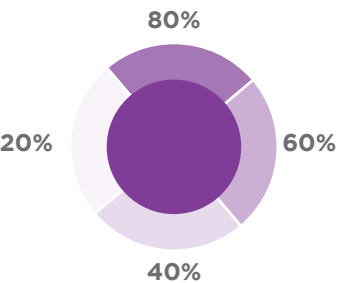
IT IS ALLOWED TO USE SECONDARY COLORS FOR ILLUSTRATIONS, INFOGRAPHICS, SOME HIGHLIGHTS WHEN NECESSARY AND SUBHEADS.



80% black - 30% black



PMS: 144 C
CMYK: 0, 55, 100, 0
RGB: 246, 139, 31
LAB: #F68B1F



PMS: 527 C
CMYK: 69, 99, 0, 0
RGB: 113, 45, 145
LAB: #712D91

MINIMUM SIZE

When reproducing the ECA logo in print, it should not be reproduced smaller than the specified minimum size, as doing so compromises its readability.

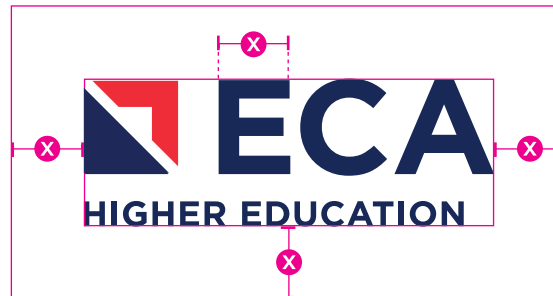
The minimum logo size provides the smallest possible reduction in which the logo is still easy to read.



ISOLATION ZONES

The examples below show the isolation zones when positioning the logo.

The 'X' height changes proportionally according to the size of the logo but it is always determined by the width of the 'band' as shown below.



INCORRECT USAGE



PRINT TYPEFACE

To ensure brand consistency across the ECA Group marketing materials, the primary font should be used in all printed materials such as brochures, and in all advertising and publicity (digital and print).

PRIMARY - HEADLINES

GOTHAM BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&^*()

GOTHAM BLACK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&^*()

PRIMARY - BODY

GOTHAM LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&^*()

GOTHAM BOOK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&^*()

GOTHAM ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&^*()

GOTHAM MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&^*()

Arial is readily available within word processing, spreadsheets and presentation programs and will be used for all internally produced documents as well as for correspondence.

SECONDARY - BODY

ARIAL REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&^*()

ARIAL ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&^*()

SECONDARY - HEADLINES

ARIAL BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&^*()

ARIAL BLACK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&^*()

WEB TYPEFACE

PRIMARY - HEADLINE

RALEWAY EXTRA BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&^*()

PRIMARY - BODY

ARIMO REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&^*()

SECONDARY - HEADLINE

TAHOMA BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&^*()

SECONDARY - BODY

TAHOMA REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&^*()



BRAND IDENTITY GUIDELINE



**THE APIC LOGO
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communications.**

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Name, corporate logo, colors, and typeface - are the pillars of the identity of the company.

Their characteristics ensure an individual and consistent image of the company on the market.

PRIMARY LOGO



PRIMARY LOGO VARIATIONS



CORPORATIVE BACKGROUND

These 2 variations are the correct usage for a brand application on the corporate background.

The detail of the light blue line can only be kept when applied over the dark blue background.



BLACK & WHITE

The black and white versions of the logos are used if the color version cannot be used. It must be guaranteed that printing will be of adequate quality.



MBPM PROVIDED BY APIC LOGO

**MBPM
ONLINE**
provided by



LOGO VARIATIONS



CORPORATIVE BACKGROUND

These 2 variations are the correct usage for a brand application on the corporate background.

The detail of the light blue line can only be kept when applied over the dark blue background.



BLACK & WHITE

The black and white versions of the logos are used if the color version cannot be used. It must be guaranteed that printing will be of adequate quality.



PRIMARY LOGO COLOR BACKGROUND

DARK COLOR (100% TO 50%)



LIGHT COLOR (DOWN 50%)

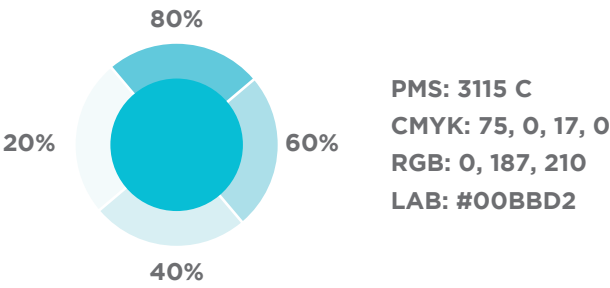
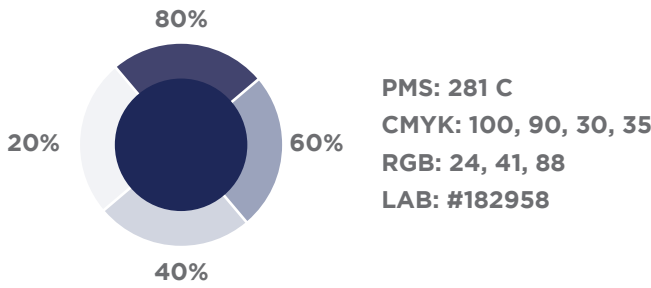


SYMBOL



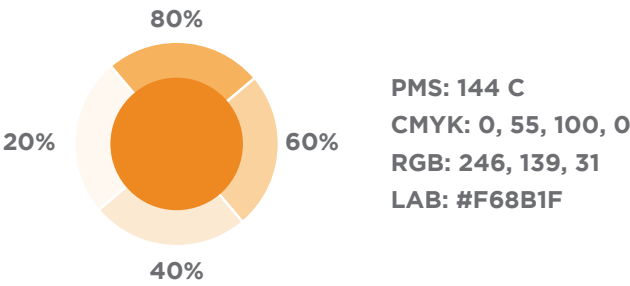
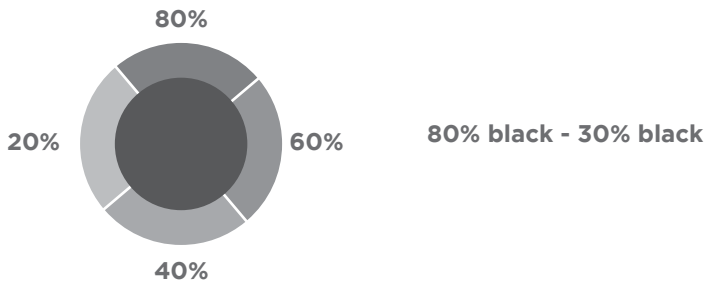
COLOR PALETTE

PRIMARY



SECONDARY

IT IS ALLOWED TO USE SECONDARY COLORS FOR ILLUSTRATIONS, INFOGRAPHICS, SOME HIGHLIGHTS WHEN NECESSARY AND SUBHEADS.



MINIMUM SIZE

When reproducing the APIC logo in print, it should not be reproduced smaller than the specified minimum size, as doing so compromises its readability.

The minimum logo size provides the smallest possible reduction in which the logo is still easy to read.



ISOLATION ZONES

The examples below show the isolation zones when positioning the logo.

The 'X' height changes proportionally according to the size of the logo but it is always determined by the width of the 'band' as shown below.



INCORRECT USAGE



PRINT TYPEFACE

To ensure brand consistency across the ECA Group marketing materials, the primary font should be used in all printed materials such as brochures, and in all advertising and publicity (digital and print).

PRIMARY - HEADLINES

GOTHAM BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&^*()

GOTHAM BLACK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&^*()

PRIMARY - BODY

GOTHAM LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&^*()

GOTHAM BOOK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&^*()

GOTHAM ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&^*()

GOTHAM MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&^*()

Arial is readily available within word processing, spreadsheets and presentation programs and will be used for all internally produced documents as well as for correspondence.

SECONDARY - BODY

ARIAL REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&^*()

ARIAL ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&^*()

SECONDARY - HEADLINES

ARIAL BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&^*()

ARIAL BLACK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&^*()

WEB TYPEFACE

PRIMARY - HEADLINE

RALEWAY EXTRA BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&^*()

PRIMARY - BODY

ARIMO REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&^*()

SECONDARY - HEADLINE

TAHOMA BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&^*()

SECONDARY - BODY

TAHOMA REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&^*()

IMAGERY



SAMPLE APPLICATIONS CAMPAIGNS

FACEBOOK POST



APIC
ASIA PACIFIC
INTERNATIONAL COLLEGE

PG Courses in Business and Project Management

- 10% off tuition fees
- Pay per unit with Ezypay
- Flexible Instalment plans

Next intake: 15 June
[Enrol now!](#)
T&C's apply*

©2024 PROVIDED TO APIC BY MBPM

INSTAGRAM POST



Master in Business and Project Management

STUDY ANYTIME. ANYWHERE.
100% ONLINE DELIVERY

MBPM ONLINE
provided by

APIC
ASIA PACIFIC
INTERNATIONAL COLLEGE

EDM BANNER



APIC
ASIA PACIFIC
INTERNATIONAL COLLEGE


**STUDY BACHELOR OF
BUSINESS INFORMATION
SYSTEMS**

**AUD \$6,000 PER
SEMESTER**

Pay and Enrol before 30 June!

T&C's apply*

SAMPLE APPLICATIONS FLYERS



APIC
ASIA PACIFIC
INTERNATIONAL COLLEGE

APIC is a dynamic Australian Higher Education Institute offering undergraduate and postgraduate degree courses in two major cities, Sydney and Melbourne. We cater to the needs of around a thousand students every study period, preparing them for employment through our postgraduate courses in Project Management and our undergraduate courses in Business and Business Information Systems.

We believe that education and professional development are the keys to sustained success in the changing business and social contexts of today. We aim to equip the leaders of tomorrow with skills and knowledge to make a difference, and provide our students with the capabilities they need to flourish wherever they choose to work and live. Our primary objective is to foster and promote academic and professional capital for each of our students. Our graduates are our most important ambassadors, and our alumni are found in positions of responsibility in Australia, South East Asia and the Americas.

At APIC, we aim to meet the needs and aspirations of individuals and of organizations that seek to employ the best available talent. The next decade will see dramatic changes in how we work and APIC courses are designed to prepare students to meet the challenges that this rapid evolution will pose. At APIC, we equip students with key skills for lifelong success by providing transformational learning experiences that are active, collaborative and applied.

APIC curriculum is underpinned by core professional competencies concerning professional and ethical behaviour and communication. In a world where the only certainty is change, investing in an education that prepares you to be innovative and flexible is essential. Beyond the individual, education is a positive force for development, crucial to the future of all organisations, communities and countries.

Asia Pacific International College Pty Ltd.
Trading as Asia Pacific International College
55 Regent Street, Chippendale, NSW 2008 | 02 9380 081
PRVD007; CRICOS 03048D



APIC
ASIA PACIFIC
INTERNATIONAL COLLEGE

**COLLEGE
COUNSELLING
SERVICE**



Hello, my name is Petrina Hennessy, I'm your student counsellor and I'm happy to announce my door will be open at Regent Street Campus every Tuesday from 9am - 12pm. I have over 7 years counselling experience and I specialise in providing effective therapeutic support to adolescents and adults in the education sector. I'm an active member of the Australian Counselling Association, and the Mental Health Academy.

COUNSELLING SERVICE IS FREE OF CHARGE AND CONFIDENTIAL

Students can see the counsellor for a variety of reasons. Everyone finds themselves in difficult situations at some time in their lives and it helps to talk to someone that understands your needs as an international student.

As a counsellor, I am concerned about your welfare, you can speak to me confidentially about any issue in your life.

WHO CAN SEE THE COUNSELLOR?

All students enrolled at APIC, PV, EGI, and ECA College can access the counsellor.

WHEN YOU SEE THE COUNSELLOR

When you want to speak to someone who is a professional, confidential, and separate from friends and family. All information discussed with the Counsellor is private.

If you would like to bring a friend or family member with you that is OK.

The counsellor is here to listen and help you with your concerns.

WHY YOU SEE A COUNSELLOR

If you are having personal problems, or just want to talk about:

- Ongoing health issues
- Missing your family and friends overseas
- Relationships
- Difficulty in making life decisions
- Ongoing personal problems
- Emotional Support
- Work related issues
- Stress, anxiety, and depression
- Anything that is preventing you from reaching your educational goals

COUNSELLING

Available free of charge.

Tuesday from 9am - 12pm
55 Regent St, Chippendale, NSW 2008

Sydney students can talk to the counsellor in person, on the phone, or via skype.

Melbourne and Brisbane students can access this service by telephone or online counselling service during the same hours.

SAMPLE APPLICATIONS BROCHURE

COVER



CONTENT PAGES



DIVIDER PAGES



SAMPLE APPLICATIONS PULL UP BANNER





ECA COLLEGE OF
HEALTH SCIENCES

BRAND IDENTITY GUIDELINE



**THE CHS LOGO
SHOULD NEVER
BE RECREATED.**

**Only the new official
logo files should be
used in
communications.**

How should this guide be used?

We want you to become advocates for our brand and to help us use it consistently.

Name, corporate logo, colors, and typeface - are the pillars of the identity of the company.

Their characteristics ensure an individual and consistent image of the company on the market.

PRIMARY LOGO



ECA COLLEGE OF
HEALTH SCIENCES

PRIMARY LOGO VARIATIONS



CORPORATIVE BACKGROUND

These 2 variations are the correct usage for a brand application on the corporate background.

The detail of the light blue line can only be kept when applied over the dark blue background.



BLACK & WHITE

The black and white versions of the logos are used if the color version cannot be used. It must be guaranteed that printing will be of adequate quality.

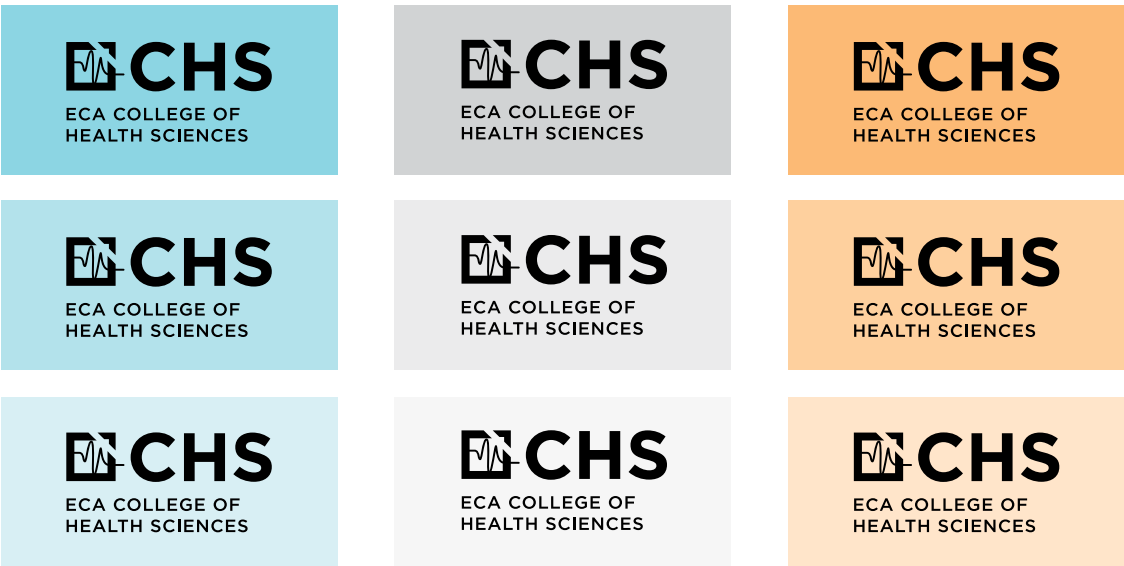


PRIMARY LOGO COLOR BACKGROUND

DARK COLOR (100% TO 50%)



LIGHT COLOR (DOWN 50%)

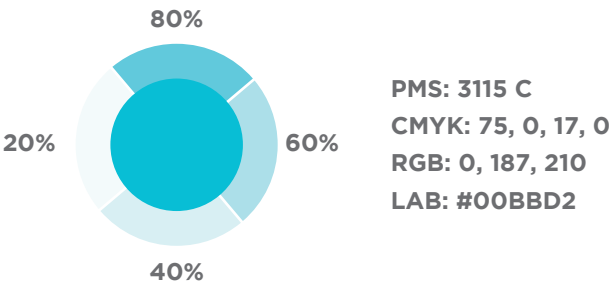
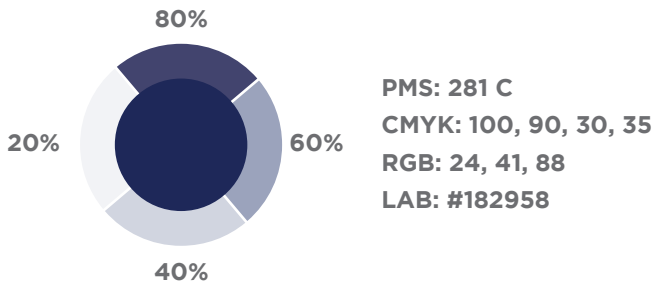


SYMBOL



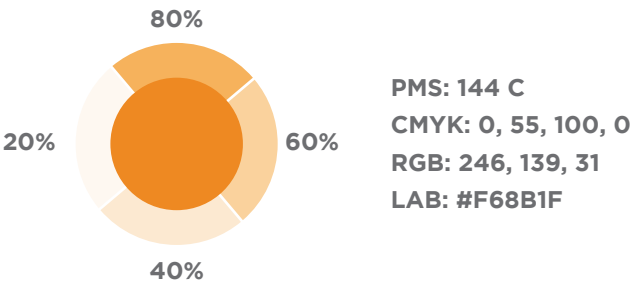
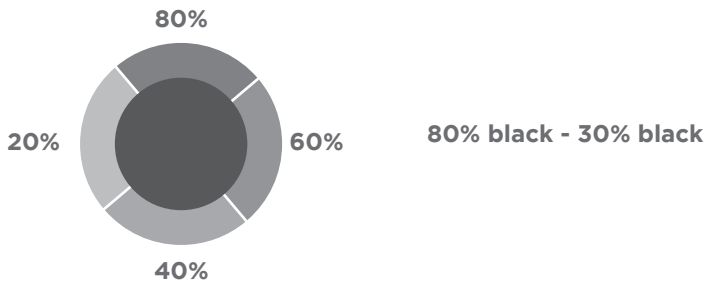
COLOR PALETTE

PRIMARY



SECONDARY

IT IS ALLOWED TO USE SECONDARY COLORS FOR ILLUSTRATIONS, INFOGRAPHICS, SOME HIGHLIGHTS WHEN NECESSARY AND SUBHEADS.



