

[illegible]

A vibrant green illustration featuring a girl thinking, a lightbulb idea, a unicorn, and various nature elements like turtles and leaves. The text "Embrace Your Path" is written in a stylized font across the center. Below the illustration, the words "Everyone's" and "Count" are partially visible.

BRAND

journey



ACKNOWLEDGMENT OF TRADITIONAL OWNERS, ABORIGINAL AND TORRES STRAIT ISLANDER PEOPLE

Fraser Coast Career Pathways (FCCPP) acknowledges to the east, the Butchulla (Badtjala) and to the west, the Kabi Kabi (Gubbi Gubbi) People, their connection to Country (land, sea and sky) and recognises the many places of cultural, spiritual, social and economic significance in the community.

We pay our respects to their Elders – past, present and emerging. The Fraser Coast Regional Council also acknowledges other Aboriginal and Torres Strait Islander people who reside in and have connections with the Fraser Coast Region.



FCCPP believes: The student's journey is at the heart of our values.

FCCPP asks: 'How do we best support the students to thrive and have the courage to try things?'

What is Fraser Coast Career Pathways

FCCPP is a School to Work Transitions(S2WT) initiative which aims to support school students in the Fraser Coast Region to successfully transition from school into further education, training or employment.

FCCPP supports career education in schools and provides a vital link with local employers in the manufacturing, construction, engineering, and health sectors. We provide practical information and real-world experiences to students enabling them to make informed career or study pathway decisions.

FCCPP is funded by the Queensland Government, and managed and delivered by Regional Development Australia Wide Bay Burnett. The initiative has successfully achieved student outcomes in the Fraser Coast, so much that RDAWBB has won a second contract to deliver the program in Gympie region.

The program also delivers a range of activities including:

Industry immersion tours and workshops....

Giving real world insights into career pathways in the manufacturing, construction, engineering and health sectors.

Work experience opportunities....

Facilitating and coordinating opportunities between employers and schools.

Vocational Education and Training in School (VETiS)....

Advising students and families during Senior education and Training (SET) planning.

School-based traineeships and apprenticeships....

linking local employment opportunities with students.

Contemporary industry and employment advice....

Equipping students with the skills and knowledge required to succeed when they enter the workforce. .

Work readiness preparation....

through career planning, resume writing and interview skills





With the support of regional stakeholders, FCCPP has earned a reputation for delivering tangible school to work transition outcomes. The program has become a valuable career education resource to the region's secondary schools.

A stylized illustration of a woman with vibrant red hair, shown in profile from the chest up. She is wearing a blue and white horizontally striped t-shirt. Her eyes are closed, and her mouth is open in a wide, expressive shape, suggesting she is singing or shouting. The background is a solid light blue.



Not corporate. Warm, friendly, authentic, welcoming, inspiring, creative, optimistic,
informative, educational, curious, compassionate and supportive,



Brand Messaging

The student's journey is at the heart of the FCCPP

There is no ONE path, there is only YOUR PATH

School to University isn't the only approach

Skills you can carry with you for the
rest of your life

You never stop learning

Everyone's journey is different...



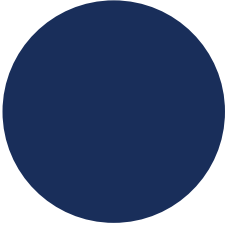
FCCPP Wordmark Logo - created by year 12 student

The logo intentionally has a ‘younger/ more creative’ aesthetic (not corporate) compared to RDA Wide Bay Burnett with the aim that the long acronym will start to stick in people’s minds and become memorable.

