

Brand Identity Guidelines

Version 1.1
August 2026

jobsandskillsmoth.gov.au

Jobs & Skills Month



Australian Government



Jobs and Skills Australia

Welcome



Jobs & Skills Month is Australia’s platform for careers, training and workforce opportunity. Each year, job seekers, educators, employers and industry are brought together by events and experiences, united by the Jobs & Skills Month brand identity.

This guide provides foundational guidance for how to use the brand identity. Whether you’re producing event materials, promoting a roadshow, or sharing the month with your community, these guidelines provide essential details to apply the brand with confidence, consistency and accessibility.

The brand system is designed to flex across formats, scales and sectors, evolving year on year with a fresh theme and unique brand components, while the foundations stay constant.

Let’s get to work.

Questions or comments?

Our Communications and Media team can point you in the right direction.
Please contact jobsandskillsmonth@jobsandskills.gov.au for information and guidance.

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Logo

Overview

At the core of our brand identity is a typographic wordmark logo. It comes in several configurations, each built for a specific context and audience.

Logoset
Our wordmark is not simply a typeface. Each letterform has been considered to achieve a legible, visually pleasing composition. As such, our wordmark should never be re-drawn, traced or modified in any way for any purpose. Original electronic files from our logoset should only ever be used.

Download logoset (2026) 

If you are unable to access this resource, please contact design@jobsandskills.gov.au for assistance.



Jobs & Skills Month logo



J&SM logo



Jobs & Skills Month annual logo (2026)



Jobs & Skills Month 2026 Theme Lockup



Logo

Jobs & Skills Month logos

Jobs & Skills Month logo

This configuration represents Jobs & Skills Month as an enduring, annual initiative, and forms the basis of every year's logo. The name stacks across three lines, with the ampersand (&) acting as a visual connector: anchoring the logo and signalling the link between people and opportunity, education and industry.

J&SM logo

An abbreviated configuration of the Jobs & Skills Month logo. Use it only when the audience already knows the Jobs & Skills Month name and identity, and when the full logo isn't necessary or legible at small scale, for example social media avatars.

Jobs & Skills Month logo



J&SM logo



Logo

Alignment

The Jobs & Skills Month logo and annual logo are available in left- and right-aligned configurations.

Use the left-aligned logo in most instances; it maximises legibility and readability for the widest audience. Use the right-aligned configuration for alternate, dynamic layouts.



Logo

Annual logo (2026)

Each year, the Jobs & Skills Month logo evolves to include the year. The year sits at the same scale as the 'Jobs & Skills Month' letterforms, reinforcing the initiative's annual, recurring nature.

The logo is available as left- and right-aligned configurations, including colourways that pair the year's accent colour with the Jobs and Skills Australia palette.

Jobs & Skills Month annual logo

Left logo



Jobs & Skills Month annual logo

Right logo



Logo

Theme (2026)

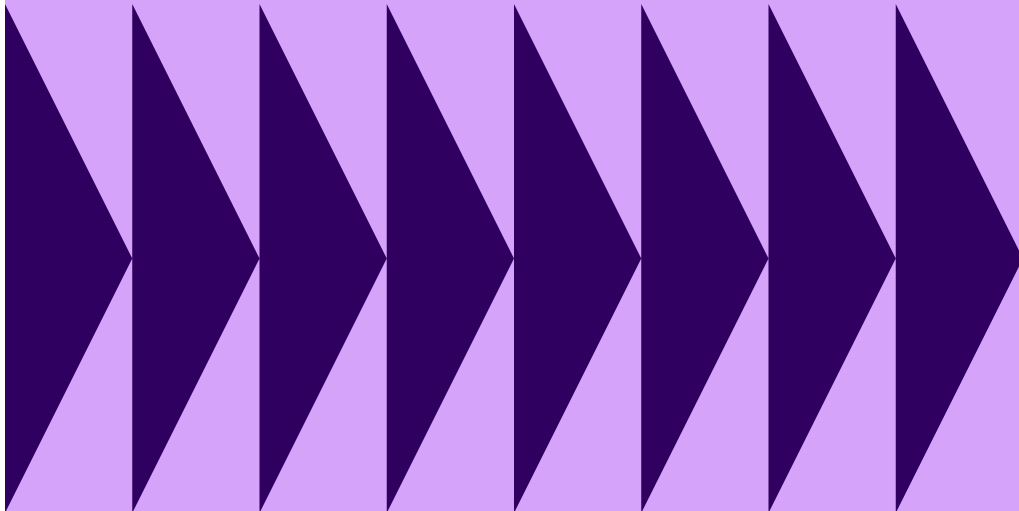
Alongside the logo, a unique theme is introduced each year: a positioning statement and visual concept that partners and participants can relate to, rally behind and communicate through.

The theme appears as a self-contained, shorthand logo, and as a lockup integrated with the main logo. While the theme and its visual concept will change each year, the lockup's core configuration and placement should stay consistent.

