ECAGROUP

BRANDS

SEPTEMBER 2020

CONTENTS

- ECA GROUP 3
- ECA 5
- ECA GLOBAL | ECA PARTNERSHIPS | ECA PATHWAYS 25
- ECA HIGHER EDUCATION 33
- APIC 41
- CHS 56
- ECA ENGLISH & VOCATIONAL 68
- ELSIS 76
- ECA COLLEGE 91
- ACCLM 103
- ECA GRADUATE INSTITUTE 113
- ECA PROFESSIONAL 124
- ECA PROFESSIONAL YEAR 132
- ECA INTERNSHIPS 146
- ECA ONLINE 160
- ECA WOMEN EMPOWERMENT PROGRAM 169
- ECA GLOBAL PATHWAY PROGRAM 181

ECAGROUP

ECA BUSINESS STRUCTURE

ECA Instituitions and partnerships.

ECA

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.

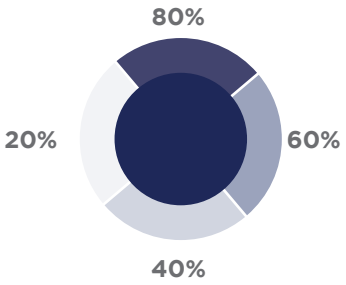
PRIMARY LOGO USAGE

PLACEMENT ON IMAGES

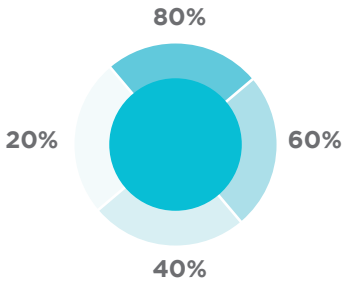
SYMBOL

COLOR PALETTE

PRIMARY



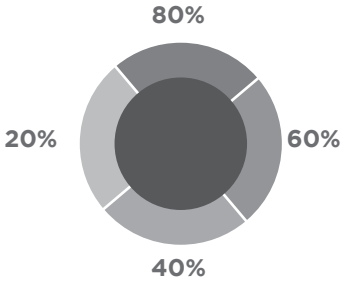
PMS: 281 C
CMYK: 100, 90, 30, 35
RGB: 24, 41, 88
LAB: #182958



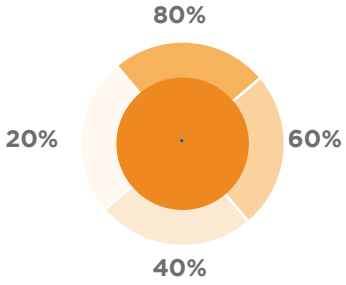
PMS: 3115 C
CMYK: 75, 0, 17, 0
RGB: 0, 187, 210
LAB: #00BBD2

SECONDARY

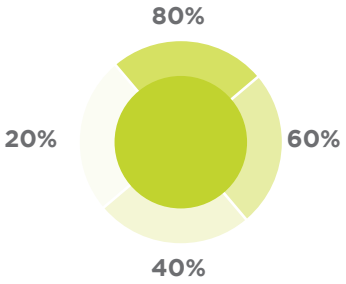
IT IS ALLOWED TO USE SECONDARY COLORS FOR ILLUSTRATIONS, INFOGRAPHICS, SOME HIGHLIGHTS WHEN NECESSARY AND SUBHEADS.



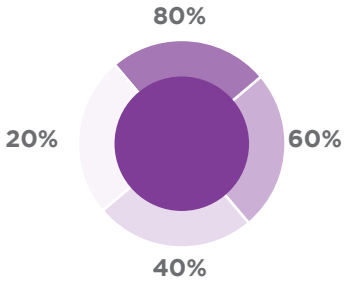
80% black - 30% black



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.

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

GOTHAM LIGHT

ABCDEFGHIJLMNOPQRSTUVWXYZ
abcdefghijlmnopqrstuvwxyz
1234567890!@#$%^&*()

GOTHAM MEDIUM

ABCDEFGHIJLMNOPQRSTUVWXYZ
abcdefghijlmnopqrstuvwxyz
1234567890!@#$%^&*()

GOTHAM BOOK

ABCDEFGHIJLMNOPQRSTUVWXYZ
abcdefghijlmnopqrstuvwxyz
1234567890!@#$%^&*()

GOTHAM BOLD

ABCDEFGHIJLMNOPQRSTUVWXYZ
abcdefghijlmnopqrstuvwxyz
1234567890!@#$%^&*()

GOTHAM ITALIC

ABCDEFGHIJLMNOPQRSTUVWXYZ
abcdefghijlmnopqrstuvwxyz
1234567890!@#$%^&()*

GOTHAM BLACK

ABCDEFGHIJLMNOPQRSTUVWXYZ
abcdefghijlmnopqrstuvwxyz
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

ABCDEFGHIJLMNOPQRSTUVWXYZ
abcdefghijlmnopqrstuvwxyz
1234567890!@#$%^&*()

ARIAL BOLD

ABCDEFGHIJLMNOPQRSTUVWXYZ
abcdefghijlmnopqrstuvwxyz
1234567890!@#$%^&*()

ARIAL ITALIC

ABCDEFGHIJLMNOPQRSTUVWXYZ
abcdefghijlmnopqrstuvwxyz
1234567890!@#$%^&()*

ARIAL BLACK

ABCDEFGHIJLMNOPQRSTUVWXYZ
abcdefghijlmnopqrstuvwxyz
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 corporative, we have to use the following font only for the headlines and subheads (optional).

FACE OFF M54

ABCDEFGHIJLMNOPQRSTUVWXYZ
1234567890

An example

PHOTOGRAPHY EXAMPLES

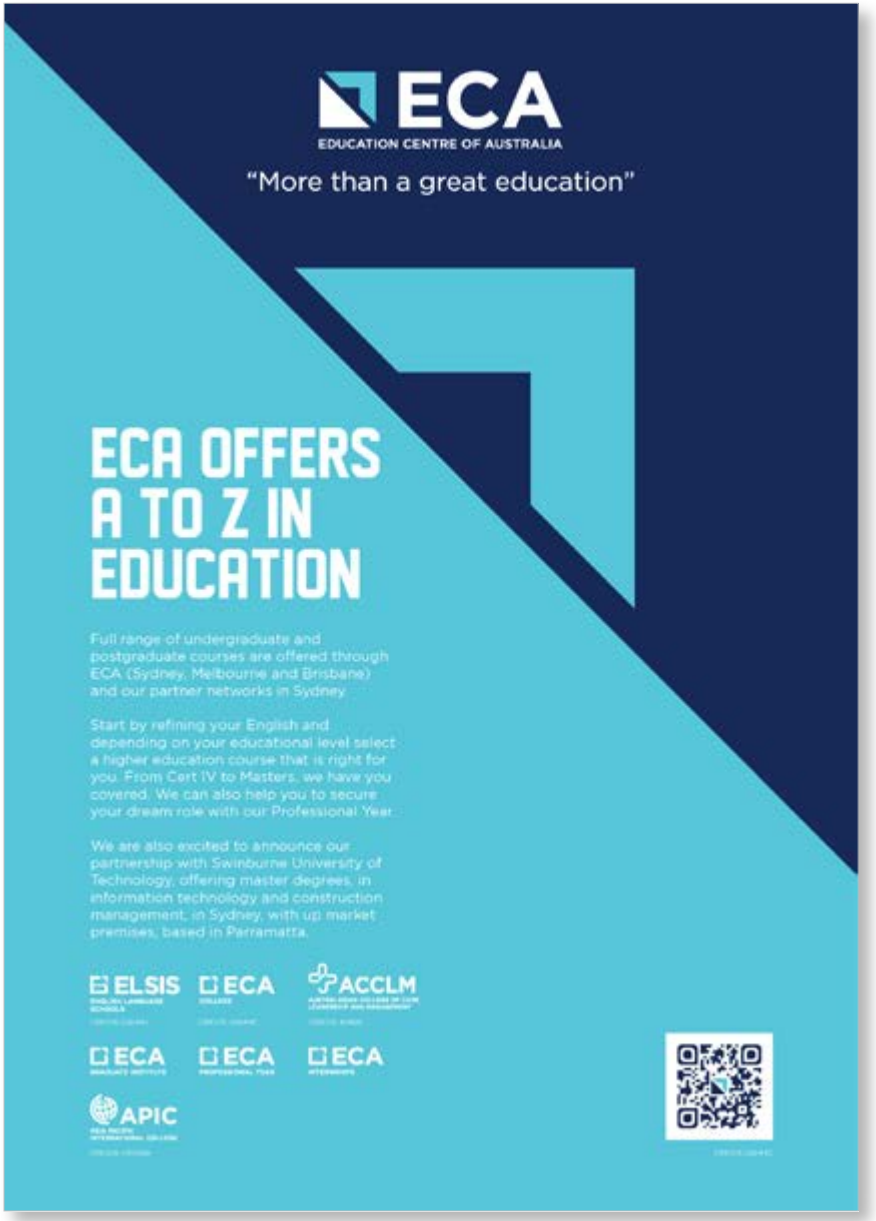
SAMPLE APPLICATIONS STATIONARY

SAMPLE APPLICATIONS BANNER

SAMPLE APPLICATIONS PULL UP BANNER

SAMPLE APPLICATIONS MERCHANDISING

SAMPLE APPLICATIONS FLYERS



SAMPLE APPLICATIONS CAMPAIGNS

HORIZONTAL WEB BANNER

VERTICAL WEB BANNER

SAMPLE APPLICATIONS GENERAL SOCIAL MEDIA POSTS

FACEBOOK POST

ECA GLOBAL | ECA PARTNERSHIPS | ECA PATHWAYS

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

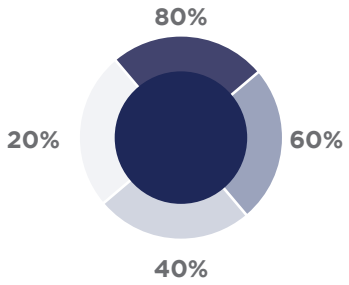
PRIMARY LOGO COLOR BACKGROUND

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

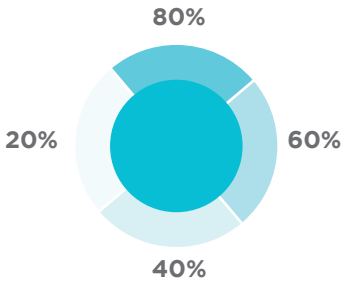
LIGHT COLOR (DOWN 50%)

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

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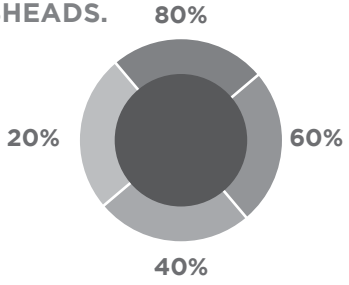
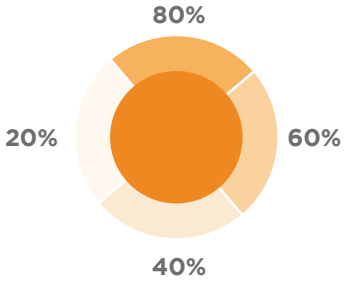
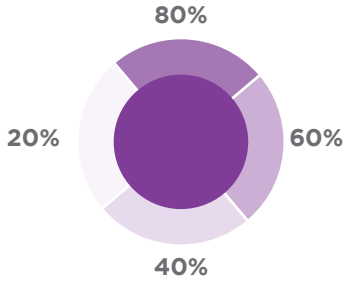


80% black - 30% black



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

ABCDEFGHIJLMNOPQRSTUVWXYZ
abcdefghijlmnopqrstuvwxyz
1234567890!@#$%^&*()

GOTHAM BLACK

ABCDEFGHIJLMNOPQRSTUVWXYZ
abcdefghijlmnopqrstuvwxyz
1234567890!@#$%^&*()

PRIMARY - BODY

GOTHAM LIGHT

ABCDEFGHIJLMNOPQRSTUVWXYZ
abcdefghijlmnopqrstuvwxyz
1234567890!@#$%^&*()

GOTHAM BOOK

ABCDEFGHIJLMNOPQRSTUVWXYZ
abcdefghijlmnopqrstuvwxyz
1234567890!@#$%^&*()

GOTHAM ITALIC

ABCDEFGHIJLMNOPQRSTUVWXYZ
abcdefghijlmnopqrstuvwxyz
1234567890!@#$%^&()*

GOTHAM MEDIUM

ABCDEFGHIJLMNOPQRSTUVWXYZ
abcdefghijlmnopqrstuvwxyz
1234567890!@#$%^&*()

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SECONDARY - BODY

ARIAL REGULAR

ABCDEFGHIJLMNOPQRSTUVWXYZ
abcdefghijlmnopqrstuvwxyz
1234567890!@#$%^&*()

ARIAL ITALIC

ABCDEFGHIJLMNOPQRSTUVWXYZ
abcdefghijlmnopqrstuvwxyz
1234567890!@#$%^&()*

SECONDARY - HEADLINES

ARIAL BOLD

ABCDEFGHIJLMNOPQRSTUVWXYZ
abcdefghijlmnopqrstuvwxyz
1234567890!@#$%^&*()

ARIAL BLACK

ABCDEFGHIJLMNOPQRSTUVWXYZ
abcdefghijlmnopqrstuvwxyz
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!@#$%^&*()

ECA

HIGHER EDUCATION

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 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.

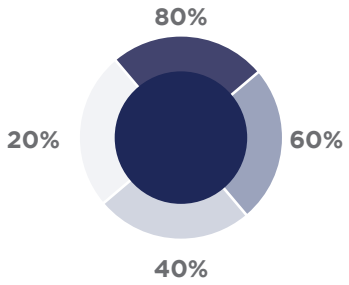
PRIMARY LOGO COLOR BACKGROUND

DARK COLOR (100% TO 50%)

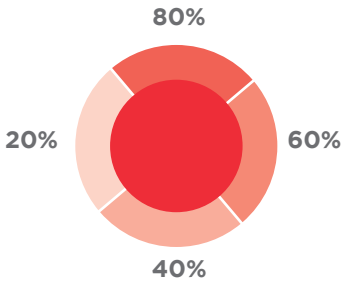
LIGHT COLOR (DOWN 50%)

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

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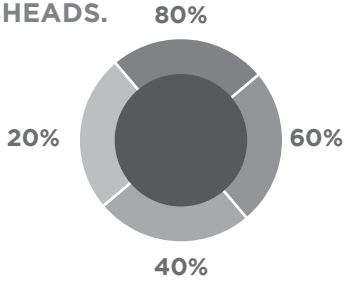
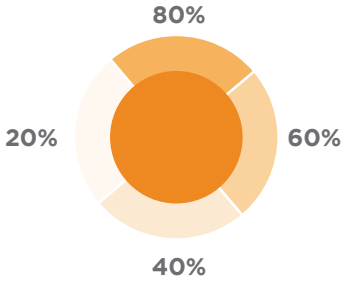
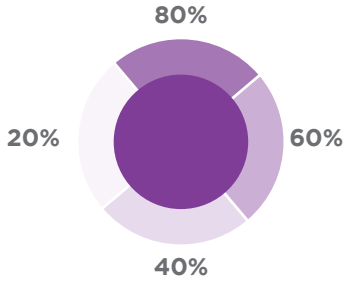


80% black - 30% black



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

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ISOLATION ZONES

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

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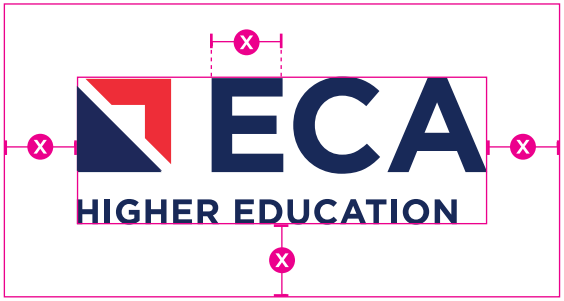

INCORRECT USAGE

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

ABCDEFGHIJLMNOPQRSTUVWXYZ
abcdefghijlmnopqrstuvwxyz
1234567890!@#$%^&*()

GOTHAM BLACK

ABCDEFGHIJLMNOPQRSTUVWXYZ
abcdefghijlmnopqrstuvwxyz
1234567890!@#$%^&*()

PRIMARY - BODY

GOTHAM LIGHT

ABCDEFGHIJLMNOPQRSTUVWXYZ
abcdefghijlmnopqrstuvwxyz
1234567890!@#$%^&*()

GOTHAM BOOK

ABCDEFGHIJLMNOPQRSTUVWXYZ
abcdefghijlmnopqrstuvwxyz
1234567890!@#$%^&*()

GOTHAM ITALIC

ABCDEFGHIJLMNOPQRSTUVWXYZ
abcdefghijlmnopqrstuvwxyz
1234567890!@#$%^&()*

GOTHAM MEDIUM

ABCDEFGHIJLMNOPQRSTUVWXYZ
abcdefghijlmnopqrstuvwxyz
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

ABCDEFGHIJLMNOPQRSTUVWXYZ
abcdefghijlmnopqrstuvwxyz
1234567890!@#$%^&*()

ARIAL ITALIC

ABCDEFGHIJLMNOPQRSTUVWXYZ
abcdefghijlmnopqrstuvwxyz
1234567890!@#$%^&()*

SECONDARY - HEADLINES

ARIAL BOLD

ABCDEFGHIJLMNOPQRSTUVWXYZ
abcdefghijlmnopqrstuvwxyz
1234567890!@#$%^&*()

ARIAL BLACK

ABCDEFGHIJLMNOPQRSTUVWXYZ
abcdefghijlmnopqrstuvwxyz
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!@#$%^&*()

APIC

ASIA PACIFIC
INTERNATIONAL COLLEGE

BRAND IDENTITY GUIDELINE

!