MINIMUM SIZE

When reproducing the CHS logo in print, it should not be reproduced smaller than the specified minimum size, as doing so compromises its readability.

The minimum logo size provides the smallest possible reduction in which the logo is still easy to read.



ISOLATION ZONES

The examples below show the isolation zones when positioning the logo.

The 'X' height changes proportionally according to the size of the logo but it is always determined by the width of the 'band' as shown below.



INCORRECT USAGE



PRINT TYPEFACE

To ensure brand consistency across the ECA Group marketing materials, the primary font should be used in all printed materials such as brochures, and in all advertising and publicity (digital and print).

PRIMARY - HEADLINES

GOTHAM BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&^*()

GOTHAM BLACK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&^*()

PRIMARY - BODY

GOTHAM LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&^*()

GOTHAM BOOK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
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1234567890!@#%&^*()

GOTHAM ITALIC

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1234567890!@#%&^*()

GOTHAM MEDIUM

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abcdefghijklmnopqrstuvwxyz
1234567890!@#%&^*()

Arial is readily available within word processing, spreadsheets and presentation programs and will be used for all internally produced documents as well as for correspondence.

SECONDARY - BODY

ARIAL REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&^*()

ARIAL ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&^*()

SECONDARY - HEADLINES

ARIAL BOLD

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abcdefghijklmnopqrstuvwxyz
1234567890!@#%&^*()

ARIAL BLACK

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abcdefghijklmnopqrstuvwxyz
1234567890!@#%&^*()

WEB TYPEFACE

PRIMARY - HEADLINE

RALEWAY EXTRA BOLD

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abcdefghijklmnopqrstuvwxyz
1234567890!@#%&^*()

PRIMARY - BODY

ARIMO REGULAR

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abcdefghijklmnopqrstuvwxyz
1234567890!@#%&^*()

SECONDARY - HEADLINE

TAHOMA BOLD

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abcdefghijklmnopqrstuvwxyz
1234567890!@#%&^*()

SECONDARY - BODY

TAHOMA REGULAR

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1234567890!@#%&^*()

IMAGERY



SAMPLE APPLICATIONS FLYERS



GRADUATE CERTIFICATE IN NURSING (MANAGEMENT & LEADERSHIP)

Campus	Sydney & Brisbane
Duration:	
Domestic students	6 months full time or 1 year part-time
Number of Credit Points	24 Credit Points
Dates:	
Intake	Sydney: July & September 2020 February 2021 Brisbane: July & September 2021 February 2022

COURSE OVERVIEW

The Graduate Certificate in Nursing (Management and Leadership) is a foundation level course that aims to build core leadership management capabilities in nurses through development of enhanced knowledge and understanding of contemporary issues in healthcare, self, individual and team leadership and quality, safe, collaborative healthcare practice and delivery.

COURSE STRUCTURE

Year 1, trimester 1

Unit Code	Title	Credits	Study load over 12 weeks
NURS001	The Australian Health Care System: Contemporary Challenges	8	4hrs F2F/8hrs self-directed (12hr total per week)
NURS002	Governance, quality and safety in healthcare	8	4hrs F2F/8hrs self-directed (12hr total per week)
NURS003	Leadership and Management in Nursing	8	4hrs F2F/8hrs self-directed (12hr total per week)

COURSE LEARNING OUTCOMES:

- Demonstrate the leadership competencies The course learning outcomes for the Graduate Certificate in Nursing (Management & Leadership) have been designed and mapped to align with the Australian Qualification Framework Level 8. Students completing the Graduate Certificate in Nursing (Management & Leadership) through a broad range of teaching and learning activities, readings and supplementary resources, will be able to:
- Demonstrate the leadership capabilities required to effectively manage self, individuals and teams in the delivery of healthcare
- Evaluate current healthcare challenges to improve the quality of healthcare delivery
- Design appropriate strategies to address current quality and safety challenges in healthcare
- Develop plans to build and improve own leadership and management capabilities to enhance collaborative practice to address current and future organisational needs.

PATHWAYS

This course is nested within the Master of Nursing (Management & Leadership). Successful completion of the 48 credit points required for award of the Graduate Diploma will enable entry into the Master of Nursing (Management & Leadership) if all other stated entry criteria are met.

ADMISSION REQUIREMENTS:

- Completed bachelor's degree in a relevant discipline; and hold nursing registration with AHPRA OR Certificate of Registration of Nursing within the last five years for an overseas candidate; and completed a minimum of two years of full-time clinical experience or the part-time equivalent as a Registered Nurse supported with statements of service for all work experience; or
- Completed Graduate Certificate in Nursing (Management & Leadership) in the past two years; and hold nursing registration with AHPRA OR Certificate of Registration of Nursing within the last five years for overseas candidate; and has a minimum of one year of full-time clinical experience or the part-time equivalent as Registered Nurse supported with statements of service for all work experience; and
- Satisfactory completion of the CHS Pre-entry assessment task (PEAT) *

ENGLISH LANGUAGE REQUIREMENTS:

- An IELTS Academic overall score of at least 6.5 with no band less than 6.0 and less than 2 years old
- A TOEFL Internet Based Test overall score of at least 90 with no less than 21 in the writing component
- Satisfactory completion of EAP 2 Grade A at ELSIS College

FOR MORE INFORMATION CONTACT

For further information about the course, contact ECA Sales and Recruitment team

Ph:

Email:

*PTE is based on the PELA and aims to identify students who may be at need of additional English support and are used in many Australian universities.

Sydney Campus
1-3 Fitzwilliam Street,
Parramatta NSW 2150
P: +61 2 xxxxx xxxxx
E: info@chs.edu.au

Brisbane Campus
126 Margaret Street,
Brisbane QLD 4000
P: +61 7 xxxxx xxxxx
E: info@chs.edu.au

chs.edu.au
CRICOS Provider Code: xxxxxx

SAMPLE APPLICATIONS BROCHURE

COVER



CONTENT PAGES





BRAND IDENTITY GUIDELINE



**THE ECA LOGO
SHOULD NEVER
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**Their characteristics ensure an individual and
consistent image of the company on the market.**

PRIMARY LOGO



PRIMARY LOGO VARIATIONS



CORPORATIVE BACKGROUND

These 2 variations are the correct usage for a brand application on the corporate background.

The detail of the light blue line can only be kept when applied over the dark blue background.



BLACK & WHITE

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PRIMARY LOGO COLOR BACKGROUND

DARK COLOR (100% TO 50%)

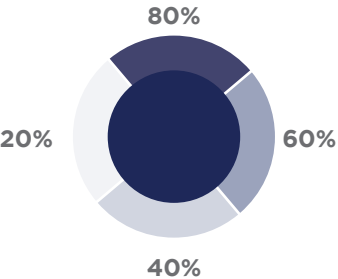


LIGHT COLOR (DOWN 50%)

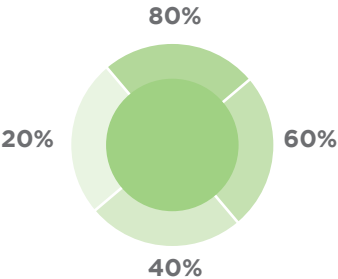


COLOR PALETTE

PRIMARY



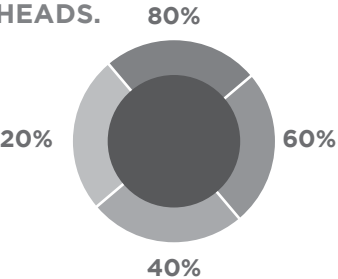
PMS: 281 C
CMYK: 100, 90, 30, 35
RGB: 24, 41, 88
LAB: #182958



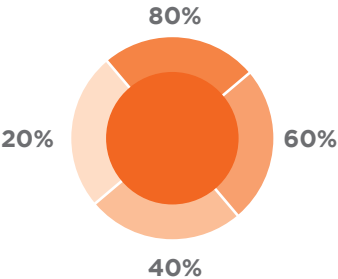
PMS: 359 C
CMYK: 40, 0, 64, 0
RGB: 160, 208, 131
LAB: #A0D083

SECONDARY

IT IS ALLOWED TO USE SECONDARY COLORS FOR ILLUSTRATIONS, INFOGRAPHICS, SOME HIGHLIGHTS WHEN NECESSARY AND SUBHEADS.



80% black - 30% black



PMS: 021 C
CMYK: 0, 74, 100, 0
RGB: 254, 80, 0
LAB: #FE5000

MINIMUM SIZE

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ISOLATION ZONES

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INCORRECT USAGE



PRINT TYPEFACE

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PRIMARY - HEADLINES

GOTHAM BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&^*()

GOTHAM BLACK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&^*()

PRIMARY - BODY

GOTHAM LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&^*()

GOTHAM BOOK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&^*()

GOTHAM ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&^*()

GOTHAM MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&^*()

Arial is readily available within word processing, spreadsheets and presentation programs and will be used for all internally produced documents as well as for correspondence.

SECONDARY - BODY

ARIAL REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&^*()

ARIAL ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&^*()

SECONDARY - HEADLINES

ARIAL BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&^*()

ARIAL BLACK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&^*()

WEB TYPEFACE

PRIMARY - HEADLINE

RALEWAY EXTRA BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&^*()

PRIMARY - BODY

ARIMO REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&^*()

SECONDARY - HEADLINE

TAHOMA BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&^*()

SECONDARY - BODY

TAHOMA REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&^*()



BRAND IDENTITY GUIDELINE



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PRIMARY LOGO



PRIMARY LOGO VARIATIONS



CORPORATIVE BACKGROUND

These 2 variations are the correct usage for a brand application on the corporate background.

The detail of the light blue triangle can only be kept when applied over the dark blue background.



BLACK & WHITE

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PRIMARY LOGO COLOR BACKGROUND

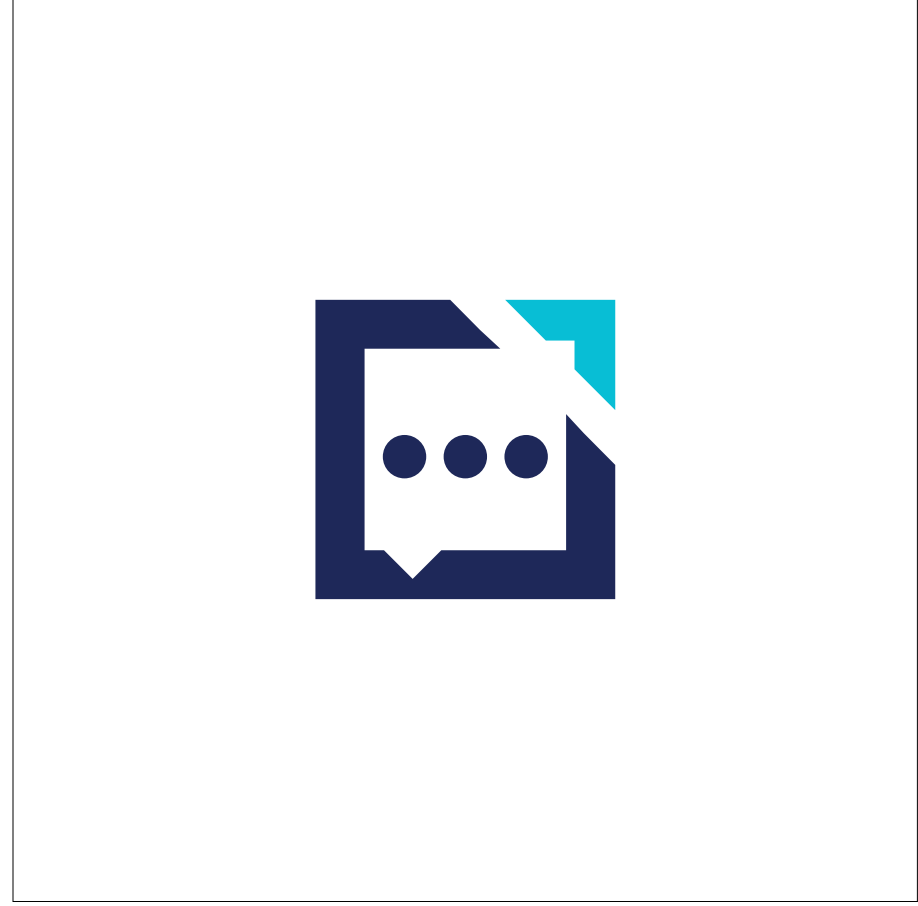
DARK COLOR (100% TO 50%)



LIGHT COLOR (DOWN 50%)

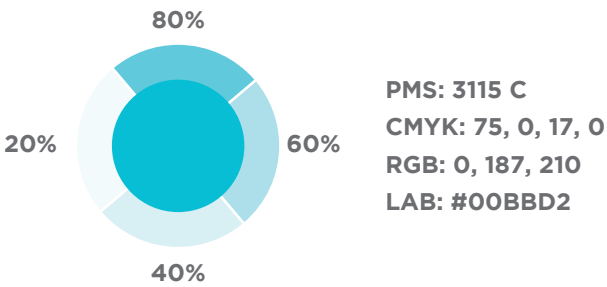
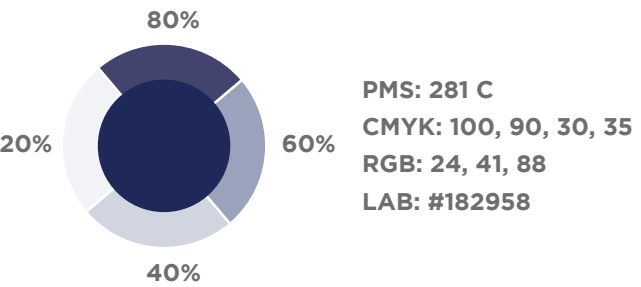


SYMBOL



COLOR PALETTE

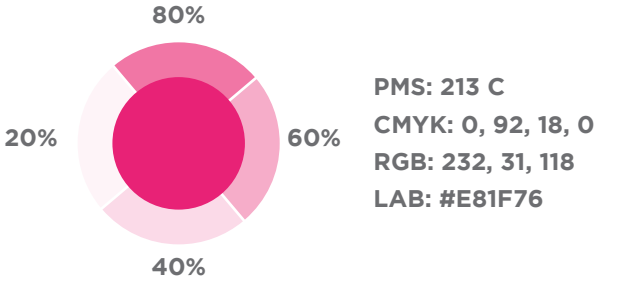
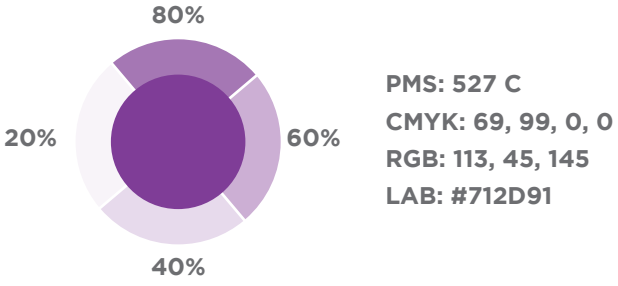
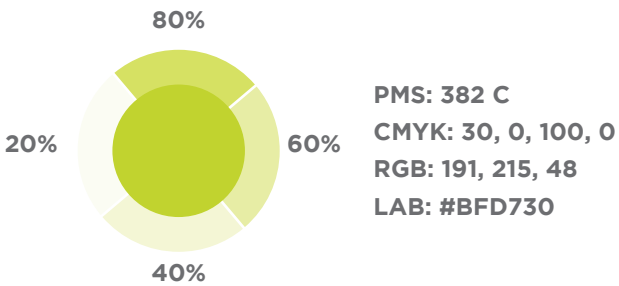
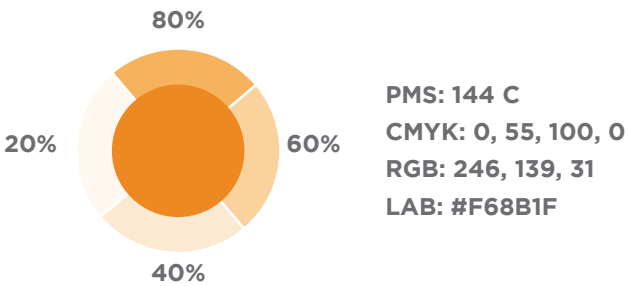
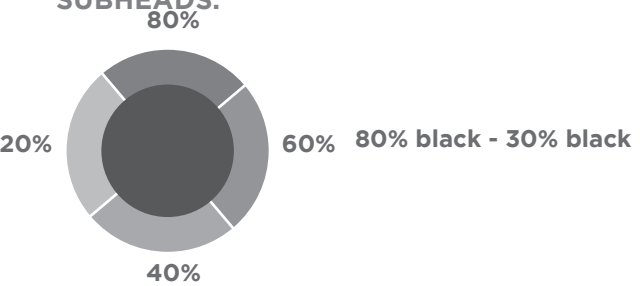
PRIMARY



SECONDARY

IT IS ALLOWED TO USE SECONDARY COLORS FOR ILLUSTRATIONS, INFOGRAPHICS, SOME HIGHLIGHTS WHEN NECESSARY AND

SUBHEADS.



MINIMUM SIZE

When reproducing the ELSIS logo in print, it should not be reproduced smaller than the specified minimum size, as doing so compromises its readability.

The minimum logo size provides the smallest possible reduction in which the logo is still easy to read.



ISOLATION ZONES

The examples below show the isolation zones when positioning the logo.

