

STYLE GUIDE

VET

Vocational Education
and Training



Welcome to the VET style guide!

Vocational Education and Training (VET) is a range of practical subjects that equip year 10, 11 and 12 students with job skills for a specific industry after school. VET subjects can not only fit into VCE, VCE VM or VPC, but they can also be really fun.

This document provides guidelines around the VET identity and tone of voice, which have been designed for use in the *Shape Your VCE* campaign. Aimed at students in Years 9 to 11 and their families, the campaign looks to:

- intrigue students with the benefits of studying VET
- improve perceptions surrounding VET
- empower students to make the right decisions

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LOGO



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MASTER LOGO

Our logo is a key element of our visual identity, and should exist on all of our communications.

It has been crafted to reflect the ever-evolving interests and career paths of our audience.

The angular letterforms create a dynamic and energetic feel that creates trust in a way that is distinctive, delightful and unexpected.



LOGO VARIATIONS

Our logo comes in horizontal and stacked variations to maximise legibility and recognition wherever we show up.

The defining statement, *Vocational Education and Training*, should never be removed from our logo. It helps to explain who we are for those who have not encountered us before.

Our logo always shows up in black or white—never colour.

Horizontal



Stacked



Stacked and left aligned (For use inside our hero shape only. See page 10.)



LOGO USAGE

To preserve the integrity of our logo and maximise recognition and legibility in all placements, please follow these rules around its usage.

Minimum size

To ensure legibility, the VET logo should be no smaller than 8mm high for print outputs, and 24pt high for digital.



Clear space

The VET logo should always be surrounded by an area of clear space, free of other elements such as text or other government logos. The clear space is one-third of the height of the logomark, shown below.



Dos and Don'ts



Don't stretch, rotate, or otherwise alter the logo in any way.



Don't colour the logo.



Don't remove the defining statement, *Vocational Education and Training*, from the logo.



Do ensure sufficient contrast.

SHAPE SYSTEM

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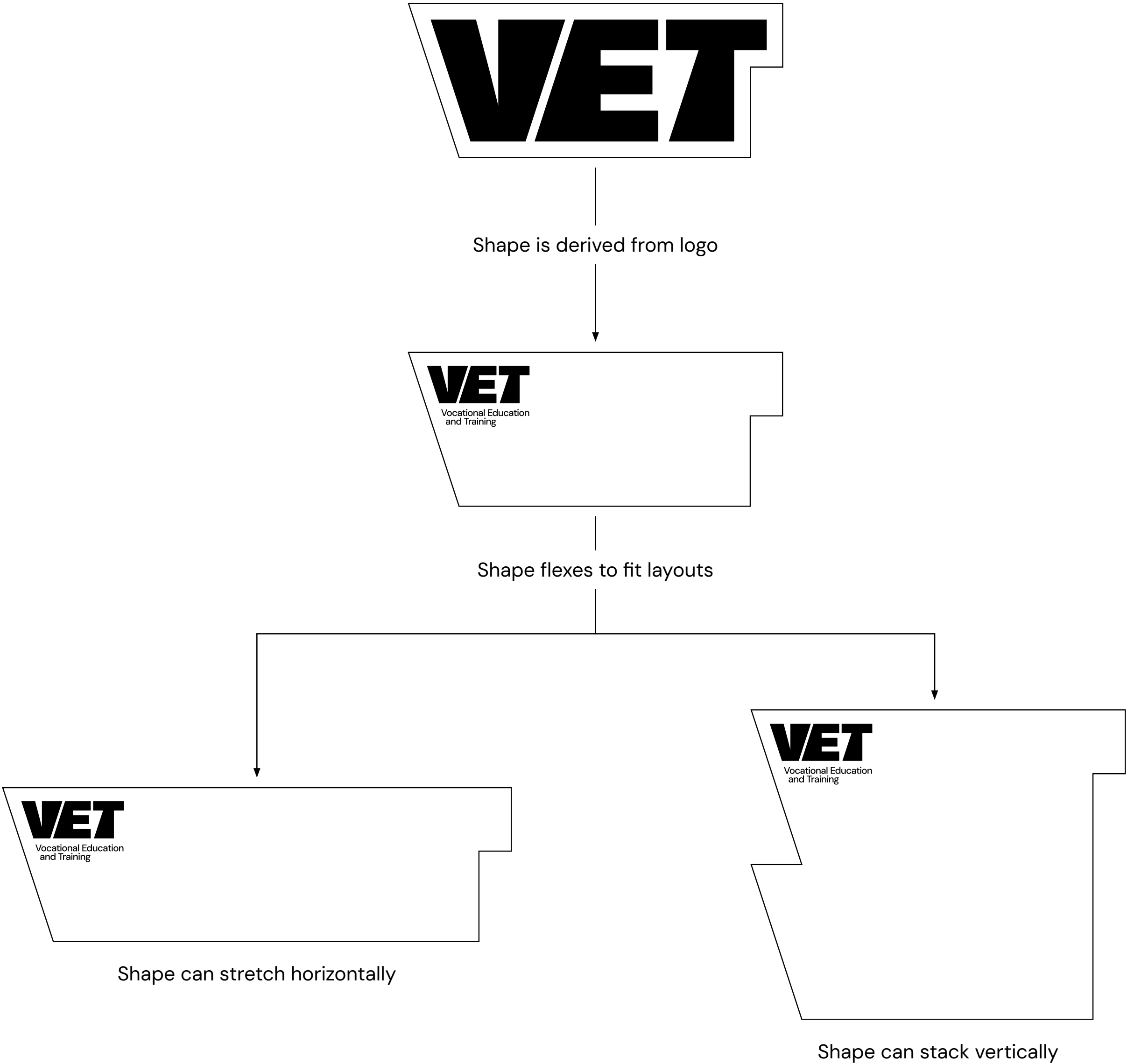


HOW IT WORKS

Our distinct hero shape is derived from the logo. It is used to frame imagery, flexing into a design system that showcases the exciting possibilities available through VET.