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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

APIC
ASIA PACIFIC
INTERNATIONAL COLLEGE

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 | APIC ASIA PACIFIC INTERNATIONAL COLLEGE

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

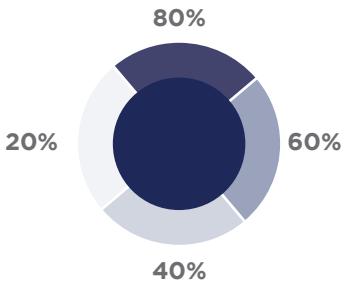
DARK COLOR (100% TO 50%)

LIGHT COLOR (DOWN 50%)

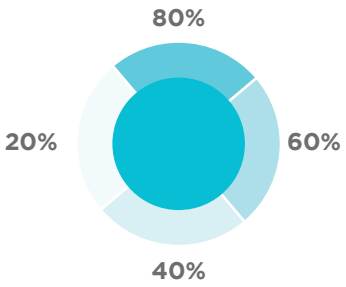
SYMBOL

COLOR PALETTE

PRIMARY



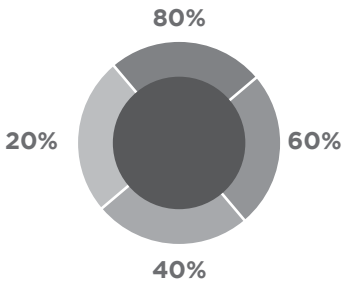
PMS: 281 C
CMYK: 100, 90, 30, 35
RGB: 24, 41, 88
LAB: #182958



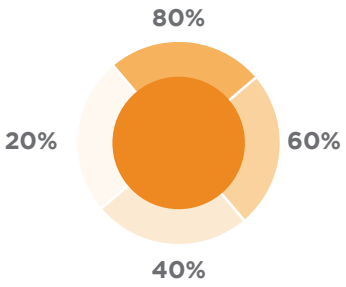
PMS: 3115 C
CMYK: 75, 0, 17, 0
RGB: 0, 187, 210
LAB: #00BBD2

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

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

ABCDEFGHIJLMNOPQRSTUVWXYZ
abcdefghijlmnopqrstuvwxyz
1234567890!@#$%^&*()

GOTHAM BLACK

ABCDEFGHIJLMNOPQRSTUVWXYZ
abcdefghijlmnopqrstuvwxyz
1234567890!@#$%^&*()

PRIMARY - BODY

GOTHAM LIGHT

ABCDEFGHIJLMNOPQRSTUVWXYZ
abcdefghijlmnopqrstuvwxyz
1234567890!@#$%^&*()

GOTHAM BOOK

ABCDEFGHIJLMNOPQRSTUVWXYZ
abcdefghijlmnopqrstuvwxyz
1234567890!@#$%^&*()

GOTHAM ITALIC

ABCDEFGHIJLMNOPQRSTUVWXYZ
abcdefghijlmnopqrstuvwxyz
1234567890!@#$%^&()*

GOTHAM MEDIUM

ABCDEFGHIJLMNOPQRSTUVWXYZ
abcdefghijlmnopqrstuvwxyz
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

ABCDEFGHIJLMNOPQRSTUVWXYZ
abcdefghijlmnopqrstuvwxyz
1234567890!@#$%^&*()

ARIAL ITALIC

ABCDEFGHIJLMNOPQRSTUVWXYZ
abcdefghijlmnopqrstuvwxyz
1234567890!@#$%^&()*

SECONDARY - HEADLINES

ARIAL BOLD

ABCDEFGHIJLMNOPQRSTUVWXYZ
abcdefghijlmnopqrstuvwxyz
1234567890!@#$%^&*()

ARIAL BLACK

ABCDEFGHIJLMNOPQRSTUVWXYZ
abcdefghijlmnopqrstuvwxyz
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

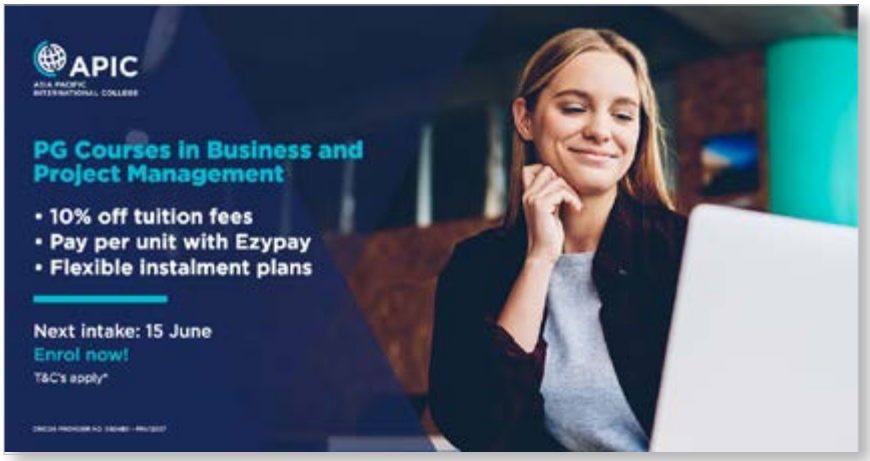
TAHOMA REGULAR

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

IMAGERY

SAMPLE APPLICATIONS CAMPAIGNS

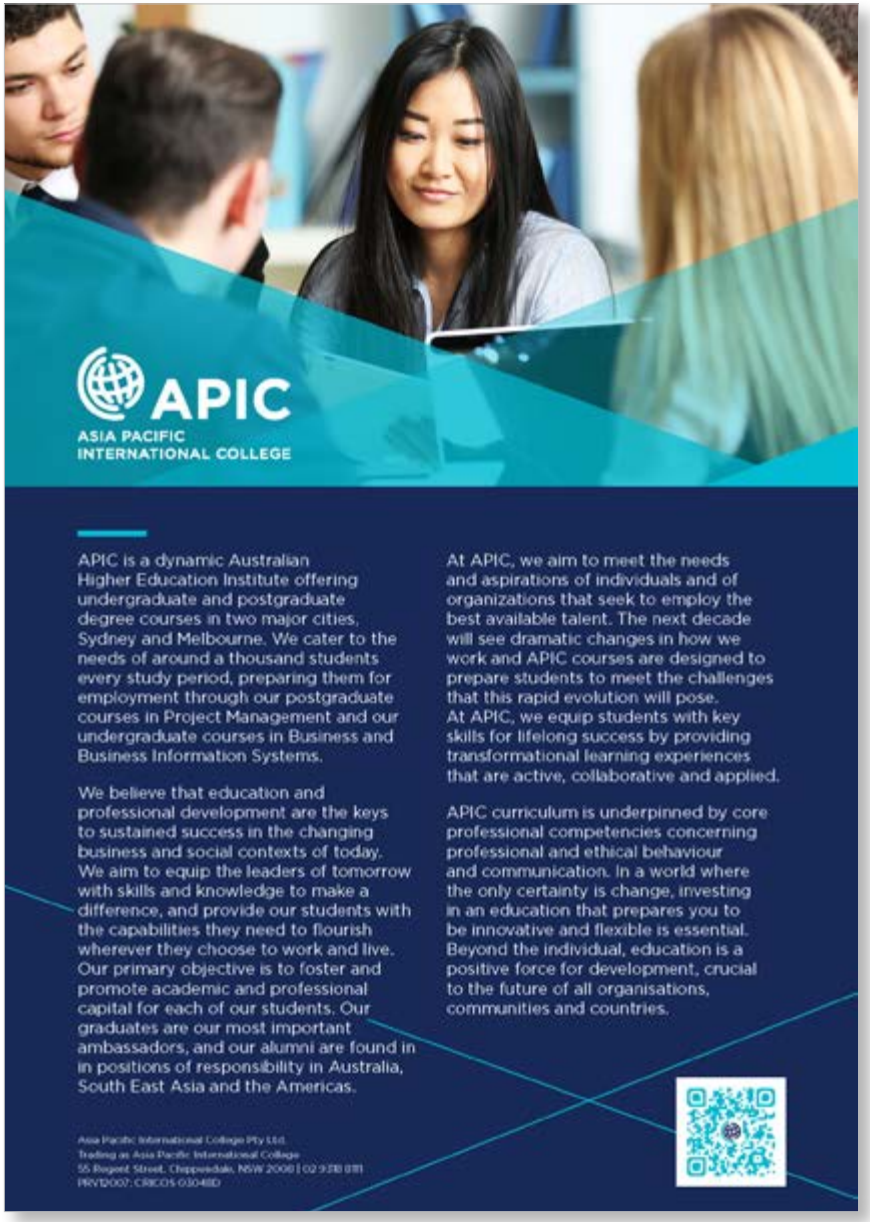
FACEBOOK POST



EDM BANNER

INSTAGRAM POST

SAMPLE APPLICATIONS FLYERS

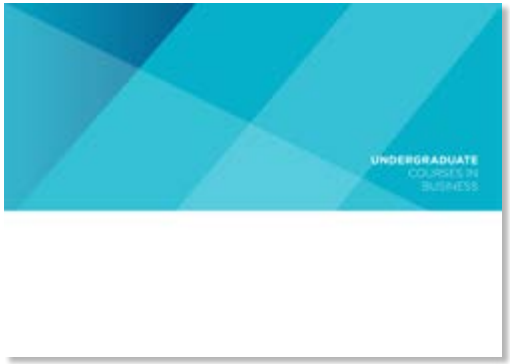


SAMPLE APPLICATIONS BROCHURE

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

CHS

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.

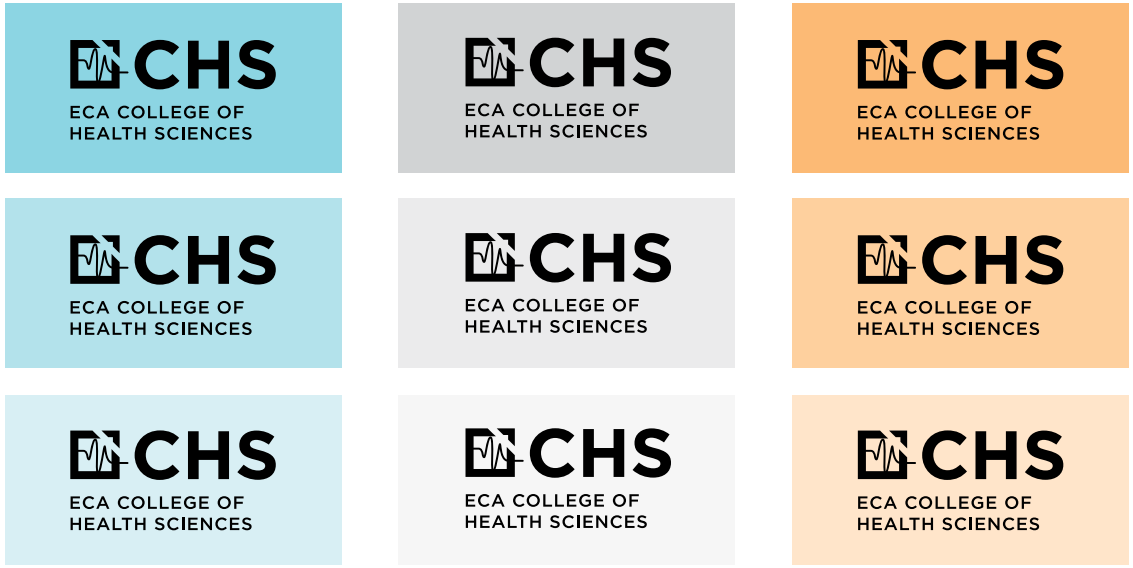
BLACK & WHITE

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.

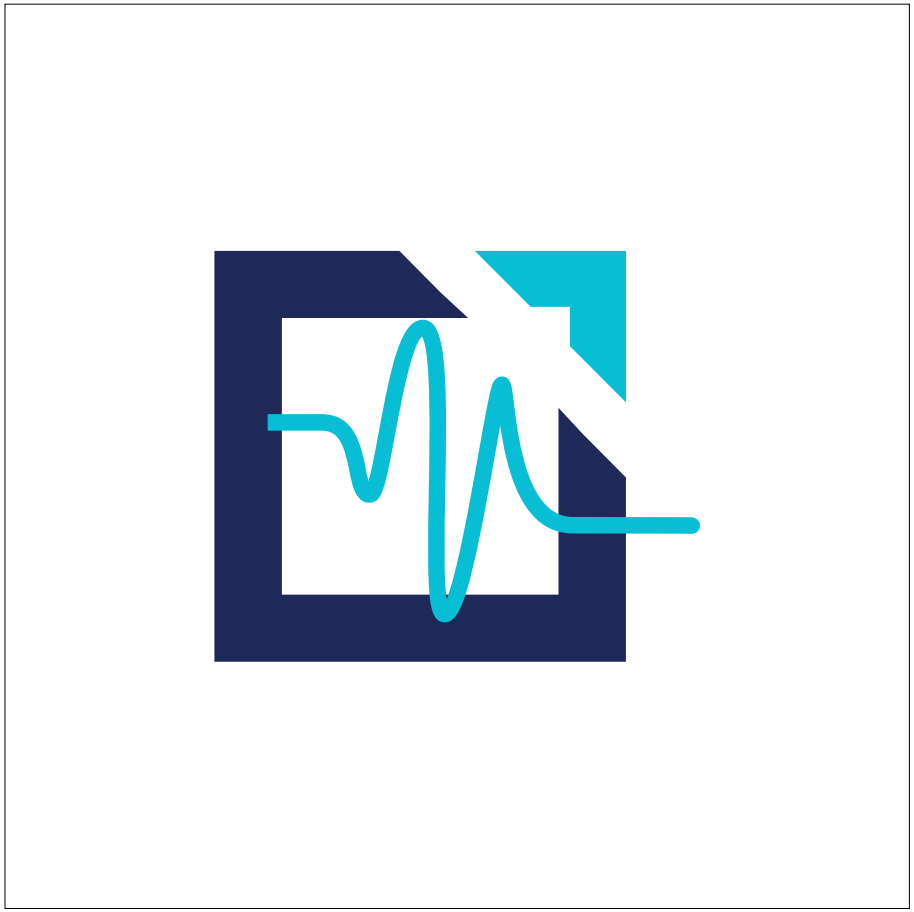
PRIMARY LOGO COLOR BACKGROUND

DARK COLOR (100% TO 50%)

LIGHT COLOR (DOWN 50%)

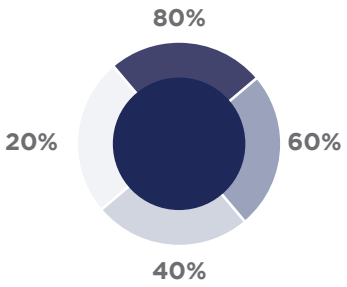


SYMBOL

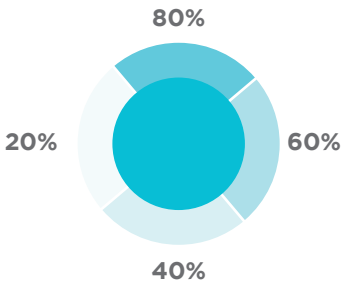


COLOR PALETTE

PRIMARY



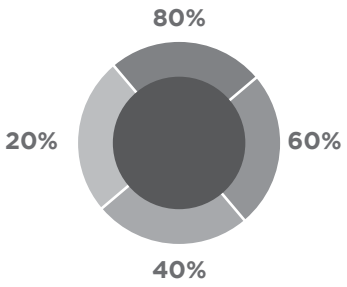
PMS: 281 C
CMYK: 100, 90, 30, 35
RGB: 24, 41, 88
LAB: #182958



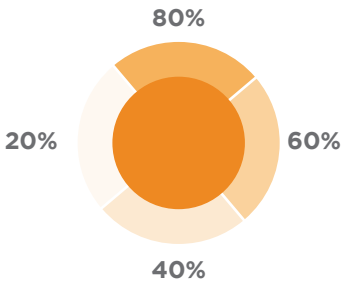
PMS: 3115 C
CMYK: 75, 0, 17, 0
RGB: 0, 187, 210
LAB: #00BBD2

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

MINIMUM SIZE

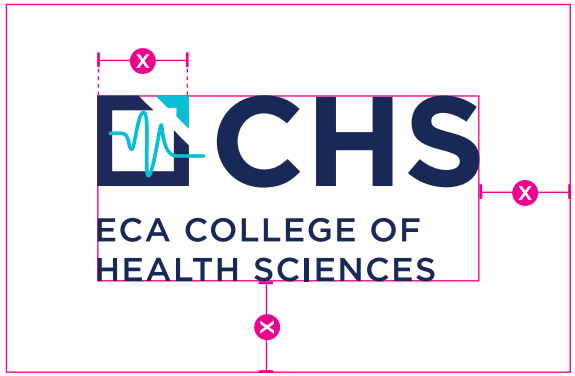
When reproducing the CHS logo in print, it should not be reproduced smaller than the specified minimum size, as doing so compromises its readability.