The 'X' height changes proportionally according to the size of the logo but it is always determined by the width of the 'band' as shown below.



INCORRECT USAGE



PRINT TYPEFACE

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PRIMARY - HEADLINES

GOTHAM BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&^*()

GOTHAM BLACK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
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PRIMARY - BODY

GOTHAM LIGHT

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GOTHAM BOOK

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GOTHAM ITALIC

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GOTHAM MEDIUM

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1234567890!@#%&^*()

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SECONDARY - BODY

ARIAL REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&^*()

ARIAL ITALIC

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1234567890!@#%&^*()

SECONDARY - HEADLINES

ARIAL BOLD

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ARIAL BLACK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
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1234567890!@#%&^*()

WEB TYPEFACE

PRIMARY - HEADLINE

RALEWAY EXTRA BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&^*()

PRIMARY - BODY

ARIMO REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
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SECONDARY - HEADLINE

TAHOMA BOLD

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abcdefghijklmnopqrstuvwxyz
1234567890!@#%&^*()

SECONDARY - BODY

TAHOMA REGULAR

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abcdefghijklmnopqrstuvwxyz
1234567890!@#%&^*()

IMAGERY



SAMPLE APPLICATIONS CAMPAIGNS

FACEBOOK POST



Facebook Post for ELSIS. The image features a woman with curly hair, arms crossed, smiling. The ELSIS logo is in the top left. Text on the right reads: **AUD \$180/WEEK**, **ALL CAMPUSES**, General English, Cambridge and IELTS, Must start by June 30th, 2020. A small 'F&C apply' link is at the bottom right. The background is purple with a green triangle.

ELSIS
ENGLISH LANGUAGE
SCHOOLS

AUD \$180/WEEK
ALL CAMPUSES

General English, Cambridge and IELTS
Must start by June 30th, 2020

F&C apply

INSTAGRAM POST



Instagram Post for ELSIS. The image has a blue and pink geometric background. The ELSIS logo is in the top left. Text reads: **ACE THE CAMBRIDGE ENGLISH TEST AT ELSIS**, 1 week of Free Cambridge English Preparation Course + Free test, CRICOS: 096284M, Enrol today, Terms and conditions apply*. The Cambridge Assessment English logo is in the bottom right. The background is blue with a pink triangle.

ELSIS
ENGLISH LANGUAGE
SCHOOLS

**ACE THE CAMBRIDGE
ENGLISH TEST AT ELSIS**

1 week of Free Cambridge English
Preparation Course + Free test

CRICOS: 096284M

Enrol today
Terms and conditions apply*

Cambridge Assessment
English
Authorised Exam Centre

ELSIS Melbourne is proud to be an authorised
Cambridge Exam Centre. Exams are offered
after each course to internal and external
applicants.
ELSIS Sydney is a Test Venue.

EDM BANNER



EDM Banner for ELSIS. The image shows a group of people sitting around a round table, working on laptops and papers. The ELSIS logo is in the top left. Text on the left reads: **PARTNER AGENT UPDATES**. The background is dark blue with a light blue triangle.


ELSIS
ENGLISH LANGUAGE
SCHOOLS

**PARTNER
AGENT
UPDATES**

SAMPLE APPLICATIONS GENERAL POSTERS & SOCIAL MEDIA

EVENT POSTER TEMPLATE ONLY

18 | FEBRUARY

**EL SIS**
ENGLISH LANGUAGE
SCHOOLS



**PORT
STEPHEN**

\$99

PORT STEPHEN TRIP

Need to get out of Sydney? Port Stephen is the perfect getaway for you!!!
This epic tour also includes sand boarding, breathtaking lookouts, beautiful beaches, stunning landmarks plus lame jokes and puns. Also included is a top quality Aussie BBQ with kangaroo, vegetarian options available and a free drink at a local bar.

 **TIME:** 6.45AM
from 160 Sussex St

 **LOCATION:** Port Stephen

www.elsis.edu.au

EVENT FACEBOOK BANNER ONLY

**PORT
STEPHEN**

\$99



18 | FEBRUARY

**EL SIS**
ENGLISH LANGUAGE
SCHOOLS

SAMPLE APPLICATIONS FLYERS



ENGLISH FOR WORK



What is English for Work?

English for Work is a set of workshops and Specialised English classes (SEC) designed to help students understand Australian workplace requirements, learn the target language used in specific work fields, and assist students in finding jobs in Australia.

English for Work workshops

English for Work workshops run once every three weeks. They are a series of workshops running five days a week, Monday to Friday.

English for Work workshops will help students:

- Understand Australian workplace culture.
- Improve communication and job interview skills.
- Produce an effective cover letter & resume designed to get results.
- Enhance job application skills and boost knowledge about useful Australian job search engines.

TIME 1:30PM-2:30PM	
WEEKDAY	WORKSHOPS
Monday	Australian Workplace Communication and Culture
Tuesday	Interview Skills
Wednesday	Cover Letters and Resumes
Thursday	Job Search
Friday	Job Application Assist

English for Work: Specialised English Classes (SEC)

SEC classes run from 1:30pm to 2:30pm, Monday to Friday. Each SEC duration is 12 weeks with a total of 60 hours. Students who are at an intermediate level and have a 24-week enrolment can enroll in a maximum of two SEC courses each being 12 weeks.

Who can enroll in SEC?

To enroll in SEC students must:

- be enrolled in a General English or a Cambridge course at ELSIS
- be enrolled for a minimum of 4 weeks
- meet the language entry requirements

What do students gain with this package?

- Receive a letter of recognition with learning outcomes and number of hours studied
- Receive a General English or a Cambridge certificate
- Learn English related to their career or fields of study.



English for IT

Entry Level: Intermediate and above.

- Students who attend these classes will learn:
- Vocabulary used in IT. For example: computer parts, computer applications, operating systems
- How to describe IT functions
- How to write a process using technical language
- Communication skills for IT professionals.

TIME 1:30PM-2:30PM	
WEEKDAY	SAMPLE TIMETABLE
Monday	Listening Topic: Computer users Lesson Focus: Predicting the speaker's jobs and learning phrases used to describe computers.
Tuesday	Reading Topic: Computers make the world smaller and smaller Lesson Focus: Understanding the function of computers in our modern life.
Wednesday	Writing Topic: Describing computer parts Lesson Focus: Using descriptive language to write a paragraph on computer parts.
Thursday	Vocabulary Topic: Graphical user interface (GUI) Lesson Focus: Learn the name of functions seen on computer desktops
Friday	Speaking Topic: Problem Solving Lesson Focus: Using technical language to solve an IT related problem



English for Farming

Entry Level: Intermediate and above.

Students who attend these classes will learn:

- The vocabulary used for farming and agriculture
- The verbs used to describe farming activities
- How to communicate with your supervisor and co-workers.

TIME 1:30PM-2:30PM	
WEEKDAY	SAMPLE TIMETABLE
Monday	Listening Topic: A farmer describing a flood Lesson Focus: Understanding the event and learning new vocabulary
Tuesday	Reading Topic: A farm is a great place to work Lesson Focus: Learning about farmer duties
Wednesday	Writing Topic: Describe a farm you want to work at Lesson Focus: Using adjectives to describe an ideal farm
Thursday	Vocabulary Topic: Farming tools Lesson Focus: Learn the name of tools used in farming
Friday	Speaking Topic: A conflict at work Lesson Focus: Discuss problems farms might face in pairs and find solutions

ELSIS Brisbane Campus: Level 1, 126 Margaret St, Brisbane, QLD 4000 | +61 7 3230 7474
 ELSIS Sydney Campus: Level 2, 545 Kent St, Sydney, NSW 2000 | +61 2 8766 3500
 ELSIS Parramatta Campus: Level 4, 1-3 Fitzwilliam St, Parramatta, NSW 2150 | M00 595 333
 ELSIS Melbourne Campus: Level 7, 399 Lansdale St, Melbourne, VIC 3000 | +61 3 9605 533

elsis.edu.au | contact@elsis.edu.au



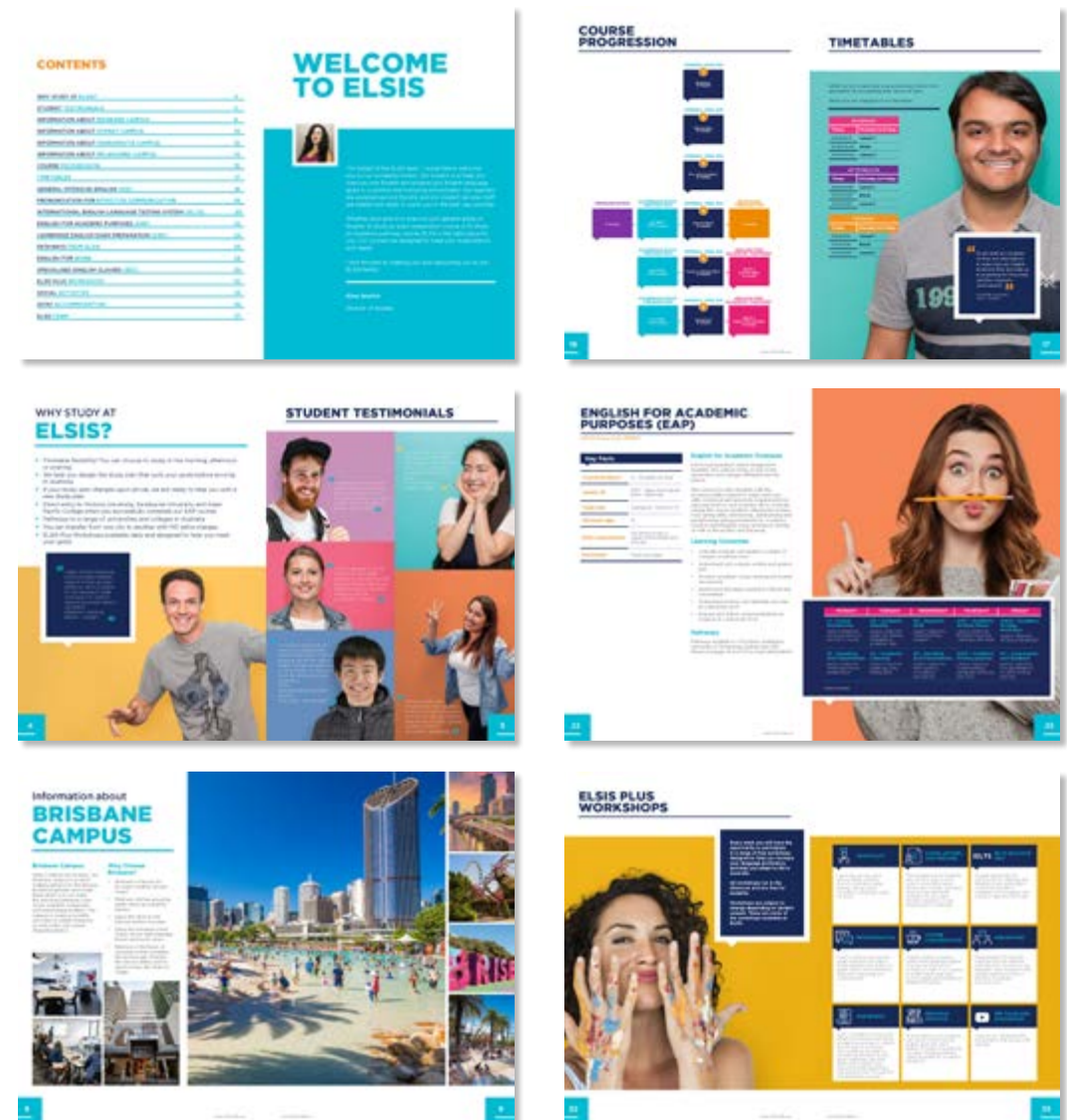
CRICOS Code: 02644C

SAMPLE APPLICATIONS BROCHURE

COVER



CONTENT PAGES



SAMPLE APPLICATIONS PULL UP BANNER





BRAND IDENTITY GUIDELINE



**THE ECAC LOGO
SHOULD NEVER
BE RECREATED.**

**Only the new official
logo files should be
used in communications.**

How should this guide be used?

We want you to become advocates for our brand and to help us use it consistently.

Name, corporate logo, colors, and typeface - are the pillars of the identity of the company.

Their characteristics ensure an individual and consistent image of the company on the market.

PRIMARY LOGO



PRIMARY LOGO VARIATIONS



CORPORATIVE BACKGROUND

These 2 variations are the correct usage for a brand application on the corporate background.

The detail of the green triangle can only be kept when applied over the dark blue background.



BLACK & WHITE

The black and white versions of the logos are used if the color version cannot be used. It must be guaranteed that printing will be of adequate quality.



PRIMARY LOGO COLOR BACKGROUND

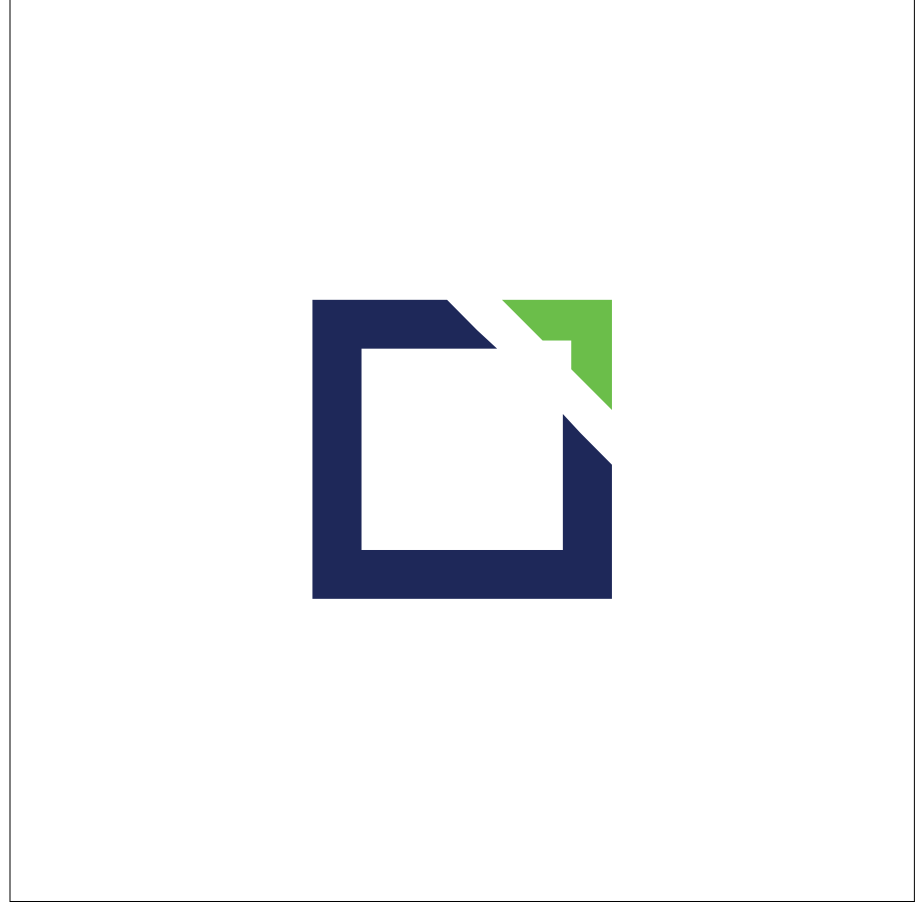
DARK COLOR (100% TO 50%)



LIGHT COLOR (DOWN 50%)

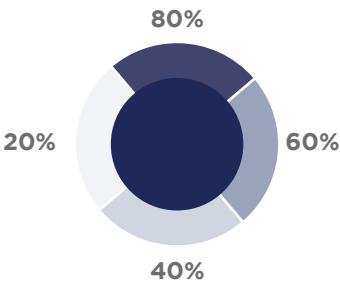


SYMBOL

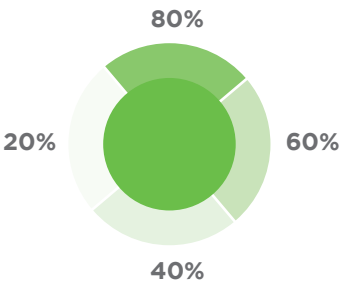


COLOR PALETTE

PRIMARY



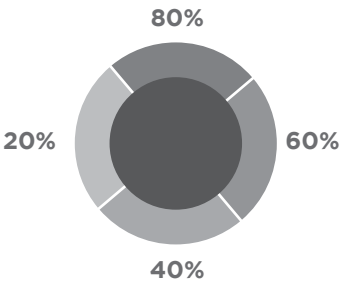
PMS: 281 C
CMYK: 100, 90, 30, 35
RGB: 24, 41, 88
LAB: #182958



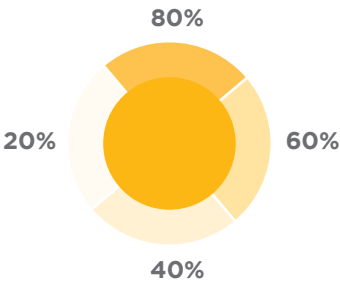
PMS: 360 C
CMYK: 63, 0, 84, 0
RGB: 106, 191, 75
LAB: #6ABF4B

SECONDARY

IT IS ALLOWED TO USE SECONDARY COLORS FOR ILLUSTRATIONS, INFOGRAPHICS, SOME HIGHLIGHTS WHEN NECESSARY AND SUBHEADS.



80% black - 30% black



PMS: 7549 C
CMYK: 0, 22, 100, 2
RGB: 255, 182, 0
LAB: #FFB600

MINIMUM SIZE

When reproducing the ECA College logo in print, it should not be reproduced smaller than the specified minimum size, as doing so compromises its readability.

The minimum logo size provides the smallest possible reduction in which the logo is still easy to read.



ISOLATION ZONES

The examples below show the isolation zones when positioning the logo.

The 'X' height changes proportionally according to the size of the logo but it is always determined by the width of the 'band' as shown below.