The flexibility of the system reflects the opportunity and sense of ownership that VET provides, empowering students to take control of their learning and explore their passions.

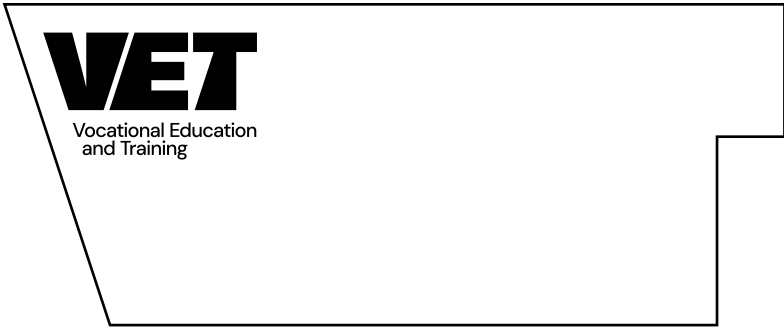
The hero shape is the backbone of our visual identity, and should be present in the majority of our communications.



HERO SHAPE

This page shows how the hero shape behaves, stretching and morphing into a flexible design system.

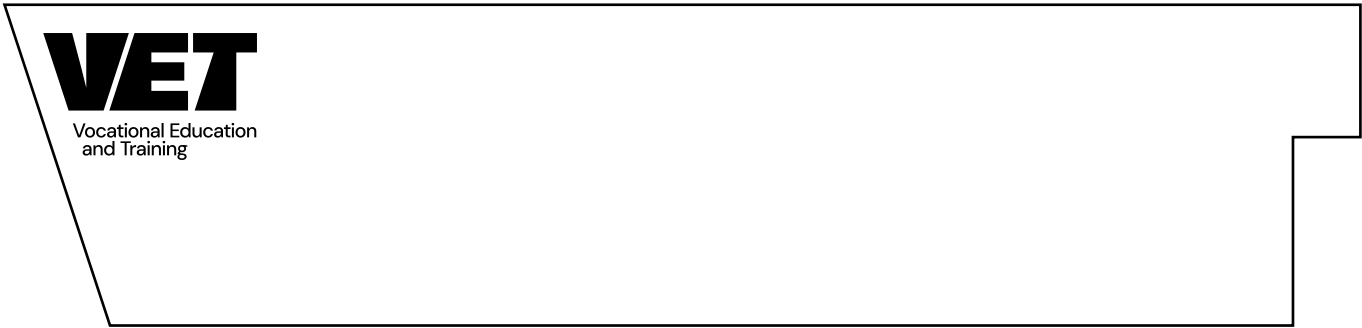
Hero shape



Stretching horizontally

Ensure the distinct characteristics of the left and right edges are maintained.

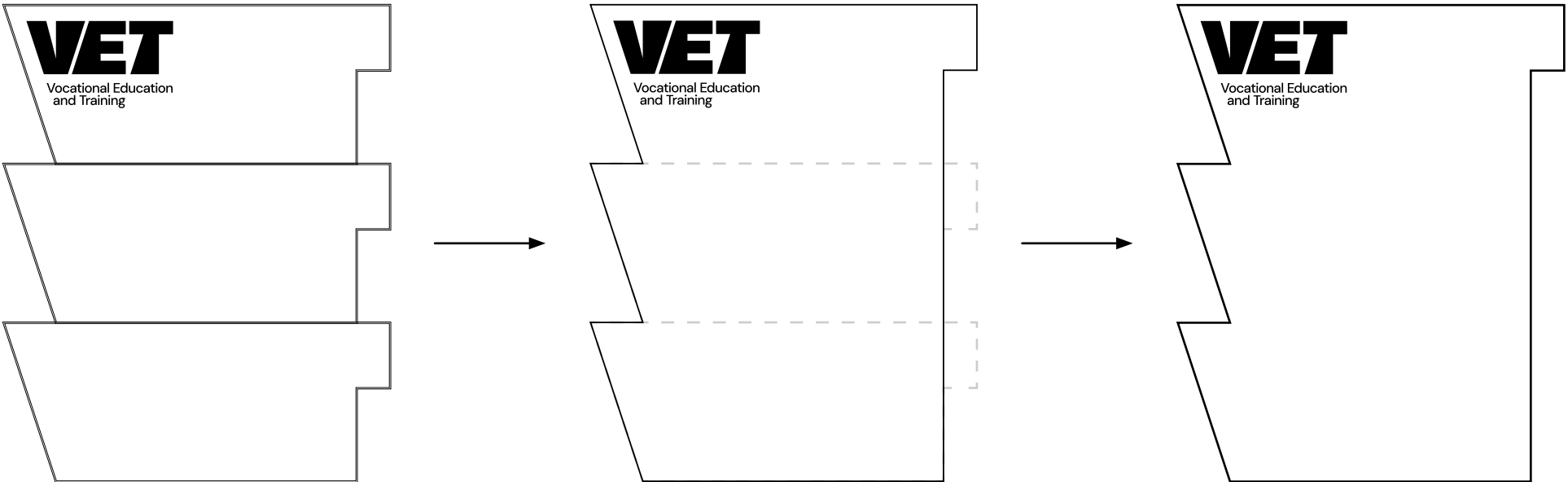
The angle of the left edge should match the angle of the 'V' in the logo.



