GSA

Get Skilled Access

Brand Assets

There are three Get Skilled Access (GSA) brand assets. These are shown on the right hand side:

— Wordmark
— Acronym
— Icon

The assets can be used by themselves or together as a lockup (shown on the next pages).

The acronym should only be used when the full brand name ‘Get Skilled Access’ is visible in text.

The icon can be used as a supporting graphic in communications.

The brand assets should only be used in black or white.

See brand rollout section within this document for examples of use.

Get
Skilled
Access

GSA

WORDMARK

ACRONYM

ICON

Logo Lockups

There are four logo lockup options for GSA, these are shown to the right across the next two pages.

LOCKUP 1 & 2

When the full logo lockup is required lockup 1 & 2 are to be used. When the logo lockup is required to be small please use Lockup 1. Lockup 2 is not legible at a small scale, please see the minimum size requirements on page five.



LOCKUP 1 — ICON + WORDMARK



LOCKUP 2 — ICON + ACRONYM + WORDMARK

Logo Lockups

LOCKUP 3

Lockup 3 is to be used when the icon appears elsewhere as a graphic device.

LOCKUP 4

Lockup 4 should only be used when the full brand name ‘Get Skilled Access’ is visible elsewhere in text.

The brand assets should only be used in black or white.

See brand rollout section on page 12 for examples of use.

GSA
Get Skilled Access

GSA
Get Skilled Access

LOCKUP 3 — ACRONYM + WORDMARK

GSA

GSA

LOCKUP 4 — ICON + ACRONYM

Logo Usage

These rules apply to all four logo lockups provided.

Exclusion Zone

There must be a defined clear space (free of graphic elements, type and logos) around the GSA logo
The recommended clear space is measured by the height of the ‘G’ within the logo lockup below, as indicated by the orange area in the examples shown.





Approval process

All applications of the logo should be approved by Melissa. Please send a proof or final artwork in PDF format to Melissa@getskilledaccess.com.au or hello@hoursafter.com.au for approval prior to a design job being printed and/or distributed electronically.

Minimum Size

To ensure legibility, the GSA logo must not be reproduced smaller than the minimum sizes as shown below for both print and digital applications.

Print





DIgital





File Formats

EPS and PDF logo files can be scaled up to any size without losing quality. JPG files look fine when reduced in size but loses quality when increased in size. EPS is best for PRINT.

JPG or PNG is best for use on the web. If you want to vary the size of the logo, it is best to get a JPG file produced for the exact size you require rather than scaling the logo up or down.

FILE FORMATS	EPS	PDF	JPG	PNG
Scale Up	BEST	Y	N	N
Print	BEST	Y	Y	N
View on Screen	Y	BEST	BEST	Y
Power Point	Y	Y	BEST	Y
Web	N	N	Y	BEST

Logo Usage

These rules apply to all four logo lockups provided.

Incorrect usage

In order to build a strong identity for GSA, it is paramount to use all elements of the brand consistently and correctly. Below are examples of incorrect usage of the logo.

Inconsistencies in the appearance of GSA's logo will weaken its brand value.



FLIPPED ON AN ANGLE



COLOUR AND LAYOUT MANIPULATED



OVER BUSY IMAGE OR PATTERN WITHOUT ENOUGH CONTRAST

Correct usage

Below are examples of correct uses of the brand.



CORRECT COLOUR COMBINATION/ CORRECT ANGLE



OVER SIMPLE IMAGES WITH ENOUGH CONTRAST

Colour Palette

The GSA primary colour palette consists of eight colours:

- GSA Orange
- GSA Purple
- GSA Yellow
- GSA Gold
- GSA Teal
- GSA Blue
- GSA Peach
- GSA Watermelon

Only black should be used against these colours. In no instance should one of these colours be used on top of another.

Where possible in print please use the Pantone colour. Always request printed proofs as various stocks and printing methods produce different results.