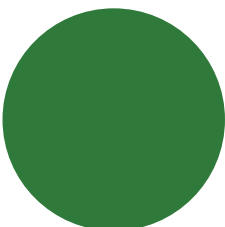
Colours chosen to be consistent with two of RDA Wide Bay Burnett’s primary colours with two accent colours:

PRIMARY

OCEAN BLUE
PANTONE 289 C
C 100 M 64 Y 0 K 60
R 0 G 42 B 92
HEX/HTML # 002a59

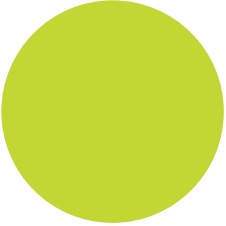


FOREST GREEN
PANTONE 364 C
C 65 M 0 Y 100 K 42
R 55 G 124 B 43
HEX/HTML # 377c2b



SECONDARY/ACCENT

LIME GREEN
PANTONE 382 C
C 29 M 0 Y 100 K 0
R 193 G 215 B 45
HEX/HTML # c1d72d



FCCPP Fonts & Colours

Some of the RDA Wide Bay Burnett primary colours and fonts have been used in the FCCPP branding to create a link between the two.



Primary colours	Supporting colours
Aa OCEAN BLUE PANTONE 289 C C 100 M 64 Y 0 K 60 R 0 G 42 B 92 HEX/HTML # 002a59	Aa NAVY C 100 M 87 Y 42 K 53 R 8 G 30 B 63 HEX/HTML # 081e3f
A Aa FOREST GREEN PANTONE 364 C C 65 M 0 Y 100 K 42 R 55 G 124 B 43 HEX/HTML # 377c2b	Aa GREY C 10 M 7 Y 7 K 0 R 226 G 227 B 228 HEX/HTML # e2e3e4
Aa LIME GREEN PANTONE 382 C C 29 M 0 Y 100 K 0 R 193 G 215 B 45 HEX/HTML # c1d72d	
A Aa GRASS GREEN PANTONE 356 C C 95 M 0 Y 100 K 27 R 0 G 132 B 63 HEX/HTML # 00843f	

Muli: the primary font family

Muli is the brand font to be used across all communications. Muli is used in sentence case only, when not being used for display purposes. Muli is available via an open source license.

Body text should not be smaller than 9pt. In the case of newspaper advertising, where there is limited space, the typeface can be as small as 7.5pt. For visually impaired or low literacy audience set the text in Muli Regular 11pt for best legibility. When typesetting, ensure headings are clearly defined from the body text with adequate white space for readability. The black typeface is available as an alternate font for headings, featured content or design variations.

Muli Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890!@#%&^*()