Stacking Vertically

A ragged edge forms on the left.

On the right edge, we remove the extra arms of the 'T', leaving only one arm at the top. This is to preserve the integrity of the 'T' letterform, and prevent it from forming an 'F' or an 'E'.



HOW THE LOGO SITS

The stacked and left-aligned version of our logo has been specifically designed for use within the hero shape.

The horizontal logo can also be used if the stacked and left-aligned logo is unsuitable.

- Our logo always sits in the top-left corner of the hero shape.
- The logo can be any size within the hero shape.

Logo placement

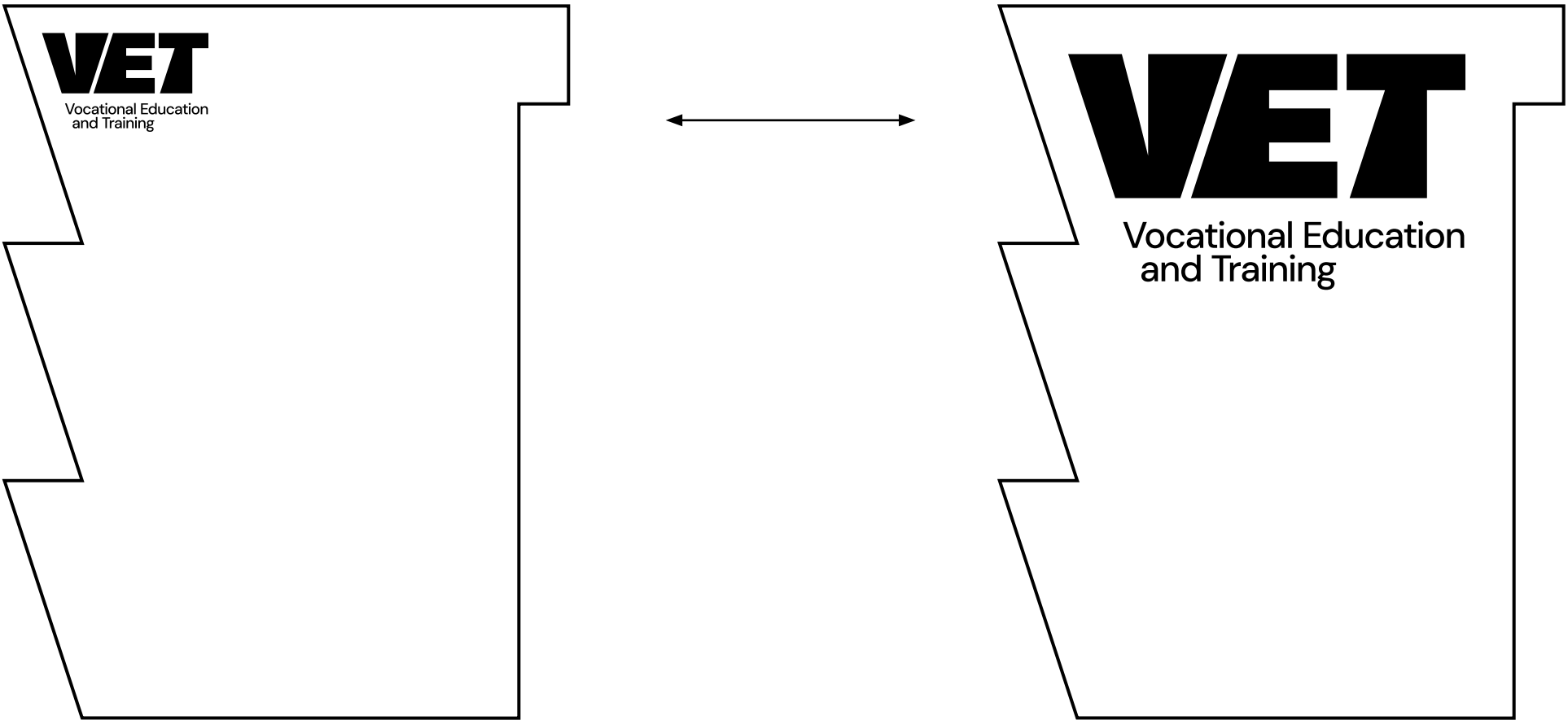
Ensure the space above the logo is equal to the space to the left of the logo.

Follow the logo’s clear space guidelines, described on page 6.



Logo size

The logo can scale up or down within the hero shape, so long as it meets the logo’s minimum size guidelines described on page 6.



USAGE

Here are some further guidelines around how the hero shape is used:

- The hero shape always has a thin keyline.
- The hero shape is predominantly used as a holding device for imagery.
- It can be difficult to contain large bodies of text in the hero shape. For this reason, rectangles are commonly used as containers for text, as shown in the Pull-Up Banner example on the far right.
- All shapes in a single layout should use the same stroke width.