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

ABCDEFGHIJLMNOPQRSTUVWXYZ
abcdefghijlmnopqrstuvwxyz
1234567890!@#$%^&*()

GOTHAM BLACK

ABCDEFGHIJLMNOPQRSTUVWXYZ
abcdefghijlmnopqrstuvwxyz
1234567890!@#$%^&*()

PRIMARY - BODY

GOTHAM LIGHT

ABCDEFGHIJLMNOPQRSTUVWXYZ
abcdefghijlmnopqrstuvwxyz
1234567890!@#$%^&*()

GOTHAM BOOK

ABCDEFGHIJLMNOPQRSTUVWXYZ
abcdefghijlmnopqrstuvwxyz
1234567890!@#$%^&*()

GOTHAM ITALIC

ABCDEFGHIJLMNOPQRSTUVWXYZ
abcdefghijlmnopqrstuvwxyz
1234567890!@#$%^&()*

GOTHAM MEDIUM

ABCDEFGHIJLMNOPQRSTUVWXYZ
abcdefghijlmnopqrstuvwxyz
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

ABCDEFGHIJLMNOPQRSTUVWXYZ
abcdefghijlmnopqrstuvwxyz
1234567890!@#$%^&*()

ARIAL ITALIC

ABCDEFGHIJLMNOPQRSTUVWXYZ
abcdefghijlmnopqrstuvwxyz
1234567890!@#$%^&()*

SECONDARY - HEADLINES

ARIAL BOLD

ABCDEFGHIJLMNOPQRSTUVWXYZ
abcdefghijlmnopqrstuvwxyz
1234567890!@#$%^&*()

ARIAL BLACK

ABCDEFGHIJLMNOPQRSTUVWXYZ
abcdefghijlmnopqrstuvwxyz
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 FLYERS

CHS
ECA COLLEGE OF HEALTH SCIENCES

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	Trimester 1	8	4hrs F2F/8hrs self-directed (12hr total per week)
NURS002	Governance, quality and safety in healthcare	Trimester 1	8	4hrs F2F/8hrs self-directed (12hr total per week)
NURS003	Leadership and Management in Nursing	Trimester 1	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, contract ECA Sales and Recruitment team
Ph:
Email:

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

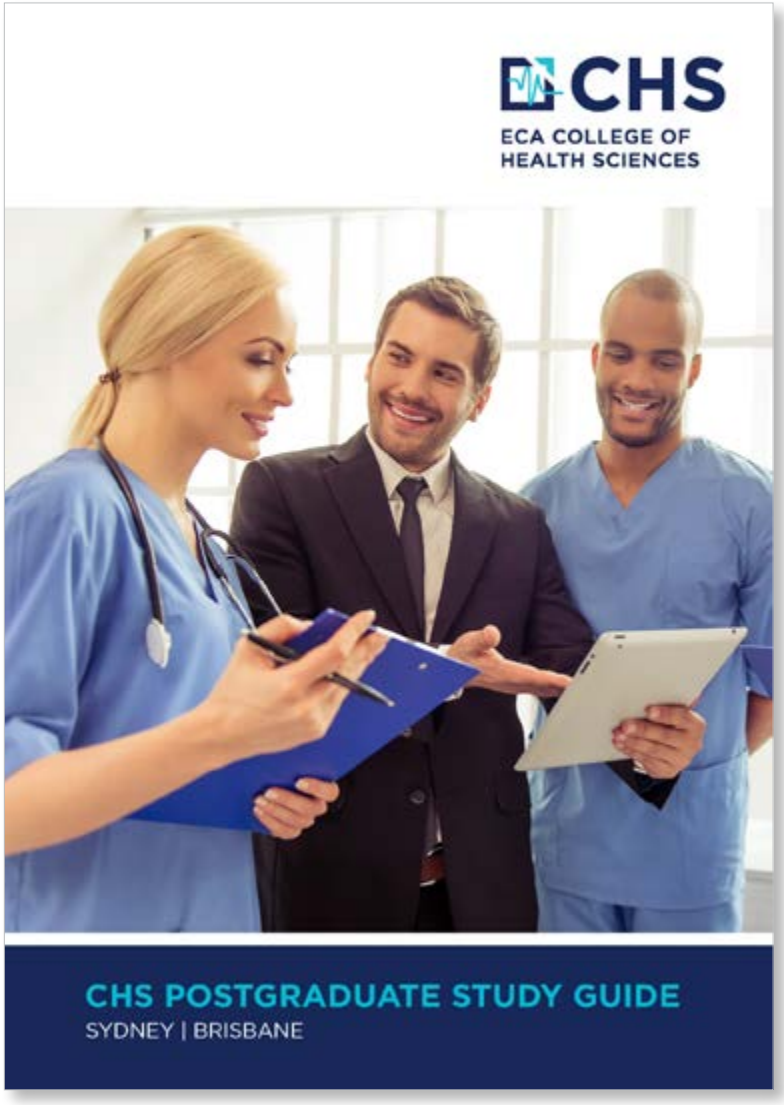
Sydney Campus
1-3 Fitzwilliam Street,
Parramatta NSW 2150
P: +61 2 xxxx xxxx
E: info@chs.edu.au

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

chs.edu.au
CRICOS Provider Code: xxxxx

SAMPLE APPLICATIONS BROCHURE

COVER



CONTENT PAGES

ECA

ENGLISH &
VOCATIONAL

BRAND IDENTITY GUIDELINE

!

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PRIMARY LOGO

ECA
ENGLISH &
VOCATIONAL

PRIMARY LOGO VARIATIONS

CORPORATIVE BACKGROUND

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

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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.

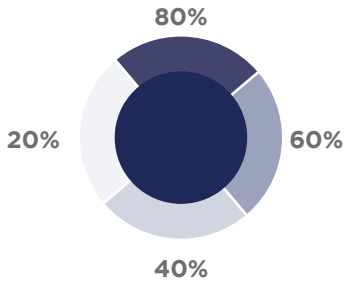
PRIMARY LOGO COLOR BACKGROUND

DARK COLOR (100% TO 50%)

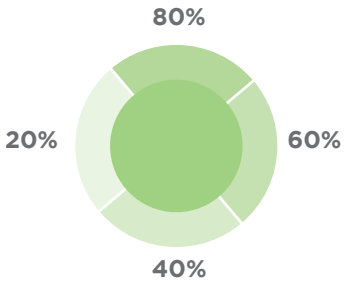
LIGHT COLOR (DOWN 50%)

COLOR PALETTE

PRIMARY



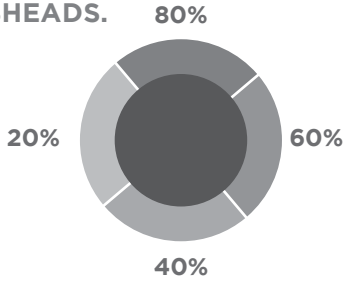
PMS: 281 C
CMYK: 100, 90, 30, 35
RGB: 24, 41, 88
LAB: #182958



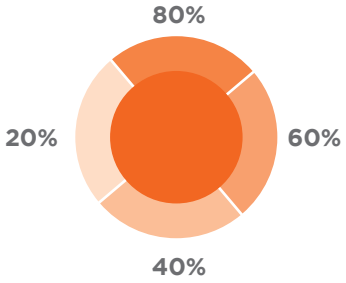
PMS: 359 C
CMYK: 40, 0, 64, 0
RGB: 160, 208, 131
LAB: #A0D083

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

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

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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

ABCDEFGHIJLMNOPQRSTUVWXYZ
abcdefghijlmnopqrstuvwxyz
1234567890!@#$%^&*()

GOTHAM BLACK

ABCDEFGHIJLMNOPQRSTUVWXYZ
abcdefghijlmnopqrstuvwxyz
1234567890!@#$%^&*()

PRIMARY - BODY

GOTHAM LIGHT

ABCDEFGHIJLMNOPQRSTUVWXYZ
abcdefghijlmnopqrstuvwxyz
1234567890!@#$%^&*()

GOTHAM BOOK

ABCDEFGHIJLMNOPQRSTUVWXYZ
abcdefghijlmnopqrstuvwxyz
1234567890!@#$%^&*()

GOTHAM ITALIC

ABCDEFGHIJLMNOPQRSTUVWXYZ
abcdefghijlmnopqrstuvwxyz
1234567890!@#$%^&()*

GOTHAM MEDIUM

ABCDEFGHIJLMNOPQRSTUVWXYZ
abcdefghijlmnopqrstuvwxyz
1234567890!@#$%^&*()

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SECONDARY - BODY

ARIAL REGULAR

ABCDEFGHIJLMNOPQRSTUVWXYZ
abcdefghijlmnopqrstuvwxyz
1234567890!@#$%^&*()

ARIAL ITALIC

ABCDEFGHIJLMNOPQRSTUVWXYZ
abcdefghijlmnopqrstuvwxyz
1234567890!@#$%^&()*

SECONDARY - HEADLINES

ARIAL BOLD

ABCDEFGHIJLMNOPQRSTUVWXYZ
abcdefghijlmnopqrstuvwxyz
1234567890!@#$%^&*()

ARIAL BLACK

ABCDEFGHIJLMNOPQRSTUVWXYZ
abcdefghijlmnopqrstuvwxyz
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!@#$%^&*()

ELSIS

ENGLISH LANGUAGE SCHOOLS

BRAND IDENTITY GUIDELINE

!

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PRIMARY LOGO

PRIMARY LOGO VARIATIONS

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BLACK & WHITE

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PRIMARY LOGO COLOR BACKGROUND

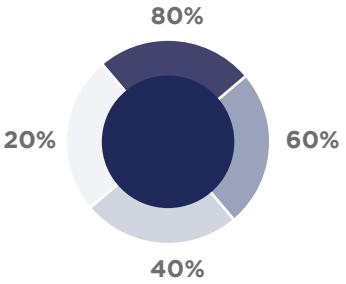
DARK COLOR (100% TO 50%)

LIGHT COLOR (DOWN 50%)

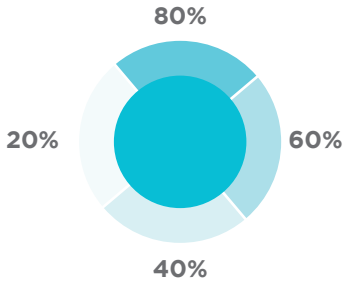
SYMBOL

COLOR PALETTE

PRIMARY



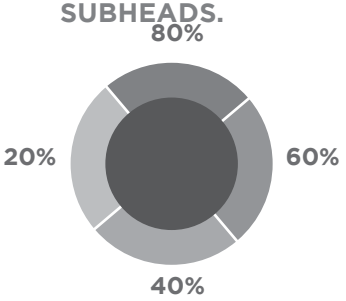
PMS: 281 C
CMYK: 100, 90, 30, 35
RGB: 24, 41, 88
LAB: #182958



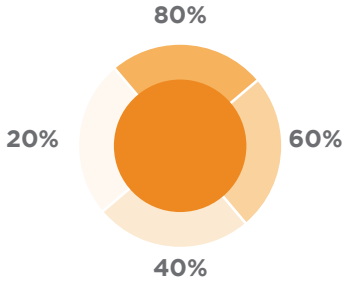
PMS: 3115 C
CMYK: 75, 0, 17, 0
RGB: 0, 187, 210
LAB: #00BBD2

SECONDARY

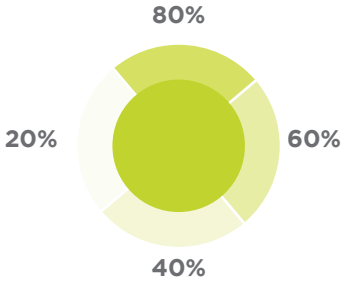
IT IS ALLOWED TO USE SECONDARY COLORS FOR ILLUSTRATIONS, INFOGRAPHICS, SOME HIGHLIGHTS WHEN NECESSARY AND SUBHEADS.



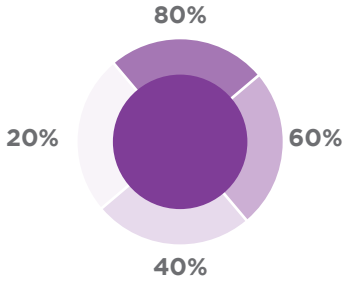
80% black - 30% black



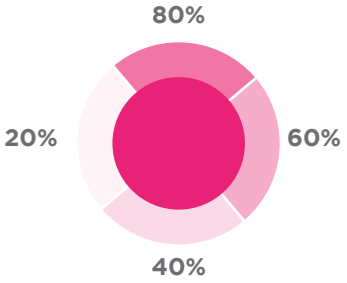
PMS: 144 C
CMYK: 0, 55, 100, 0
RGB: 246, 139, 31
LAB: #F68B1F



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



PMS: 213 C
CMYK: 0, 92, 18, 0
RGB: 232, 31, 118
LAB: #E81F76

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.

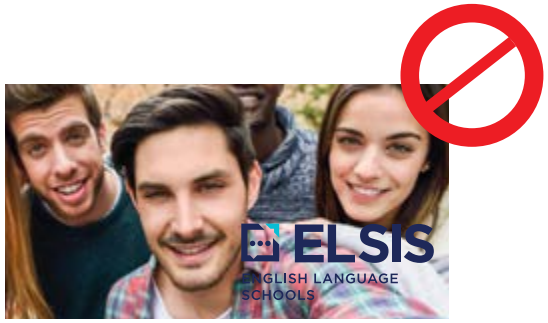
The minimum logo size provides the smallest possible reduction in which the logo is still easy to read.

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

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

ABCDEFGHIJLMNOPQRSTUVWXYZ
abcdefghijlmnopqrstuvwxyz
1234567890!@#$%^&*()

GOTHAM BLACK

ABCDEFGHIJLMNOPQRSTUVWXYZ
abcdefghijlmnopqrstuvwxyz
1234567890!@#$%^&*()

PRIMARY - BODY

GOTHAM LIGHT

ABCDEFGHIJLMNOPQRSTUVWXYZ
abcdefghijlmnopqrstuvwxyz
1234567890!@#$%^&*()

GOTHAM BOOK

ABCDEFGHIJLMNOPQRSTUVWXYZ
abcdefghijlmnopqrstuvwxyz
1234567890!@#$%^&*()

GOTHAM ITALIC

ABCDEFGHIJLMNOPQRSTUVWXYZ
abcdefghijlmnopqrstuvwxyz
1234567890!@#$%^&()*

GOTHAM MEDIUM

ABCDEFGHIJLMNOPQRSTUVWXYZ
abcdefghijlmnopqrstuvwxyz
1234567890!@#$%^&*()

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SECONDARY - BODY

ARIAL REGULAR

ABCDEFGHIJLMNOPQRSTUVWXYZ
abcdefghijlmnopqrstuvwxyz
1234567890!@#$%^&*()

ARIAL ITALIC

ABCDEFGHIJLMNOPQRSTUVWXYZ
abcdefghijlmnopqrstuvwxyz
1234567890!@#$%^&()*

SECONDARY - HEADLINES

ARIAL BOLD

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abcdefghijlmnopqrstuvwxyz
1234567890!@#$%^&*()

ARIAL BLACK

ABCDEFGHIJLMNOPQRSTUVWXYZ
abcdefghijlmnopqrstuvwxyz
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

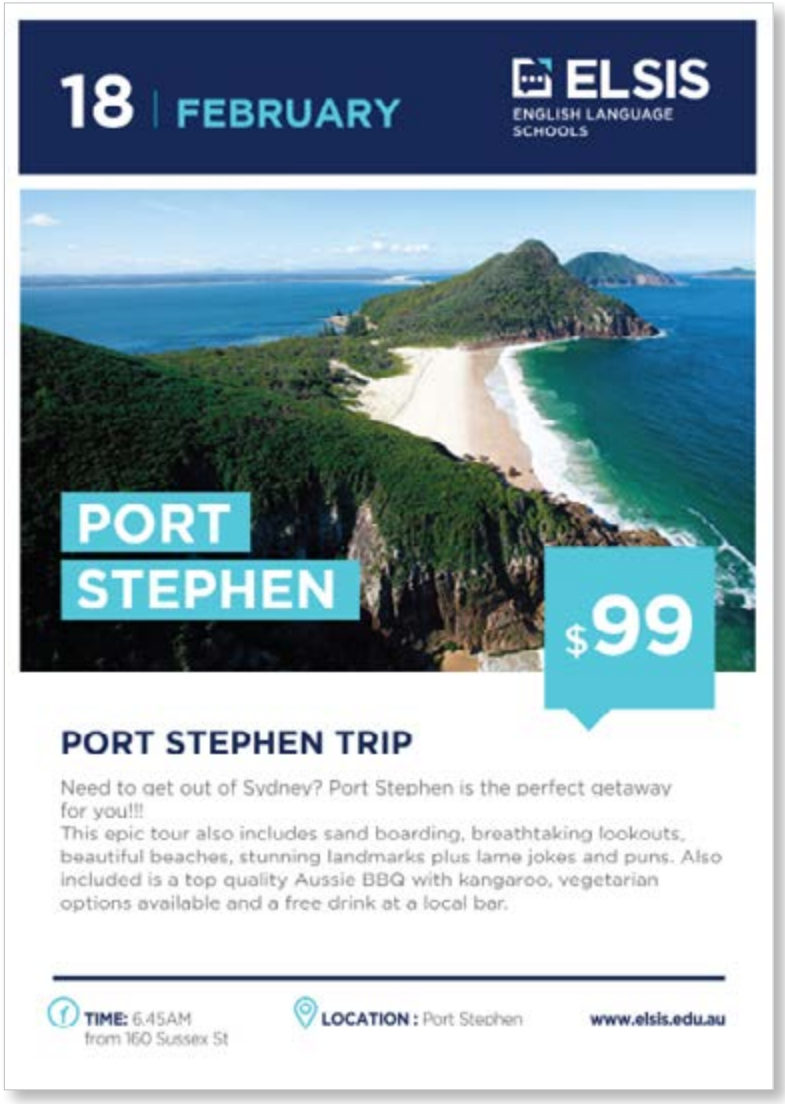
FACEBOOK POST

EDM BANNER

INSTAGRAM POST

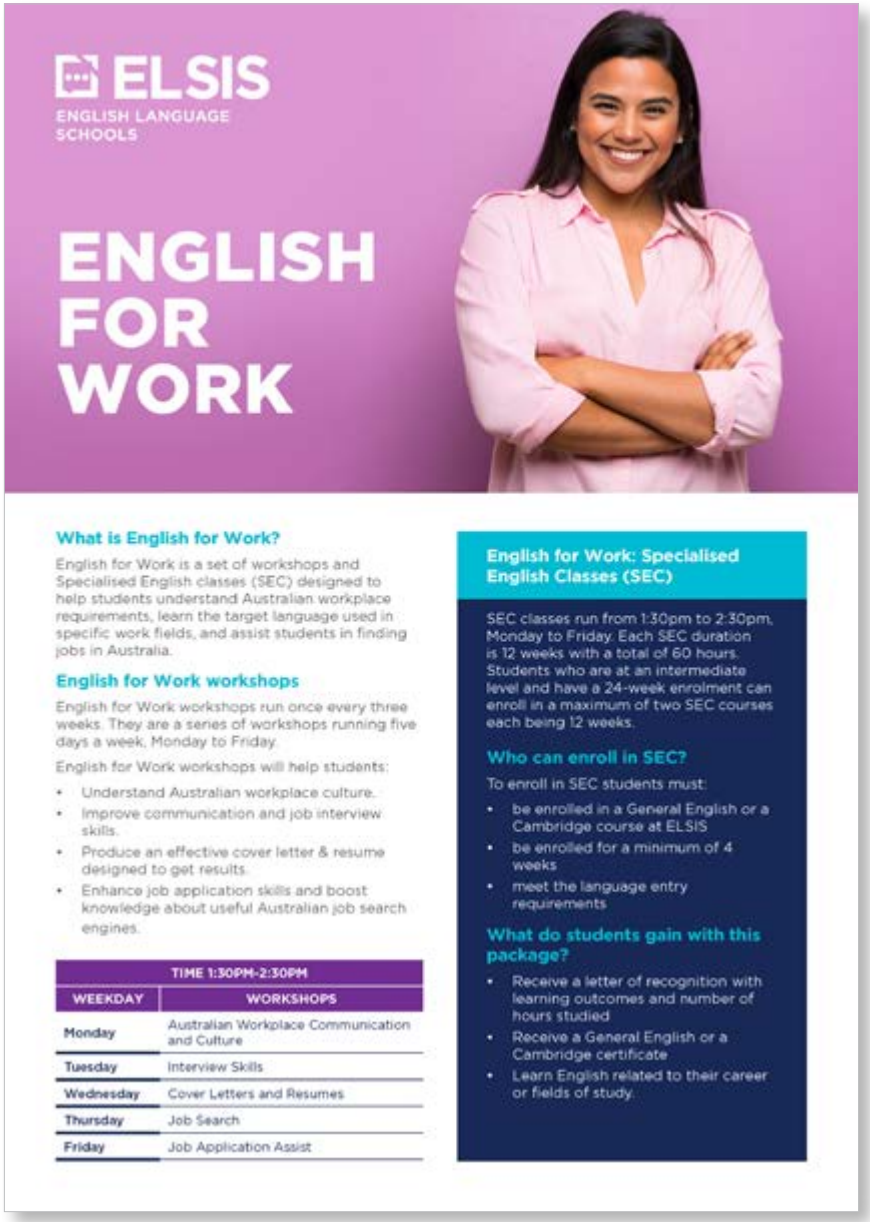
SAMPLE APPLICATIONS GENERAL POSTERS & SOCIAL MEDIA

EVENT POSTER TEMPLATE ONLY



EVENT FACEBOOK BANNER ONLY

SAMPLE APPLICATIONS FLYERS



ELSIS
ENGLISH LANGUAGE SCHOOLS

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 3210 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 | 1800 595 333
ELSIS Melbourne Campus: Level 7, 399 Lonsdale St, Melbourne, VIC 3000 | +61 3 9603 533

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

CRICOS Code: 02644C

SAMPLE APPLICATIONS BROCHURE

COVER

CONTENT PAGES

SAMPLE APPLICATIONS PULL UP BANNER

ECA
COLLEGE

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.

