



Style Guide





Using the Benchmark Group brand

Welcome to Benchmark Group's Style Guide. These guidelines are designed to help you use our core brand elements — our logo, colours, graphics and tone of voice. Don't worry, it won't take too long to get through (we kept it short). It's definitely worth a quick read before you get started.





our
LOGO



The basics

Our logo is the most visible element of our identity and is a universal signature across all Benchmark Group communications. It's a guarantee of quality that unites our diverse branding. Our logo is our most recognisable asset and because we love it, we are very protective of it. We ask you to please follow the following rules when you use it.

HERE'S HOW:

- The primary logo is our full-colour version with the tagline.
- The logo should always be used in full colour. Alternative black and white formats have been created only to provide flexibility in selected applications (e.g. small spaces, digital formats, dark backgrounds). The primary logo, however, should always be used wherever possible. For online or screen applications, please use good judgment in determining sizes and formats that will be suitable for different monitor and screen proportions.
- This logo is available in a range of colour formats including CMYK, RGB and B&W. CMYK is the preferred colour reproduction method for print, and RGB is the preferred colour mode for all online/digital applications.
- When placing the logo on an image, always use the white version unless you can be sure of a high level of contrast. There are lots of tools available to check your contrast ratio — if you're unsure, give [this one](#) a go.
- For images with a light background, we suggest applying a 10-20% black tint to the entire image, so that the white logo is legible.
- There may be some exceptions to the rule. Please reach out for permissions.
- These same rules apply to the other versions of the logo.



