



FETAC

Comhairle na nDámhachtainí
Breisoideachais agus Oiliúna
Further Education and
Training Awards Council

Guidelines for usage of FETAC logo



Ireland's EU Structural Funds
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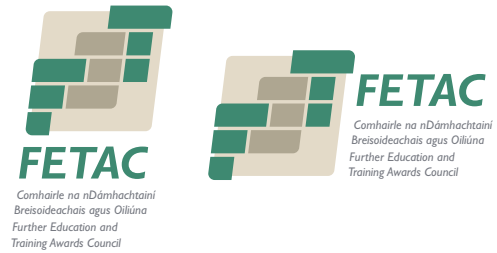
Guidelines for usage of FETAC logo

NOTE: The FETAC logo has been updated to meet the requirements of The Official Languages Act 2003

Background to the Logo

Every organisation needs to present a unified image that reflects its purpose and mission. A key way to achieve this is to develop a corporate identity and logo.

The FETAC logo is built from blocks formed in the shape of the letters FET italicised, portraying a sense of forward thinking and progression through learning and training, which has characterised this sector and the its learners. The predominance of curved shapes represents the idea of inclusiveness, which is paramount to FETAC. The blocks are laid out in an ascending structure reflecting the levels of the new national framework of qualifications. The FETAC colour palette of gold and rich green reflect quality and the fact that FETAC is a national awarding body. The use of italics gives a sense of motion and continues the theme of progression portrayed by the building blocks.



Logo Variations

The FETAC logo is available in greyscale and colour in both a landscape and portrait version, with variations enabling the identity to be reproduced on dark, light, black and white and mono backgrounds.

Logo is available to download at www.fetac.ie/promotion/logos.htm



Dark Backgrounds

This logo has a white keyline and white text. It should be used on dark backgrounds to ensure it is clearly legible.



Light Backgrounds

This logo has a white keyline and coloured text. It should be used on light backgrounds to ensure it is clearly legible.



Black and White

This black and white logo should be used for any material which is being reproduced in black and white.



Mono

This logo is created out of black only. It should only be used when material is being reproduced in black only. For example, fax or photocopying.

Using the Logo

The logo must not appear any smaller than 32mm in height, from top to bottom on the portrait version and 17mm in height, from top to bottom on the landscape version. In other words the logo should not be reduced so much that the small print becomes illegible.

The logo should never appear without the name FETAC.





A clearance area that measures half the width of the icon must be applied to all sides of the logo. No type or imagery should invade this clearance area. Where a number of different logos are displayed side by side, equal prominence should be given to the FETAC logo.

Logo Colour References

Process colour values (CMYK):

Green	C: 100 / M: 0 / Y: 69 / K: 30
Gold	Pantone 871 Coated When Gold appears in CMYK the values are: C: 20 / M: 35 / Y: 50 / K: 10
Grey	C: 0 / M: 0 / Y: 0 / K: 65
Beige	C: 7 / M: 12 / Y: 22.5 / K: 0

Pantone colour values:

			
Green Pantone 341C	Gold Pantone 871C	Grey Pantone 424C	Beige Pantone Pastel 9221C

Registered Providers Promoting FETAC

Registered Providers are requested, where possible, to promote FETAC awards; this enables greater recognition of the awards and builds on promotional work carried out by FETAC. Awards can be promoted in the following ways:

- Use the FETAC logo in promotional materials where you are referring to FETAC accredited courses. **As the FETAC logo is not a “quality mark” it is not appropriate to use the logo on letterheads or any other material where the information present does not specifically relate to FETAC accredited programmes.** If you are in any doubt please contact information@fetac.ie for advice.
- When placing the FETAC logo on a company website or printed materials in a general position (not referring to the specific FETAC accredited courses), please be sure to include text near the logo that states: **“company name is a FETAC Registered Provider”**. This is the correct association to be made between your centre and FETAC and should be stated where applicable, so as not to mislead learners.
- Display the word FETAC always in uppercase letters.
- Display your FETAC Quality Assurance Agreement in a prominent place in your centre.
- Hold an award ceremony to officially present certificates. An application form for a FETAC representative to attend is included with all certificates sent to registered providers.
- When advertising your programmes, refer also to FETAC accreditation and where possible include the FETAC logo.

How to correctly title programmes and FETAC awards

Registered providers are required to ensure the title of their programme is consistent with the name, level and type of award to be achieved by learners on completion of the programme.

FETAC makes a range of different types of awards including major, special purpose supplemental and minor awards. It is important that programme titles and information to learners is clear and explicit about the award that will be achieved on the completion of the programme.

It is not sufficient to only use the word 'certificate' to describe all FETAC awards or levels. The award type and level should be apparent in the title as well:

For example:

Major award - **FETAC Level 5 Certificate in Business Studies**

Special Purpose award - **FETAC Level 6 Specific Purpose Certificate in Driving Instruction**

Minor award - **FETAC Component Certificate in Level 5 Word Processing**

Where the programme title differs from the award title it is good practice to highlight this. This avoids any confusion or disappointment arising when the learner receives their certificate and clearly shows the learner and other stakeholders the award that has been achieved.

For example:

Medical Secretary Course leading to - **FETAC Level 5 Certificate in Business Studies**

Health and Safety Course leading to - **FETAC Component Certificate Level 5 in Safety, Health and Welfare at Work**