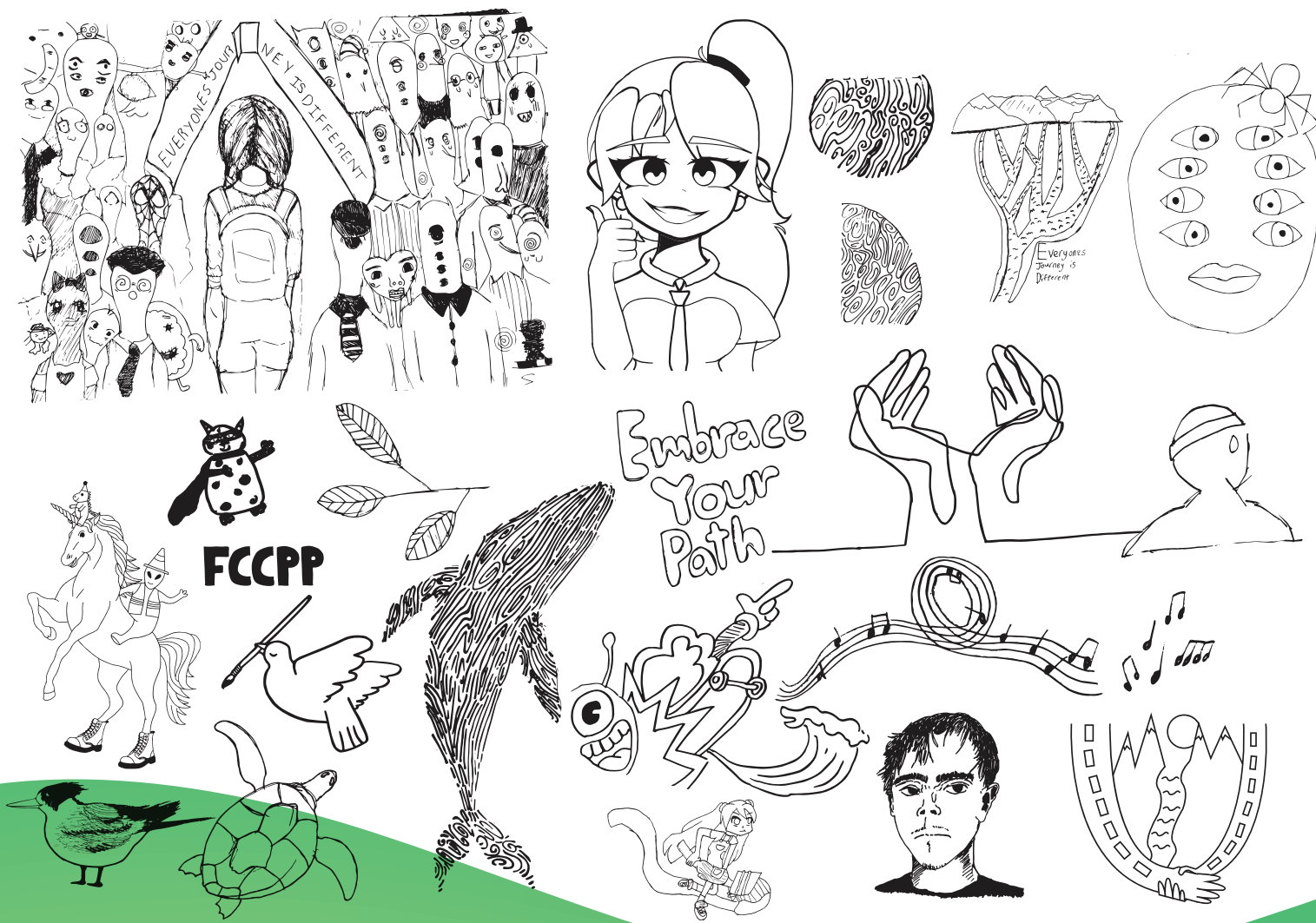
Muli Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890!@#%&^*()

Muli Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890!@#%&^*()

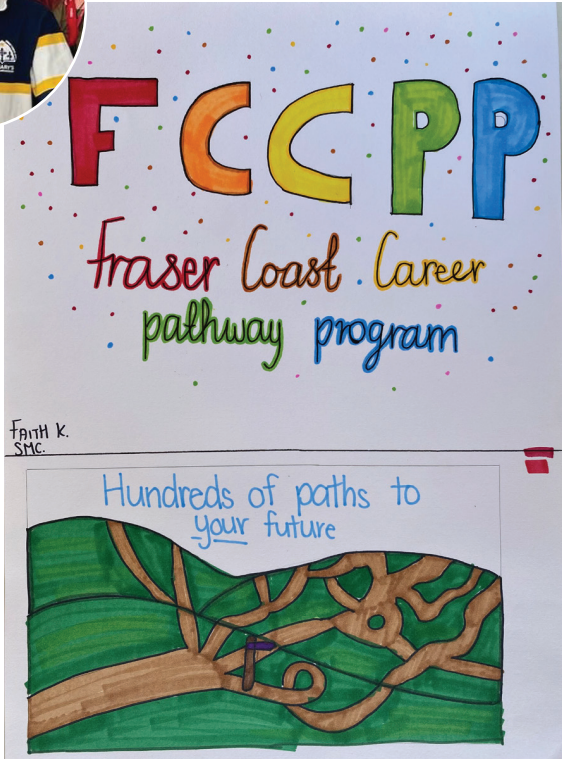
Muli Extra Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890!@#%&^*()