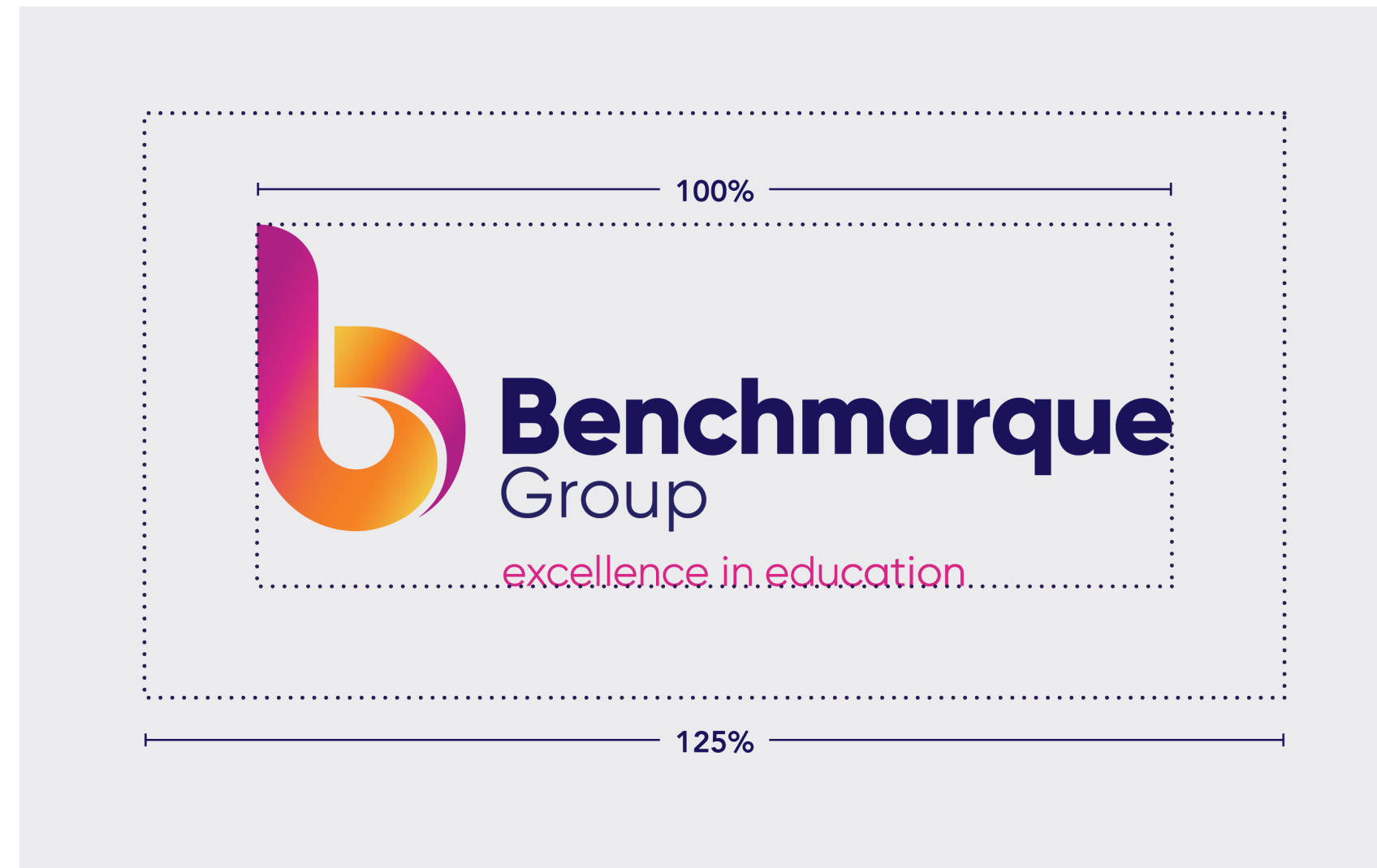
Spacing

Make sure we've got some room to breathe. To ensure maximum impact and to preserve the integrity of the brand, there is an area of 'clear space' or 'padding' around the logo, into which no item may enter.

There are established minimum size requirements, which must be followed whenever applying a logo to ensure that legibility is always maintained. For online or screen applications, please use good judgment in determining sizes that will be suitable for different monitor and screen proportions.

To ensure legibility at smaller sizes, a minimum size has been set. Please adhere to this rule.

- The padding around the logo should be at least 125% of the width of our logo.
 - Do not go any smaller than 250 pixels wide with our full logo and tagline.
 - Do not go any smaller than 100 pixels with our full logo.
 - Do not go any smaller than 55 pixels wide with our letterform logo.
 - Do not go any smaller than 16 pixels with our favicon logo.
- This can only be used internally.



Logo & tagline

The primary logo is to be used in preference to the version without the tagline unless there is a compelling reason not to use it.

The logo and tagline only needs to be used once per document. It is preferred that the logo and tagline be included at the end of documents or the end frames of videos, with the primary logo (no tagline) shown at the front/start.

In instances where the Benchmark Group logo will only ever be shown once, such as the single page word template or business card template, the logo and tagline version should be used, unless it impacts legibility.

The primary logo is available in a range of colour formats including CMYK, RGB, B&W.

Letterform logo

The letterform logo is intended to be used in applications where the primary logo is not appropriate (e.g. social media profile images, mobile device application icons and favicons).

The letterform logo is available in a range of colour formats including CMYK, RGB, B&W.



Misuse

This page contains examples of unacceptable uses of the logo. All of these examples damage the brand's integrity and consistency.

- Do not alter, rotate or modify the logo.
- Do not animate the logo in any way.
- Do not accessorise the logo with extra elements.
- Do not anthropomorphise the logo.
- Do not over-emphasise the logo.
- Do not use previous versions of the logo.
- Follow the clear space guidance.



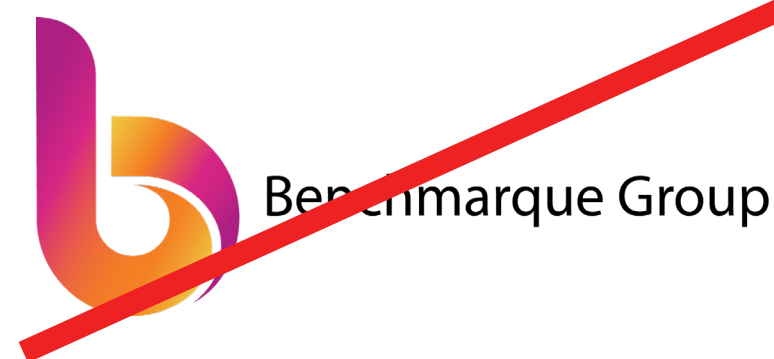
DO NOT
add drop shadows



DO NOT
add unauthorised colours.



DO NOT
add special effects.



DO NOT
type "Benchmark Group" .



DO NOT
create outlines.



DO NOT
duplicate



DO NOT
change orientation.



DO NOT
skew, rotate or stretch.



DO NOT
add a gradient.

Partner mockup

Benchmark Group partners with several organisations on bespoke projects and course builds. Co-branding recognises the contribution of all parties involved in a project, activity or development of a product and aims to promote the brand values of those parties.