GSA ORANGE

Pantone Coated: 021 C
Pantone Uncoated: 021 U
CMYK: 0 / 73 / 84 / 0
RGB: 255 / 98 / 26
HEX: FF621A

GSA PURPLE

Pantone Coated: 529 C
Pantone Uncoated: 530 U
CMYK: 18 / 32 / 0 / 0
RGB: 212 / 186 / 238
HEX: D4BAEE

GSA YELLOW

Pantone Coated: 109 C
Pantone Uncoated: 108 U
CMYK: 2 / 7 / 96 / 0
RGB: 248 / 224 / 38
HEX: F8E026

GSA GOLD

Pantone Coated: 118 C
Pantone Uncoated: 110 U
CMYK: 24 / 33 / 97 / 11
RGB: 177 / 151 / 47
HEX: B1972F

GSA TEAL

Pantone Coated: 556 C
Pantone Uncoated: 556 U
CMYK: 74 / 14 / 47 / 1
RGB: 100 / 160 / 149
HEX: 64A095

GSA BLUE

Pantone Coated: 5503 C
Pantone Uncoated: 2211 U
CMYK: 58 / 22 / 26 / 3
RGB: 130 / 163 / 176
HEX: 82A3B0

GSA PEACH

Pantone Coated: 2017 C
Pantone Uncoated: 149 U
CMYK: 0 / 41 / 58 / 0
RGB: 235 / 171 / 115
HEX: EBAB73

GSA WATERMELON

Pantone Coated: 2345 C
Pantone Uncoated: 178 U
CMYK: 0 / 70 / 43 / 0
RGB: 247 / 112 / 112
HEX: F77070

Brand Typeface 900

Universal Sans is the GSA brand typeface. In weights 900, 600 and 300.

Universal Sans 900 and 600 should be used for headings, in lowercase.

Universal 600 should be used for bold body text, in lowercase.

Universal Sans 300 should be used for body text, in lower case.

To use the font it will need to be installed onto the computer. It can be used in microsoft and Adobe programs.

Universal Sans 900

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789@#*?

Brand Typeface 600

Universal Sans is the GSA brand typeface. In weights 900, 600 and 300.

Universal Sans 900 and 600 should be used for headings, in lowercase.

Universal 600 should be used for bold body text, in lowercase.

Universal Sans 300 should be used for body text, in lower case.

To use the font it will need to be installed onto the computer. It can be used in microsoft and Adobe programs.

Universal Sans 600

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789@#*?

Brand Typeface 300

Universal Sans is the GSA brand typeface. In weights 900, 600 and 300.

Universal Sans 900 and 600 should be used for headings, in lowercase.

Universal 600 should be used for bold body text, in lowercase.

Universal Sans 300 should be used for body text, in lower case.

To use the font it will need to be installed onto the computer. It can be used in microsoft and Adobe programs.

Universal Sans 300

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789@#*?

System Typeface

Please use Helvetica Neue for instances where Universal Sans can't be used, such as emails and EDMs.

Helvetica Neue Medium should be used for headings and Helvetica Neue Light should be used for body text.

Helvetica Medium is our Primary System Typeface.

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789@*?

Helvetica Light is our Secondary System Typeface.

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789@*?

Photography

All photography needs to be carefully considered, as it is an important part of GSA Brand.

Photography should be person first and in a natural setting. The imagery should have a clean background with limited clutter with have depth of field.

Photography will need to be approved by melissa@getskilledaccess.com.au before being printed and/or distributed electronically.

See brand rollout section on page 12 for examples of use.











Brand Rollout

Get Skilled Access

Get Skilled Access

Get Skilled Access

Melissa Green

Design & Project Manager
+61 4XXXXXXXX
melissa@getskilledaccess.com.au
getskilledaccess.com.au

She/Her/Hers

Courtney Mahon

National Marketing Manager
+61 4XXXXXXXX
courtney@getskilledaccess.com.au
getskilledaccess.com.au

She/Her/Hers

Zack Alcott

National Partnerships Manager
+61 4XXXXXXXX
zack@getskilledaccess.com.au
getskilledaccess.com.au