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

PRIMARY LOGO

ECA
COLLEGE

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

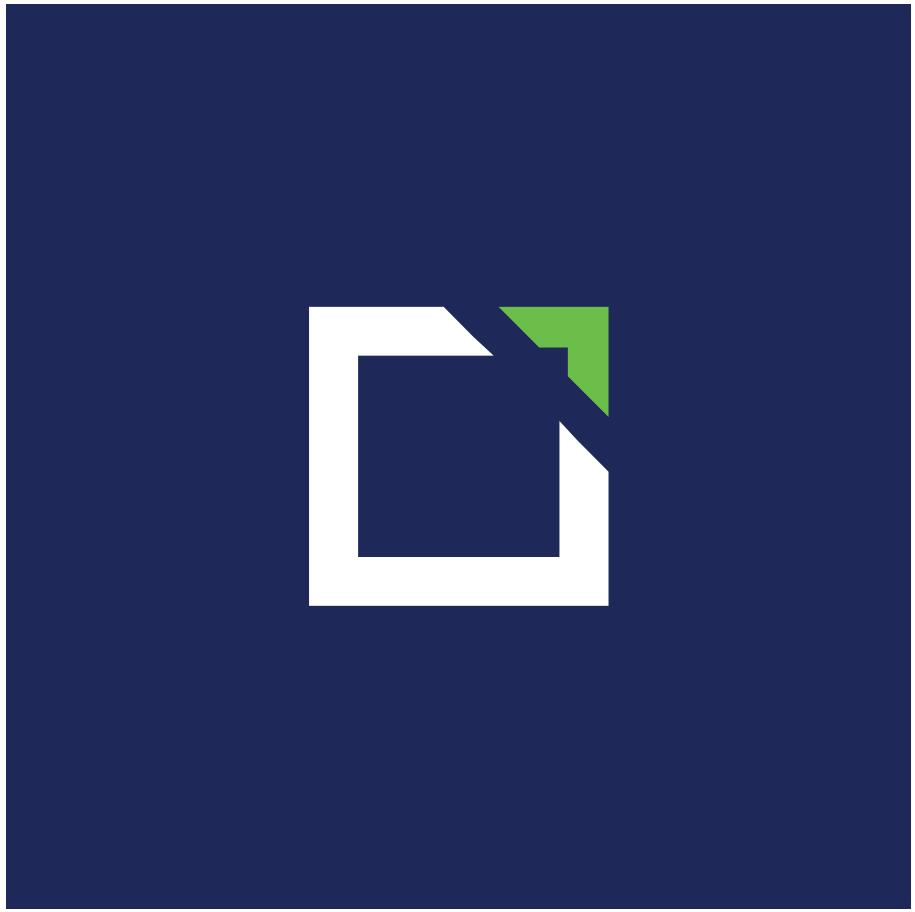
The black and white versions of the logos are used if the color version cannot be used. It must be guaranteed that printing will be of adequate quality.

PRIMARY LOGO COLOR BACKGROUND

DARK COLOR (100% TO 50%)

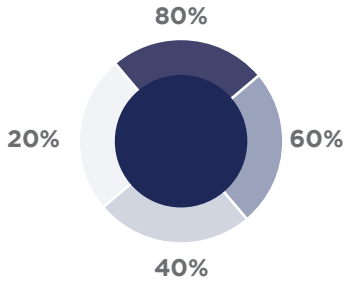
LIGHT COLOR (DOWN 50%)

SYMBOL

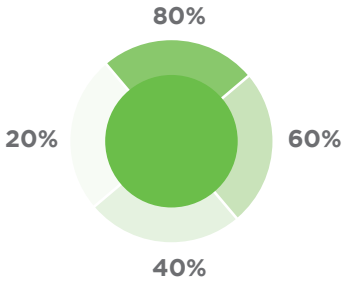


COLOR PALETTE

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

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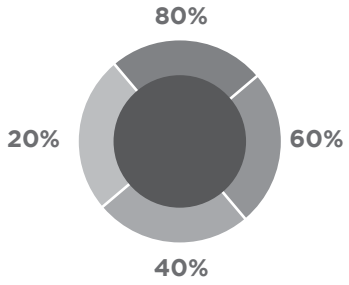
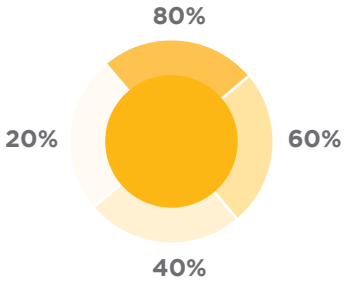


80% black - 30% black



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

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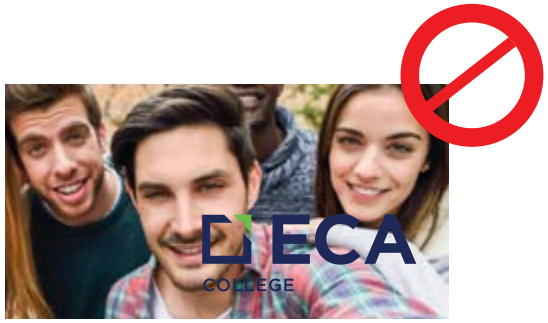
INCORRECT USAGE

This example apply to ECA College



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1234567890!@#$%^&*()

GOTHAM BLACK

ABCDEFGHIJLMNOPQRSTUVWXYZ
abcdefghijlmnopqrstuvwxyz
1234567890!@#$%^&*()

PRIMARY - BODY

GOTHAM LIGHT

ABCDEFGHIJLMNOPQRSTUVWXYZ
abcdefghijlmnopqrstuvwxyz
1234567890!@#$%^&*()

GOTHAM BOOK

ABCDEFGHIJLMNOPQRSTUVWXYZ
abcdefghijlmnopqrstuvwxyz
1234567890!@#$%^&*()

GOTHAM ITALIC

ABCDEFGHIJLMNOPQRSTUVWXYZ
abcdefghijlmnopqrstuvwxyz
1234567890!@#$%^&()*

GOTHAM MEDIUM

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1234567890!@#$%^&*()

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SECONDARY - BODY

ARIAL REGULAR

ABCDEFGHIJLMNOPQRSTUVWXYZ
abcdefghijlmnopqrstuvwxyz
1234567890!@#$%^&*()

ARIAL ITALIC

ABCDEFGHIJLMNOPQRSTUVWXYZ
abcdefghijlmnopqrstuvwxyz
1234567890!@#$%^&()*

SECONDARY - HEADLINES

ARIAL BOLD

ABCDEFGHIJLMNOPQRSTUVWXYZ
abcdefghijlmnopqrstuvwxyz
1234567890!@#$%^&*()

ARIAL BLACK

ABCDEFGHIJLMNOPQRSTUVWXYZ
abcdefghijlmnopqrstuvwxyz
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

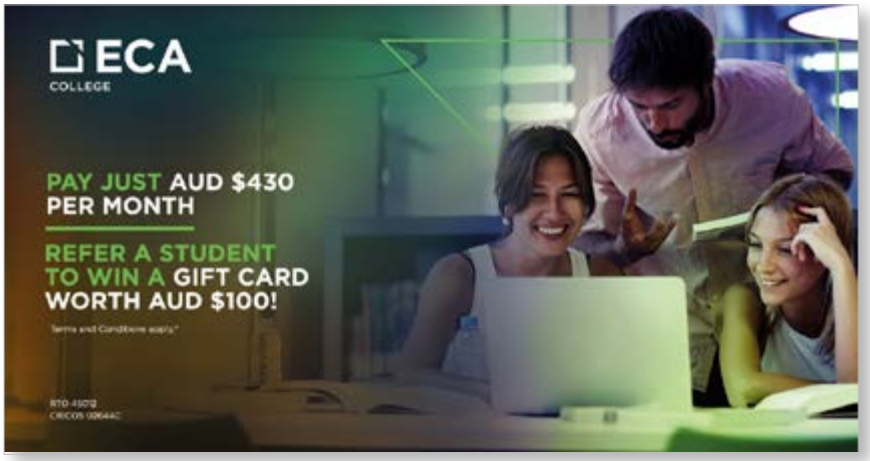
TAHOMA REGULAR

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

IMAGERY

SAMPLE APPLICATIONS CAMPAIGNS

FACEBOOK POST



EDM BANNER

INSTAGRAM POST

SAMPLE APPLICATIONS COURSE FLYER

ECA COLLEGE

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
BSBWHS521	Ensure a safe workplace
BSBSUS501	Develop workplace policy and procedures for sustainability
ICTSAS502	Establish and maintain client user liaison
ICTICT509	Gather data to identify business requirements
ICTICT517	Match ICT needs with the strategic direction of the organisation
ICTWEB501	Build a dynamic website
ICTWEB502	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
ICTSAD501	Model data objects
ICTSAD502	Model data processes
ICTNWK514	Model preferred system solutions
ICTPMG501	Manage ICT projects
BSBCRT501	Originate and develop concepts
BSBINN601	Lead and manage organisational change
BSBWOR502	Lead and manage team effectiveness
ICTICT608	Interact with clients on a business level
ICTICT610	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 (BBUS) CRICOS Course Code: 0851571
Bachelor of Business Information Systems (BBIS)
CRICOS Course Code: 0851590

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

ECA College Sydney
Level 2, 545 Kent Street, Sydney, NSW 2000 | Phone: 02 9318 8181

ECA College Melbourne
Level 7, 599 Lonsdale Street, Melbourne, VIC 3000 | Phone: 03 9603 5333

ecacollege.edu.au
CRICOS Code: 02644C
RTO Code: 45472

ECA COLLEGE

ACCLM

AUSTRALASIAN COLLEGE OF CARE
LEADERSHIP AND MANAGEMENT

BRAND IDENTITY GUIDELINE

!

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PRIMARY LOGO

ACCLM
AUSTRALASIAN COLLEGE OF CARE
LEADERSHIP AND MANAGEMENT

PRIMARY LOGO VARIATIONS

CORPORATIVE BACKGROUND

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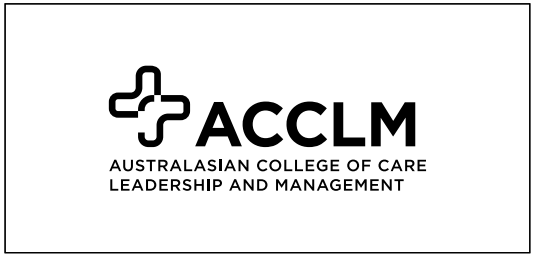

BLACK & WHITE

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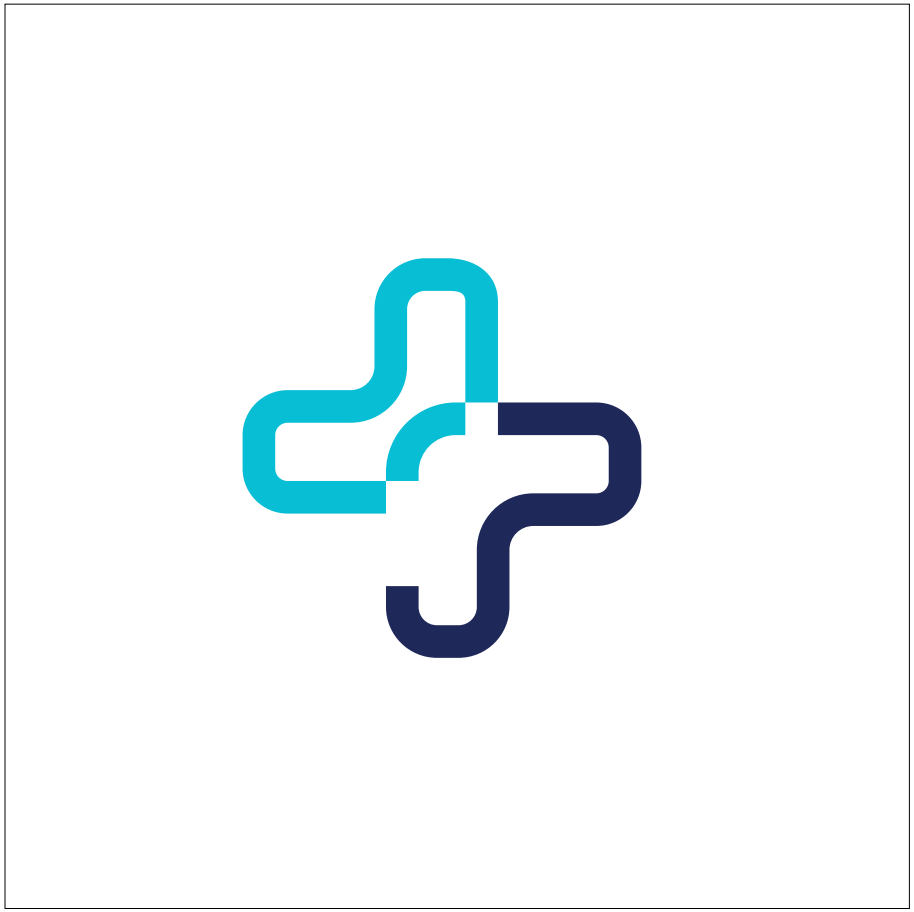
PRIMARY LOGO COLOR BACKGROUND

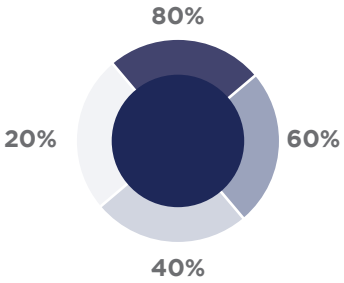
DARK COLOR (100% TO 50%)

SYMBOL

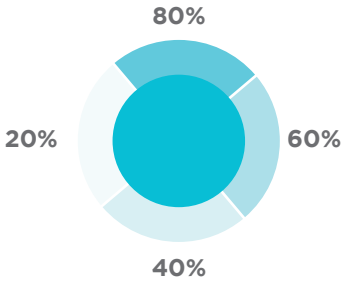


COLOR PALETTE

PRIMARY



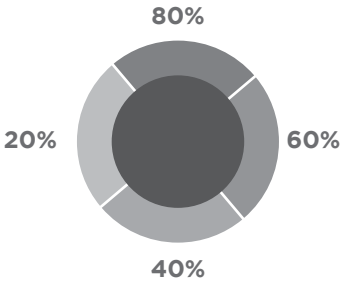
PMS: 281 C
CMYK: 100, 90, 30, 35
RGB: 24, 41, 88
LAB: #182958



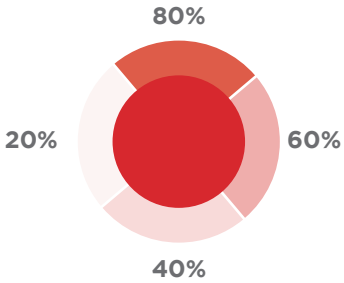
PMS: 3115 C
CMYK: 75, 0, 17, 0
RGB: 0, 187, 210
LAB: #00BBD2

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

ABCDEFGHIJLMNOPQRSTUVWXYZ
abcdefghijlmnopqrstuvwxyz
1234567890!@#$%^&*()

GOTHAM BLACK

ABCDEFGHIJLMNOPQRSTUVWXYZ
abcdefghijlmnopqrstuvwxyz
1234567890!@#$%^&*()

PRIMARY - BODY

GOTHAM LIGHT

ABCDEFGHIJLMNOPQRSTUVWXYZ
abcdefghijlmnopqrstuvwxyz
1234567890!@#$%^&*()

GOTHAM BOOK

ABCDEFGHIJLMNOPQRSTUVWXYZ
abcdefghijlmnopqrstuvwxyz
1234567890!@#$%^&*()

GOTHAM ITALIC

ABCDEFGHIJLMNOPQRSTUVWXYZ
abcdefghijlmnopqrstuvwxyz
1234567890!@#$%^&()*

GOTHAM MEDIUM

ABCDEFGHIJLMNOPQRSTUVWXYZ
abcdefghijlmnopqrstuvwxyz
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

ABCDEFGHIJLMNOPQRSTUVWXYZ
abcdefghijlmnopqrstuvwxyz
1234567890!@#$%^&*()

ARIAL ITALIC

ABCDEFGHIJLMNOPQRSTUVWXYZ
abcdefghijlmnopqrstuvwxyz
1234567890!@#$%^&()*

SECONDARY - HEADLINES

ARIAL BOLD

ABCDEFGHIJLMNOPQRSTUVWXYZ
abcdefghijlmnopqrstuvwxyz
1234567890!@#$%^&*()

ARIAL BLACK

ABCDEFGHIJLMNOPQRSTUVWXYZ
abcdefghijlmnopqrstuvwxyz
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

ECA

GRADUATE INSTITUTE

BRAND IDENTITY GUIDELINE

!