When locking up the Benchmark Group logo with a partner logo, the same clearspace and minimum size rules apply as in the logo and tagline.

The partner logo should always be slightly smaller than the Benchmark Group logo.



Chronic Conditions of the Foot

CHCCCS032 Provide basic foot care

DATE	Saturday 7 December 2024 8:45am - 4:30pm (approx.)
VENUE	Mantra Mooloolaba Beach 7 Venning Street MOOLOOLABA QLD, 4557
COST	Fully funded



Register early as places are limited and will fill quickly.
To apply - [CLICK HERE](#) or scan the QR code to the right.



Please ensure you purchase AND ENROL

Value for Organisations
Building a practical skillset for foot assessment that enables a healthcare practitioner to be competent and confident in chronic conditions of the foot basic care.

Learning Outcomes

- Safely perform a basic foot care assessment
- Determine foot care requirements
- Prepare and use basic equipment and materials
- Document foot, skin and nail care according to organisational requirements
- Make appropriate referrals in a timely manner

***Students must complete the Foundations of Chronic Disease online module to book into this course.**

The course is supported by funding from the Australian Government Department of Health under the Chronic Disease Support Project.

For further information, please visit the [website](#) or contact us.

The Benchmark Group Pty Limited (RTO. 21824)
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P | 1300 855 568
E | courses@benchmarkgroup.com.au
W | www.benchmarkgroup.com.au



Perform Peripheral Intravenous Cannulation

CSL Seqirus

HLTHPS009 Perform peripheral intravenous cannulation

Course Overview

The Perform Peripheral Intravenous Cannulation Course (HLTHPS009) is evidence based and the techniques taught in this IV cannulation course are designed to promote the best practice outcomes for patient care. The course is designed to provide students with the skills and knowledge required to perform peripheral intravenous cannulation on clients.

This workshop opportunity has been funded for you by CSL Seqirus.

DATE	Wednesday 30 October 2024 2pm - 6pm
VENUE	The Gallery, Gosford RSL 26 Central Coast Highway GOSFORD NSW, 2250



Please ensure you purchase AND ENROL

Register early as places are limited and will fill quickly. To apply - [CLICK HERE](#)



If you have any queries please contact your FeRN representative or Benchmark Group on

