



JobTrainer Fund Toolkit

December 2020

The JobTrainer fund is a jointly funded initiative
of the Australian and Tasmanian Governments.



Contents

About JobTrainer	3
Key messages	4
Why a style guide?	5
Tone of voice	6
Colour palette	7
Typeface	8
Campaign overview	9
Posters examples	11
Press examples	12
How to use Facebook and Instagram templates	13
LinkedIn examples	15
Facebook and Instagram examples	16
How to use social media posts	17
Using a different workplace image	18

About JobTrainer

The JobTrainer program in Tasmania will be delivered as a joint initiative of the Australian and Tasmanian governments.

The Tasmanian JobTrainer Fund provides funding to registered training organisations (RTOs) endorsed by Skills Tasmania. It will deliver nationally recognised training at no cost for job seekers, school leavers, and young people aged 17 to 24 to reskill or upskill, ready for their next job.

The qualifications and courses approved for funding are in areas of strategic importance to the state, and where there are strong future job prospects. The training will allow learners to develop the skills and knowledge required to change or commence new or different careers.

The JobTrainer program is now ready to attract learners. The purpose of the JobTrainer Toolkit is to provide guidance on how to use JobTrainer messaging in a consistent way to support implementation of the program in Tasmania.

Contents of this toolkit include:

- visual templates to adapt to promote JobTrainer places
- key messages to use when promoting JobTrainer places to prospective learners
- advertising materials to assist promotion of JobTrainer places.

Key messages

These key messages can be utilised in any of your company's communications, including press, scripts for radio or other communication.

Feel free to utilise the content directly in your advertising.

There are a range of JobTrainer courses available for job seekers, school leavers and young people. Find out more at [Provider website address or contacts]

JobTrainer supports no-cost accredited training for Tasmanian job seekers, school leavers and young people to assist them to reskill or upskill, ready for their next job.

JobTrainer is a joint initiative of the Australian and Tasmanian governments.

Places are available for full qualifications and shorter duration skill sets, across a range of industry relevant areas. Find out more at [Provider website address or contacts]

Enrolments are open now and places are limited. Contact [JobTrainer funded provider] to find out how you can get the skills you need with JobTrainer.

Why a style guide?

Style guides help us present a consistent, unified and professional face to our customers and partners. This guide will provide a simple framework for how to present JobTrainer in all our communications, and remove any confusion or ambiguity about the visual or tonal representation of our brand.

Tone of voice

Our tone of voice refers to the way we write and speak, and the language we use when communicating.



When creating communications that are part of this campaign, we must always use language that is:

Positive
Inspiring
Passionate



However, we don't want to stray into language that becomes:

Too excitable
Informal
Exaggerated

If you're ever unsure of how your work should sound, use the existing campaign material as a guide.

Colour palette

This strong, bold and contemporary palette includes bright colours to catch the eye while maintaining a link to the prior branding.

Our yellow

Pantone 102C
CMYK 100 / 0 / 0 / 0
sRGB 255 / 235 / 0
HEX FFEB00

Our blue

Pantone 298C
CMYK 65 / 3 / 0 / 0
sRGB 81 / 190 / 252
HEX 51BEFC

Typeface

We use **Arial**

Arial can be used across professional executions as well as in-house publications, and is widely available in commonly used software such as Word.

Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Arial Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Campaign overview

There are two options of communication style that can be used to advertise JobTrainer training placements available.

One that carries the bright coloured backgrounds and the other that is paired with a workplace image.

You have the choice to use either, depending on what best suits your organisation.

Each carry the same headline to keep the consistent JobTrainer message in market, but will be paired with a specific call to action for your organisation.

Then include the two types of colours and the various image types.

Within the toolkit we have provided editable assets for either style of communication across multiple media formats.

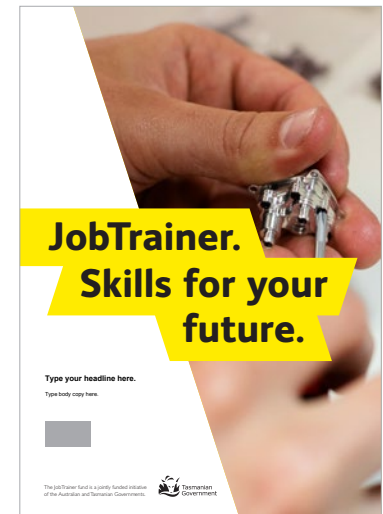
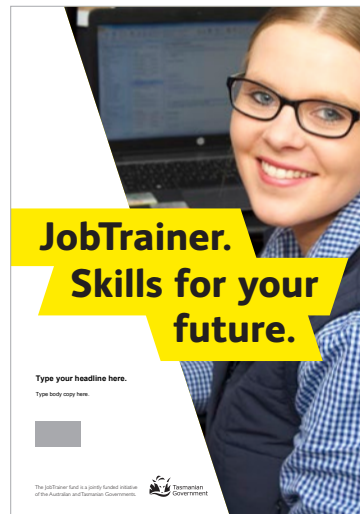
There is also an option to include a different workplace image more specific to your industry within the advertisements, following a few guidelines as included within this toolkit.