Muli Black
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890!@#%&^*()

Students Creative Contribution



Original



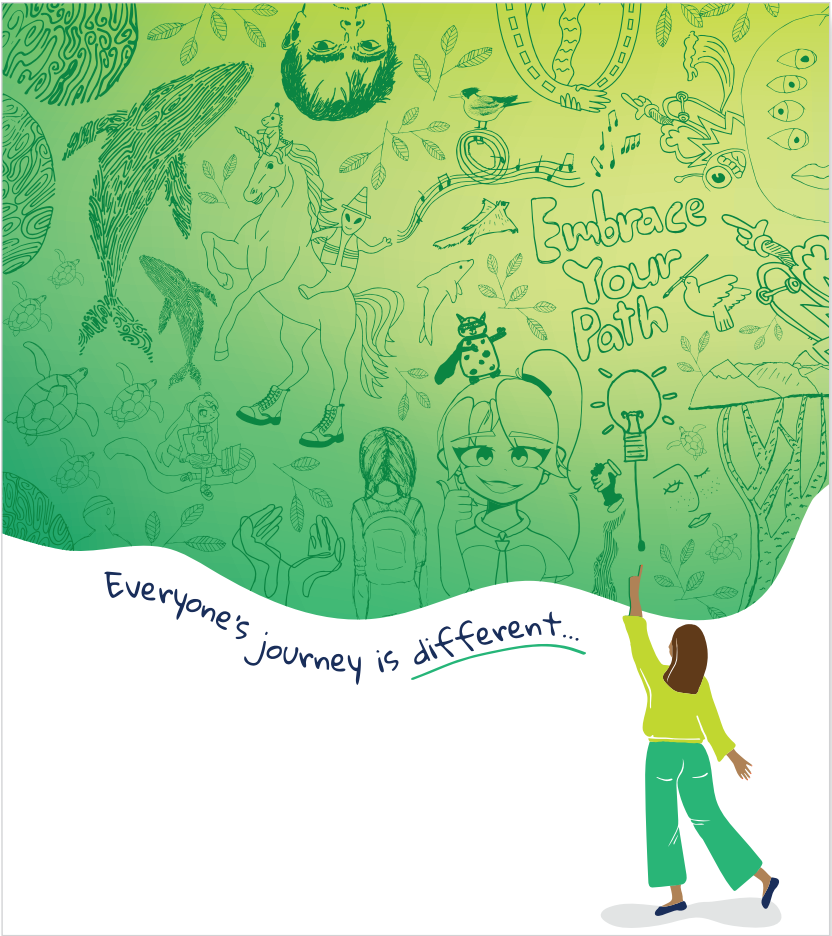
First conversion to graphic (messy, not suitable for logo)



Edit and Refine for legibility at small sizes



Students Creative Contribution



The students drawings have been collaged together in various graphic devices to be used across the FCCPP print and digital collateral. The digital collages have been designed in-line with the goals, brand messages and target audience of FCCPP.



FCCPP Colours + Fonts



COLOURS



OCEAN BLUE
Pantone 289 C
C: 100 M: 64 Y: 0 K: 60
R: 0 G: 42 B: 92
HEX/HTML #002a59



AQUA
C: 75 M: 0 Y: 72 K: 0
R: 40 G: 182 B: 121
HEX/HTML #28b578



FCCPP CUSTOM GRADIENT
Customised with FCCPP colours and RDA WBB colours, this gradient is used throughout the FCCPP collateral.

FONTS

Muli Regular, body copy
Muli **Extra Bold**, headings

FONT LINK:
<https://fonts.adobe.com/fonts/muli>

Muli is free on Canva for use.
Muli is the RDA WBB brand font and is used across the FCCPP collateral. The free substitute font where Muli isn't available is **Calibri**.