P | 1300 855 568
E | maddie@benchmarkgroup.com.au



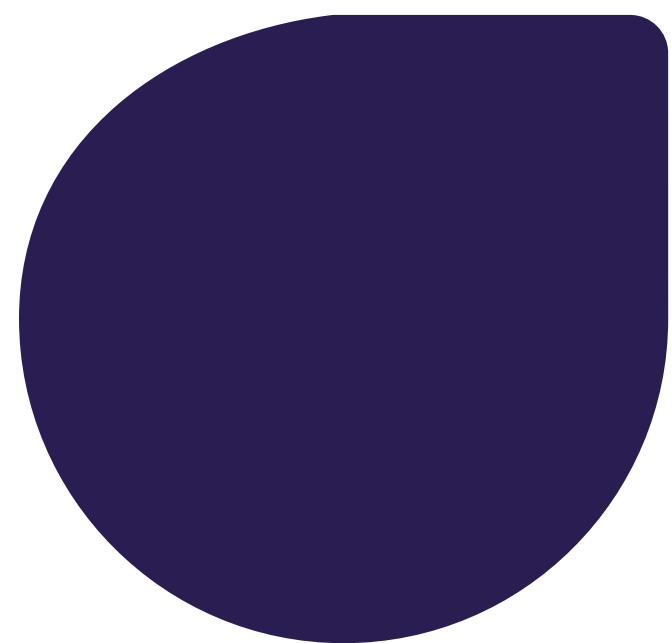
our

COLOURS

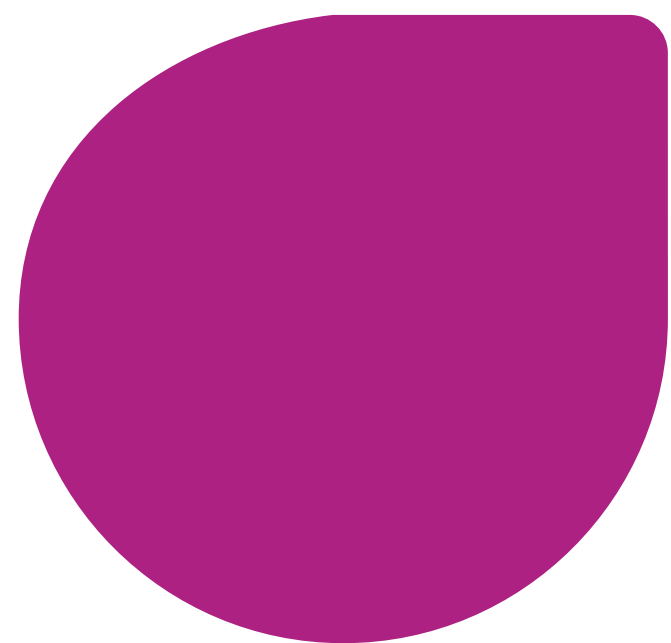
Our colours

Our colours include five primary and five secondary. Each colour is assigned to a different course category, with the exception of #2A1B52 which should be used for all body copy and #D72685 which is used for call-out and non-course related elements.

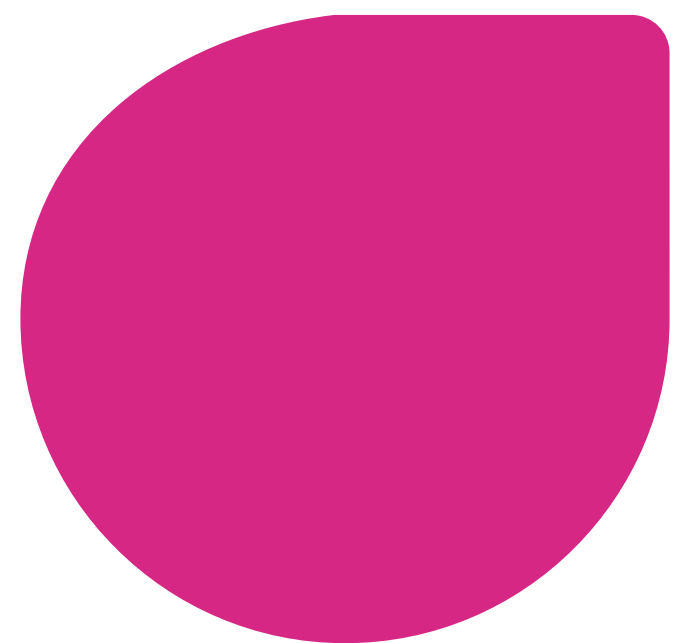
CHRONIC DISEASE	IMMUNISATION	EAR HEALTH	HUMAN BEHAVIOUR & CHANGE	URGENT CARE	WOUND & INJURY MANAGEMENT	CANNULATION & BLOOD COLLECTION	WOUND CLOSURE
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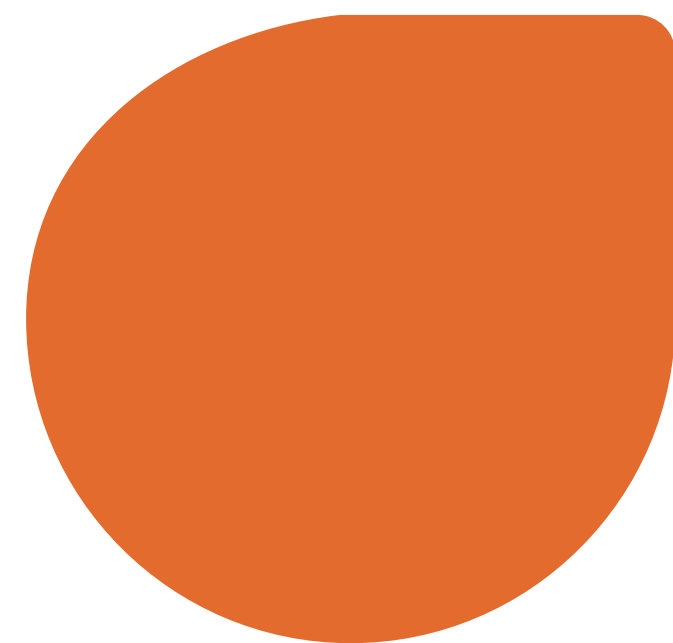
PMS 275
CMYK: 100, 100, 0, 58
RGB: 42 27 82
HEX#: 2A1B52