INCORRECT USAGE

This example apply to ECA College



PRINT TYPEFACE

To ensure brand consistency across the ECA Group marketing materials, the primary font should be used in all printed materials such as brochures, and in all advertising and publicity (digital and print).

PRIMARY - HEADLINES

GOTHAM BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&*()

GOTHAM BLACK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&*()

PRIMARY - BODY

GOTHAM LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&*()

GOTHAM BOOK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&*()

GOTHAM ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&*()

GOTHAM MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&*()

Arial is readily available within word processing, spreadsheets and presentation programs and will be used for all internally produced documents as well as for correspondence.

SECONDARY - BODY

ARIAL REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&*()

ARIAL ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&*()

SECONDARY - HEADLINES

ARIAL BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&*()

ARIAL BLACK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&*()

WEB TYPEFACE

PRIMARY - HEADLINE

RALEWAY EXTRA BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&*()

PRIMARY - BODY

ARIMO REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&*()

SECONDARY - HEADLINE

TAHOMA BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&*()

SECONDARY - BODY

TAHOMA REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&*()

IMAGERY



SAMPLE APPLICATIONS CAMPAIGNS

FACEBOOK POST



INSTAGRAM POST



EDM BANNER



SAMPLE APPLICATIONS COURSE FLYER



ICT50118 DIPLOMA OF INFORMATION TECHNOLOGY

CRICOS Course Code: 0101855



The ICT50118 - Diploma of Information Technology course is designed for people with substantial experience in a range of settings and who are seeking to further develop their skills across a wide range of Information Technology areas.



INTAKES (2020)
11 May, 6 Jul, 24 Aug,
12 Oct & 9 Nov



UNITS OF STUDY
10 (3 Core units +
7 Electives)



FEES (2020)
\$8,450
(\$1,290 per term)

Enrolment fee: \$200
Material fee: \$150

Promotion effective
to 30 June 2020



DURATION
5 terms
Approximately 16
months
Each term 10 weeks
study and 3 weeks
break



CAMPUS
Sydney and
Melbourne

WHY IS INFORMATION TECHNOLOGY A GREAT CAREER CHOICE?

Information Technology (IT) is the backbone of every organisation, from large scale to start-up, who rely on IT systems to be competitive, connected and agile. IT has an array of popular streams (Software programmers, Business Analysts) as well as emerging streams (Artificial Intelligence, Data Science, Big Data, Data Analytics & Cybersecurity). From coding and programming to data science, IT graduates can look forward to an extremely exciting, dynamic and rewarding career. Furthermore, the future jobs outlook for IT is 'very strong' with demand for ICT workers expected to grow by almost 100,000 by 2023 (Deloitte Access Economics).

CAREER OUTCOMES

- Information systems office manager
- Office systems administrator
- IT office manager
- IT systems administrator
- Systems manager

UNITS STUDIED

Unit Code	Unit Name
BSBWHS21	Ensure a safe workplace
BSBSUS01	Develop workplace policy and procedures for sustainability
ICTSAS02	Establish and maintain client user liaison
ICTICT500	Gather data to identify business requirements
ICTICT517	Match ICT needs with the strategic direction of the organisation
ICTWERS01	Build a dynamic website
ICTWERS02	Create dynamic web pages
ICTWEB503	Create web-based programs
ICTPRG527	Apply intermediate object-oriented language skills
ICTPRG532	Apply advanced object-oriented language skills
ICTPRG524	Develop high-level object-oriented class specifications
ICTSADS01	Model data objects
ICTSADS02	Model data processes
ICTNWS14	Model preferred system solutions
ICTPMG501	Manage ICT projects
BSBCRT501	Originate and develop concepts
BSBINW601	Lead and manage organisational change
BSBWORS02	Lead and manage team effectiveness
ICTICT608	Interact with clients on a business level
ICTICT620	Manage copyright ethics and privacy in an ICT environment

ENTRY REQUIREMENTS

Am I Eligible?

Academic Requirements

To gain entry to this course you must have:

- Australian Year 12 completion or equivalent
- A completed Australian Certificate IV or higher, or equivalent.

English Language Requirements

You must have IELTS (Academic) score of 5.5 with no band less than 5.0; or equivalent.

ENGLISH LANGUAGE REQUIREMENTS

- IELTS: Overall band score of 5.5 (Academic)
- IBT (Internet-based TOEFL): Overall score of 75 with a writing section minimum of 21
- Cambridge Certificate of Proficiency in English (CPE): Grades A, B, C and C1
- Cambridge Certificate of Advanced English (CAE): Total score of 52 or over
- English for Academic Purposes (EAP 2): Grade A or Grade B
- PTE Academic Module with score over 51
- Certificate IV in ESL
- An AQF qualification (Certificate IV or higher) with a minimum duration of one year full-time study and which is less than 2 years old.

ASSESSMENT GUIDELINES

All ECA College vocational courses are assessed through a combination of assessment methods including written reports, projects, role plays, presentations or essays.

STUDY PATHWAYS

ICT50118
Diploma of Information Technology
CRICOS Course Code: 0101855

Bachelor of Business (BBU5) CRICOS Course Code: 085072
Bachelor of Business Information Systems (BBIS)
CRICOS Course Code: 085180

TO APPLY ONLINE GO TO:
ecacollege.edu.au/apply/



ECA College Sydney
Level 2, 545 Kent Street, Sydney,
NSW 2000 | Phone: 02 9358 8181

ECA College Melbourne
Level 7, 399 London Street, Melbourne,
VIC 3000 | Phone: 03 9603 5333

ecacollege.edu.au
CRICOS Code: 0101855
BIC Code: 4009





BRAND IDENTITY GUIDELINE



**THE ACCLM LOGO
SHOULD NEVER
BE RECREATED.**

**Only the new official
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used in
communications.**

How should this guide be used?

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Their characteristics ensure an individual and consistent image of the company on the market.

PRIMARY LOGO



PRIMARY LOGO VARIATIONS



CORPORATIVE BACKGROUND

These 2 variations are the correct usage for a brand application on the corporate background.

The detail of the light blue lines can only be kept when applied over the dark blue background.



BLACK & WHITE

The black and white versions of the logos are used if the color version cannot be used. It must be guaranteed that printing will be of adequate quality.

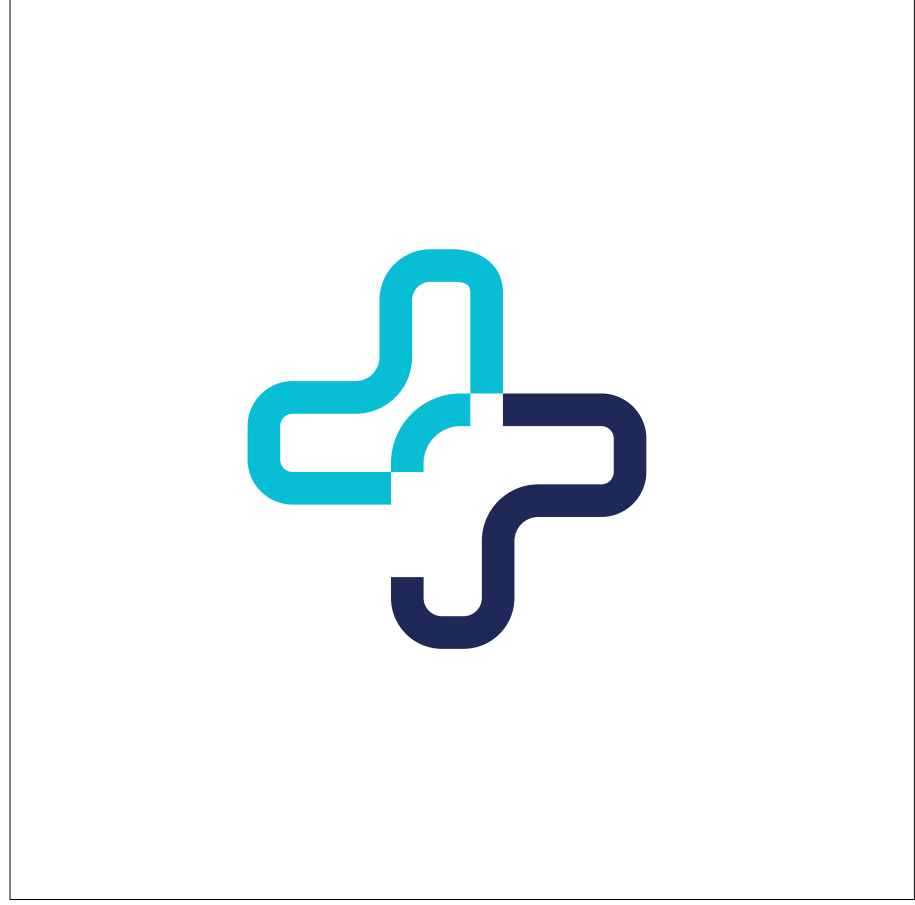


PRIMARY LOGO COLOR BACKGROUND

DARK COLOR (100% TO 50%)

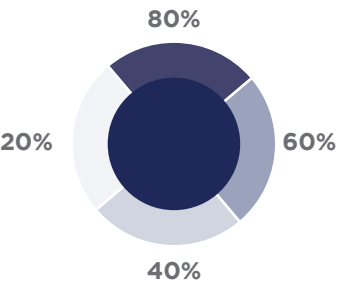


SYMBOL

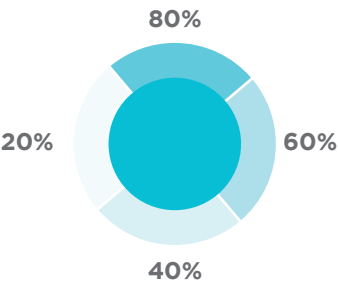


COLOR PALETTE

PRIMARY



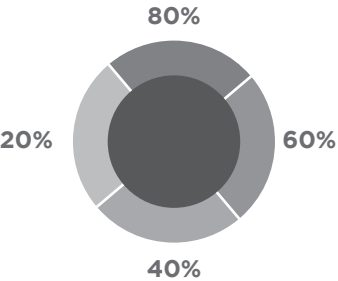
PMS: 281 C
CMYK: 100, 90, 30, 35
RGB: 24, 41, 88
LAB: #182958



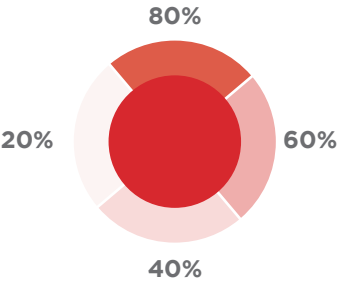
PMS: 3115 C
CMYK: 75, 0, 17, 0
RGB: 0, 187, 210
LAB: #00BBD2

SECONDARY

IT IS ALLOWED TO USE SECONDARY COLORS FOR ILLUSTRATIONS, INFOGRAPHICS, SOME HIGHLIGHTS WHEN NECESSARY AND SUBHEADS.



80% black - 30% black



PMS: 1795 C
CMYK: 0, 96, 93, 2
RGB: 232, 44, 42
LAB: #E82C2A

MINIMUM SIZE

When reproducing the ACCLM logo in print, it should not be reproduced smaller than the specified minimum size, as doing so compromises its readability.

The minimum logo size provides the smallest possible reduction in which the logo is still easy to read.



ISOLATION ZONES

The examples below show the isolation zones when positioning the logo.

The 'X' height changes proportionally according to the size of the logo but it is always determined by the width of the 'band' as shown below.



INCORRECT USAGE



PRINT TYPEFACE

To ensure brand consistency across the ECA Group marketing materials, the primary font should be used in all printed materials such as brochures, and in all advertising and publicity (digital and print).

PRIMARY - HEADLINES

GOTHAM BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&*()

GOTHAM BLACK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&*()

PRIMARY - BODY

GOTHAM LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&*()

GOTHAM BOOK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&*()

GOTHAM ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&*()

GOTHAM MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&*()

Arial is readily available within word processing, spreadsheets and presentation programs and will be used for all internally produced documents as well as for correspondence.

SECONDARY - BODY

ARIAL REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&*()

ARIAL ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&*()

SECONDARY - HEADLINES

ARIAL BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&*()

ARIAL BLACK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&*()

WEB TYPEFACE

PRIMARY - HEADLINE

RALEWAY EXTRA BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&*()

PRIMARY - BODY

ARIMO REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&*()

SECONDARY - HEADLINE

TAHOMA BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&*()

SECONDARY - BODY

TAHOMA REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&*()

IMAGERY





BRAND IDENTITY GUIDELINE



**THE EGI LOGO
SHOULD NEVER
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logo files should be
used in communications.**

How should this guide be used?

We want you to become advocates for our brand and to help us use it consistently.

Name, corporate logo, colors, and typeface - are the pillars of the identity of the company.

Their characteristics ensure an individual and consistent image of the company on the market.

PRIMARY LOGO



PRIMARY LOGO VARIATIONS



CORPORATIVE BACKGROUND

These 2 variations are the correct usage for a brand application on the corporate background.

The detail of the red triangle can only be kept when applied over the dark blue background.



BLACK & WHITE

The black and white versions of the logos are used if the color version cannot be used. It must be guaranteed that printing will be of adequate quality.



PRIMARY LOGO COLOR BACKGROUND

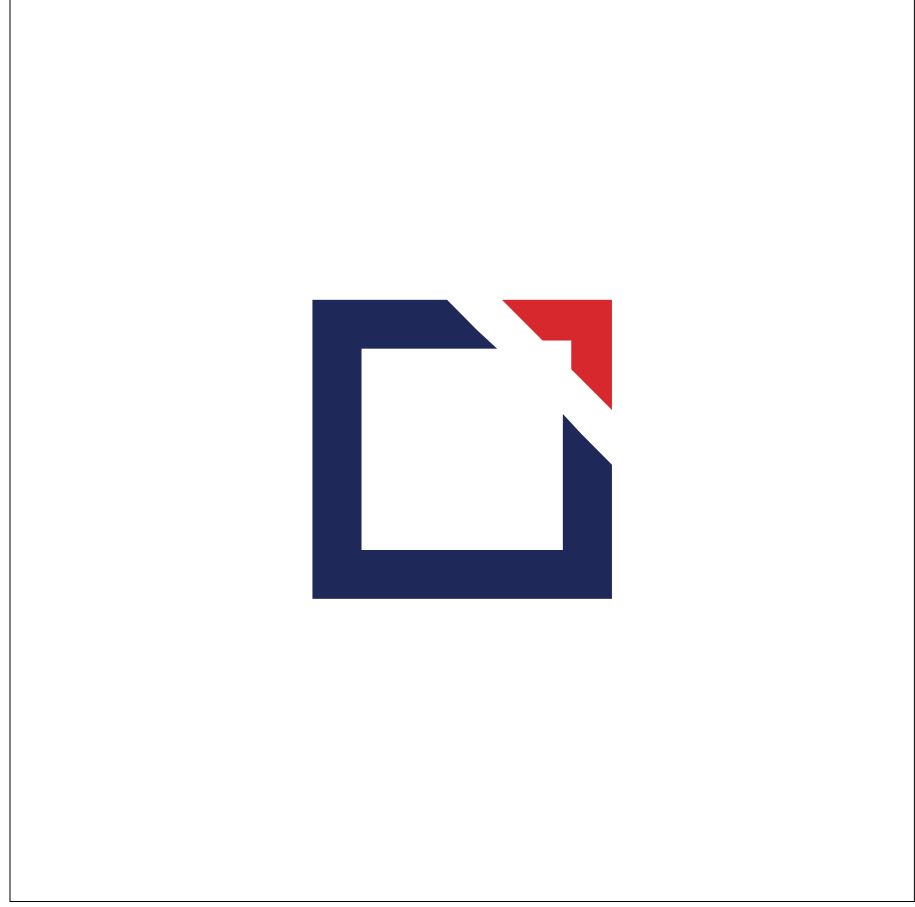
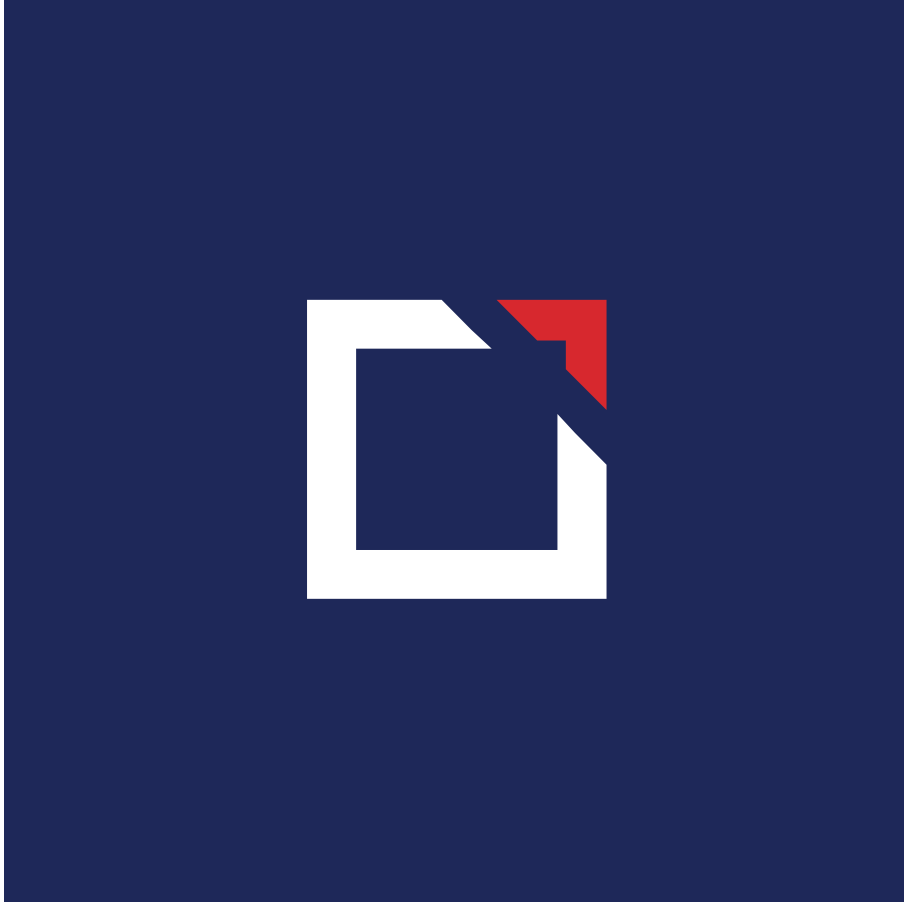
DARK COLOR (100% TO 50%)



LIGHT COLOR (DOWN 50%)

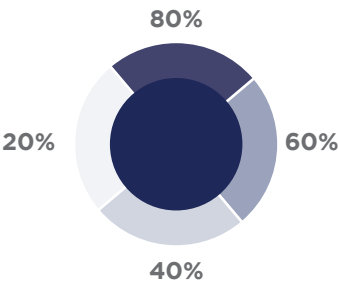


SYMBOL

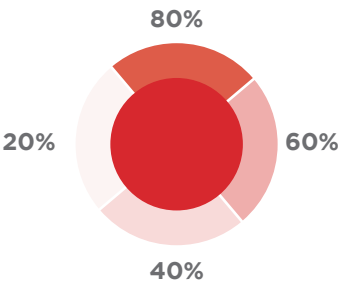


COLOR PALETTE

PRIMARY



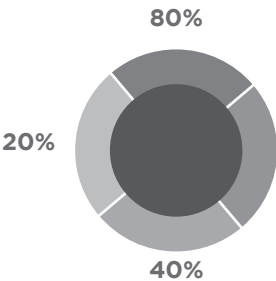
PMS: 281 C
CMYK: 100, 90, 30, 35
RGB: 24, 41, 88
LAB: #182958



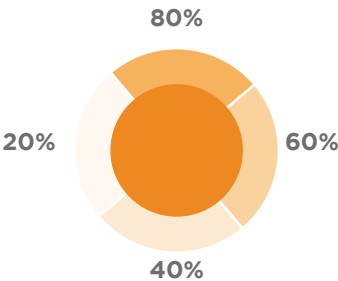
PMS: 1795 C
CMYK: 0, 96, 93, 2
RGB: 232, 44, 42
LAB: #E82C2A

SECONDARY

IT IS ALLOWED TO USE SECONDARY COLORS FOR ILLUSTRATIONS, INFOGRAPHICS, SOME HIGHLIGHTS WHEN NECESSARY AND SUBHEADS.