Gloria Hallelujah

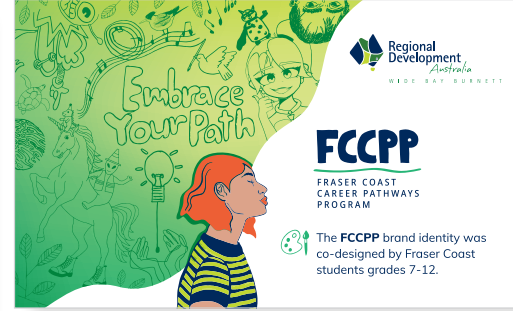
FONT LINK:
<https://fonts.google.com/specimen/Gloria+Hallelujah?query=gloria+hallelujah>

Gloria Hallelujah is free on Canva for use.
It is free for download via Google Fonts.
This font is used for the 'Everyone's journey is different' statement as well as the stand-out word in aqua within larger headings.

Print & Digital Designs



Business Cards, Front and Back



E-signature



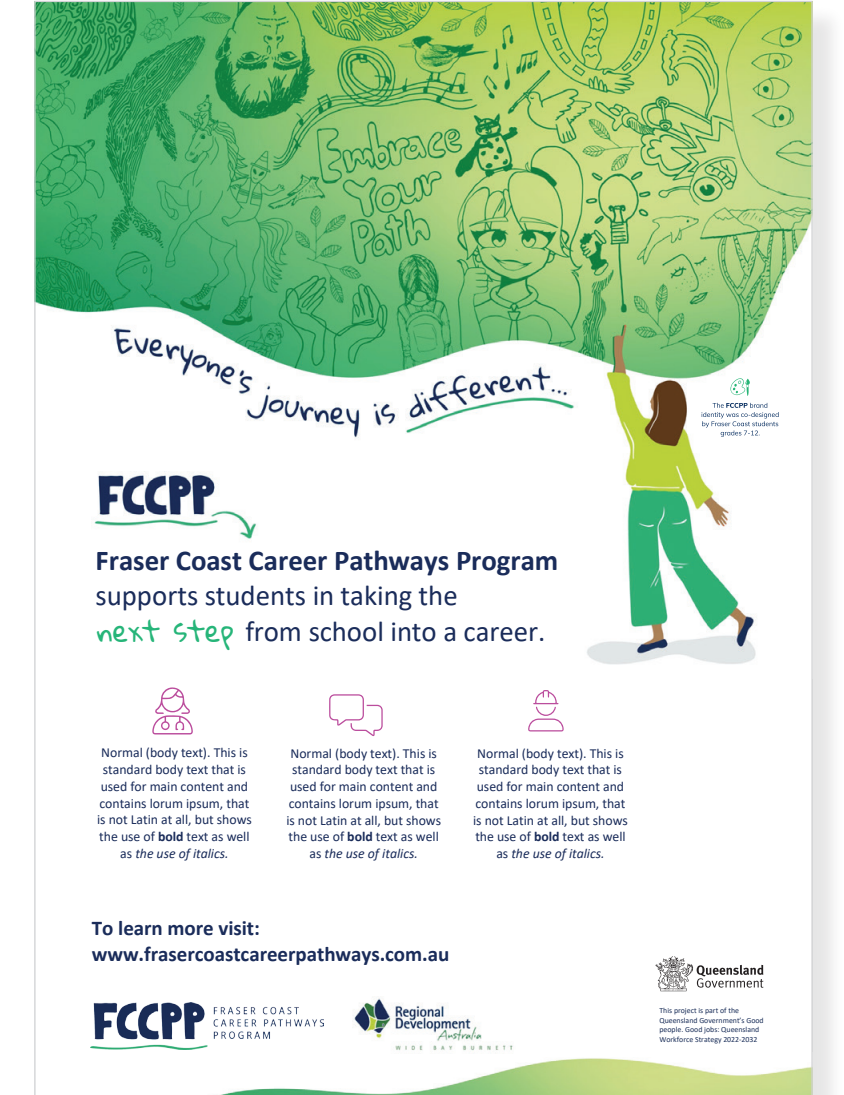