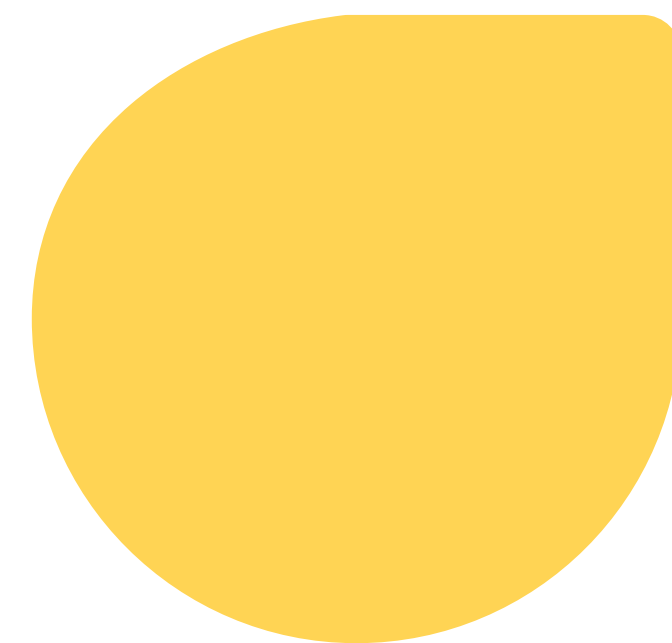
PMS 2405
CMYK: 31, 100, 0, 0
RGB: 173 31 130
HEX#: AD1F82