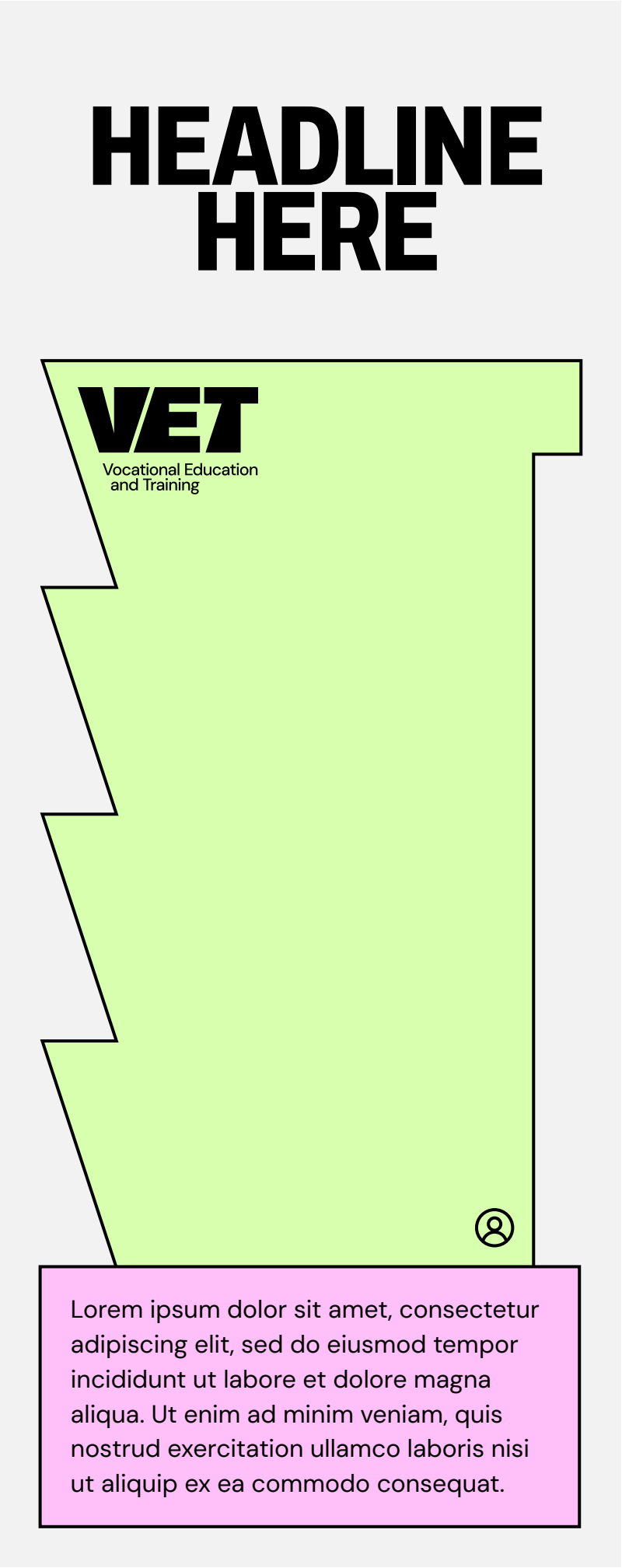
A4 Poster



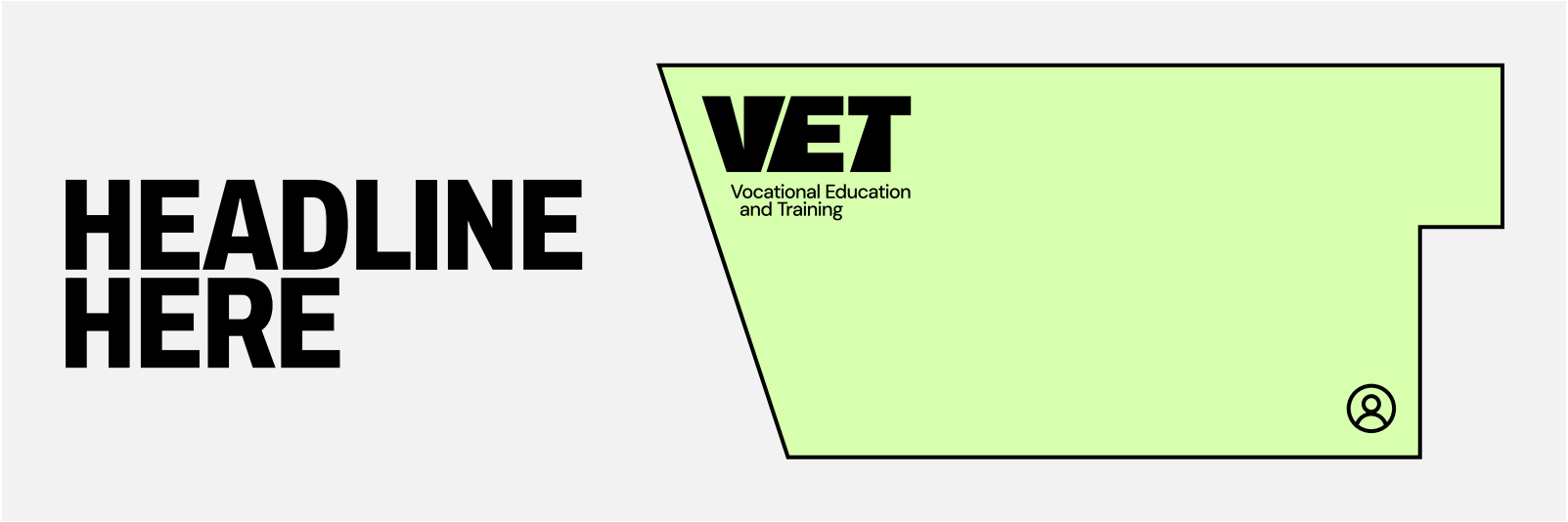
Social Post



Pull-Up Banner



Website Banner



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COLOURS



COLOUR PALETTE

The VET colour palette is bold and vibrant, invoking a sense of energy, youth and ambition.

This chart roughly shows the weighting of each colour within our brand.

- Orange, pink and green are used evenly, with none becoming the dominant colour.
- Black is used predominantly for text to maximise legibility.
- White can also be used to maintain balance.