A4 Letterhead, Editable Word Template



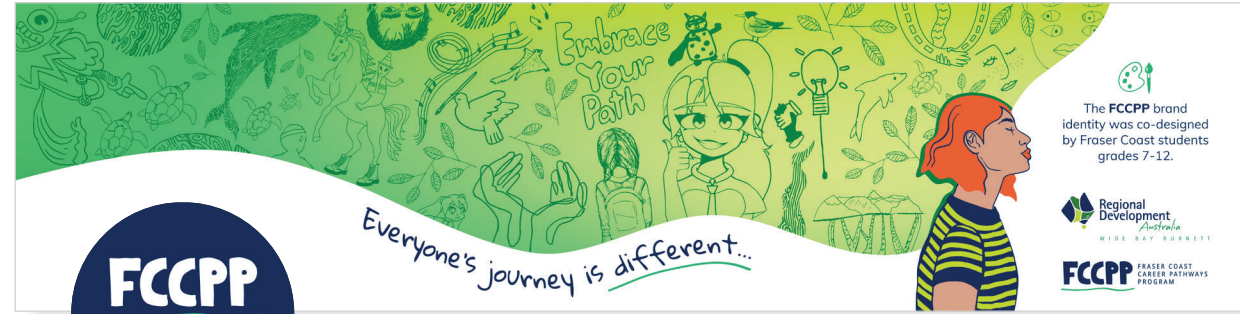
A4 Certificate of Appreciation, Editable Word Template



Web Banner (may be adjusted depending on outcome of website)



A4 Flyer, Editable Word Template



LinkedIn Banner with profile image

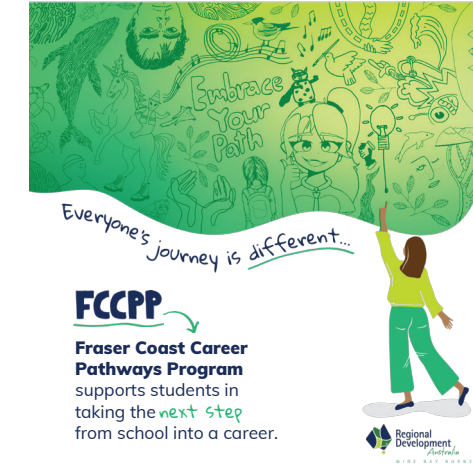


Facebook Banner option 1

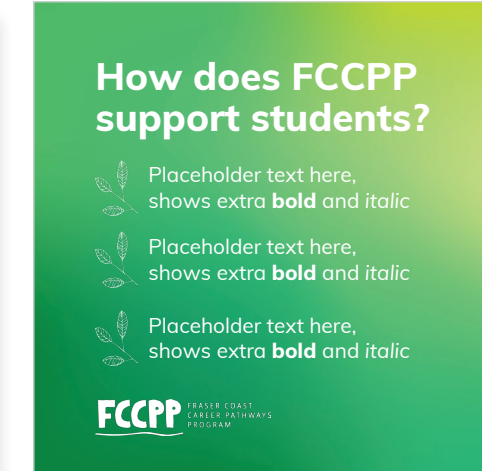


Facebook Banner option 2

Editable Canva Templates



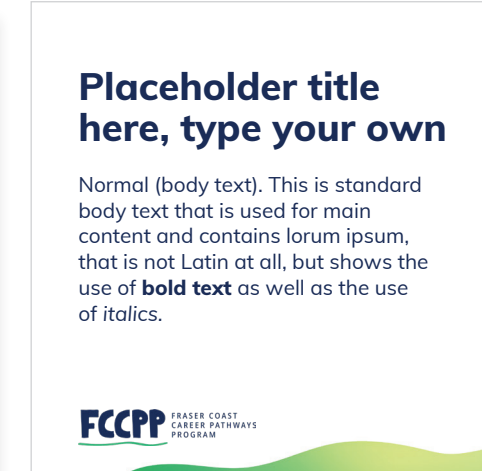
Brand Focus (core statement)