80% black - 30% black



PMS: 144 C
CMYK: 0, 55, 100, 0
RGB: 246, 139, 31
LAB: #F68B1F

MINIMUM SIZE

When reproducing the EGI logo in print, it should not be reproduced smaller than the specified minimum size, as doing so compromises its readability.

The minimum logo size provides the smallest possible reduction in which the logo is still easy to read.



ISOLATION ZONES

The examples below show the isolation zones when positioning the logo.

The 'X' height changes proportionally according to the size of the logo but it is always determined by the width of the 'band' as shown below.



INCORRECT USAGE

This example apply to EGI



PRINT TYPEFACE

To ensure brand consistency across the ECA Group marketing materials, the primary font should be used in all printed materials such as brochures, and in all advertising and publicity (digital and print).

PRIMARY - HEADLINES

GOTHAM BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&*()

GOTHAM BLACK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&*()

PRIMARY - BODY

GOTHAM LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&*()

GOTHAM BOOK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&*()

GOTHAM ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&*()

GOTHAM MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&*()

Arial is readily available within word processing, spreadsheets and presentation programs and will be used for all internally produced documents as well as for correspondence.

SECONDARY - BODY

ARIAL REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&*()

ARIAL ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&*()

SECONDARY - HEADLINES

ARIAL BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&*()

ARIAL BLACK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&*()

WEB TYPEFACE

PRIMARY - HEADLINE

RALEWAY EXTRA BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&*()

PRIMARY - BODY

ARIMO REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&*()

SECONDARY - HEADLINE

TAHOMA BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&*()

SECONDARY - BODY

TAHOMA REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&*()

IMAGERY



SAMPLE APPLICATIONS COURSES FLYER



**BSB50215
DIPLOMA
OF BUSINESS**

CRICOS Course Code: XXXXXXX



The BSB50215 DIPLOMA OF BUSINESS course is designed for people with substantial experience in a range of settings and who are seeking to further develop their skills across a wide range of business functions.



INTAKES (2020)
13 Jul, 10 Aug, 12 Oct & 9 Nov



UNITS OF STUDY
8 (2 Core units + 6 Electives)



FEES (2020)
\$12,000 (\$3,000 per term)
Enrolment fee: \$200
Material fee: \$150



DURATION
4 terms
Approximately 12 months
Each term 10 weeks and 3 weeks break



CAMPUS
Sydney and Melbourne



CAREER OUTCOMES

- Administration Officer
- Office Manager
- Practice Manager
- Program Coordinator
- General Manager
- Functional Manager

UNITS STUDIED

Unit Code	Unit Name
BSBWOR501	Manage personal work priorities and professional development
BSBHRT501	Manage human resource services
BSBHRT503	Manage workforce planning
BSBMGT615	Contribute to organisational development
BSBPMG522	Undertake project work
BSBADV507	Develop a media plan
BSBPMG523	Design and develop an integrated marketing communication plan
BSBSRS501	Manage risk

ENTRY REQUIREMENTS

Am I Eligible?

Academic Requirements

Year 12 or equivalent and above.

English Language Requirements

All applicants from a non-English speaking background must also supply one of the following as a condition for admission.

ENGLISH LANGUAGE REQUIREMENTS

- IELTS: Overall Score 5.5, No band less than 5
- IBT (Internet-based TOEFL): Test score 70, no section score less than 18
- Cambridge Certificate of Proficiency in English (CPE): Grades A, B, C and C1
- Cambridge Certificate of Advanced English (CAE): Total score of 52 or over
- English for Academic Purposes (EAP 2): Grade A or Grade B
- PTE Academic Module with score over 51
- Certificate IV in ESL
- Completed an AQF qualification (Cert IV or higher) with a minimum duration of one year full-time study, within the last 2 years.

ASSESSMENT GUIDELINES

All EGI vocational courses are assessed through a combination of assessment methods including written reports, projects, role plays, presentations or essays.


STUDY PATHWAYS

**BSB50215
Graduate Diploma of Business**
CRICOS course code: XXXXXXX

Master of Business and Project Management (MBPM)
at Asia Pacific International College (APIC)*
CRICOS Course Code: 0176986

*6 units (3 units specified credits and 3 unspecified credits)


TO APPLY ONLINE GO TO:
egi.eca.edu.au/apply-online/



EGi Sydney
55 Regent Street, Chippendale,
NSW 2008 | Phone: 02 9339 8811

EGi Melbourne
Level 7, 390 Lonsdale Street, Melbourne,
VIC 3000 | Phone: 03 9603 5333

egi.eca.edu.au
CRICOS Course Code: XXXXXXX
BET Code: 12345





BRAND IDENTITY GUIDELINE



**THE ECA LOGO
SHOULD NEVER
BE RECREATED.**

Only the new official
logo files should be
used in
communications.

How should this guide be used?

We want you to become advocates for our brand and to help us use it consistently.

Name, corporate logo, colors, and typeface - are the pillars of the identity of the company.

Their characteristics ensure an individual and consistent image of the company on the market.

PRIMARY LOGO



PRIMARY LOGO VARIATIONS



CORPORATIVE BACKGROUND

These 2 variations are the correct usage for a brand application on the corporate background.

The detail of the light blue line can only be kept when applied over the dark blue background.



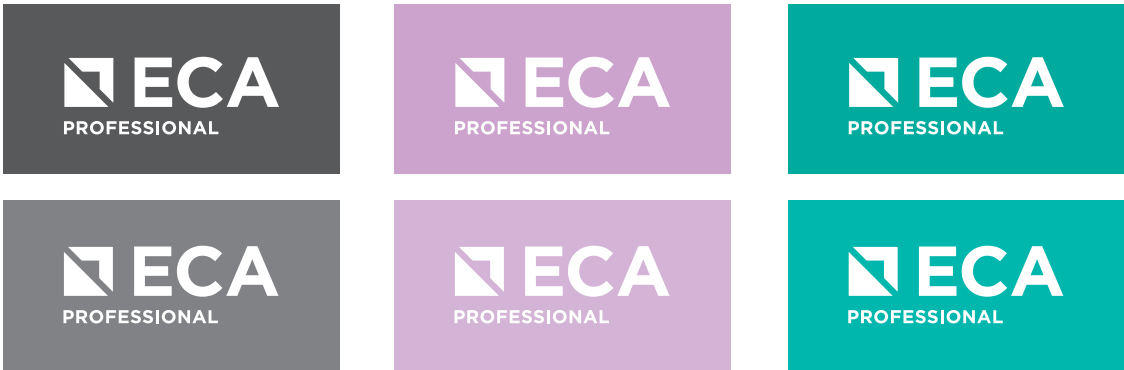
BLACK & WHITE

The black and white versions of the logos are used if the color version cannot be used. It must be guaranteed that printing will be of adequate quality.

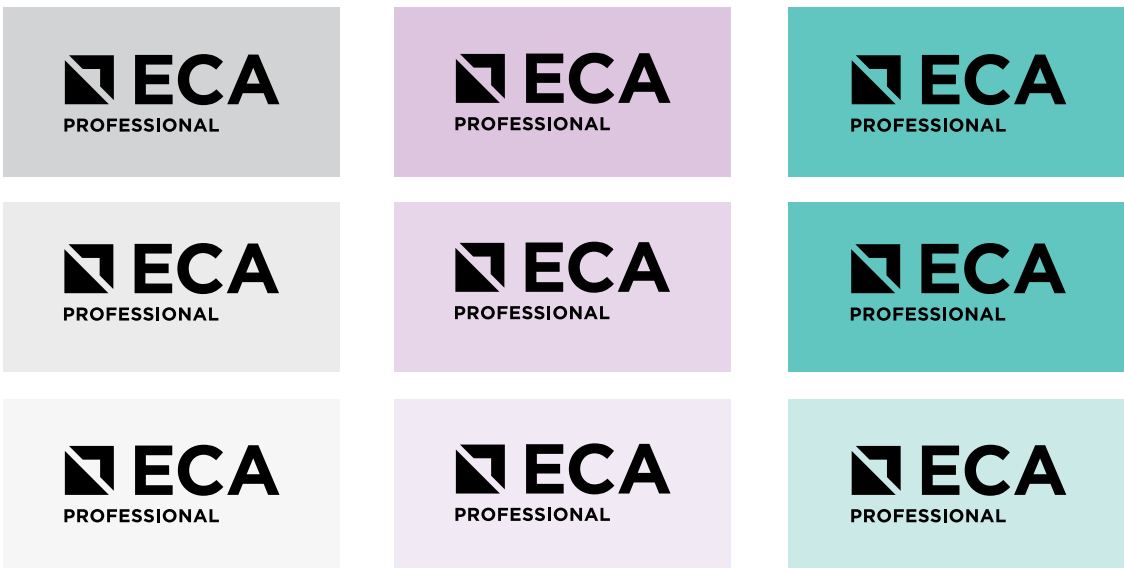


PRIMARY LOGO COLOR BACKGROUND

DARK COLOR (100% TO 50%)

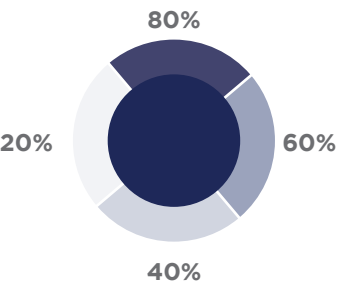


LIGHT COLOR (DOWN 50%)

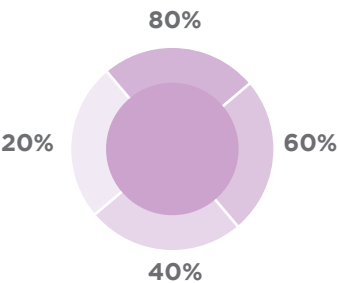


COLOR PALETTE

PRIMARY



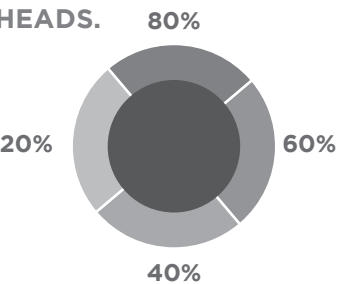
PMS: 281 C
CMYK: 100, 90, 30, 35
RGB: 24, 41, 88
LAB: #182958



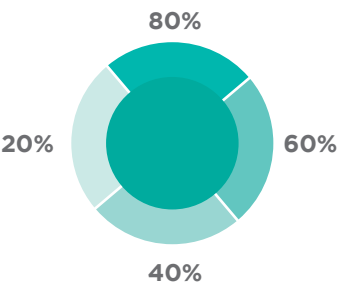
PMS: 1788 C
CMYK: 0, 96, 83, 0
RGB: 238, 45, 56
LAB: #EE2C37

SECONDARY

IT IS ALLOWED TO USE SECONDARY COLORS FOR ILLUSTRATIONS, INFOGRAPHICS, SOME HIGHLIGHTS WHEN NECESSARY AND SUBHEADS.



80% black - 30% black



PMS: 2399 C
CMYK: 97, 0, 49, 0
RGB: 0, 172, 160
LAB: #00ACAO

MINIMUM SIZE

When reproducing the ECA logo in print, it should not be reproduced smaller than the specified minimum size, as doing so compromises its readability.

The minimum logo size provides the smallest possible reduction in which the logo is still easy to read.



ISOLATION ZONES

The examples below show the isolation zones when positioning the logo.

The 'X' height changes proportionally according to the size of the logo but it is always determined by the width of the 'band' as shown below.



INCORRECT USAGE



PRINT TYPEFACE

To ensure brand consistency across the ECA Group marketing materials, the primary font should be used in all printed materials such as brochures, and in all advertising and publicity (digital and print).

PRIMARY - HEADLINES

GOTHAM BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&^*()

GOTHAM BLACK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&^*()

PRIMARY - BODY

GOTHAM LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&^*()

GOTHAM BOOK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&^*()

GOTHAM ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&^*()

GOTHAM MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&^*()

Arial is readily available within word processing, spreadsheets and presentation programs and will be used for all internally produced documents as well as for correspondence.

SECONDARY - BODY

ARIAL REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&^*()

ARIAL ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&^*()

SECONDARY - HEADLINES

ARIAL BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&^*()

ARIAL BLACK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&^*()

WEB TYPEFACE

PRIMARY - HEADLINE

RALEWAY EXTRA BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&^*()

PRIMARY - BODY

ARIMO REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&^*()

SECONDARY - HEADLINE

TAHOMA BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&^*()

SECONDARY - BODY

TAHOMA REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&^*()



BRAND IDENTITY GUIDELINE



**THE ECA PY LOGO
SHOULD NEVER
BE RECREATED.**

**Only the new official
logo files should be
used in communications.**

How should this guide be used?

**We want you to become advocates for our brand
and to help us use it consistently.**

**Name, corporate logo, colors, and typeface - are
the pillars of the identity of the company.**

**Their characteristics ensure an individual and
consistent image of the company on the market.**

PRIMARY LOGO



PRIMARY LOGO VARIATIONS



CORPORATIVE BACKGROUND

These 2 variations are the correct usage for a brand application on the corporate background.

The detail of the yellow triangle can only be kept when applied over the dark blue background.



BLACK & WHITE

The black and white versions of the logos are used if the color version cannot be used. It must be guaranteed that printing will be of adequate quality.



PRIMARY LOGO COLOR BACKGROUND

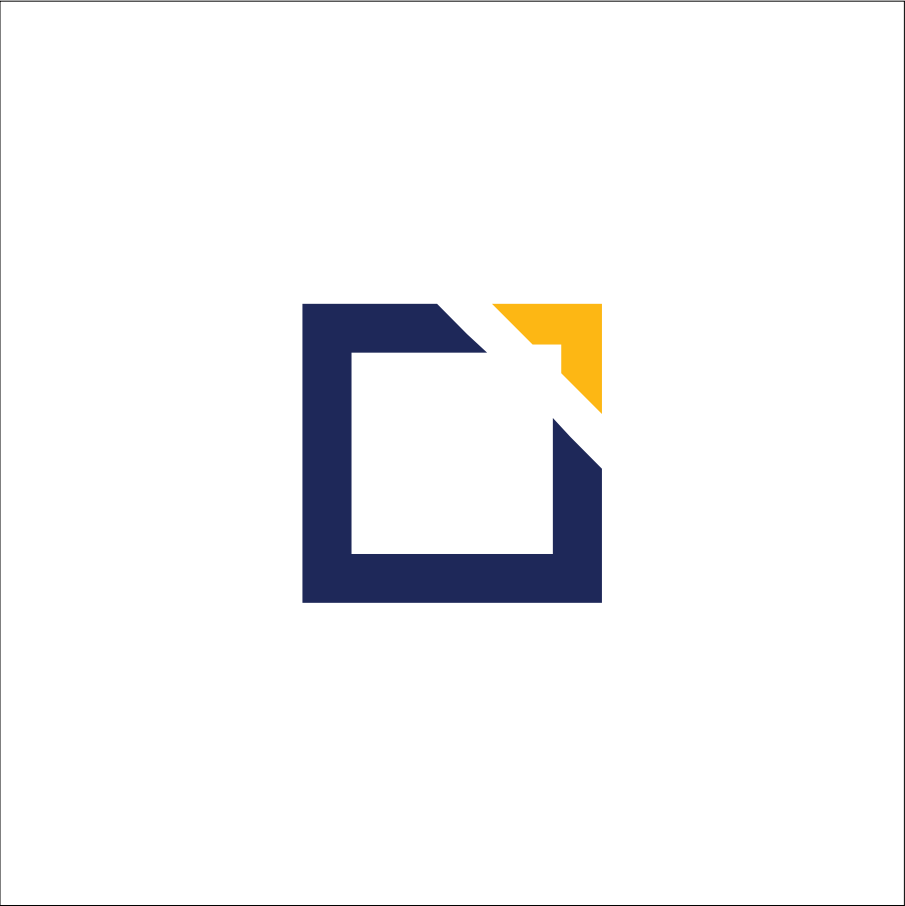
DARK COLOR (100% TO 50%)



LIGHT COLOR (DOWN 50%)

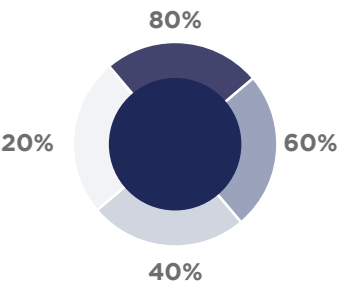


SYMBOL

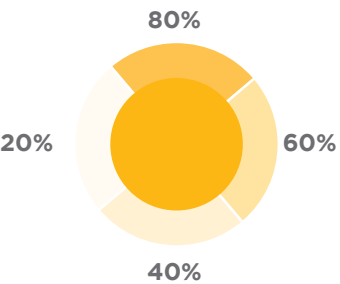


COLOR PALETTE

PRIMARY



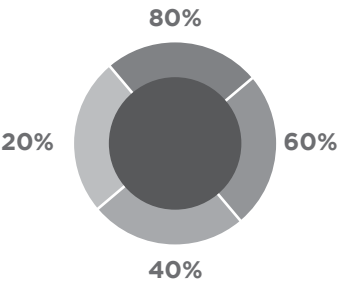
PMS: 281 C
CMYK: 100, 90, 30, 35
RGB: 24, 41, 88
LAB: #182958



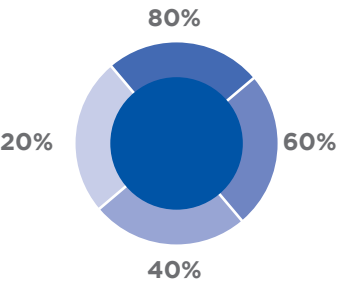
PMS: 7549 C
CMYK: 0, 22, 100, 2
RGB: 255, 182, 0
LAB: #FFB600

SECONDARY

IT IS ALLOWED TO USE SECONDARY COLORS FOR ILLUSTRATIONS, INFOGRAPHICS, SOME HIGHLIGHTS WHEN NECESSARY AND SUBHEADS.