<div>Orange</div> <div><div>HEX</div><div>#FE7A30</div><div>RGB</div><div>254 122 48</div><div>CMYK</div><div>00 70 90 00</div></div>	<div>Green</div> <div><div>HEX</div><div>#D7FFAD</div><div>RGB</div><div>215 255 173</div><div>CMYK</div><div>19 00 38 00</div></div>	<div>Pink</div> <div><div>HEX</div><div>#FFC0F9</div><div>RGB</div><div>255 192 249</div><div>CMYK</div><div>03 30 00 00</div></div>
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<div>Black</div> <div><div>HEX</div><div>#000000</div><div>RGB</div><div>00 00 00</div><div>CMYK</div><div>40 60 60 100</div></div>	<div>White</div> <div><div>HEX</div><div>#FFFFFF</div><div>RGB</div><div>255 255 255</div><div>CMYK</div><div>00 00 00 00</div></div>
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COLOUR ACCESSIBILITY

The colour combinations shown on this page meet the highest level of WCAG accessibility compliance (AAA), defined by a contrast ratio of 7.00 for large text or headings, and 4.50 for small text or body copy. Always use these colour combinations when creating communications.

<div>Black text on Orange</div> <div>Contrast ratio</div> <div>8.04</div> <div>Large Text or Headings</div> <div>AAA</div> <div>Small Text or Body Copy</div> <div>AAA</div>	<div>Black text on Green</div> <div>Contrast ratio</div> <div>18.80</div> <div>Large Text or Headings</div> <div>AAA</div> <div>Small Text or Body Copy</div> <div>AAA</div>	<div>Black text on Pink</div> <div>Contrast ratio</div> <div>14.16</div> <div>Large Text or Headings</div> <div>AAA</div> <div>Small Text or Body Copy</div> <div>AAA</div>
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TYPOGRAPHY



TYPOGRAPHY

We use a condensed, sans-serif typeface for our headlines, paired with a friendly and approachable body copy font. These fonts have been selected to modernise and elevate the perception of VET, evoking a sense of pride and excitement.

Adobe Fonts

Archivo Condensed
DM Sans

Headings

**ARCHIVO
CONDENSED**
EXTRA BOLD

All Caps
Leading: 75–90%
Tracking: –25–0

Body Copy

DM Sans

Sentence Case
Leading: 120–160%
Tracking: –10–10

Regular	<i>Italic</i>
Medium	<i>Medium Italic</i>
Bold	<i>Bold Italic</i>


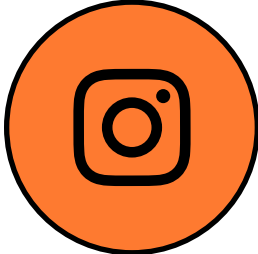
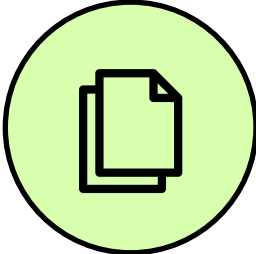
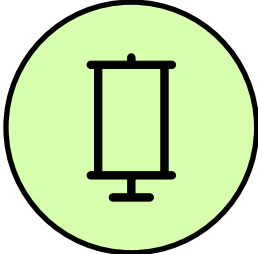
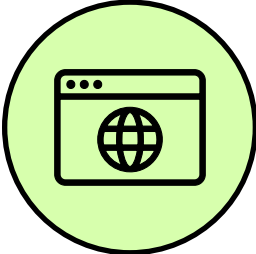
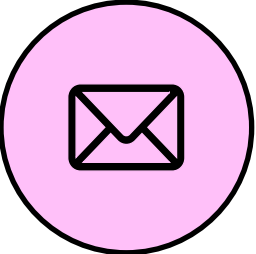
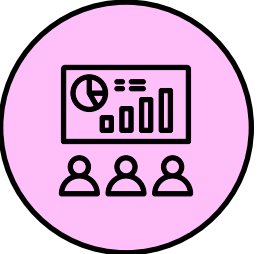
KEY MESSAGING

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KEY MESSAGING MATRIX

PHASE	INTRIGUE	INSPIRE	EMPOWER
OBJECTIVE	Increase awareness and create excitement for students and parents around what VET is.	Drive credibility by educating students and parents about VET.	Drive confidence through a strong understanding of VET for staff .
MEDIA	<div> Posters</div> <div> Social Media</div>	<div> Flyers</div> <div> Pull-up Banners</div> <div> Website</div>	<div> Staff eDMs</div> <div> Presentations</div>
KEY MESSAGE	Shape your VCE with VET subjects you never knew existed	Shape your VCE with VET subjects that feel like you	Help students shape their VCE with VET subjects that feel like them
SUBJECT-SPECIFIC MESSAGING	Shape your VCE with VET subjects you never knew existed Could [subject focal point] be your thing?	Shape your VCE with VET subjects that feel like you Could [subject title] be your thing?	Help students shape their VCE with VET subjects that feel like them Could your students be interested in [subject title]?
	<i>Subject focal points should be commonly understood and desirable to students. E.g. Subject = hospitality; Focal point = food</i>	<i>Subject titles must be used in Inspire assets to assist further clarification for students and parents. E.g. Could Hospitality be your thing?</i>	<i>Subject titles must be used in Empower assets to assist further clarification for staff. E.g. Could your students be interested in Hospitality?</i>

TONE OF VOICE

We speak to students on their level. We're casual yet clear and always lean into passion areas to make VET feel enticing.

We remind students that they're in control of their decisions. Although we suggest open-mindedness towards new interests, we never push them in a particular direction.

