

GREEN SKILLS NETWORK COMMUNICATIONS PROCEDURES

These procedures provide the guidelines for written and visual representation of the Green Skills Network. The Network maintains a consistent image across all platforms, and expects and encourages partners to offer similar representation in their communications materials.

The materials included here are the sole property of First Work and are for use by authorized individuals and organizations only. Unauthorized use of this material is strictly prohibited. Anyone wishing to discuss permissions can contact web@firstwork.org.

Communications products related to Green Skills Network projects that are developed by partners must include visual recognition of the Network. In some cases it is also appropriate to include written recognition of the Network.

LOGO

The usage of the Green Skills Network logo contributes to the development of our brand identity. The logo must appear on all related materials, including marketing, documents, posters, graphics and online materials.

The Network has a brand which should be maintained across all platforms. It is to be used as a whole, with the badge immediately following the wordmark, with equal height. A minimum space the length of the asterisk must border the logo on all sides.



WRITTEN REPRESENTATION

In descriptions of Green Skills Network associated projects and products it is appropriate to include written representation of the Network. The Network is supported by many partner organizations across the province, and can be referenced as such. For example:

“Our organization is proud to be supporting the Green Skills Network in our latest training program”

When describing the Network, use copy similar to this:

“The Green Skills Network coordinates entry-level training opportunities in the green industry for youth across Ontario. By supporting connections between employment centres and green industry leaders our Network aims to provide youth the tools they need to start their career while filling labour shortages.”

ONLINE REPRESENTATION

Use of the Green Skills Network logo and descriptions online are permitted following the above guidelines. The Network also requests and appreciates that links to www.greenskillsnetwork.ca and www.firstwork.org are included when the Network or First Work are mentioned, and also on inserted logos. Specific mentions of the website are also encouraged.

ELEMENTS OF DESIGN

The Green Skills Network logo consists of a duotone (green and dark green) wordmark and a duotone (dark green and yellow) badge of a hard hat and asterisk enclosed in a circle. The logo was designed to represent our strengths and goals as we work to provide employment opportunities for youth in the green economy.

The hard hat represents our basis in employable skills provided by our training, and the asterisk represents the strong network which we aim to build and maintain. It is placed above the hat to represent the personal growth the connections gained by ourselves and our partners as we look into the future. The coloring of the wordmark highlights the end goal of mission: helping youth find *green work*. The coloring also allows all elements of our name to stand out, individually bringing attention to all of the aspects of our programs.

FAMILIARITY

All staff associated with Green Skills Network projects should be familiar enough with the message and operations of the Network to answer general inquiries, and represent the Network in a professional and positive way.