80% black - 30% black



PMS: 7685 C
CMYK: 100, 75, 0, 0
RGB: 0, 84, 166
LAB: #0054a6

MINIMUM SIZE

When reproducing the ECA Professional Year logo in print, it should not be reproduced smaller than the specified minimum size, as doing so compromises its readability.

The minimum logo size provides the smallest possible reduction in which the logo is still easy to read.



ISOLATION ZONES

The examples below show the isolation zones when positioning the logo.

The 'X' height changes proportionally according to the size of the logo but it is always determined by the width of the 'band' as shown below.



INCORRECT USAGE

This example apply to ECA Professional Year



PRINT TYPEFACE

To ensure brand consistency across the ECA Group marketing materials, the primary font should be used in all printed materials such as brochures, and in all advertising and publicity (digital and print).

PRIMARY - HEADLINES

GOTHAM BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&^*()

GOTHAM BLACK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&^*()

PRIMARY - BODY

GOTHAM LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&^*()

GOTHAM BOOK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&^*()

GOTHAM ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&^*()

GOTHAM MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&^*()

Arial is readily available within word processing, spreadsheets and presentation programs and will be used for all internally produced documents as well as for correspondence.

SECONDARY - BODY

ARIAL REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&^*()

ARIAL ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&^*()

SECONDARY - HEADLINES

ARIAL BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&^*()

ARIAL BLACK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&^*()

WEB TYPEFACE

PRIMARY - HEADLINE

RALEWAY EXTRA BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&^*()

PRIMARY - BODY

ARIMO REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&^*()

SECONDARY - HEADLINE

TAHOMA BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&^*()

SECONDARY - BODY

TAHOMA REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&^*()

IMAGERY



SAMPLE APPLICATIONS SOCIAL MEDIA

FACEBOOK POST



INSTAGRAM POST



SAMPLE APPLICATIONS FLYERS





Hello, my name is Petrina Hennessy, I'm your student counsellor and I'm happy to announce my door will be open at Regent Street Campus every Tuesday from 9am - 12pm. I have over 7 years counselling experience and I specialise in providing effective therapeutic support to adolescents and adults in the education sector. I'm an active member of the Australian Counselling Association, and the Mental Health Academy.

COUNSELLING SERVICE IS FREE OF CHARGE AND CONFIDENTIAL.

Students can see the counsellor for a variety of reasons. Everyone finds themselves in difficult situations at some time in their lives and it helps to talk to someone that understands your needs as an international student.

As a counsellor, I am concerned about your welfare, you can speak to me confidentially about any issue in your life.

WHO CAN SEE THE COUNSELLOR?

All students enrolled at APIC, PY, EGI, and ECA College can access the counsellor

WHEN YOU SEE THE COUNSELLOR

When you want to speak to someone who is a professional, confidential, and separate from friends and family. All information discussed with the Counsellor is private.

If you would like to bring a friend or family member with you that is OK.

The counsellor is here to listen and help you with your concerns.

WHY YOU SEE A COUNSELLOR

If you are having personal problems, or just want to talk about:

- Ongoing health issues
- Missing your family and friends overseas
- Relationships
- Difficulty in making life decisions
- Ongoing personal problems
- Emotional Support
- Work related issues
- Stress, anxiety, and depression
- Anything that is preventing you from reaching your educational goals

COUNSELLING

Available free of charge.

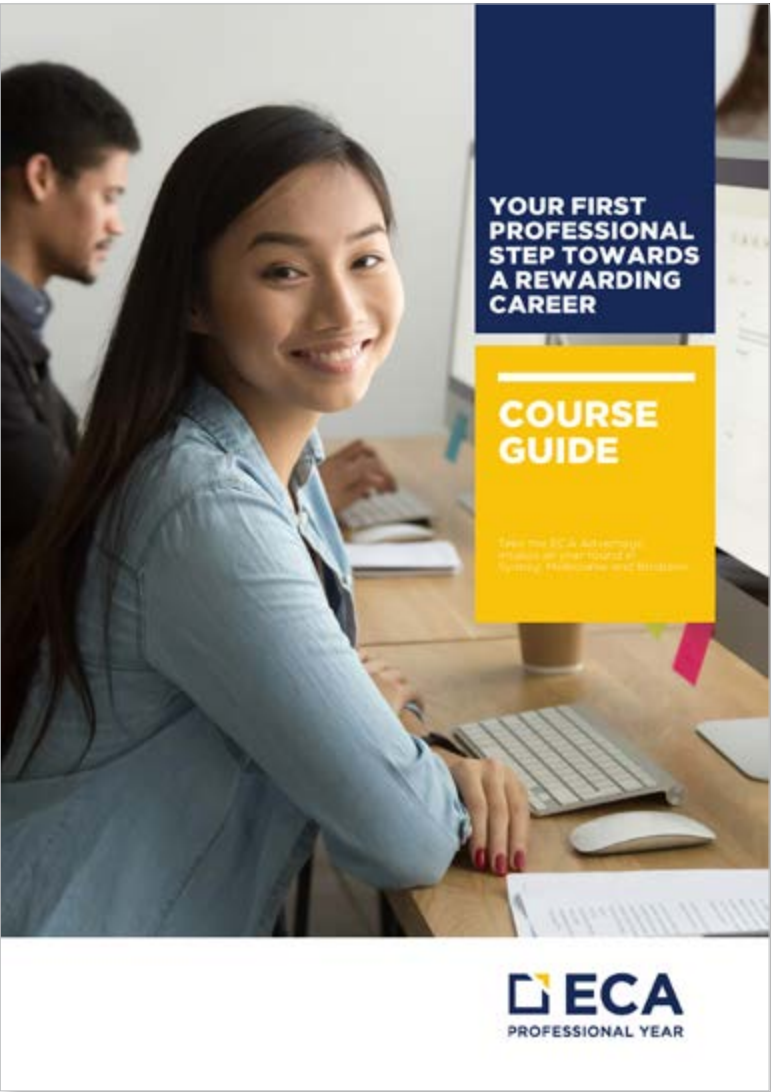
Tuesday from 9am - 12pm
55 Regent St, Chippendale, NSW 2008

Sydney students can talk to the counsellor in person, on the phone, or via skype.

Melbourne and Brisbane students can access this service by telephone or online counselling service during the same hours.

SAMPLE APPLICATIONS BROCHURE

COVER



CONTENT PAGES



SAMPLE APPLICATIONS PULL UP BANNER



The banner features the ECA logo at the top, followed by the text 'PROFESSIONAL YEAR' and 'YOUR FIRST PROFESSIONAL STEP TOWARDS A REWARDING CAREER'. Below this is a photograph of a smiling woman. To the right of the photo is a yellow box with the text 'WHY CHOOSE ECA PROFESSIONAL YEAR?'. Below the photo is a list of bullet points. At the bottom, there is a white box with the website 'WWW.PROFESSIONALYEAR.INFO' and the email 'APPLYPY@ECA.EDU.AU', along with a QR code.

ECA
PROFESSIONAL YEAR

YOUR FIRST PROFESSIONAL STEP
TOWARDS A REWARDING CAREER

WHY CHOOSE ECA PROFESSIONAL YEAR?

- One of Australia's most established PY programs - Accounting or IT
- Year-round intakes in 3 campuses Sydney, Brisbane and Melbourne
- Critical skills for a career in Australia
- Quality reputation for education outcomes
- 7,500 students over 10 years
- FREE professional development workshops
- 5 migration points towards PR
- Over 400 host companies for internships

WWW.PROFESSIONALYEAR.INFO
APPLYPY@ECA.EDU.AU





BRAND IDENTITY GUIDELINE



**THE ECA
INTERNSHIPS LOGO
SHOULD NEVER BE
RECREATED.**

**Only the new official
logo files should be
used in communications.**

How should this guide be used?

**We want you to become advocates for our brand
and to help us use it consistently.**

**Name, corporate logo, colors, and typeface - are
the pillars of the identity of the company.**

**Their characteristics ensure an individual and
consistent image of the company on the market.**

PRIMARY LOGO



PRIMARY LOGO VARIATIONS



CORPORATIVE BACKGROUND

These 2 variations are the correct usage for a brand application on the corporate background.

The detail of the yellow triangle can only be kept when applied over the dark blue background.



BLACK & WHITE

The black and white versions of the logos are used if the color version cannot be used. It must be guaranteed that printing will be of adequate quality.

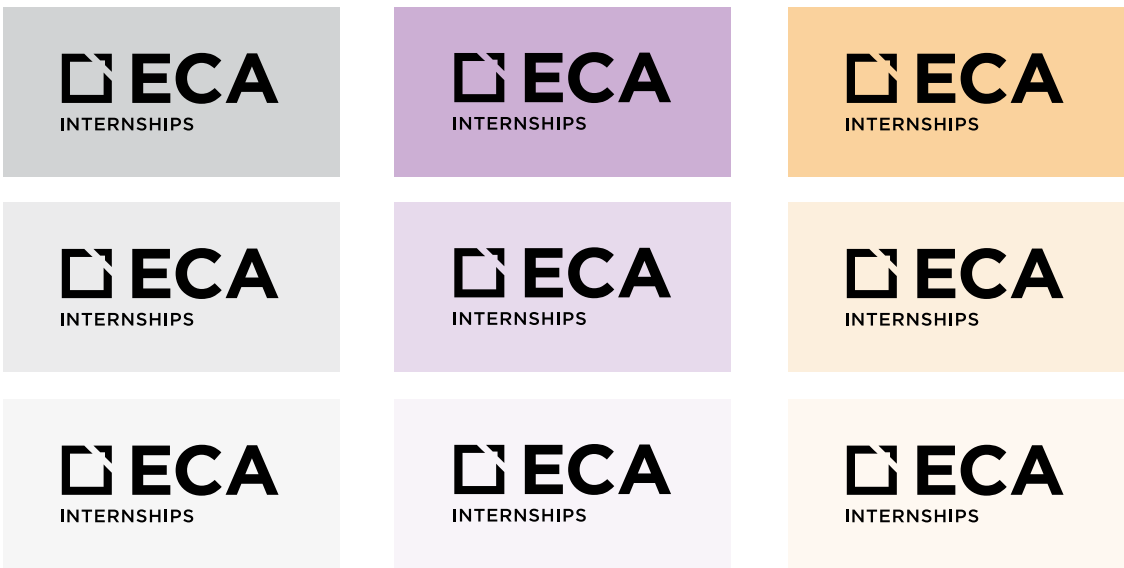


PRIMARY LOGO COLOR BACKGROUND

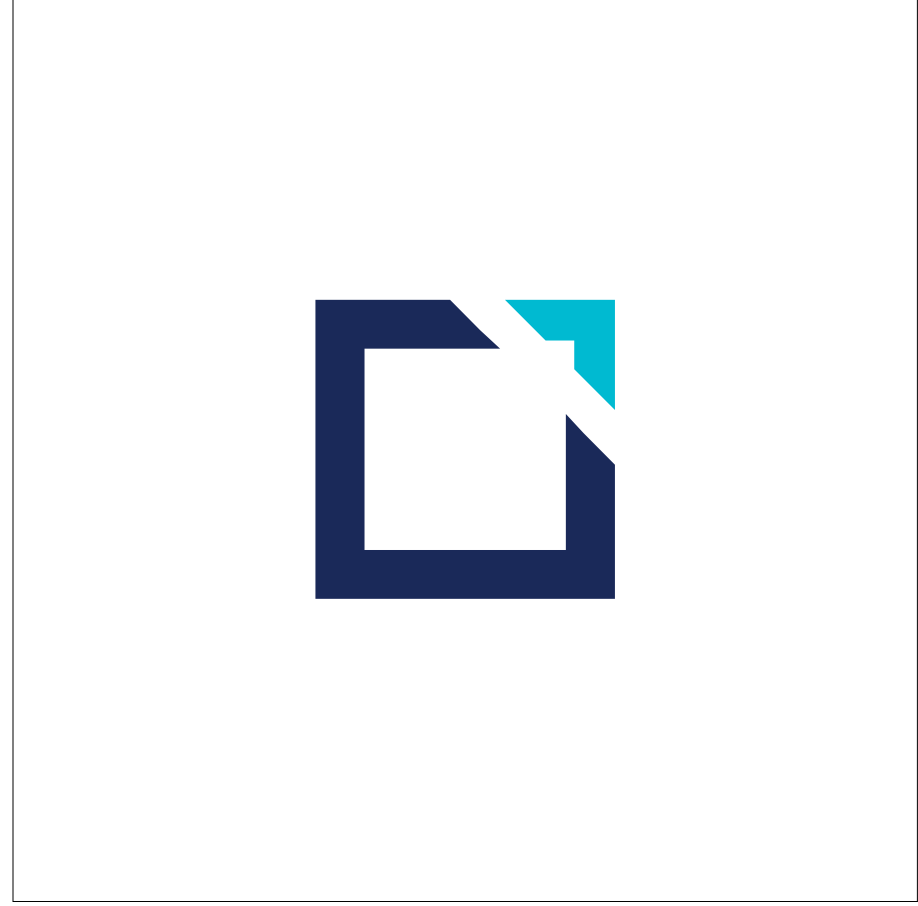
DARK COLOR (100% TO 50%)



LIGHT COLOR (DOWN 50%)

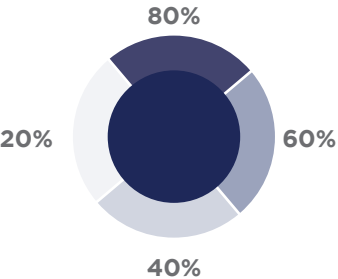


SYMBOL

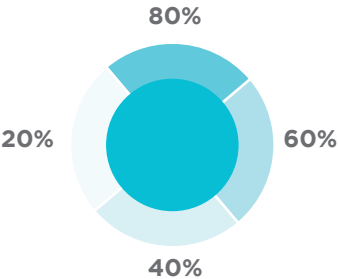


COLOR PALETTE

PRIMARY



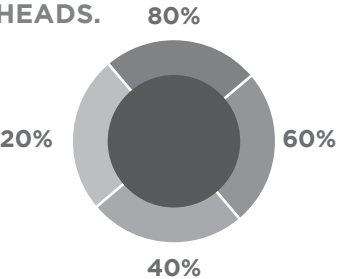
PMS: 281 C
CMYK: 100, 90, 30, 35
RGB: 24, 41, 88
LAB: #182958



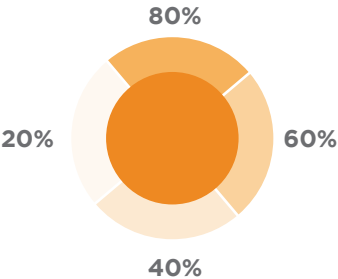
PMS: 3115 C
CMYK: 75, 0, 17, 0
RGB: 0, 187, 210
LAB: #00BBD2

SECONDARY

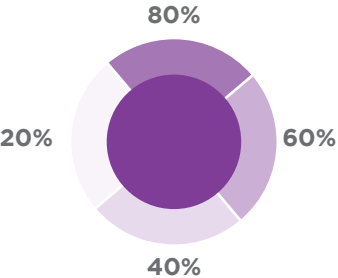
IT IS ALLOWED TO USE SECONDARY COLORS FOR ILLUSTRATIONS, INFOGRAPHICS, SOME HIGHLIGHTS WHEN NECESSARY AND SUBHEADS.



80% black - 30% black



PMS: 144 C
CMYK: 0, 55, 100, 0
RGB: 246, 139, 31
LAB: #F68B1F



PMS: 527 C
CMYK: 69, 99, 0, 0
RGB: 113, 45, 145
LAB: #712D91

MINIMUM SIZE

When reproducing the ECA Internships logo in print, it should not be reproduced smaller than the specified minimum size, as doing so compromises its readability.

