

# Branding Guidelines

for Skillnets' Networks





Skillnets' approach to training enables groups of member companies to set up networks to decide on their training needs, and develop the solutions to those needs. Networks choose training methods, courses, trainers and priorities that are most relevant to their member companies and Skillnets supports these choices through facilitation and funding.

At the heart of these activities is the networking process. Through networking, enterprises can accelerate learning and develop competitive advantages whilst trainees up-skill and gain positive personal and economic benefits.

These branding guidelines for Skillnets' networks have been developed to make your life easier in the design and production of communication materials. Following these guidelines will ensure maximising the impact of the brand.

For more information see [www.skillnets.ie](http://www.skillnets.ie)

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## Co-branding Rules and Visual Guidelines

### Rules:

- Networks must develop a name.
- Networks must not use Skillnet or Skillnets as part of the corporate name registered with the Companies Registration Office (CRO) or the register of friendly societies, for example, ABC Skillnet Ltd. is incorrect.
- Networks must use the name Skillnet as part of its trading name, for example, ABC Skillnet Ltd.
- Always use the term 'SKILLNET', typeset in capitals and in its corporate typeface Neo Sans medium.
- Always use the SKILLNET name in its corporate colour green.  
When printing four-colour process (full colour) the CMYK files should be used - CMYK Ref: C57 M0 Y100 K0  
When printing spot colours the Pantone reference should be used - PMS 368 coated / PMS 368 uncoated  
For on-screen communications use RGB values (screen /monitor colours and hexadecimal codes web safe colours) - R97 G191 B26 / Web: #61BF1A
- Always use the same letter height for SKILLNET as for your unique name.

## Co-branding Rules and Visual Guidelines

### Visual Guidelines:

You can develop a special typeface for your name, see examples below.

We suggest keeping the name short and memorable; the best solution would be to use eight to ten characters in the name or one or two words.

The name should reflect the network objectives. You can choose either to create a mark, symbol and name or name only (logotype).



**Typical mark:**  
incorporating a symbol  
and name in a shape



**Typical logo:**  
incorporating a symbol and name

CIRCLE HAT  
SKILLNET

**Typical logotype:**  
incorporating a name

# Logo Plate

The logo plate contains the strip of logos to be applied to the communication materials.

## Logos:

National Development Plan (NDP), Department of Education and Skills (DES) and Skillnets brand marks are provided.

There are 2 versions of the plate -

**Standard** (for use on most communication materials)

**Limited Size** (for use on materials where space is limited)

### 'Standard' logo plate



### 'Limited Size' logo plate



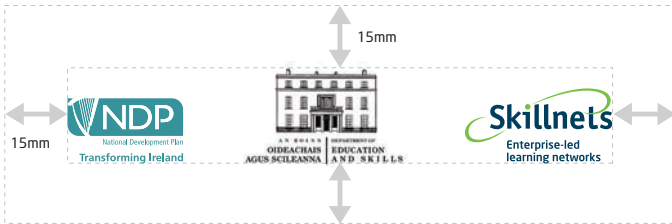
# Logo Plate

## Clearance Area:

Is the distance allowed between the logo plate and other surrounding elements (photographs, text, illustrations) including the edge of the document.

It ensures clarity and maximises the impact of the branding. The clearance area is 15mm for both logo plate types.

## Clearance area: 'Standard' logo plate



## Clearance area: 'Limited Size' logo plate



# Logo Plate

## Minimum Size:

Is the smallest size at which the logo plate may be reproduced to ensure legibility.

To avoid poor quality and distortion please observe the size requirements.

### Minimum size: 'Standard' logo plate - 136mm width

136mm



### Minimum size: 'Limited Size' logo plate - 20mm width

20mm



## Communication Materials

### Long shelf life material:

Substantial printed **documents, brochures, pop up stands, dvd's** (both external labeling and content credits) and **websites\*** must apply

1. Network co-brand.
2. National Development Plan (NDP), Department of Education and Skills (DES) and Skillnets brand marks (a plate containing the strip of logos is provided).
3. The official Skillnets legend below:  
"The (insert name) Skillnet is funded by member companies and the Training Networks Programme, an initiative of Skillnets Ltd. funded from the National Training Fund through the Department of Education and Skills."
4. \*A direct link to the Skillnets website **[www.skillnets.ie](http://www.skillnets.ie)**

**The guidelines above also apply to any online presence a network may have through social media, blogs, digital marketing etc and network pages on a contracting organisation's website.**

# Communication Materials

## Sample: Pop-up Stand



Network  
co-brand

Legend and logo plate

## Sample: Website



Network  
co-brand

Skillnets Ltd.  
website link

Legend and logo plate

## Communication Materials

### Short shelf life material:

**Flyers, event leaflets** and **once-off printed documents** must apply:

1. Network co-brand.
2. The official Skillnets legend below:  
"The (insert name) Skillnet is funded by member companies and the Training Networks Programme, an initiative of Skillnets Ltd. funded from the National Training Fund through the Department of Education and Skills."