Instead, we softly encourage students to view VET as the door that opens them up to a world of unexplored possibilities.

YOUTHFUL

EMPOWERING

EXCITING

HOW WE SPEAK

	WE SAY	WE DON'T SAY
Key messaging	Shape your VCE	Shape your studies / classes / subjects / programs etc.
When referencing courses	Subjects (primary), study options, pathways (secondary)	Programs, courses, classes, training
When referencing jobs	Part-time job, career	Occupation, profession
When referencing further study	Uni, universities, TAFE	Further learning, higher education

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IMAGERY



IMAGERY

The imagery we use is vital for catching our students' attention. Our imagery should capture students deep in the moment, passionate and thriving in their chosen VET fields. Some guidelines around image selection are below:

- Feature high school students aged 15–16, of diverse backgrounds and abilities. Students should be able to see themselves in the imagery. Take care to avoid stereotypical depictions of VET fields.
- Students should appear engaged or passionate, without looking obviously staged.
- In-the-moment, 'doing' shots work well, highlighting the hands-on experience VET provides.
- Use images featuring single students, rather than group shots, as they are easier to etch out and place inside our hero shape.
- Images should have good lighting and high contrast to ensure they stand out in our communications.

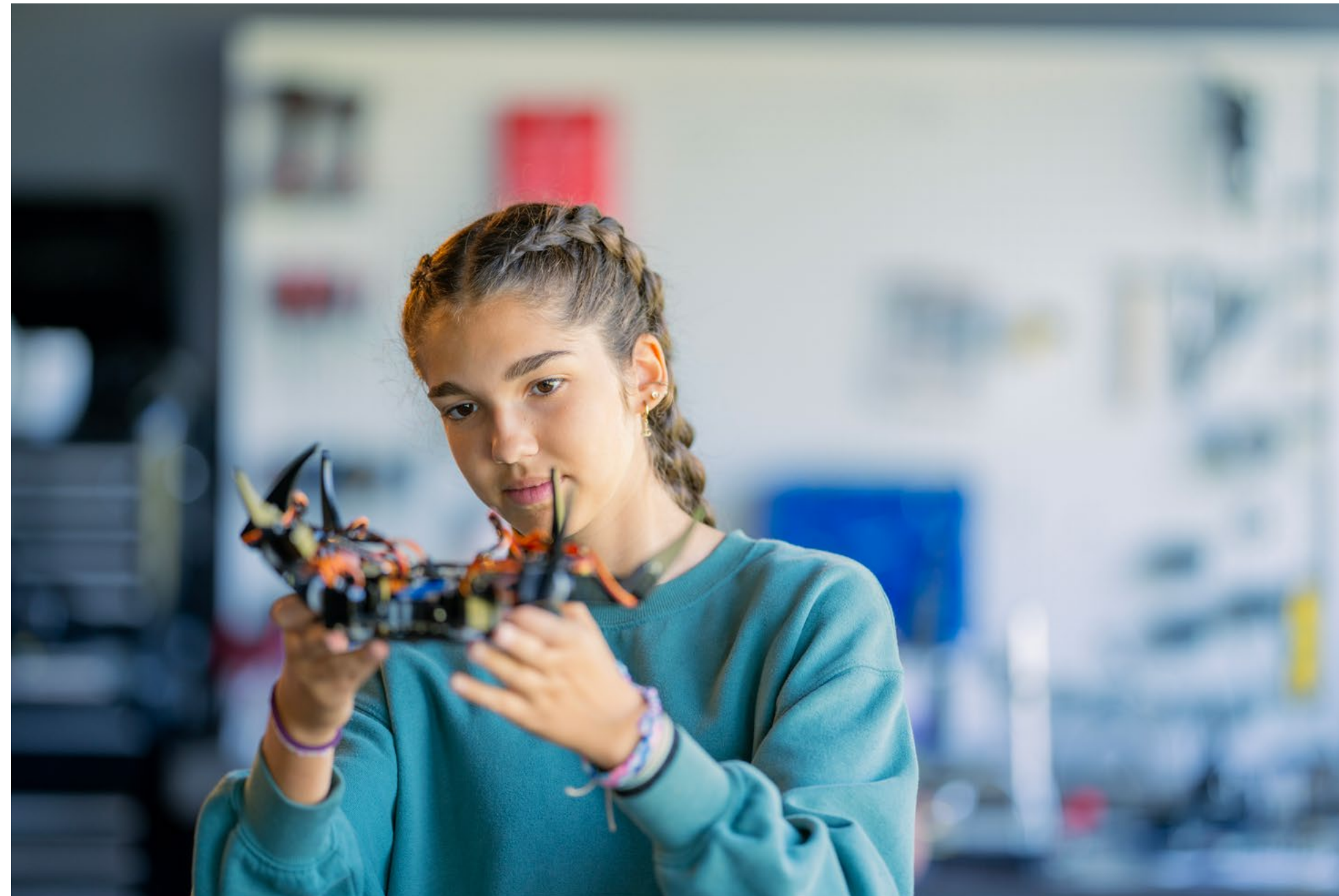


IMAGE TREATMENT

To ensure consistency and visual unity, our images are treated as outlined on this page.