The minimum logo size provides the smallest possible reduction in which the logo is still easy to read.



ISOLATION ZONES

The examples below show the isolation zones when positioning the logo.

The 'X' height changes proportionally according to the size of the logo but it is always determined by the width of the 'band' as shown below.



INCORRECT USAGE



PRINT TYPEFACE

To ensure brand consistency across the ECA Group marketing materials, the primary font should be used in all printed materials such as brochures, and in all advertising and publicity (digital and print).

PRIMARY - HEADLINES

GOTHAM BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&^*()

GOTHAM BLACK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&^*()

PRIMARY - BODY

GOTHAM LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&^*()

GOTHAM BOOK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&^*()

GOTHAM ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&^*()

GOTHAM MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&^*()

Arial is readily available within word processing, spreadsheets and presentation programs and will be used for all internally produced documents as well as for correspondence.

SECONDARY - BODY

ARIAL REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&^*()

ARIAL ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&^*()

SECONDARY - HEADLINES

ARIAL BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&^*()

ARIAL BLACK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&^*()

WEB TYPEFACE

PRIMARY - HEADLINE

RALEWAY EXTRA BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&^*()

PRIMARY - BODY

ARIMO REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&^*()

SECONDARY - HEADLINE

TAHOMA BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&^*()

SECONDARY - BODY

TAHOMA REGULAR

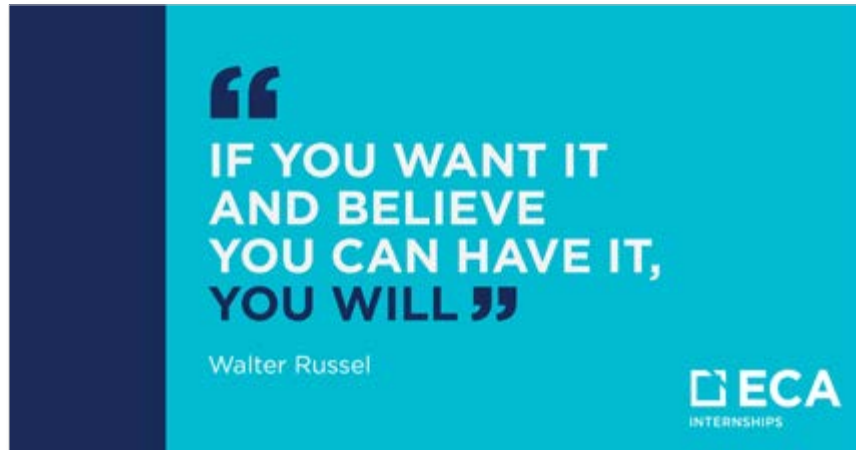
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&^*()

IMAGERY

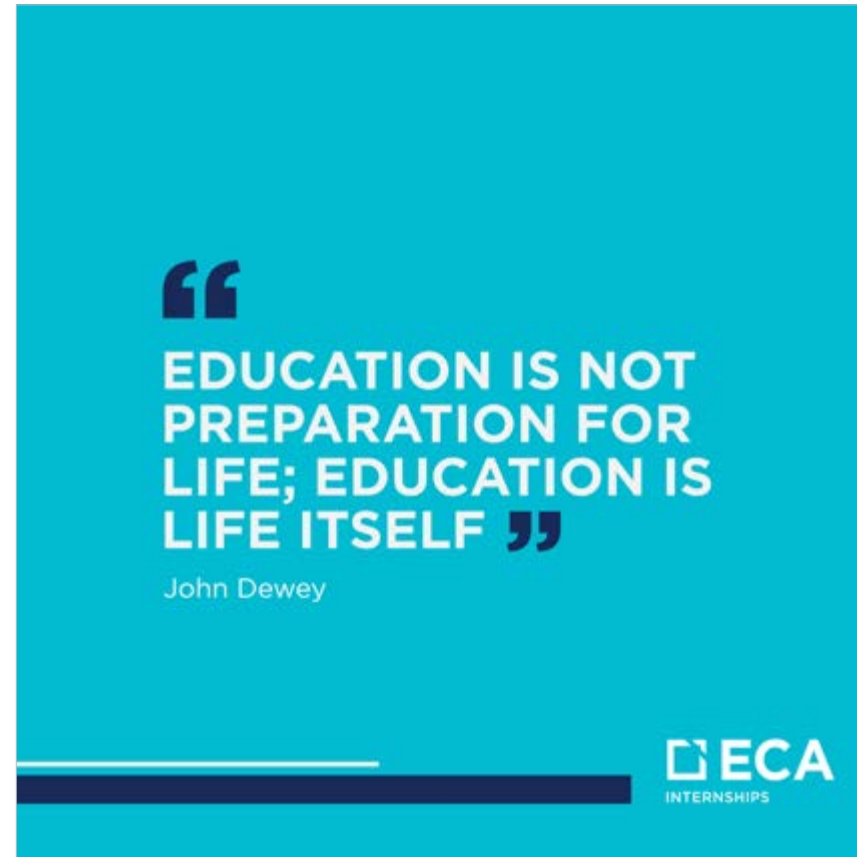


SAMPLE APPLICATIONS SOCIAL MEDIA

FACEBOOK POST



INSTAGRAM POST





**ECA PROFESSIONAL
INTERNSHIP PROGRAM**



ECA
INTERNSHIPS



ABOUT THE PROGRAM

PIP is a pathway to gain practical work experience in Australia. We will match you to a host company for a 10-12 week internship where you can apply your skills within a collaborative and diverse workplace setting. ECA Internships has over 20 years of experience managing student placements and a deep understanding of the Australian workplace sector. Till date, we have placed over 7000 students and have a network of 500+ host companies across Australia!

WHY CHOOSE ECA?

- 
500+ Network of 500+ host companies across Australia
- 
7,000 7000 students placed till date
- 
Lowest Price across any internship provider!
- 
Skills based matchmaking to the relevant internship
- 
Customised training plan to ensure maximum learning
- 
Mid placement and End placement performance assessment
- 
Workers Insurance Coverage at no extra cost

BENEFITS OF AN INTERNSHIP

- Get a foot in the door in a highly competitive workplace
- Grow a professional network in Australia
- Develop essential workplace soft skills
- Hands on training in the chosen field of study
- Enhance workplace communication
- Build an understanding of the Australian workplace

Sydney Campus: 4 Pittwater Rd, Pittwater NSW 2100 | Tel: 02 8766 7629
 Melbourne Campus: Level 2, 305 Lonsdale St, Melbourne, VIC 3000 | Tel: 03 9603 5353
 Brisbane Campus: Level 1, 106 Margaret St, Brisbane, QLD 4000 | Tel: 7 3250 7474

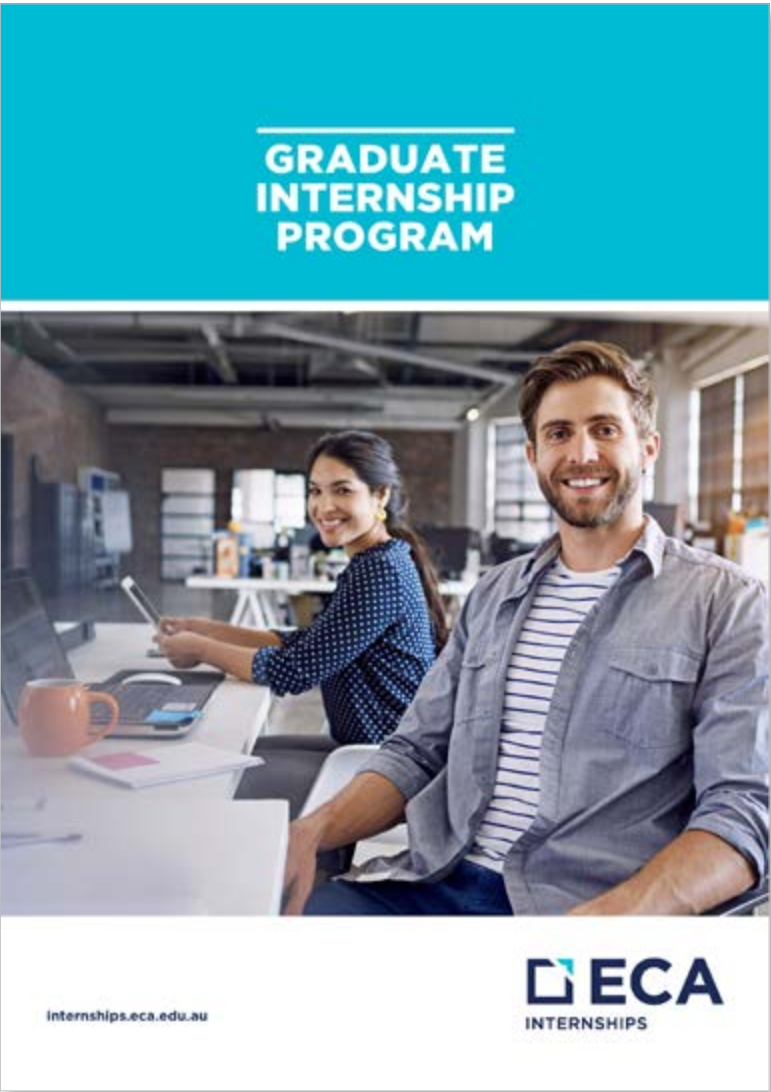
<http://eca.edu.au> | internships@eca.au



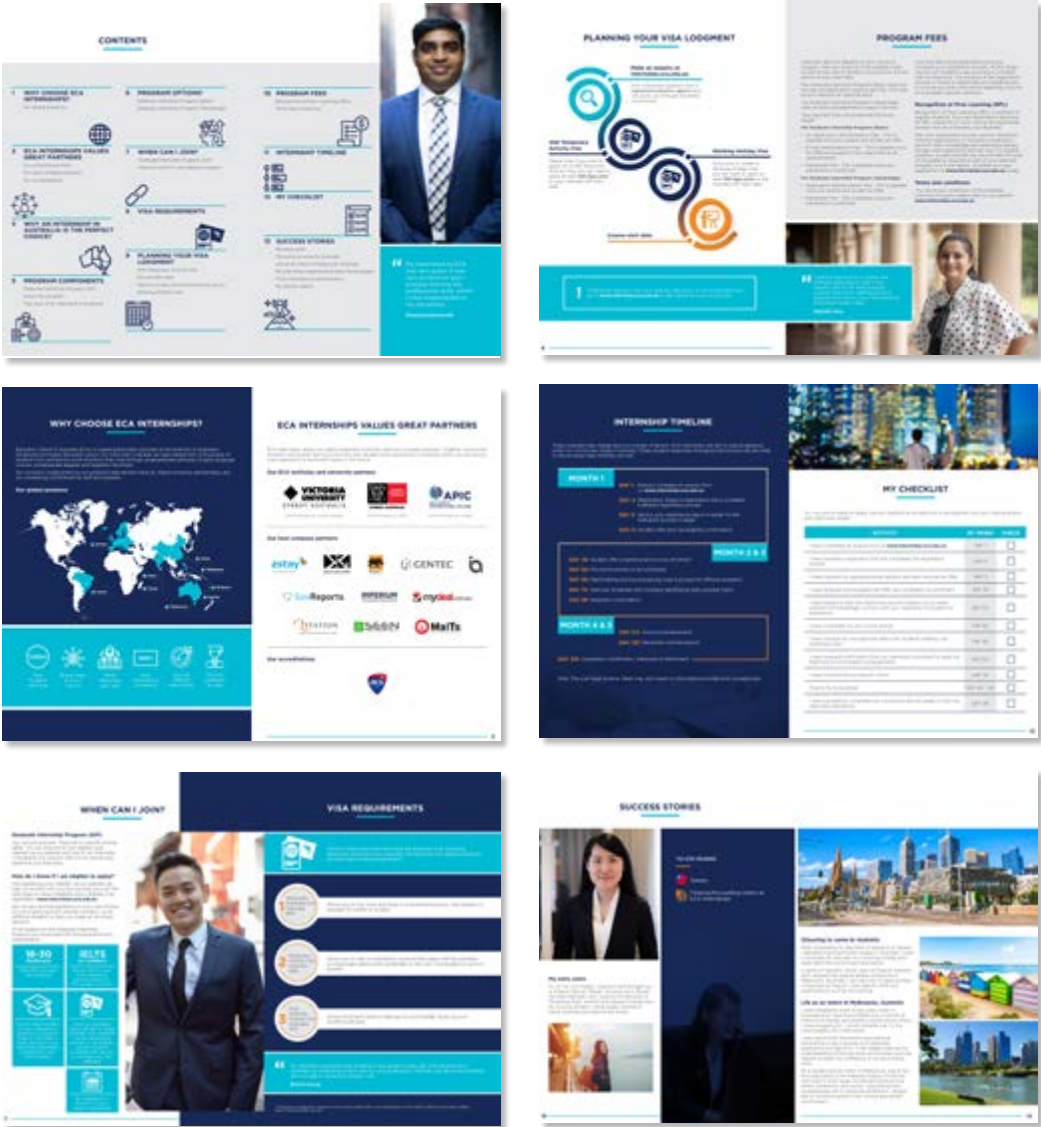
page 157 Brand Identity Guideline | ECA INTERNSHIPS

SAMPLE APPLICATIONS BROCHURE

COVER



CONTENT PAGES



SAMPLE APPLICATIONS PULL UP BANNER





BRAND IDENTITY GUIDELINE



**THE EOL LOGO
SHOULD NEVER
BE RECREATED.**

Only the new official
logo files should be
used in
communications.

How should this guide be used?

We want you to become advocates for our brand and to help us use it consistently.

Name, corporate logo, colors, and typeface - are the pillars of the identity of the company.

Their characteristics ensure an individual and consistent image of the company on the market.

PRIMARY LOGO



PRIMARY LOGO VARIATIONS



CORPORATIVE BACKGROUND

These 2 variations are the correct usage for a brand application on the corporate background.

The detail of the light blue line can only be kept when applied over the dark blue background.



BLACK & WHITE

The black and white versions of the logos are used if the color version cannot be used. It must be guaranteed that printing will be of adequate quality.



ECA ONLINE AWARDED BY ECA COLLEGE LOGO



LOGO VARIATIONS



CORPORATIVE BACKGROUND

These 2 variations are the correct usage for a brand application on the corporate background.

The detail of the light blue line can only be kept when applied over the dark blue background.



BLACK & WHITE

The black and white versions of the logos are used if the color version cannot be used. It must be guaranteed that printing will be of adequate quality.

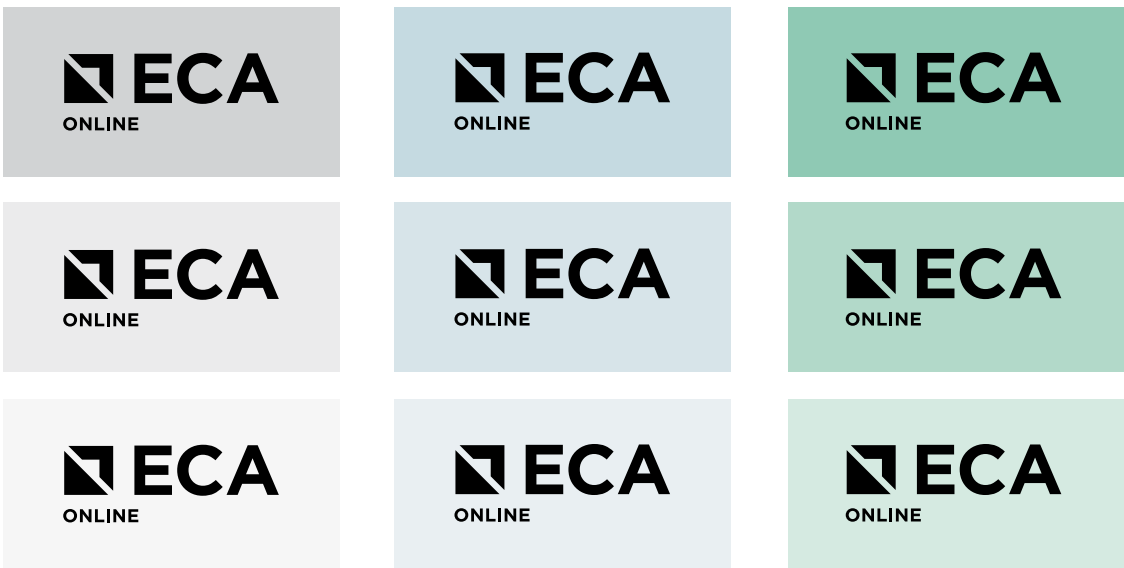


PRIMARY LOGO COLOR BACKGROUND

DARK COLOR (100% TO 50%)

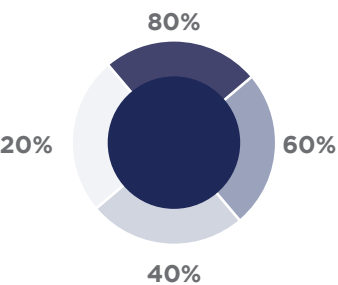


LIGHT COLOR (DOWN 50%)

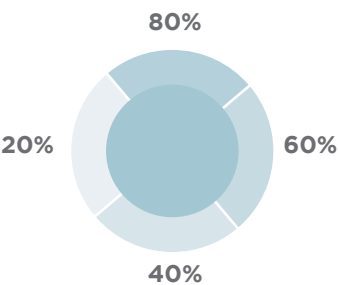


COLOR PALETTE

PRIMARY



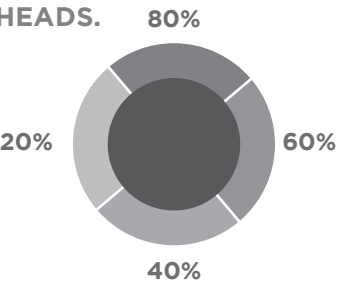
PMS: 281 C
CMYK: 100, 90, 30, 35
RGB: 24, 41, 88
LAB: #182958



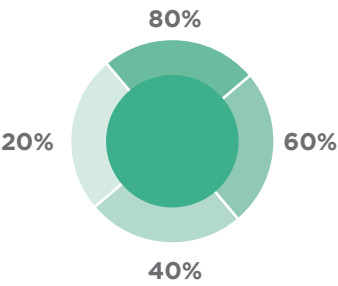
PMS: 551 C
CMYK: 35, 3, 8, 7
RGB: 163, 199, 210
LAB: #A3C7D2

SECONDARY

IT IS ALLOWED TO USE SECONDARY COLORS FOR ILLUSTRATIONS, INFOGRAPHICS, SOME HIGHLIGHTS WHEN NECESSARY AND SUBHEADS.