THE EGI 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
GRADUATE INSTITUTE

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

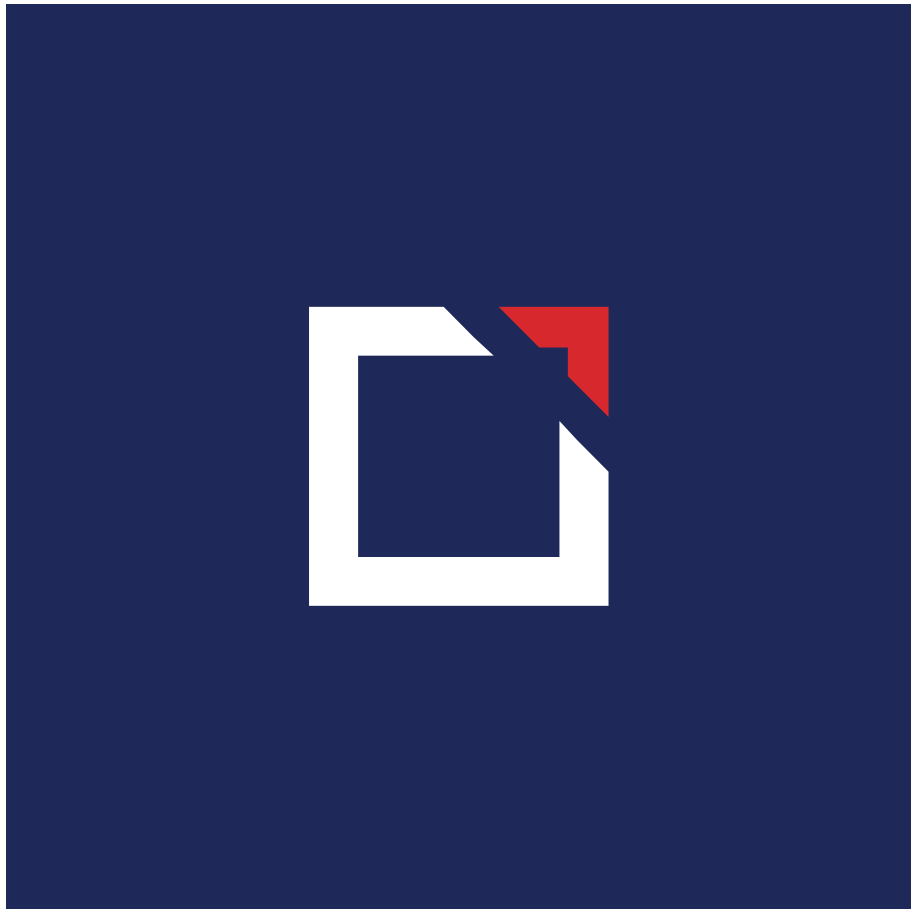
The black and white versions of the logos are used if the color version cannot be used. It must be guaranteed that printing will be of adequate quality.

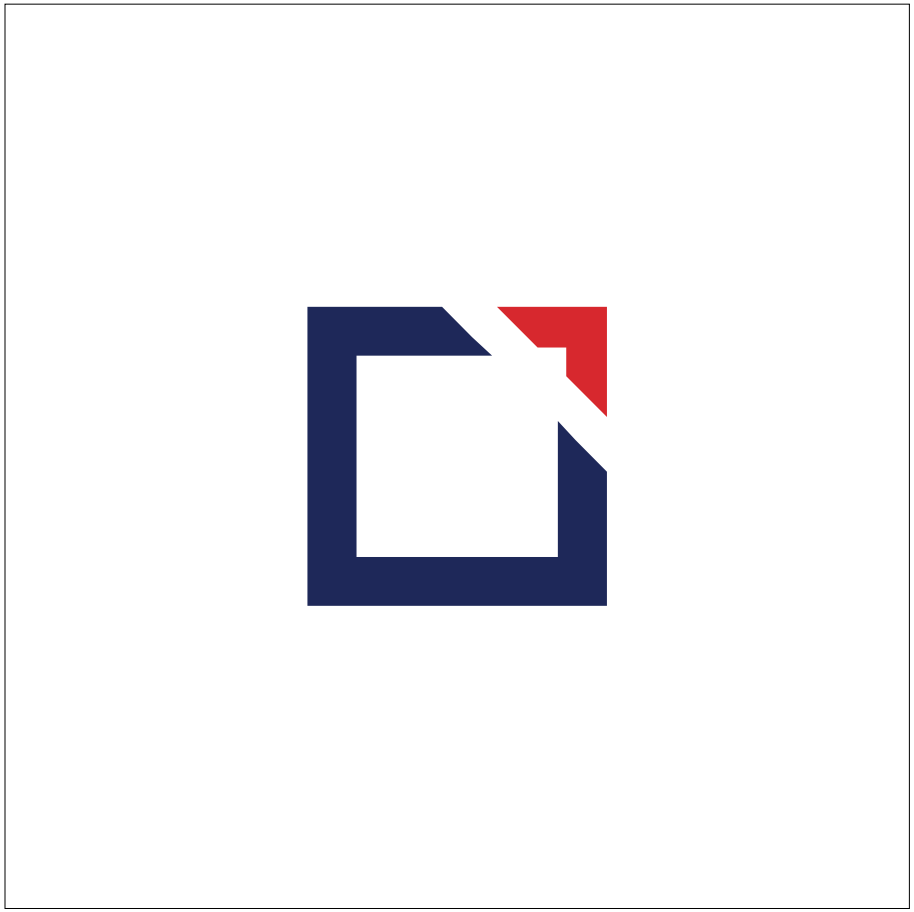
PRIMARY LOGO COLOR BACKGROUND

DARK COLOR (100% TO 50%)

LIGHT COLOR (DOWN 50%)

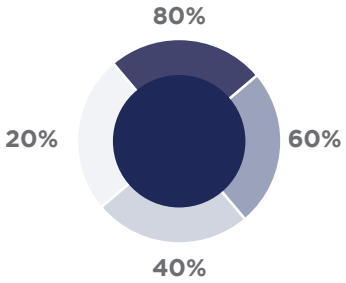
SYMBOL



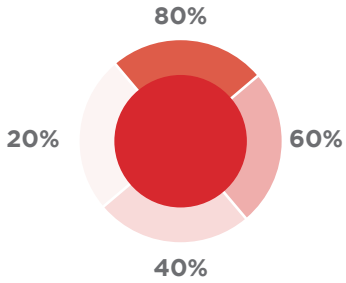


COLOR PALETTE

PRIMARY



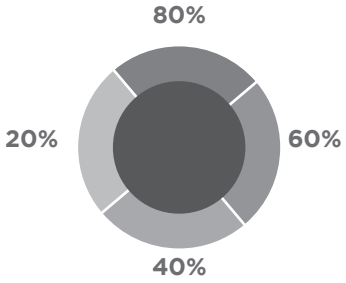
PMS: 281 C
CMYK: 100, 90, 30, 35
RGB: 24, 41, 88
LAB: #182958



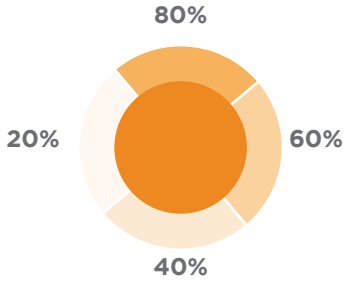
PMS: 1795 C
CMYK: 0, 96, 93, 2
RGB: 232, 44, 42
LAB: #E82C2A

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

ABCDEFGHIJLMNOPQRSTUVWXYZ
abcdefghijlmnopqrstuvwxyz
1234567890!@#$%^&*()

GOTHAM BLACK

ABCDEFGHIJLMNOPQRSTUVWXYZ
abcdefghijlmnopqrstuvwxyz
1234567890!@#$%^&*()

PRIMARY - BODY

GOTHAM LIGHT

ABCDEFGHIJLMNOPQRSTUVWXYZ
abcdefghijlmnopqrstuvwxyz
1234567890!@#$%^&*()

GOTHAM BOOK

ABCDEFGHIJLMNOPQRSTUVWXYZ
abcdefghijlmnopqrstuvwxyz
1234567890!@#$%^&*()

GOTHAM ITALIC

ABCDEFGHIJLMNOPQRSTUVWXYZ
abcdefghijlmnopqrstuvwxyz
1234567890!@#$%^&()*

GOTHAM MEDIUM

ABCDEFGHIJLMNOPQRSTUVWXYZ
abcdefghijlmnopqrstuvwxyz
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

ABCDEFGHIJLMNOPQRSTUVWXYZ
abcdefghijlmnopqrstuvwxyz
1234567890!@#$%^&*()

ARIAL ITALIC

ABCDEFGHIJLMNOPQRSTUVWXYZ
abcdefghijlmnopqrstuvwxyz
1234567890!@#$%^&()*

SECONDARY - HEADLINES

ARIAL BOLD

ABCDEFGHIJLMNOPQRSTUVWXYZ
abcdefghijlmnopqrstuvwxyz
1234567890!@#$%^&*()

ARIAL BLACK

ABCDEFGHIJLMNOPQRSTUVWXYZ
abcdefghijlmnopqrstuvwxyz
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

ECA
GRADUATE INSTITUTE

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
BSBHRM501	Manage human resource services
BSBHRM513	Manage workforce planning
BSBMGT615	Contribute to organisational development
BSBPMG522	Undertake project work
BSBADV507	Develop a media plan
BSBMKG523	Design and develop an integrated marketing communication plan
BSBRSK501	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: 075598

*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 9318 811

EGI Melbourne
Level 7, 320 Lonsdale Street, Melbourne
VIC 3000 | Phone: 03 9603 5333

egi.eca.edu.au
CRICOS Code: 02602G
RTO Code: 0602

ECA
GRADUATE INSTITUTE

ECA

PROFESSIONAL

BRAND IDENTITY GUIDELINE

!

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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 line can only be kept when applied over the dark blue background.

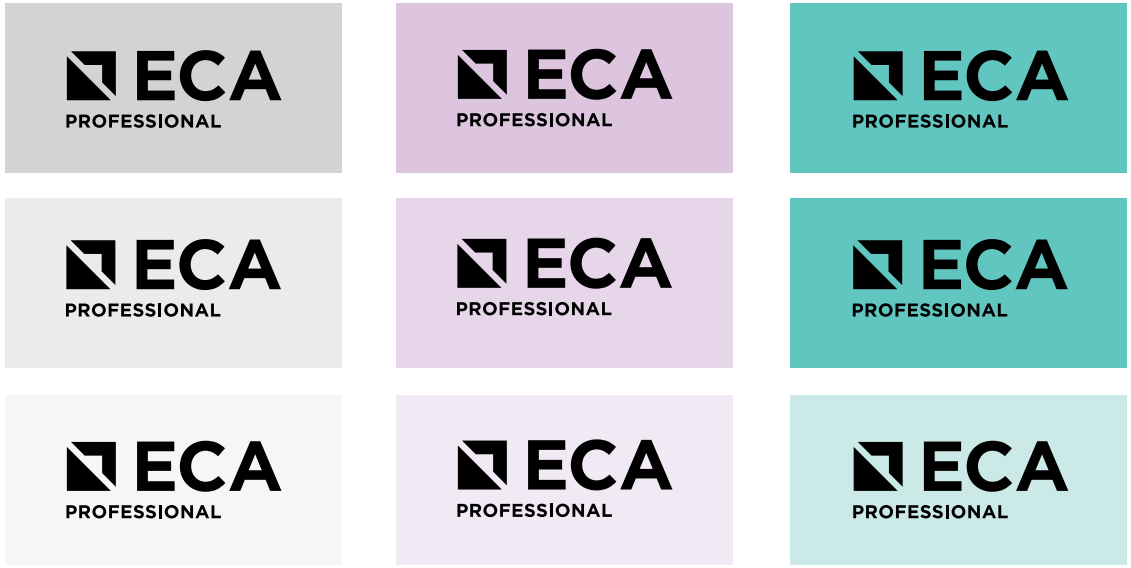
BLACK & WHITE

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

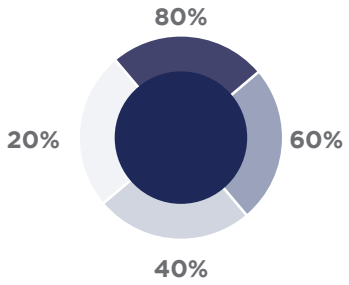
DARK COLOR (100% TO 50%)

LIGHT COLOR (DOWN 50%)

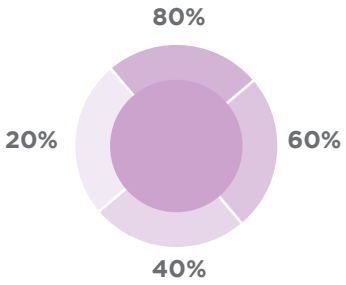


COLOR PALETTE

PRIMARY



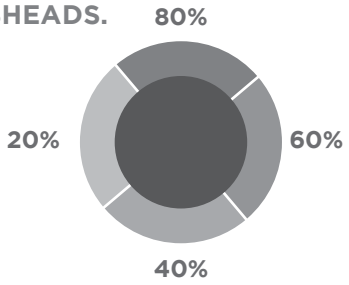
PMS: 281 C
CMYK: 100, 90, 30, 35
RGB: 24, 41, 88
LAB: #182958



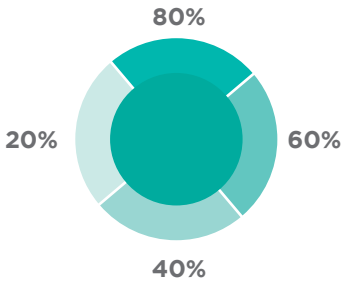
PMS: 1788 C
CMYK: 0, 96, 83, 0
RGB: 238, 45, 56
LAB: #EE2C37

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: #00ACA0

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

ABCDEFGHIJLMNOPQRSTUVWXYZ
abcdefghijlmnopqrstuvwxyz
1234567890!@#$%^&*()

GOTHAM BLACK

ABCDEFGHIJLMNOPQRSTUVWXYZ
abcdefghijlmnopqrstuvwxyz
1234567890!@#$%^&*()

PRIMARY - BODY

GOTHAM LIGHT

ABCDEFGHIJLMNOPQRSTUVWXYZ
abcdefghijlmnopqrstuvwxyz
1234567890!@#$%^&*()

GOTHAM BOOK

ABCDEFGHIJLMNOPQRSTUVWXYZ
abcdefghijlmnopqrstuvwxyz
1234567890!@#$%^&*()

GOTHAM ITALIC

ABCDEFGHIJLMNOPQRSTUVWXYZ
abcdefghijlmnopqrstuvwxyz
1234567890!@#$%^&()*

GOTHAM MEDIUM

ABCDEFGHIJLMNOPQRSTUVWXYZ
abcdefghijlmnopqrstuvwxyz
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

ABCDEFGHIJLMNOPQRSTUVWXYZ
abcdefghijlmnopqrstuvwxyz
1234567890!@#$%^&*()

ARIAL ITALIC

ABCDEFGHIJLMNOPQRSTUVWXYZ
abcdefghijlmnopqrstuvwxyz
1234567890!@#$%^&()*

SECONDARY - HEADLINES

ARIAL BOLD

ABCDEFGHIJLMNOPQRSTUVWXYZ
abcdefghijlmnopqrstuvwxyz
1234567890!@#$%^&*()

ARIAL BLACK

ABCDEFGHIJLMNOPQRSTUVWXYZ
abcdefghijlmnopqrstuvwxyz
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!@#$%^&*()

ECA
PROFESSIONAL YEAR

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

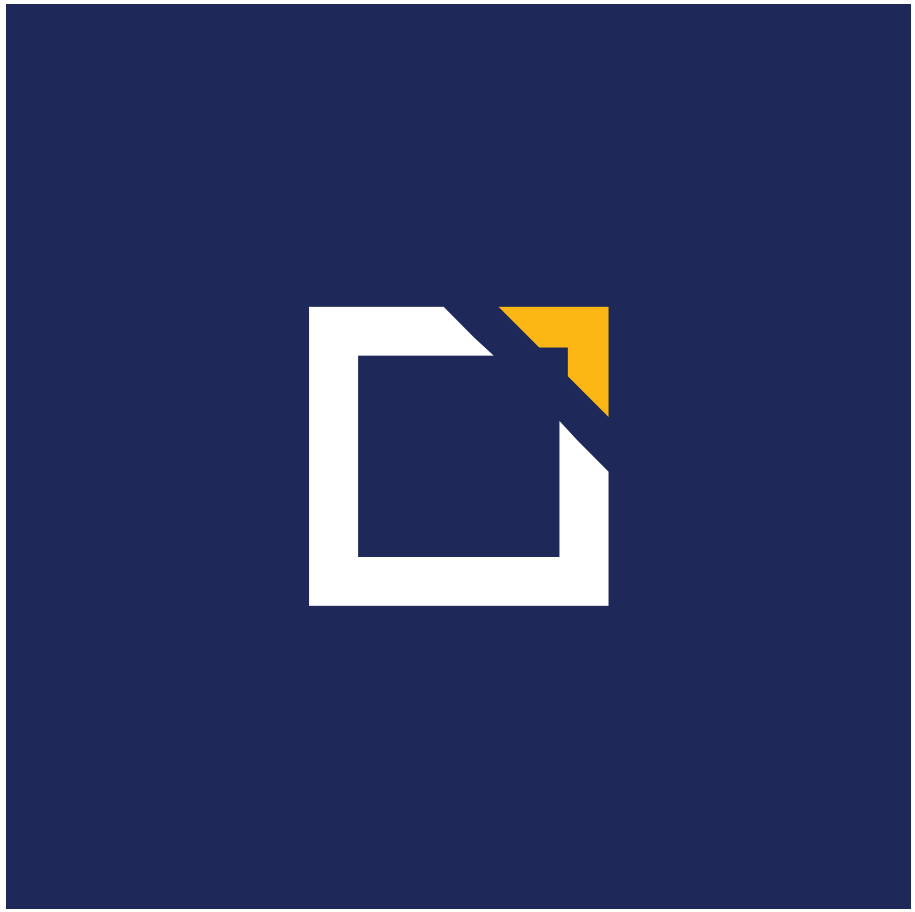
The black and white versions of the logos are used if the color version cannot be used. It must be guaranteed that printing will be of adequate quality.