Him/He/His

Brand Rollout







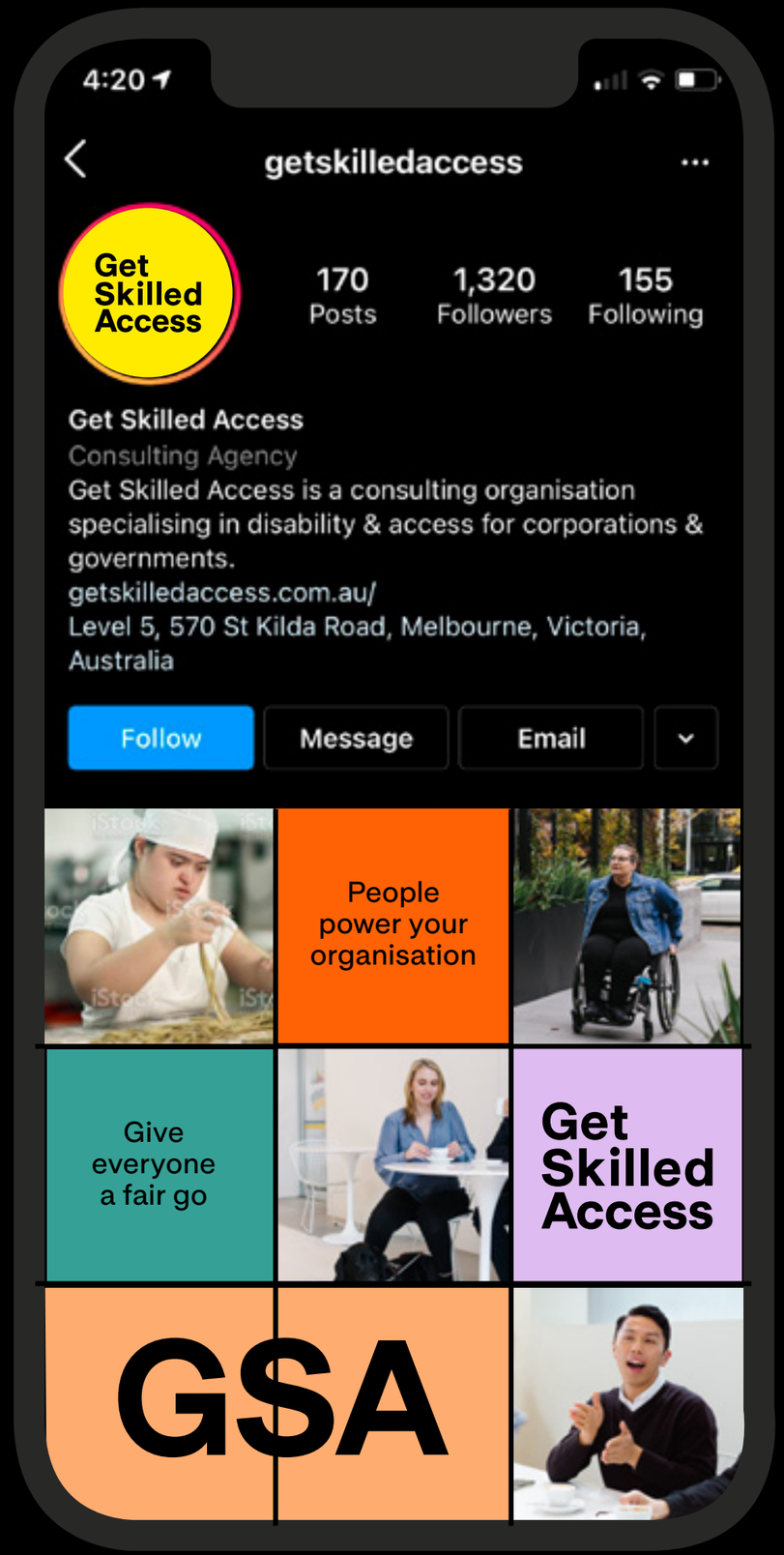
Brand Rollout



Brand Rollout

Get Skilled Access

GSA



Contact

If you have any questions about
the Get Skilled Access brand,
please contact:

Design Lead
Melissa Green
melissa@getskilledaccess.com.au

Designers
Hours After
hello@hoursafter.com.au

Brand guidelines were developed
by Hours After. hoursafter.com.au