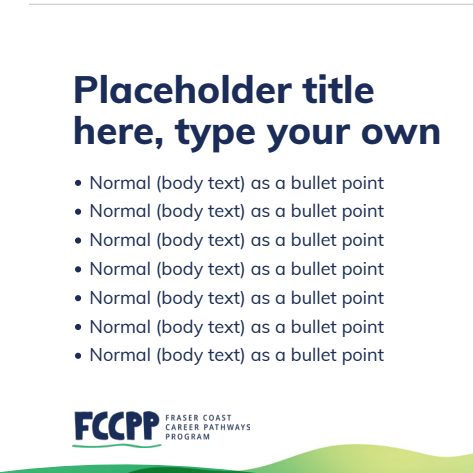
Key Messages



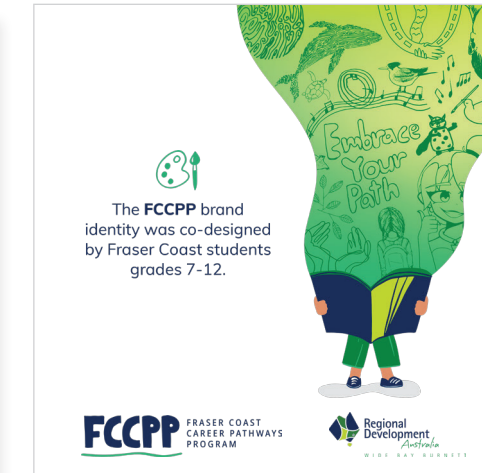
Key Messages



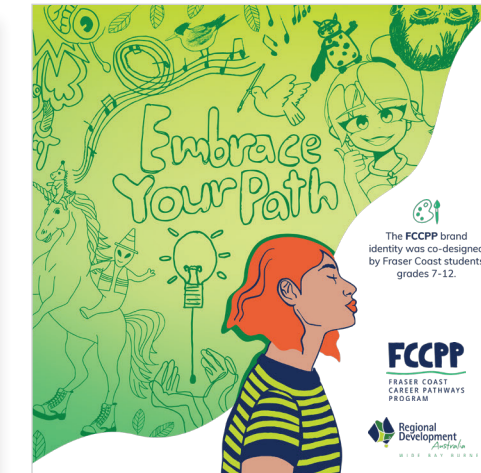
Content



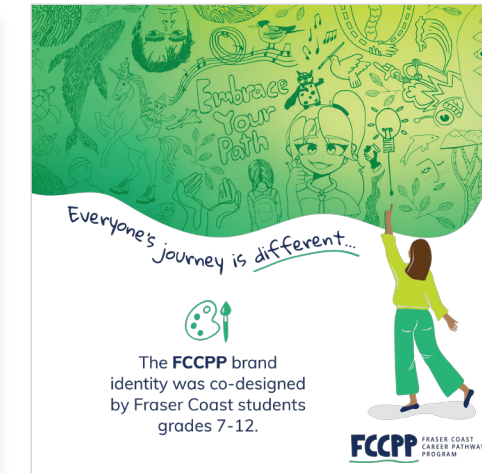
Content



Co-design Acknowledgment Option 1



Co-design Acknowledgment Option 2



Co-design Acknowledgment Option 3

FCCPP Wordmark Logo Formats

FULL COLOUR

MONOCHROME

2 COLOUR REVERSED

Vertical/stacked Logo
With Tagline



Horizontal Logo
With Tagline



Stand-alone Acronym
No Tagline