Short shelf life material **does not** require the National Development Plan (NDP), Department of Education and Skills (DES) and Skillnets brand marks (ie the logo plate provided).

### Sample: Leaflet



Network  
co-brand

Legend

# Communication Materials

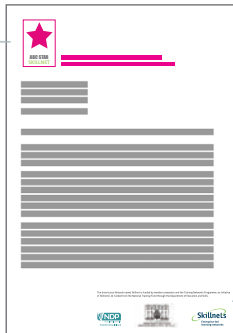
## Stationery:

**Letterhead** must apply:

1. Network co-brand.
2. National Development Plan (NDP), Department of Education and Skills (DES) and Skillnets brand marks (a plate containing the strip of logos is provided).
3. The official Skillnets legend below:  
"The (insert name) Skillnet is funded by member companies and the Training Networks Programme, an initiative of Skillnets Ltd. funded from the National Training Fund through the Department of Education and Skills."

### Sample: **Letterhead**

Network  
co-brand



Legend and  
logo plate

**Business cards and compliment slips** only need to apply:

1. Network co-brand.

## Communication Materials

### Advertisements:

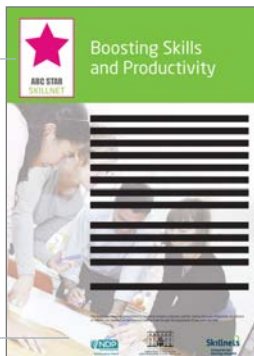
must apply:

1. Network co-brand.
2. National Development Plan (NDP), Department of Education and Skills (DES) and Skillnets brand marks (a plate containing the strip of logos is provided).
3. The official Skillnets legend below:  
"The (insert name) Skillnet is funded by member companies and the Training Networks Programme, an initiative of Skillnets Ltd. funded from the National Training Fund through the Department of Education and Skills."

**Advertisements in national media must be pre-approved by Skillnets Ltd.**

### Sample: Advertisement

Network co-brand



Legend and logo plate

# Communication Materials

## Use of member companies / other companies logos

The use of member companies logos are not permitted on any individual network materials **except** in the case where sponsorship is received for a specific event.

The logo can **only** be used on short shelf life communication materials relating specifically to that event.

## Use of Imagery:

The overall mood portrayed by any imagery (photographs, illustrations, graphics) is confident and optimistic. It should demonstrate the optimism of positive change – the key benefit of training and learning.

When using people in pictures we suggest having more than one, as the overall image should associate with networking activities.



## Third parties

### Use of the Skillnet logo or individual co-branded network logos

- ✓ Co-branded network logos may be represented in third party websites in their client list section on receipt of permission from Skillnets Ltd.
- ✓ The Skillnets corporate logo may be used for branded promotional material relating to *joint* initiatives on receipt of permission from Skillnets Ltd.
- ✓ Co-branded network logos may be used on course materials created for delivery solely in network training events.
- ✗ No third party is allowed to use the Skillnets corporate logo in graphic or electronic format without the written consent of Skillnets Ltd.
- ✗ No third party is allowed to use the individual co-branded network logos in graphic or electronic format without the written consent of Skillnets Ltd.
- ✗ Third parties may not refer to their courses as 'Skillnet(s)' courses or give the impression that they are licensed as a reseller of Skillnets training.

Boosting  
Skills and  
Productivity



## Skillnets Ltd.

Tel: 01. 207 9630

Email: [communications@skillnets.com](mailto:communications@skillnets.com)

Web: [www.skillnets.ie](http://www.skillnets.ie)

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The Training Networks Programme is an initiative of Skillnets Ltd. and is funded from the National Training Fund through the Department of Education and Skills.



Skillnets Ltd. Registered in Ireland No. 298694  
Registered Office: 5th Floor, Q House, 76 Furze Road, Sandyford, Dublin 18.