80% black - 30% black



PMS: 7723 C
CMYK: 69, 0, 54, 7
RGB: 80, 166, 132
LAB: #50A684

MINIMUM SIZE

When reproducing the EOL logo in print, it should not be reproduced smaller than the specified minimum size, as doing so compromises its readability.

The minimum logo size provides the smallest possible reduction in which the logo is still easy to read.



ISOLATION ZONES

The examples below show the isolation zones when positioning the logo.

The 'X' height changes proportionally according to the size of the logo but it is always determined by the width of the 'band' as shown below.



INCORRECT USAGE



PRINT TYPEFACE

To ensure brand consistency across the ECA Group marketing materials, the primary font should be used in all printed materials such as brochures, and in all advertising and publicity (digital and print).

PRIMARY - HEADLINES

GOTHAM BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&^*()

GOTHAM BLACK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&^*()

PRIMARY - BODY

GOTHAM LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&^*()

GOTHAM BOOK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&^*()

GOTHAM ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&^*()

GOTHAM MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&^*()

Arial is readily available within word processing, spreadsheets and presentation programs and will be used for all internally produced documents as well as for correspondence.

SECONDARY - BODY

ARIAL REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&^*()

ARIAL ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&^*()

SECONDARY - HEADLINES

ARIAL BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&^*()

ARIAL BLACK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&^*()

WEB TYPEFACE

PRIMARY - HEADLINE

RALEWAY EXTRA BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&^*()

PRIMARY - BODY

ARIMO REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&^*()

SECONDARY - HEADLINE

TAHOMA BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&^*()

SECONDARY - BODY

TAHOMA REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&^*()



WOMEN EMPOWERMENT
PROGRAM

BRAND IDENTITY GUIDELINE



**THE WEP LOGO
SHOULD NEVER
BE RECREATED.**

**Only the new official
logo files should be
used in
communications.**

How should this guide be used?

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and to help us use it consistently.**

**Name, corporate logo, colors, and typeface - are
the pillars of the identity of the company.**

**Their characteristics ensure an individual and
consistent image of the company on the market.**

PRIMARY LOGO



PRIMARY LOGO VARIATIONS



CORPORATIVE BACKGROUND

These 2 variations are the correct usage for a brand application on the corporate background.

The detail of the light blue line can only be kept when applied over the dark blue background.



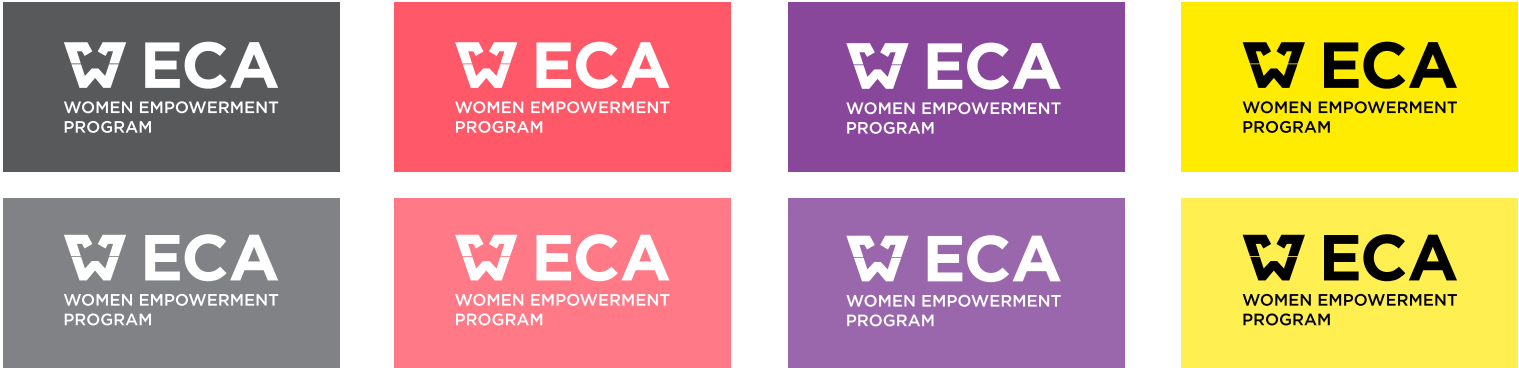
BLACK & WHITE

The black and white versions of the logos are used if the color version cannot be used. It must be guaranteed that printing will be of adequate quality.



PRIMARY LOGO COLOR BACKGROUND

DARK COLOR (100% TO 50%)



LIGHT COLOR (DOWN 50%)

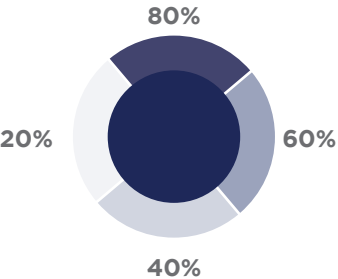


SYMBOL

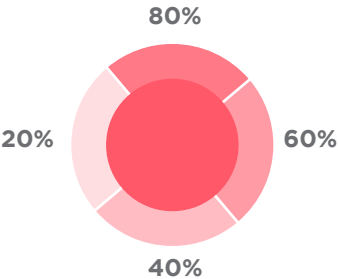


COLOR PALETTE

PRIMARY



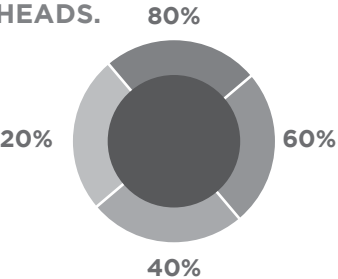
PMS: 281 C
CMYK: 100, 90, 30, 35
RGB: 24, 41, 88
LAB: #182958



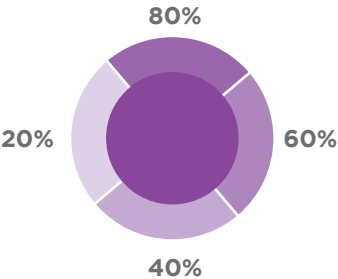
PMS: 2346 C
CMYK: 0, 75, 48, 0
RGB: 255, 88, 105
LAB: #FF5869

SECONDARY

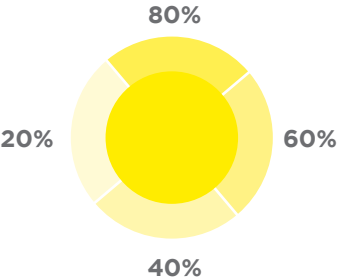
IT IS ALLOWED TO USE SECONDARY COLORS FOR ILLUSTRATIONS, INFOGRAPHICS, SOME HIGHLIGHTS WHEN NECESSARY AND SUBHEADS.



80% black - 30% black



PMS: 7442 C
CMYK: 54, 86, 0, 0
RGB: 150, 60, 189
LAB: #963CBD



PMS: 012 C
CMYK: 0, 2, 100, 0
RGB: 255, 215, 0
HEX: FFD700

MINIMUM SIZE

When reproducing the WEP logo in print, it should not be reproduced smaller than the specified minimum size, as doing so compromises its readability.

The minimum logo size provides the smallest possible reduction in which the logo is still easy to read.



ISOLATION ZONES

The examples below show the isolation zones when positioning the logo.

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INCORRECT USAGE



PRINT TYPEFACE

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PRIMARY - HEADLINES

GOTHAM BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&^*()

GOTHAM BLACK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&^*()

PRIMARY - BODY

GOTHAM LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&^*()

GOTHAM BOOK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&^*()

GOTHAM ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&^*()

GOTHAM MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&^*()

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SECONDARY - BODY

ARIAL REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&^*()

ARIAL ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&^*()

SECONDARY - HEADLINES

ARIAL BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&^*()

ARIAL BLACK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&^*()

WEB TYPEFACE

PRIMARY - HEADLINE

RALEWAY EXTRA BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&^*()

PRIMARY - BODY

ARIMO REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&^*()

SECONDARY - HEADLINE

TAHOMA BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&^*()

SECONDARY - BODY

TAHOMA REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&^*()

IMAGERY

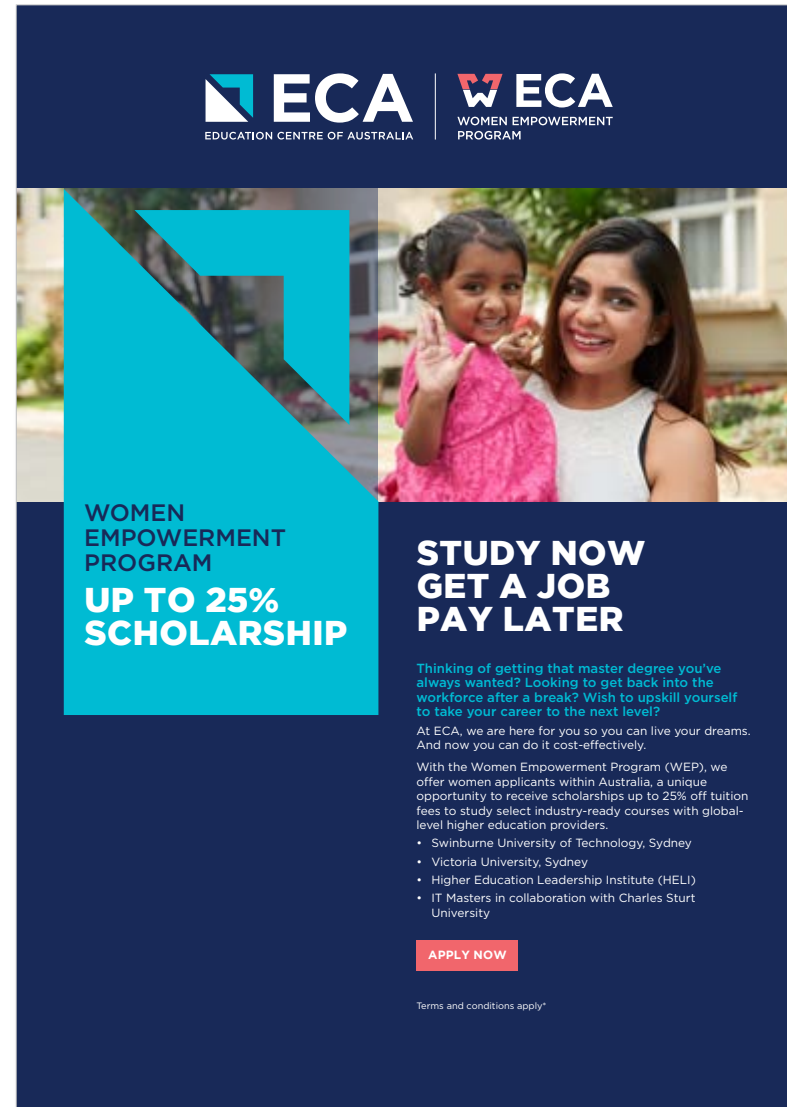


SAMPLE APPLICATIONS

FACEBOOK POST



FLYER



SAMPLE APPLICATIONS PULL UP BANNER





GLOBAL PATHWAY
PROGRAM

BRAND IDENTITY GUIDELINE



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PRIMARY LOGO



PRIMARY LOGO VARIATIONS



CORPORATIVE BACKGROUND

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BLACK & WHITE

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PRIMARY LOGO COLOR BACKGROUND

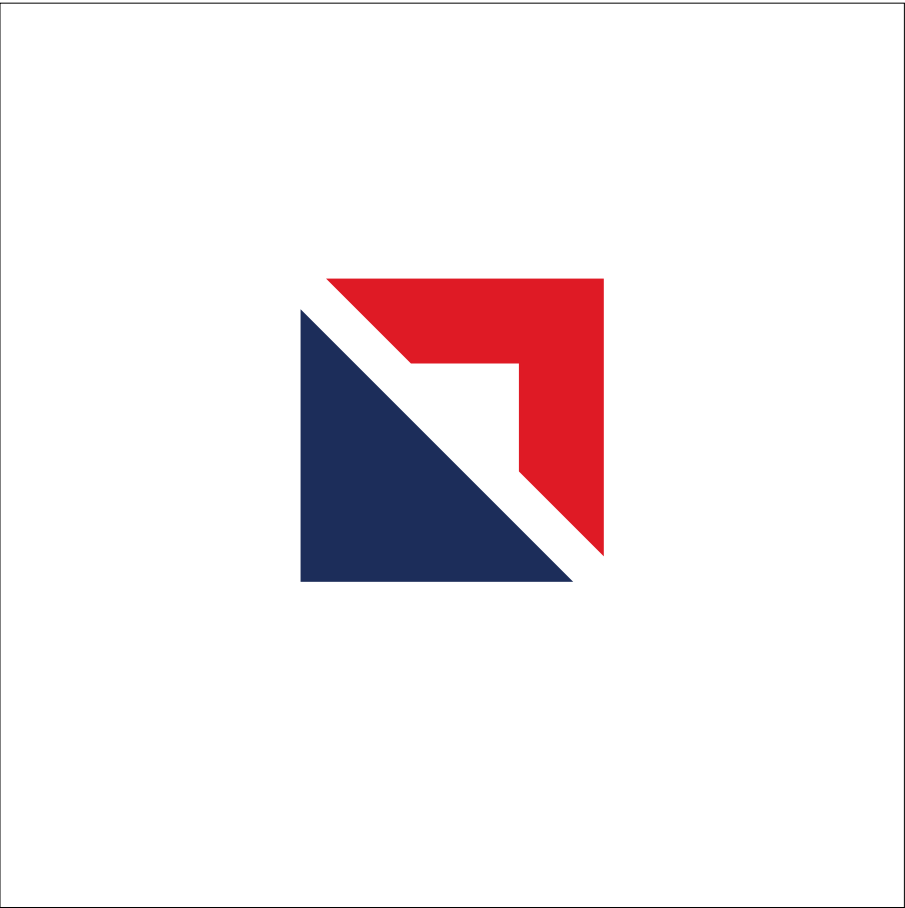
DARK COLOR (100% TO 50%)



LIGHT COLOR (DOWN 50%)

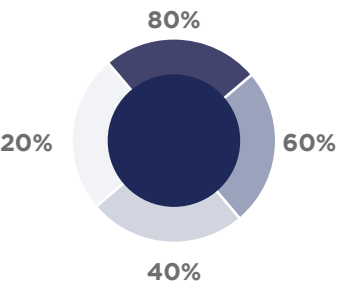


SYMBOL

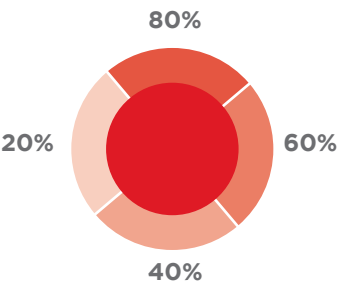


COLOR PALETTE

PRIMARY



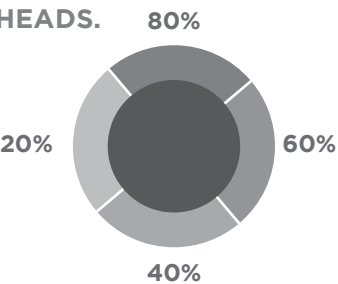
PMS: 281 C
CMYK: 100, 90, 30, 35
RGB: 24, 41, 88
LAB: #182958



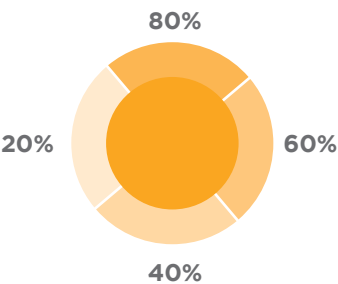
PMS: 3517 C
CMYK: 0, 100, 96, 6
RGB: 193, 0, 22
LAB: #C10016

SECONDARY

IT IS ALLOWED TO USE SECONDARY COLORS FOR ILLUSTRATIONS, INFOGRAPHICS, SOME HIGHLIGHTS WHEN NECESSARY AND SUBHEADS.



80% black - 30% black



PMS: 1375 C
CMYK: 0, 40, 97, 0
RGB: 255, 158, 27
LAB: #FF9E1B

MINIMUM SIZE

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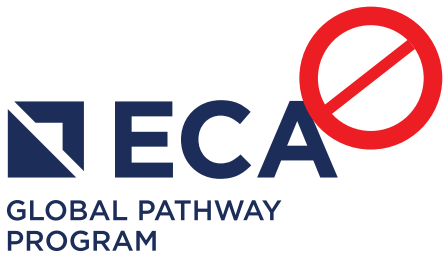
ISOLATION ZONES

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INCORRECT USAGE



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PRIMARY - HEADLINES

GOTHAM BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&^*()

GOTHAM BLACK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&^*()

PRIMARY - BODY

GOTHAM LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&^*()

GOTHAM BOOK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&^*()

GOTHAM ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&^*()

GOTHAM MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&^*()

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SECONDARY - BODY

ARIAL REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&^*()

ARIAL ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&^*()

SECONDARY - HEADLINES

ARIAL BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&^*()

ARIAL BLACK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&^*()

WEB TYPEFACE

PRIMARY - HEADLINE

RALEWAY EXTRA BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&^*()

PRIMARY - BODY

ARIMO REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&^*()

SECONDARY - HEADLINE

TAHOMA BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&^*()

SECONDARY - BODY

TAHOMA REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&^*()

IMAGERY



SAMPLE APPLICATIONS BROCHURE

COVER



CONTENT PAGES





ECA BRAND GUIDELINES - SEPTEMBER 2020