Rhodamine Red
CMYK: 5, 92, 0, 0
RGB: 215 38 133
HEX#: D72685

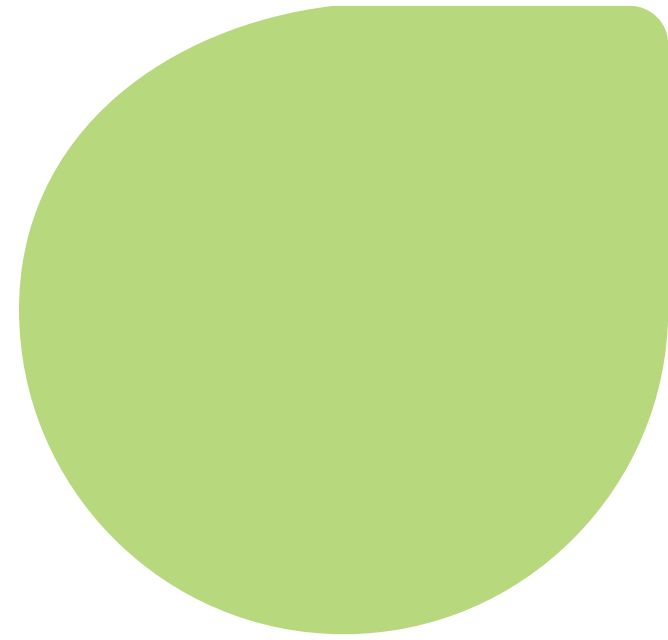


PMS 1585
CMYK: 0, 62, 97, 0
RGB: 225 107 48
HEX#: E16B30

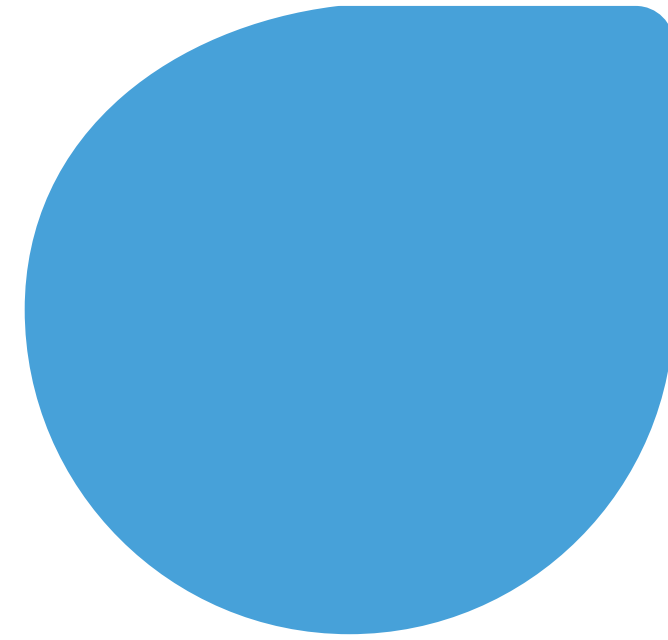


PMS 1225
CMYK: 0, 16, 80, 0
RGB: 240 196 63
HEX#: FFD356

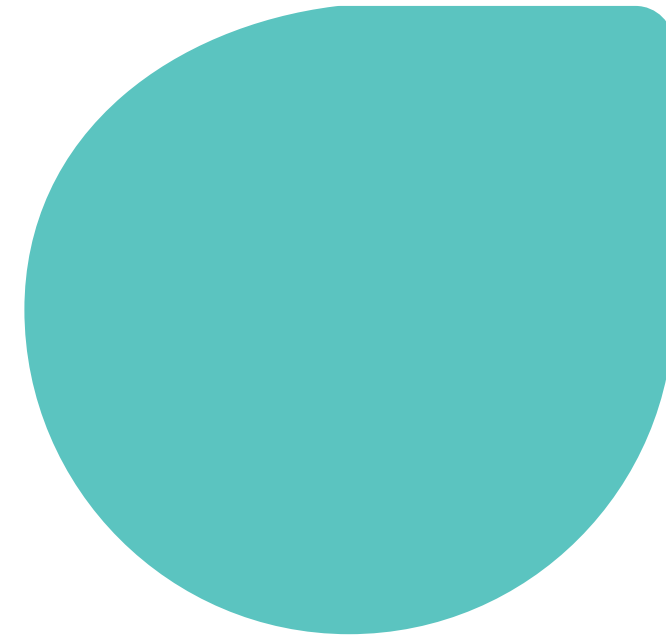




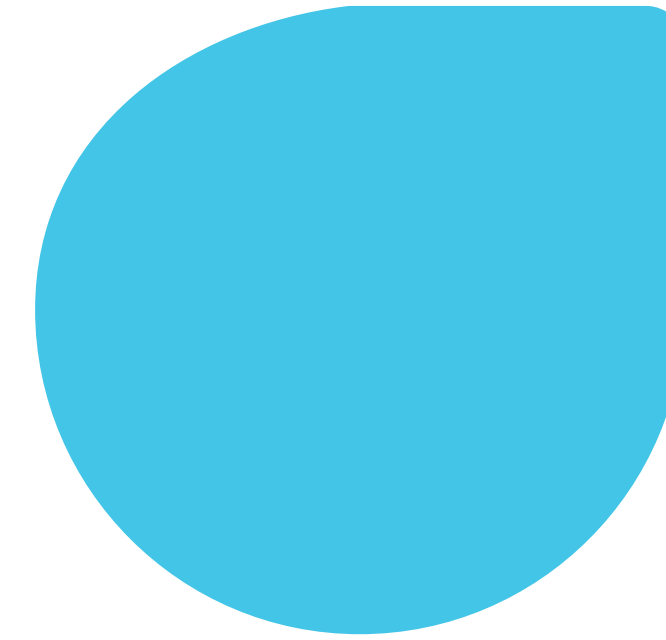
CMYK: 31, 0, 66, 0
RGB: 184 216 126
HEX#: B8D87E



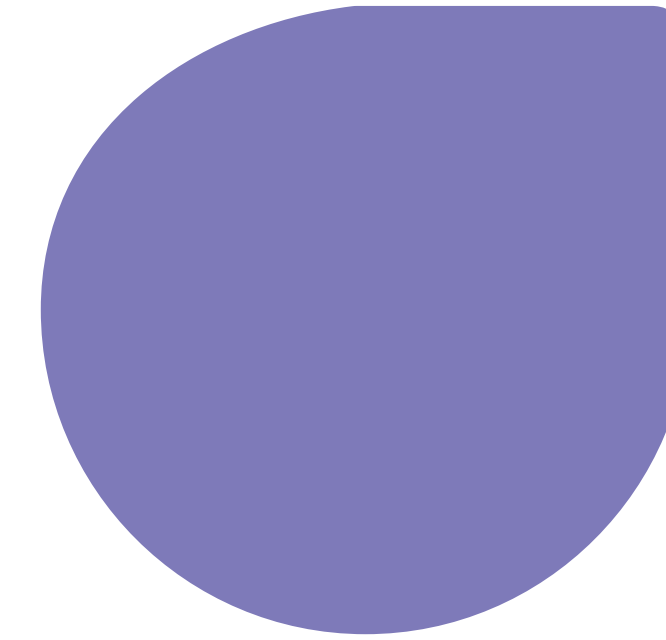
CMYK: 67, 23, 0, 0
RGB: 71, 161, 217
HEX#: 47A1D9