PRIMARY LOGO COLOR BACKGROUND

DARK COLOR (100% TO 50%)

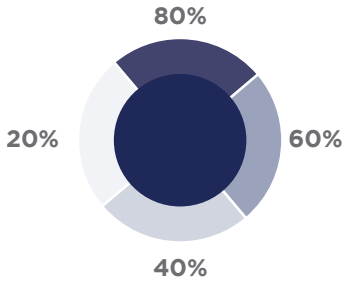
LIGHT COLOR (DOWN 50%)

SYMBOL

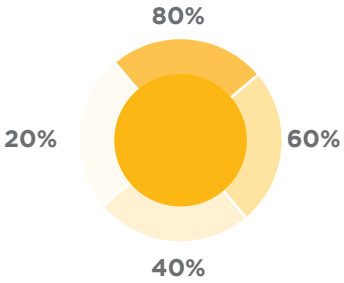


COLOR PALETTE

PRIMARY



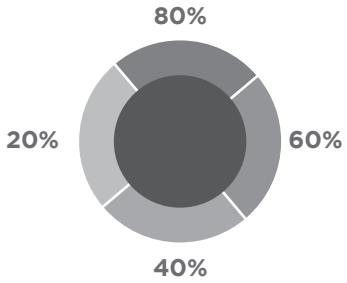
PMS: 281 C
CMYK: 100, 90, 30, 35
RGB: 24, 41, 88
LAB: #182958



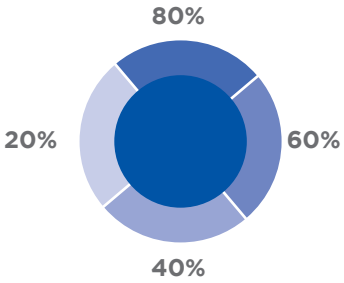
PMS: 7549 C
CMYK: 0, 22, 100, 2
RGB: 255, 182, 0
LAB: #FFB600

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

ABCDEFGHIJLMNOPQRSTUVWXYZ
abcdefghijlmnopqrstuvwxyz
1234567890!@#$%^&*()

GOTHAM BLACK

ABCDEFGHIJLMNOPQRSTUVWXYZ
abcdefghijlmnopqrstuvwxyz
1234567890!@#$%^&*()

PRIMARY - BODY

GOTHAM LIGHT

ABCDEFGHIJLMNOPQRSTUVWXYZ
abcdefghijlmnopqrstuvwxyz
1234567890!@#$%^&*()

GOTHAM BOOK

ABCDEFGHIJLMNOPQRSTUVWXYZ
abcdefghijlmnopqrstuvwxyz
1234567890!@#$%^&*()

GOTHAM ITALIC

ABCDEFGHIJLMNOPQRSTUVWXYZ
abcdefghijlmnopqrstuvwxyz
1234567890!@#$%^&()*

GOTHAM MEDIUM

ABCDEFGHIJLMNOPQRSTUVWXYZ
abcdefghijlmnopqrstuvwxyz
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

ABCDEFGHIJLMNOPQRSTUVWXYZ
abcdefghijlmnopqrstuvwxyz
1234567890!@#$%^&*()

ARIAL ITALIC

ABCDEFGHIJLMNOPQRSTUVWXYZ
abcdefghijlmnopqrstuvwxyz
1234567890!@#$%^&()*

SECONDARY - HEADLINES

ARIAL BOLD

ABCDEFGHIJLMNOPQRSTUVWXYZ
abcdefghijlmnopqrstuvwxyz
1234567890!@#$%^&*()

ARIAL BLACK

ABCDEFGHIJLMNOPQRSTUVWXYZ
abcdefghijlmnopqrstuvwxyz
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

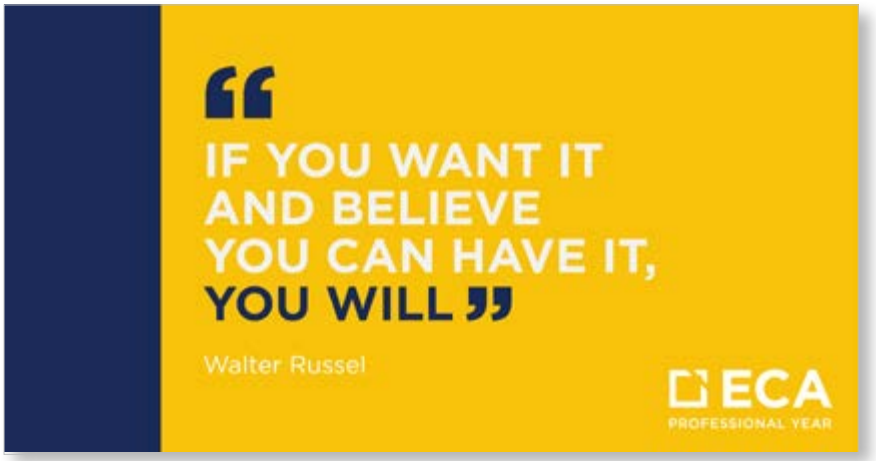
TAHOMA REGULAR

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

IMAGERY

SAMPLE APPLICATIONS SOCIAL MEDIA

FACEBOOK POST

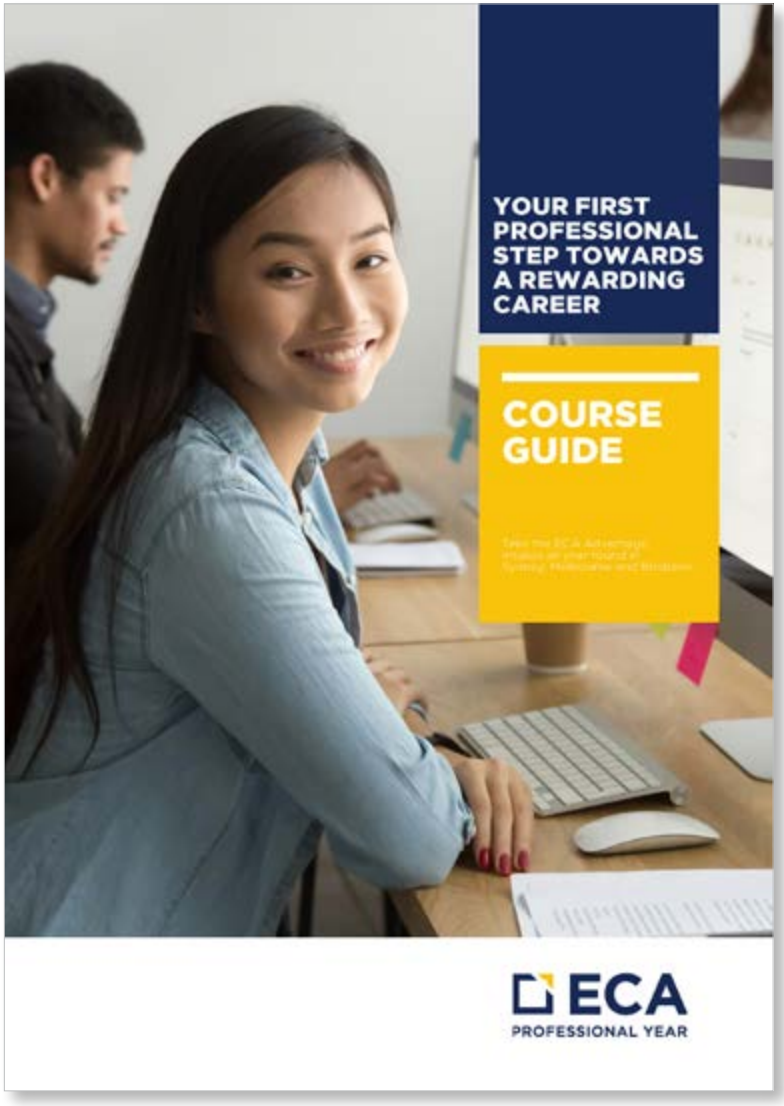


INSTAGRAM POST

SAMPLE APPLICATIONS FLYERS

SAMPLE APPLICATIONS BROCHURE

COVER



CONTENT PAGES

SAMPLE APPLICATIONS PULL UP BANNER

ECA

INTERNSHIPS

BRAND IDENTITY GUIDELINE

!

THE ECA INTERSNHIPS LOGO SHOULD NEVER BE RECREATED.

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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

ECA
INTERNSHIPS

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.

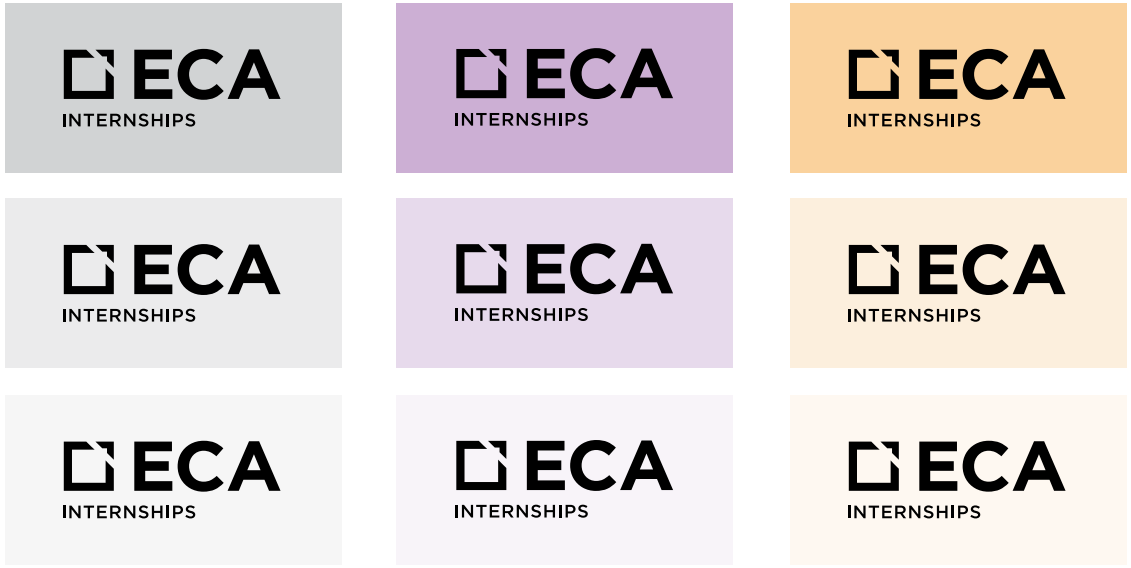
BLACK & WHITE

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.

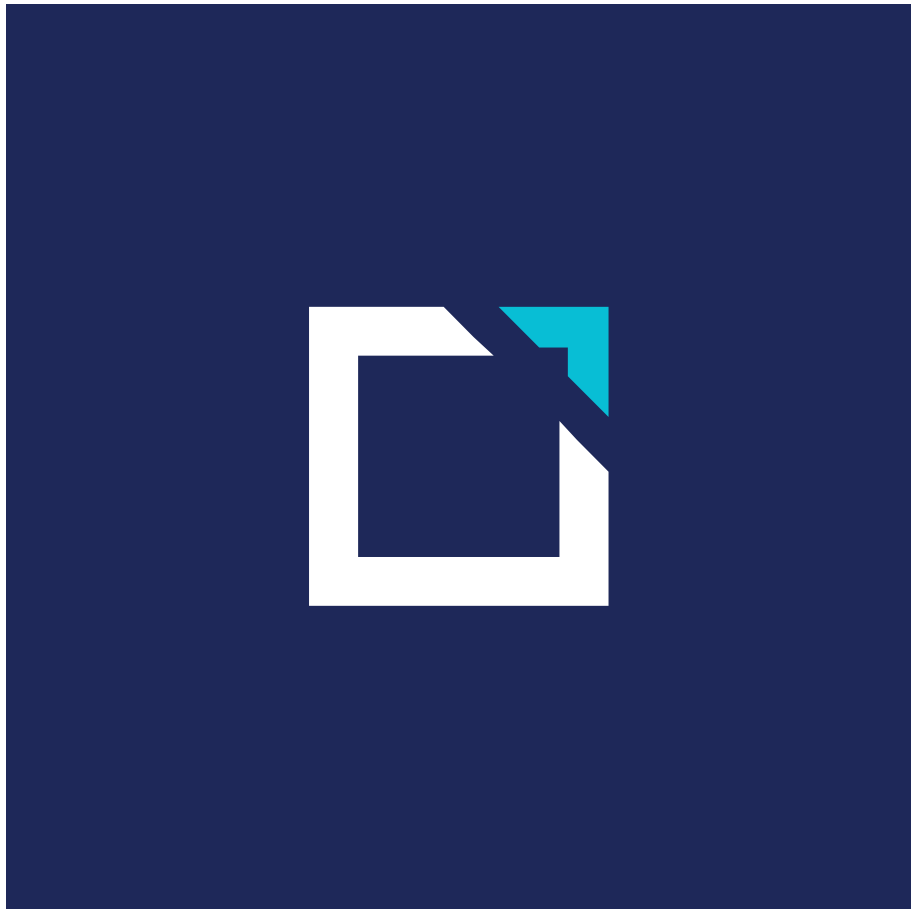
PRIMARY LOGO COLOR BACKGROUND

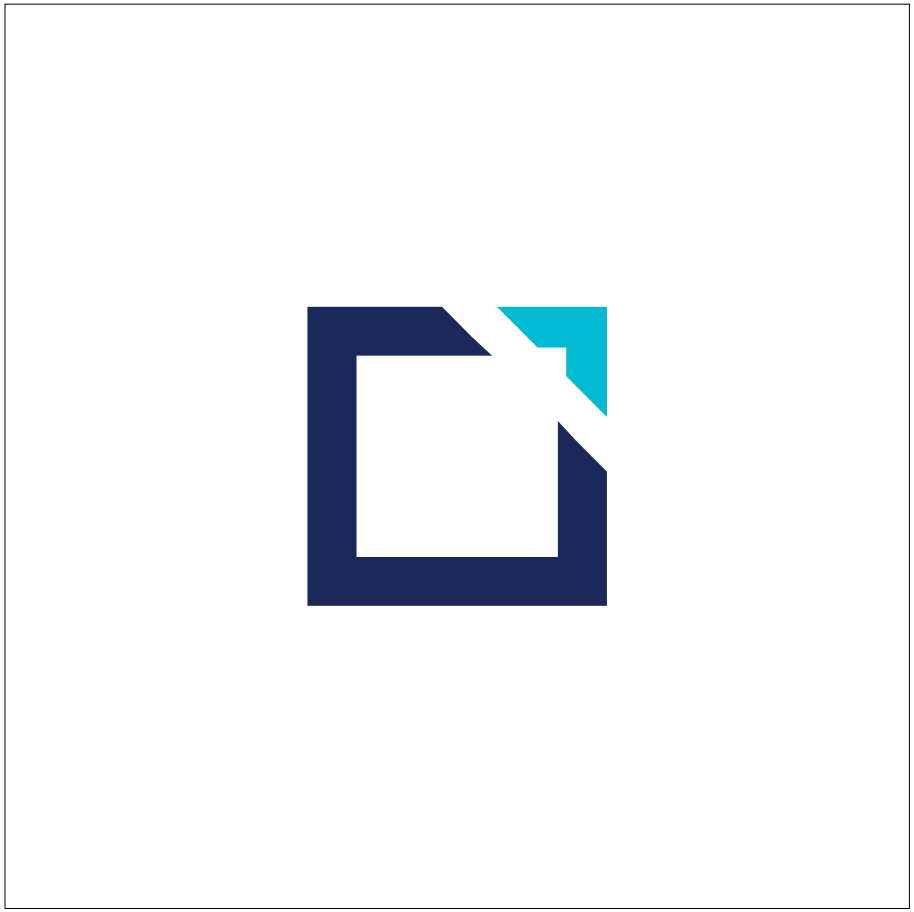
DARK COLOR (100% TO 50%)

LIGHT COLOR (DOWN 50%)



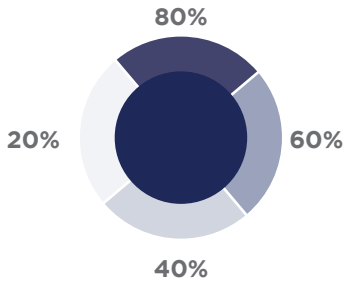
SYMBOL



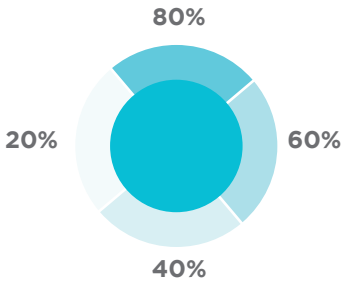


COLOR PALETTE

PRIMARY



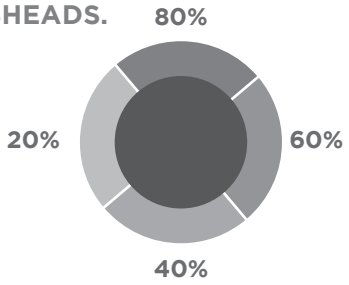
PMS: 281 C
CMYK: 100, 90, 30, 35
RGB: 24, 41, 88
LAB: #182958



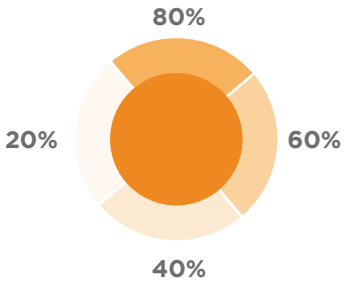
PMS: 3115 C
CMYK: 75, 0, 17, 0
RGB: 0, 187, 210
LAB: #00BBD2

SECONDARY

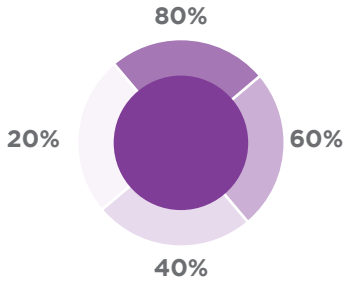
IT IS ALLOWED TO USE SECONDARY COLORS FOR ILLUSTRATIONS, INFOGRAPHICS, SOME HIGHLIGHTS WHEN NECESSARY AND SUBHEADS.