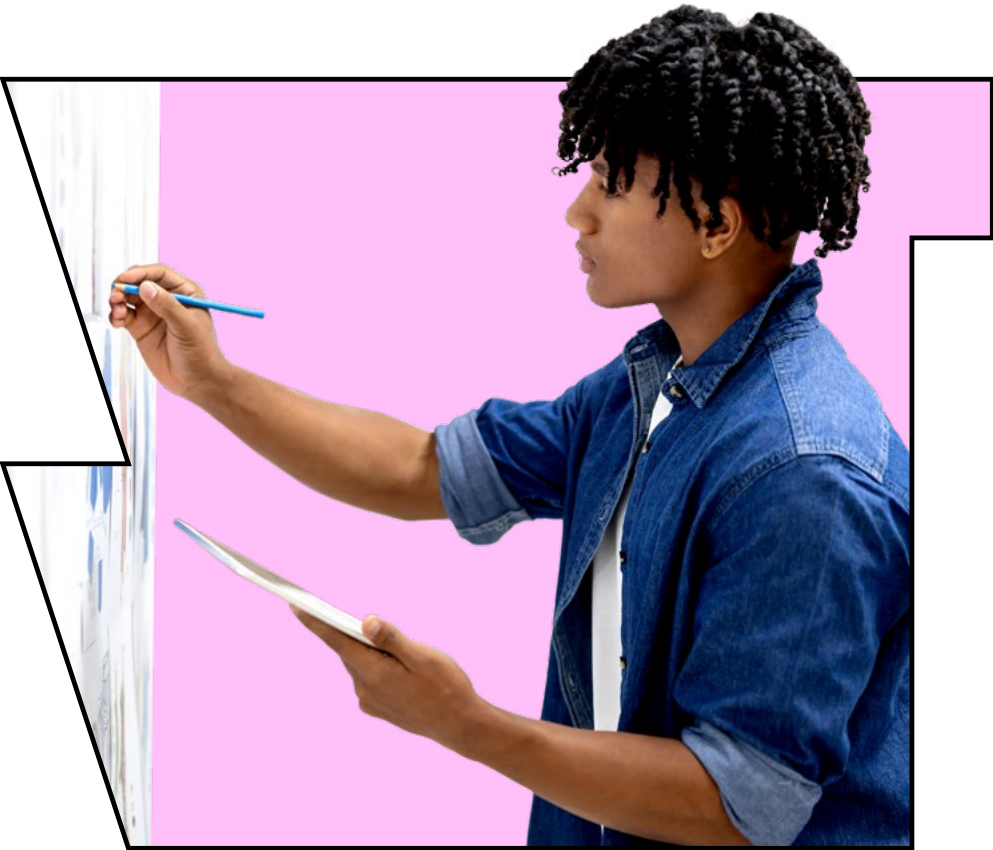
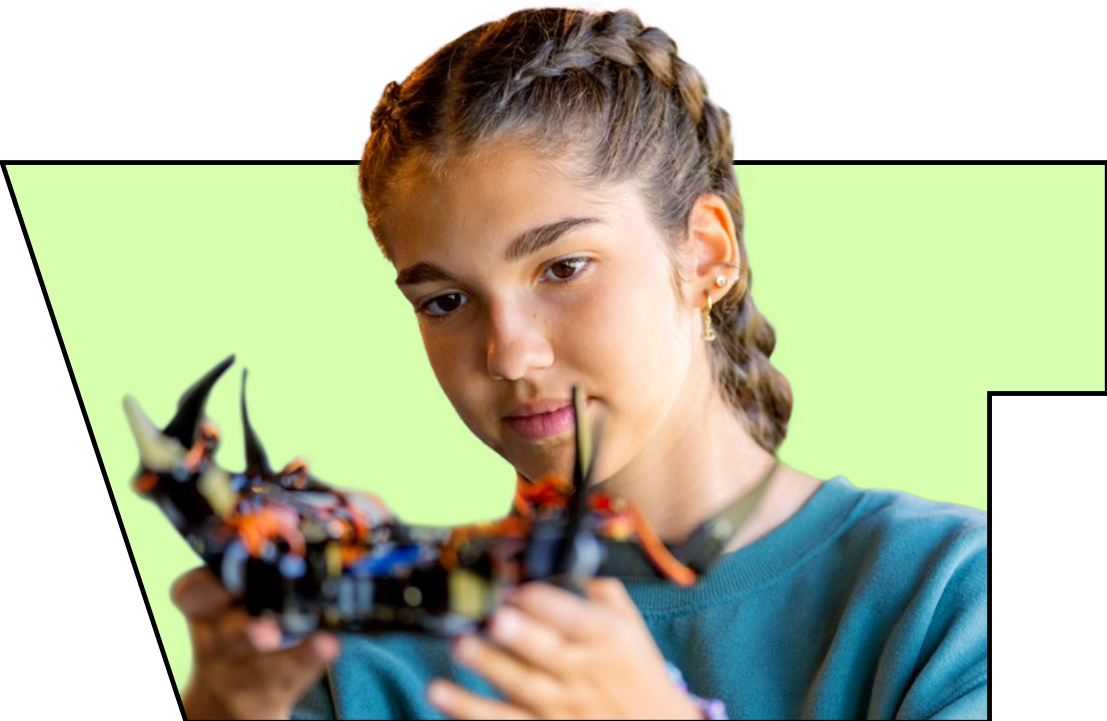
Etch out the image.

Adjust brightness and contrast levels to ensure the subject stands out.



Place the image inside our hero shape.

Certain parts of the image, such as the student's head or arm, can extend out of the hero shape, making for a more dynamic and interesting layout.