CMYK: 60, 0, 29, 0
RGB: 91 196 102
HEX#: 5BC4C0



CMYK: 62, 0, 7, 0
RGB: 66 197 229
HEX#: 42C5E5



CMYK: 55, 54, 0, 0
RGB: 126 122 185
HEX#: 7E7AB9





our

GRAPHICS

Connectivity

The 'connectivity' graphic device was designed to represent both the wide variety of topics covered by Benchmark Group courses and the ongoing, circular learning relationship between students and trainers. Again, our 'connectivity' graphic device is one of our most recognisable assets and because we love it, we are very protective of it.

- Do not alter, skew or modify the colours of the pattern.
- The pattern may be rotated or enlarged/shrunk as long as each aspect remains in its original proportions.
- The pattern may be used in parts, so long as the 'circles' remain intact.
- The pattern can be animated as long as each aspect remains in its original proportions.
- Do not overlay the pattern and the coloured logo.
- Seek permission for any changes to the pattern not highlighted above.





our
FONTS

Fonts

Our identity is defined by a fun and confident, clear typographic style and expression.

THE LOGO

Our logo uses the font family Gilroy.

- This font is not to be used across any other material apart from within the logo.
- The font size and details must not be altered.
- The font colours must not be altered, apart from the full white logo.

TYPOGRAPHY

By consistently using approved typefaces in all communications, we reinforce brand continuity and create clear, strong, and cohesive designs.

Each document template will have the appropriate sizes/styles for headings/body copy etc. within them. Do not alter the size, style or spacing without permission.

All digital material must follow the same rules. If these two fonts are unavailable, please use our system font.

SYSTEM FONTS

- When Craftwork Sans is not available, use the Google Font – [Red Hat Display](#).
Red Hat Display cannot be used for body copy.
- When Avenir is not available, use the Google Font – [Montserrat](#).

Craftwork Sans is our primary headline display typeface.

Craftwork Sans E1a

Craftwork Sans Regular
abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456789.,;:!"{}[&\$%<>/'°©

Craftwork Sans Regular
abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456789.,;:!"{}[&\$%<>/'°©

Craftwork Sans Regular
abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456789.,;:!"{}[&\$%<>/'°©

Avenir is our hard-working body copy typeface — it also works great in sub-headings and other general typographic applications.

Avenir E1a

Avenir Book
abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456789.,;:!"{}[&\$%<>/'°©

Avenir Medium
abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456789.,;:!"{}[&\$%<>/'°©

Avenir Heavy
abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456789.,;:!"{}[&\$%<>/'°©