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

ABCDEFGHIJLMNOPQRSTUVWXYZ
abcdefghijlmnopqrstuvwxyz
1234567890!@#$%^&*()

GOTHAM BLACK

ABCDEFGHIJLMNOPQRSTUVWXYZ
abcdefghijlmnopqrstuvwxyz
1234567890!@#$%^&*()

PRIMARY - BODY

GOTHAM LIGHT

ABCDEFGHIJLMNOPQRSTUVWXYZ
abcdefghijlmnopqrstuvwxyz
1234567890!@#$%^&*()

GOTHAM BOOK

ABCDEFGHIJLMNOPQRSTUVWXYZ
abcdefghijlmnopqrstuvwxyz
1234567890!@#$%^&*()

GOTHAM ITALIC

ABCDEFGHIJLMNOPQRSTUVWXYZ
abcdefghijlmnopqrstuvwxyz
1234567890!@#$%^&()*

GOTHAM MEDIUM

ABCDEFGHIJLMNOPQRSTUVWXYZ
abcdefghijlmnopqrstuvwxyz
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

ABCDEFGHIJLMNOPQRSTUVWXYZ
abcdefghijlmnopqrstuvwxyz
1234567890!@#$%^&*()

ARIAL ITALIC

ABCDEFGHIJLMNOPQRSTUVWXYZ
abcdefghijlmnopqrstuvwxyz
1234567890!@#$%^&()*

SECONDARY - HEADLINES

ARIAL BOLD

ABCDEFGHIJLMNOPQRSTUVWXYZ
abcdefghijlmnopqrstuvwxyz
1234567890!@#$%^&*()

ARIAL BLACK

ABCDEFGHIJLMNOPQRSTUVWXYZ
abcdefghijlmnopqrstuvwxyz
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

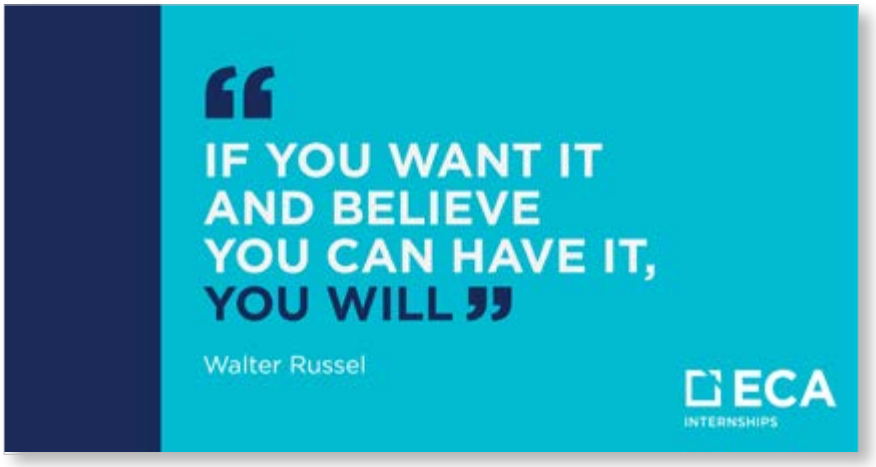
TAHOMA REGULAR

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

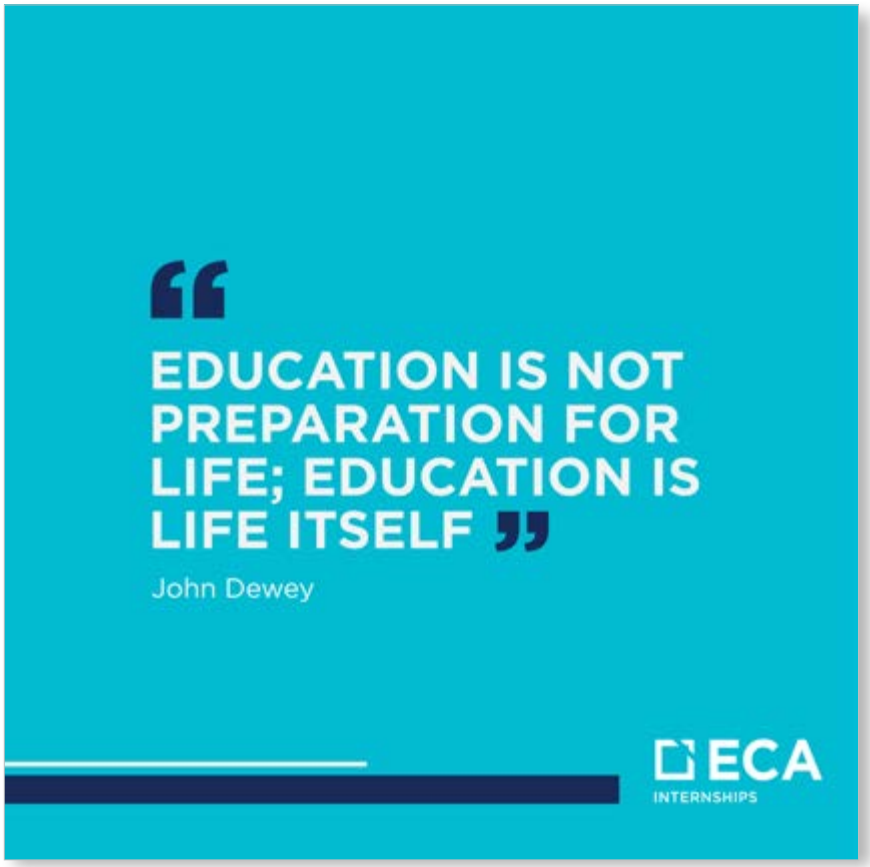
IMAGERY

SAMPLE APPLICATIONS SOCIAL MEDIA

FACEBOOK POST



INSTAGRAM POST



SAMPLE APPLICATIONS FLYERS

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!

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

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

PROFESSIONAL INTERNSHIP PROGRAM (PIP) OPTIONS

Programs	PIP Regular Fees	PIP Regular Inclusions	PIP Pro Fees	PIP Pro Inclusions
IT Networking, Accounting and Marketing	AUD $990	10-12 week internship placement 15 minute consultation Profile evaluation	AUD $1,290	10-12 week internship placement 90 minute consultation Profile evaluation Resume writing Cover letter writing Two revisions
HR and Software Development	AUD $1,290		AUD $1,590	
Sciences, Construction, Engineering and ERP	AUD $1,990		AUD $2,290	

FEE STRUCTURE

The fee is broken down into enrolment fee and placement fee.

- Enrolment fee is a standard fee of $290 payable at the time of registration
- Placement fee will vary based on the program you select and is payable only when an internship is confirmed
- Fees is inclusive of voluntary workers insurance for both PIP Regular and PIP PRO
- Some companies offer a monthly allowance of $200 - $800 to cover travel and meals
- Discounted rates or promotions may be available at the time of application

ELIGIBILITY

- Be over 18 years of age at the time of application
- IELTS of 6.0+ OR PTE 50+ OR enrolled in an English Language course
- Enrolled or completed a Diploma or qualification of AQF 5 or more
- Australian, NZ citizen/ PR or any visa with valid work rights. Student visa eligible
- Be available for a minimum of 2 days per week for 10-12 weeks (10-20 hrs/ week)

APPLICATION PROCESS

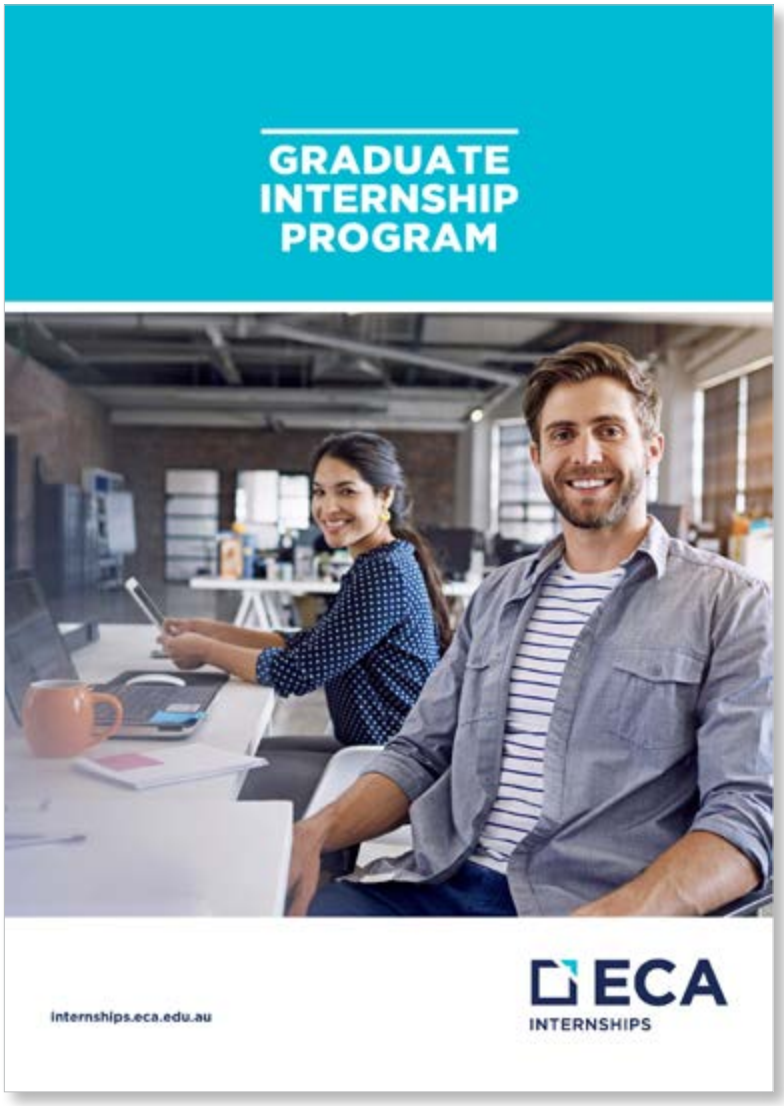
1. Program registration
2. Document submission
3. Consultant evaluation
4. Offer letter released
5. Interviews commence
6. Kick start your Internship!

"My ECA Internship experience allowed me to apply my theoretical accounting skills into practice at Seen Technologies."

YU CHI HUANG (TAIWAN)
Finance Intern

SAMPLE APPLICATIONS BROCHURE

COVER



CONTENT PAGES

SAMPLE APPLICATIONS PULL UP BANNER

ECA

ONLINE

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 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

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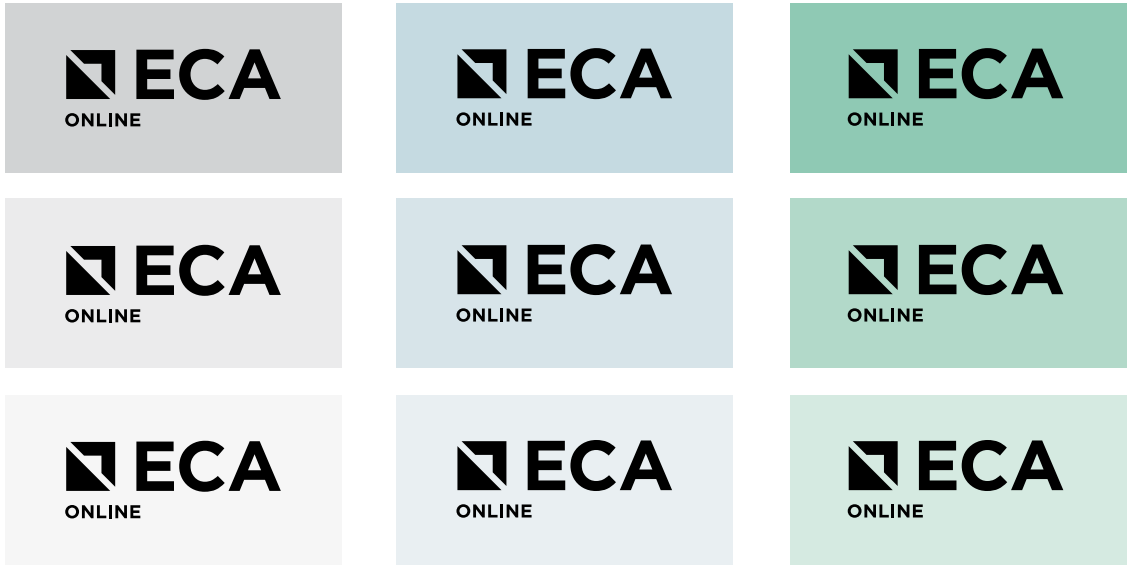
PRIMARY LOGO COLOR BACKGROUND

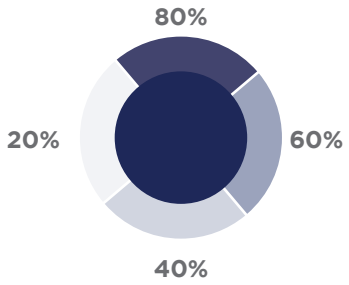
DARK COLOR (100% TO 50%)

LIGHT COLOR (DOWN 50%)

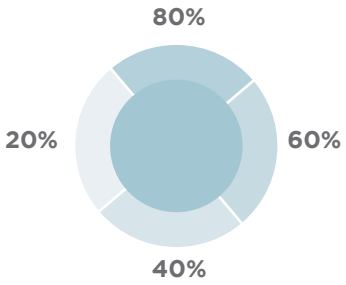


COLOR PALETTE

PRIMARY



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



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

SECONDARY

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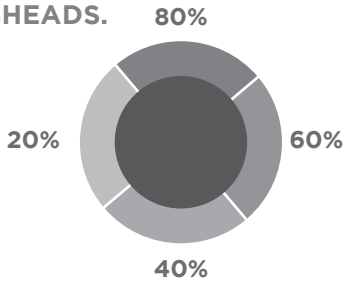
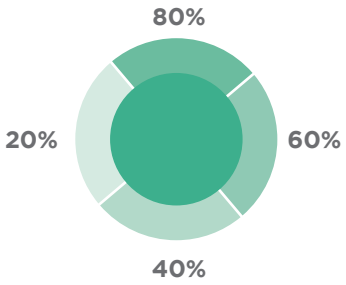


80% black - 30% black



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

MINIMUM SIZE

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ISOLATION ZONES

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

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ABCDEFGHIJLMNOPQRSTUVWXYZ
abcdefghijlmnopqrstuvwxyz
1234567890!@#$%^&*()

GOTHAM BLACK

ABCDEFGHIJLMNOPQRSTUVWXYZ
abcdefghijlmnopqrstuvwxyz
1234567890!@#$%^&*()

PRIMARY - BODY

GOTHAM LIGHT

ABCDEFGHIJLMNOPQRSTUVWXYZ
abcdefghijlmnopqrstuvwxyz
1234567890!@#$%^&*()

GOTHAM BOOK

ABCDEFGHIJLMNOPQRSTUVWXYZ
abcdefghijlmnopqrstuvwxyz
1234567890!@#$%^&*()

GOTHAM ITALIC

ABCDEFGHIJLMNOPQRSTUVWXYZ
abcdefghijlmnopqrstuvwxyz
1234567890!@#$%^&()*

GOTHAM MEDIUM

ABCDEFGHIJLMNOPQRSTUVWXYZ
abcdefghijlmnopqrstuvwxyz
1234567890!@#$%^&*()

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SECONDARY - BODY

ARIAL REGULAR

ABCDEFGHIJLMNOPQRSTUVWXYZ
abcdefghijlmnopqrstuvwxyz
1234567890!@#$%^&*()

ARIAL ITALIC

ABCDEFGHIJLMNOPQRSTUVWXYZ
abcdefghijlmnopqrstuvwxyz
1234567890!@#$%^&()*

SECONDARY - HEADLINES

ARIAL BOLD

ABCDEFGHIJLMNOPQRSTUVWXYZ
abcdefghijlmnopqrstuvwxyz
1234567890!@#$%^&*()

ARIAL BLACK

ABCDEFGHIJLMNOPQRSTUVWXYZ
abcdefghijlmnopqrstuvwxyz
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!@#$%^&*()

ECA

WOMEN EMPOWERMENT PROGRAM

BRAND IDENTITY GUIDELINE

!

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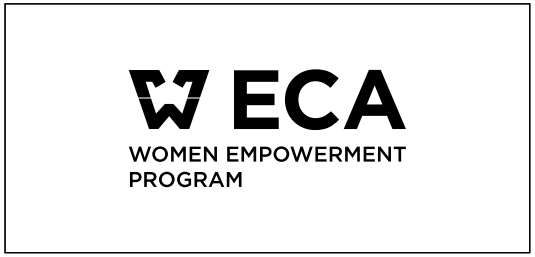
PRIMARY LOGO

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 line can only be kept when applied over the dark blue background.