MOTION

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HOW WE MOVE

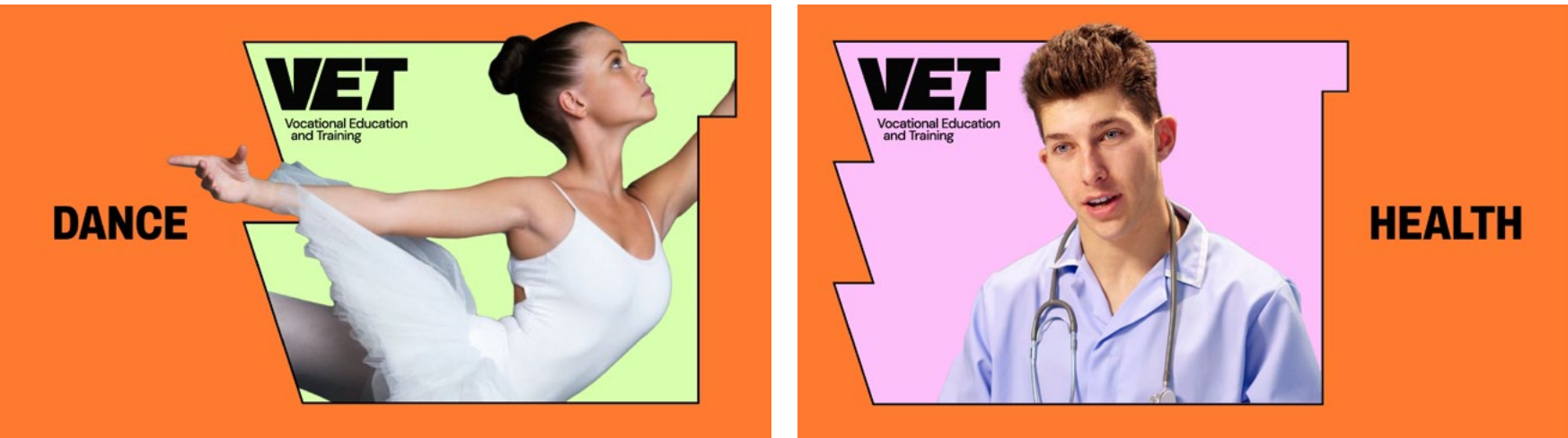
We use motion to bring our shape system to life, reinforcing the flexibility of VET and the possibilities it offers.

Our motion can be described as dynamic, energetic and transformative. Click [here](#) to see a viewing link of the motion examples on this page.

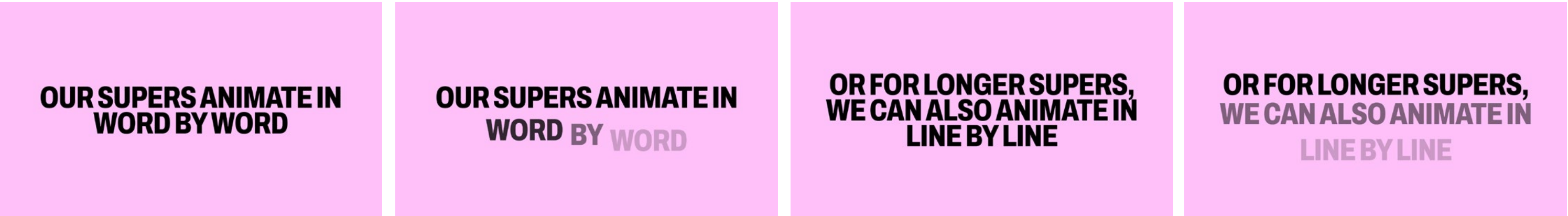
Logo to shape transformation
Our shape draws in around the logo, before expanding to fill the screen and hold our image.



Shape transformation
Our shape flexes and transforms around the screen, as we swap out images and supers.



Super animation
Our supers animate in word by word or line by line, depending on the length of the super.



BRAND IN USE

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SHAPE YOUR VCE

with VET subjects you never knew existed


VET

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Find a full list of VET subjects that fit into your
VCE, VCE VM or VPC at vcaa.info/ShapeYourVCE



VICTORIAN CURRICULUM
AND ASSESSMENT AUTHORITY



VICTORIA
State
Government

COULD DESIGN



Find a full list of VET subjects that fit into your VCE, VCE VM or VPC at vcaa.info/ShapeYourVCE



SUSTAINABILITY



Find a full list of VET subjects that fit into your VCE, VCE VM or VPC at vcaa.info/ShapeYourVCE



vcaa_vic




OR FOOD BE YOUR THING?



Find a full list of VET subjects that fit into your VCE, VCE VM or VPC at vcaa.info/ShapeYourVCE









SHAPE YOUR VCE

with VET subjects you never knew existed

Find a full list of VET subjects that fit into your VCE, VCE VM or VPC at vcaa.info/ShapeYourVCE



SHAPE YOUR VCE

with VET subjects that feel like you

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Select from VET subjects that can:

- Bring out your passions
- Help you get a part-time job
- Get you out of the classroom
- Contribute to your ATAR

Explore Renewable Energy and Engineering, Dance, Health, Hospitality, Automotive, Creative Industries, Early Childhood Education and more.



Find a full list of VET subjects that fit into your VCE, VCE VM or VPC at vcaa.info/ShapeYourVCE



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SHAPE YOUR VCE

with VET subjects that feel like you

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HAVE YOU HEARD ABOUT THESE STUDY OPTIONS?

As part of VCE, you can select from VET subjects like Renewable Energy and Engineering, Dance, Health, Hospitality, Automotive, Creative Industries, Early Childhood Education and so many more.

Find a full list of VET subjects that fit into your VCE, VCE VM or VPC at vcaa.info/ShapeYourVCE.

Get all the benefits of VET, with subjects that can:

▪ Bring out your passions	▪ Get you transferable job skills
▪ Help you get a part-time job	▪ Contribute to your ATAR
▪ Get you out of the classroom to study	▪ Kick-start your career

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