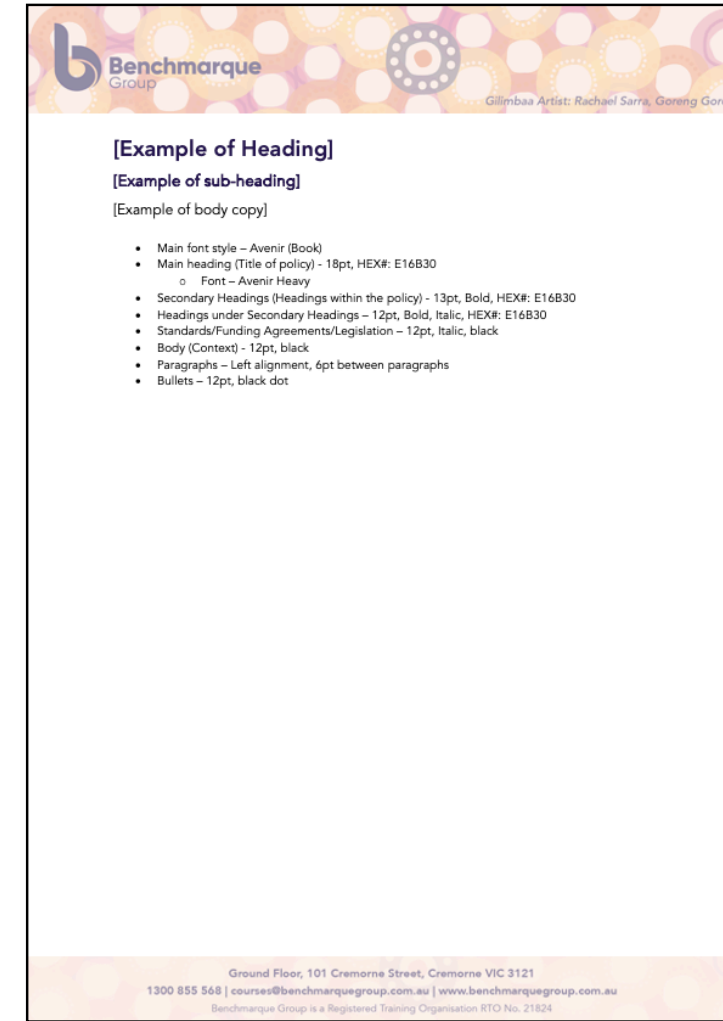
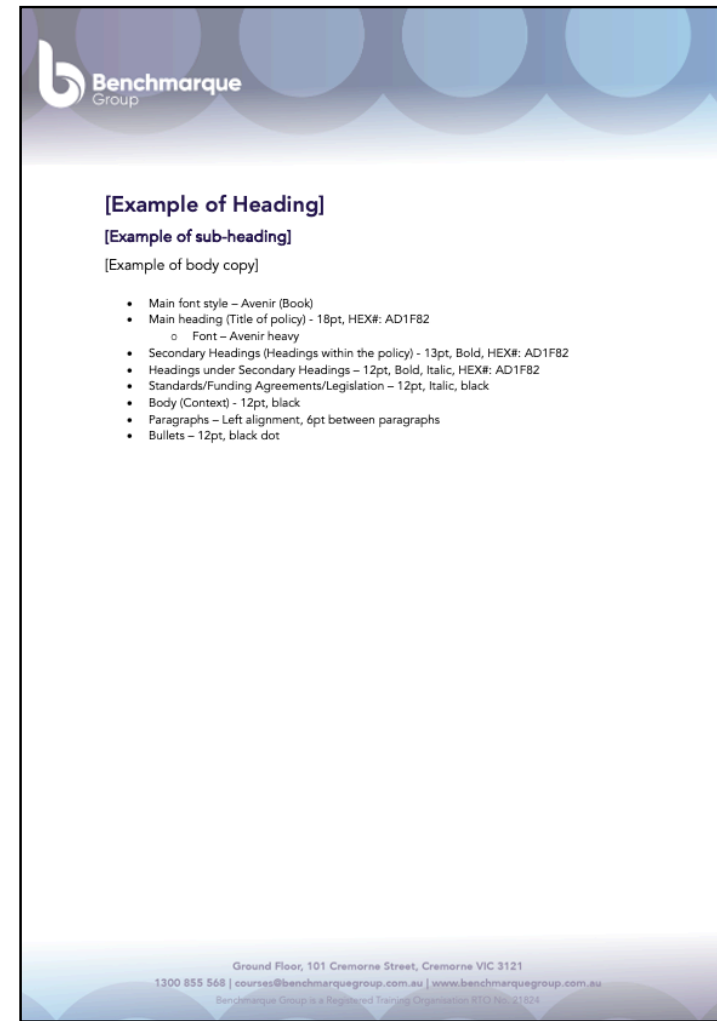
our

BRAND ELEMENTS

Templates & graphics

We have a variety of templates ready to use. You may also create templates and other elements of your own using our branding and following the Style Guide. All of our brand elements combine the fun with the practical. Our documents serve their purpose whilst also making the content visually engaging.

Here are a few examples of existing brand elements we have available, including templates and other graphics.



Photography style

Benchmark Group photography and stock imagery showcase talent or clinical equipment/procedures as the focal point and hero of the image.

Our images of people aim to capture an 'in the moment', more natural feel that is not over-posed, giving a fun, aspirational and relatable style of image. Any images of clinical equipment/procedures are always clinically accurate and professional.

DO

- use diverse people in imagery - age, ability, culture, ethnicity, gender, size etc.
- use high-quality images
- use authentic imagery - action shots in the classroom
- use images where the subject of the image is clearly in focus.

DON'T

- use images of 'headless people'
- use images of people in scrubs
- use images of people with lab coats and stethoscopes
- use images that are overly posed.



Your brand contacts

If you have any questions about the content contained in our style guide, please contact:

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T. 1300 002 228