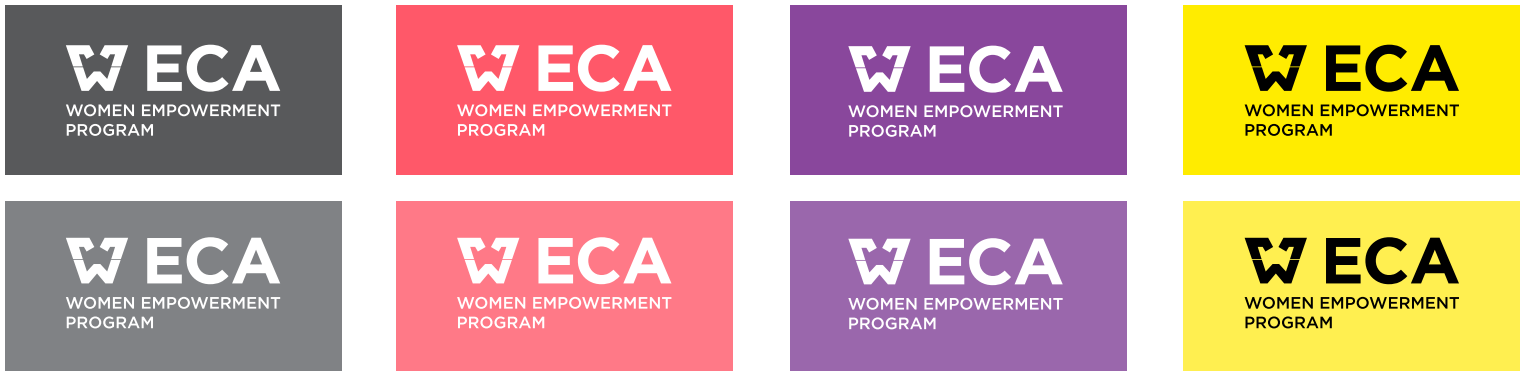


BLACK & WHITE

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%)

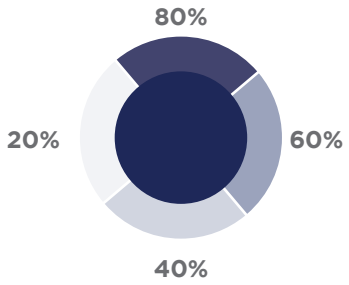


LIGHT COLOR (DOWN 50%)

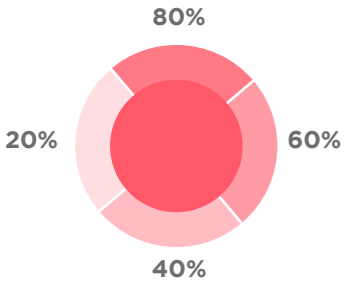
SYMBOL

COLOR PALETTE

PRIMARY



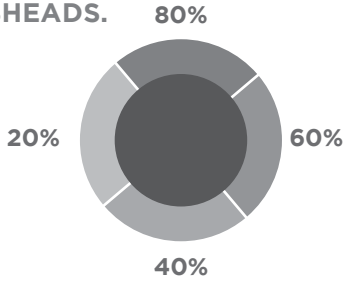
PMS: 281 C
CMYK: 100, 90, 30, 35
RGB: 24, 41, 88
LAB: #182958



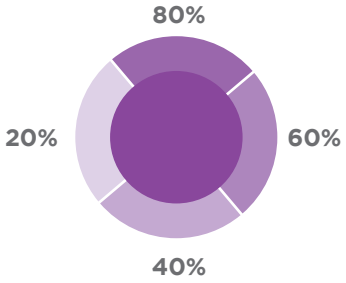
PMS: 2346 C
CMYK: 0, 75, 48, 0
RGB: 255, 88, 105
LAB: #FF5869

SECONDARY

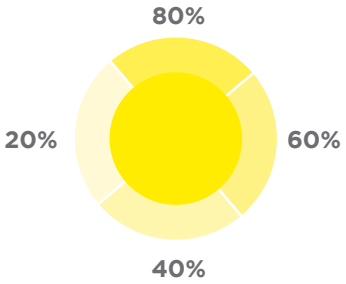
IT IS ALLOWED TO USE SECONDARY COLORS FOR ILLUSTRATIONS, INFOGRAPHICS, SOME HIGHLIGHTS WHEN NECESSARY AND SUBHEADS.



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

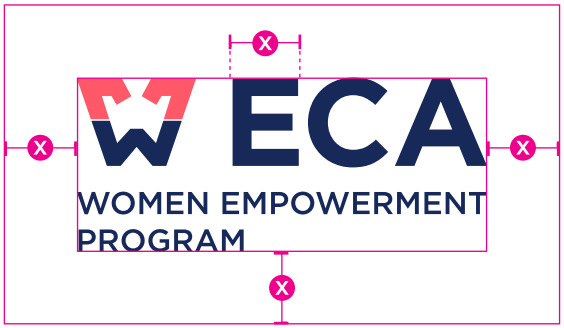
When reproducing the WEP logo in print, it should not be reproduced smaller than the specified minimum size, as doing so compromises its readability.

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.

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

ABCDEFGHIJLMNOPQRSTUVWXYZ
abcdefghijlmnopqrstuvwxyz
1234567890!@#$%^&*()

GOTHAM BLACK

ABCDEFGHIJLMNOPQRSTUVWXYZ
abcdefghijlmnopqrstuvwxyz
1234567890!@#$%^&*()

PRIMARY - BODY

GOTHAM LIGHT

ABCDEFGHIJLMNOPQRSTUVWXYZ
abcdefghijlmnopqrstuvwxyz
1234567890!@#$%^&*()

GOTHAM BOOK

ABCDEFGHIJLMNOPQRSTUVWXYZ
abcdefghijlmnopqrstuvwxyz
1234567890!@#$%^&*()

GOTHAM ITALIC

ABCDEFGHIJLMNOPQRSTUVWXYZ
abcdefghijlmnopqrstuvwxyz
1234567890!@#$%^&()*

GOTHAM MEDIUM

ABCDEFGHIJLMNOPQRSTUVWXYZ
abcdefghijlmnopqrstuvwxyz
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

ABCDEFGHIJLMNOPQRSTUVWXYZ
abcdefghijlmnopqrstuvwxyz
1234567890!@#$%^&*()

ARIAL ITALIC

ABCDEFGHIJLMNOPQRSTUVWXYZ
abcdefghijlmnopqrstuvwxyz
1234567890!@#$%^&()*

SECONDARY - HEADLINES

ARIAL BOLD

ABCDEFGHIJLMNOPQRSTUVWXYZ
abcdefghijlmnopqrstuvwxyz
1234567890!@#$%^&*()

ARIAL BLACK

ABCDEFGHIJLMNOPQRSTUVWXYZ
abcdefghijlmnopqrstuvwxyz
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

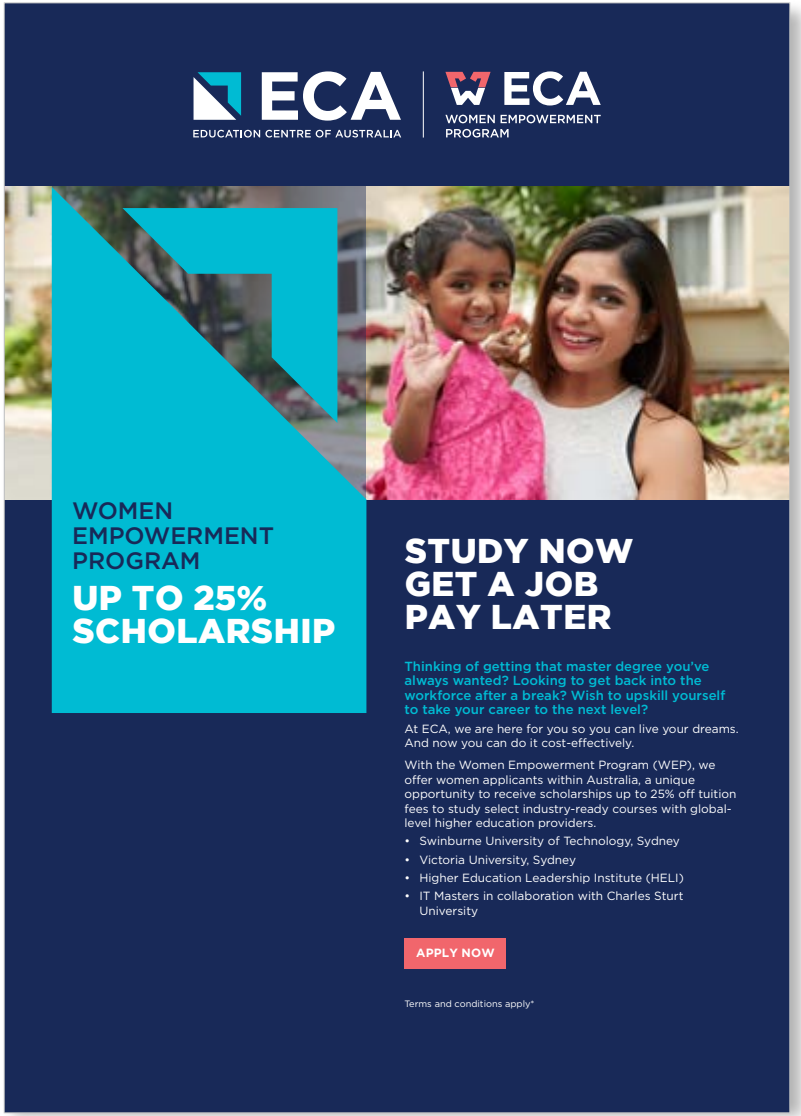
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()

IMAGERY

SAMPLE APPLICATIONS

FACEBOOK POST

FLYER



SAMPLE APPLICATIONS PULL UP BANNER

ECA

GLOBAL PATHWAY PROGRAM

BRAND IDENTITY GUIDELINE

!

THE GPP 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
GLOBAL PATHWAY
PROGRAM

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

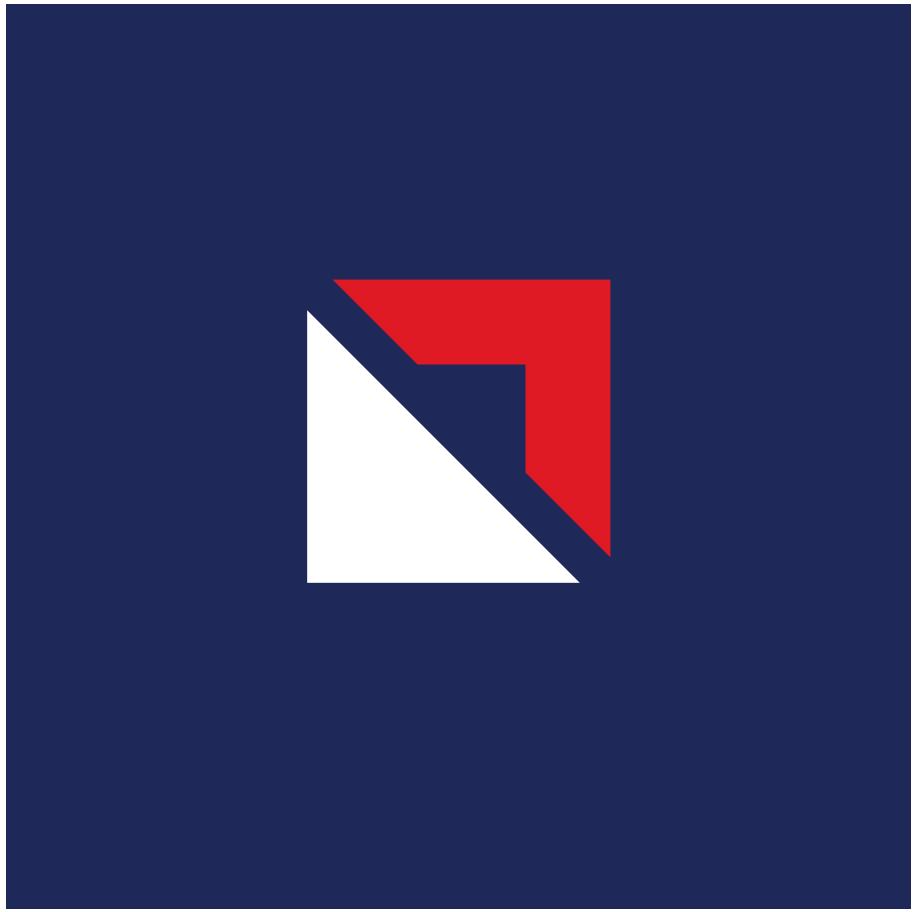
The black and white versions of the logos are used if the color version cannot be used. It must be guaranteed that printing will be of adequate quality.

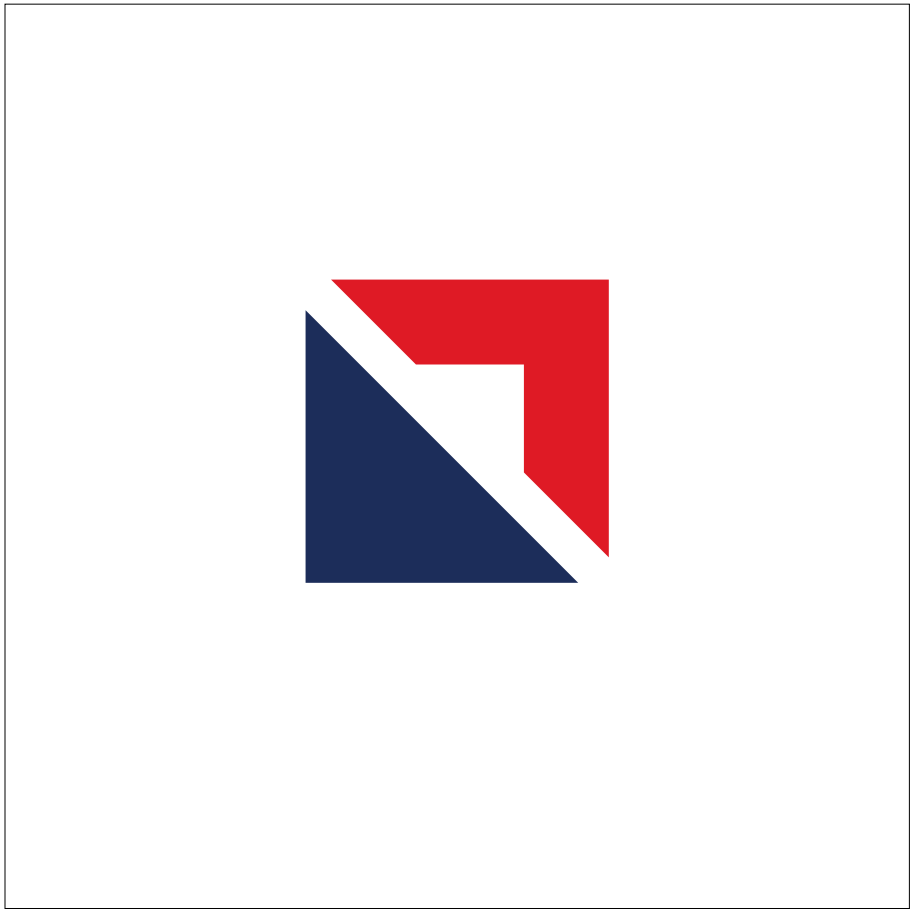
PRIMARY LOGO COLOR BACKGROUND

DARK COLOR (100% TO 50%)

LIGHT COLOR (DOWN 50%)

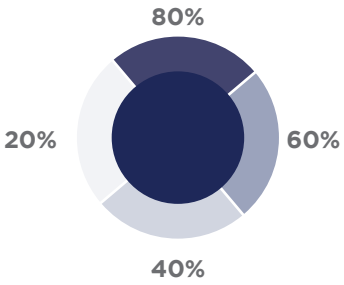
SYMBOL



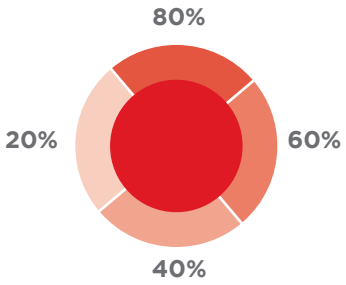


COLOR PALETTE

PRIMARY



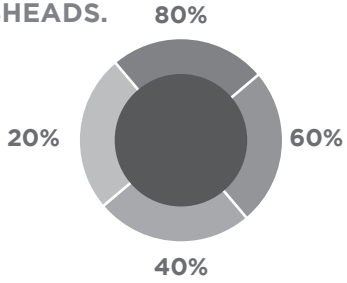
PMS: 281 C
CMYK: 100, 90, 30, 35
RGB: 24, 41, 88
LAB: #182958



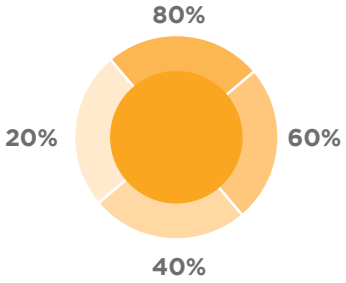
PMS: 3517 C
CMYK: 0, 100, 96, 6
RGB: 193, 0, 22
LAB: #C10016

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

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abcdefghijlmnopqrstuvwxyz
1234567890!@#$%^&*()

GOTHAM BLACK

ABCDEFGHIJLMNOPQRSTUVWXYZ
abcdefghijlmnopqrstuvwxyz
1234567890!@#$%^&*()

PRIMARY - BODY

GOTHAM LIGHT

ABCDEFGHIJLMNOPQRSTUVWXYZ
abcdefghijlmnopqrstuvwxyz
1234567890!@#$%^&*()

GOTHAM BOOK

ABCDEFGHIJLMNOPQRSTUVWXYZ
abcdefghijlmnopqrstuvwxyz
1234567890!@#$%^&*()

GOTHAM ITALIC

ABCDEFGHIJLMNOPQRSTUVWXYZ
abcdefghijlmnopqrstuvwxyz
1234567890!@#$%^&()*

GOTHAM MEDIUM

ABCDEFGHIJLMNOPQRSTUVWXYZ
abcdefghijlmnopqrstuvwxyz
1234567890!@#$%^&*()

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SECONDARY - BODY

ARIAL REGULAR

ABCDEFGHIJLMNOPQRSTUVWXYZ
abcdefghijlmnopqrstuvwxyz
1234567890!@#$%^&*()

ARIAL ITALIC

ABCDEFGHIJLMNOPQRSTUVWXYZ
abcdefghijlmnopqrstuvwxyz
1234567890!@#$%^&()*

SECONDARY - HEADLINES

ARIAL BOLD

ABCDEFGHIJLMNOPQRSTUVWXYZ
abcdefghijlmnopqrstuvwxyz
1234567890!@#$%^&*()

ARIAL BLACK

ABCDEFGHIJLMNOPQRSTUVWXYZ
abcdefghijlmnopqrstuvwxyz
1234567890!@#$%^&*()

WEB TYPEFACE

PRIMARY - HEADLINE

RALEWAY EXTRA BOLD

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

PRIMARY - BODY

ARIMO REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
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SECONDARY - HEADLINE

TAHOMA BOLD

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

SECONDARY - BODY

TAHOMA REGULAR

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

IMAGERY

SAMPLE APPLICATIONS BROCHURE

COVER

CONTENT PAGES

ECA BRAND GUIDELINES - SEPTEMBER 2020

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