Communication style options



Press and print advertising templates

Poster examples



Press examples



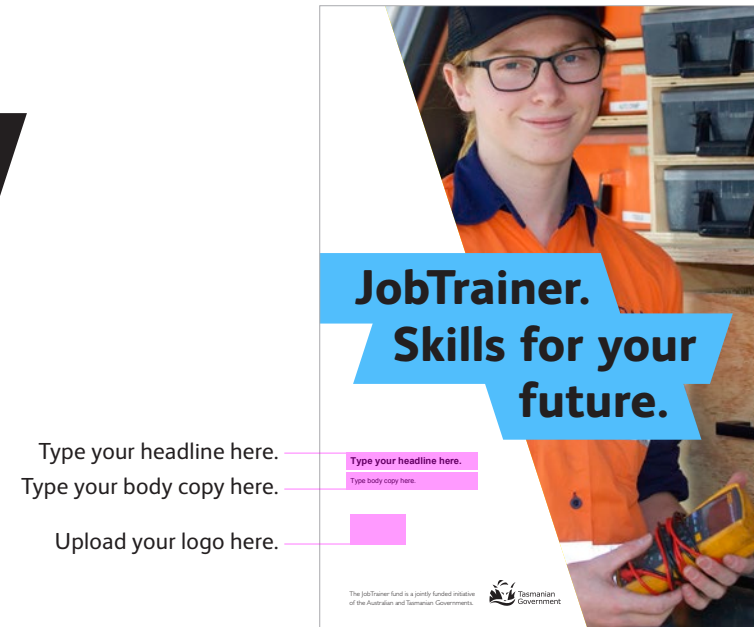
How to use the press/print design templates

Guidelines for how to include your company details and key messages for press/print advertisements are shown here.

Press communications in newsprint/magazine can be altered, depending on the size you require.

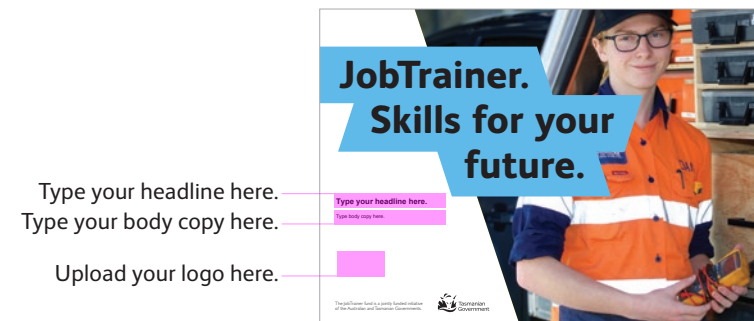
Please also note that there is an option to use a different workplace image if preferred, following the guidelines included in the toolkit.

Poster



Keep body copy short for poster inclusion.

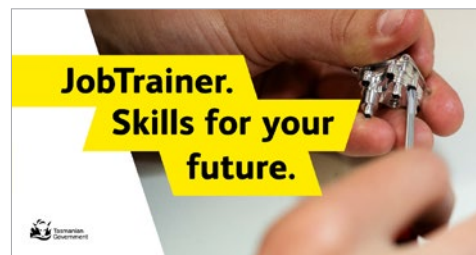
Press



Body copy for press can include key messages provided as well as specific company information. Include contact details in the body copy prior to your logo.

Social media advertising templates

LinkedIn examples



Facebook and Instagram examples



How to use the social media posts

Guidelines for how to include your company details and key messages for social media posts are shown here.

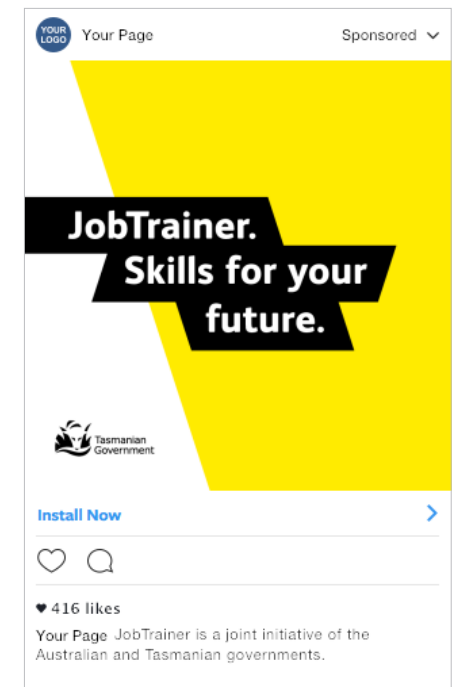
Facebook newsfeed mock-up

Intro Text (125 characters limit)
Refer to Key messages (page 4)



Headline Text (25 characters limit)
Link Description Text (30 characters limit)
Link Caption (30 characters limit)

Instagram newsfeed mock-up



Using a different workplace image

Editable files have been provided so you can include a different workplace image of your choosing if the images provided in this toolkit are not suitable for your industry. Please note that all image usage rights and photo credits need to be managed by your company if you are choosing to use an alternative image.



For all enquiries relating to the JobTrainer communications toolkit, please contact:

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