Jobs & Skills Month 2026

Theme

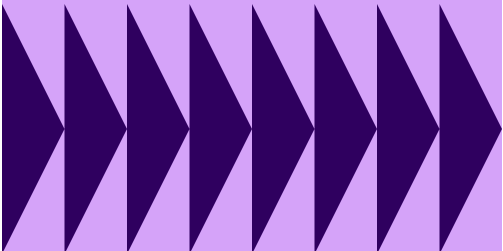
Pathways
to Success



Jobs & Skills Month 2026

Theme lockup

Pathways
to Success



Jobs
& Skills
Month
2026

Logo

Colour variations

The Jobs & Skills Month logo is available in distinct colour variations, built from the Jobs and Skills Australia primary palette.

Each suits a different context, ensuring strong presence, legibility and reproduction.

To maintain consistency, reproduce these colour variations only from the logoset artwork files.

Light Purple + Dark Purple

Jobs
& Skills
Month

Shown on white

Mono

Jobs
& Skills
Month

Shown on white

Dark Purple + Lavender

Jobs
& Skills
Month

Shown on Light Purple

Reversed

Jobs
& Skills
Month

Shown on Dark Purple

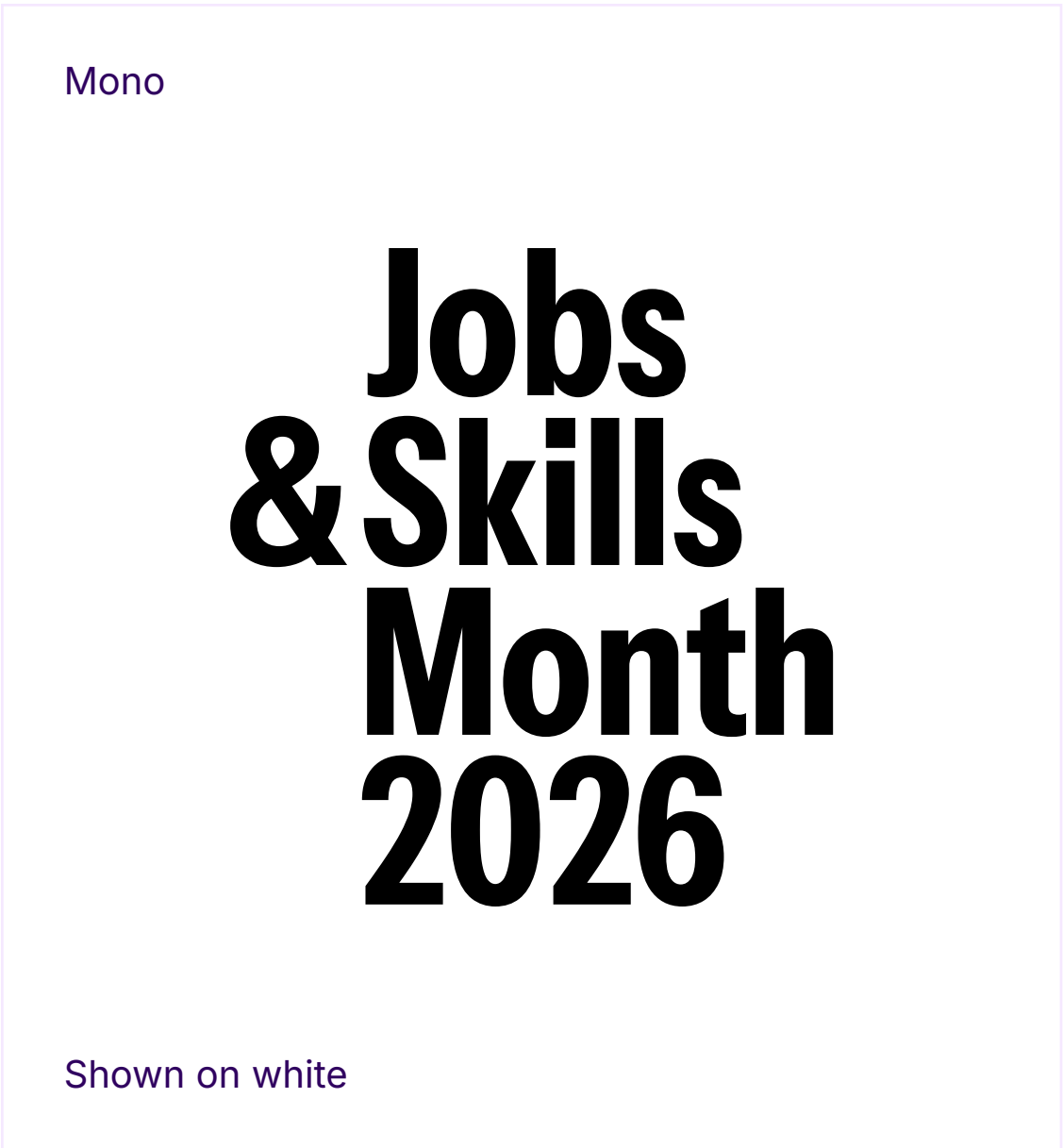
Logo

Annual colour variations (2026)

Each year, a single accent colour joins the primary palette, giving the campaign year-on-year distinction while staying recognisably Jobs & Skills Month.

In 2026, a vibrant, rich purple brings energy, confidence and distinction, while its roots in the Jobs and Skills Australia palette lend credibility during the initiative's inaugural year. The colour is named 'Pathway', referencing the year's theme.

Reproduce these colour variations only from the logoset artwork files.



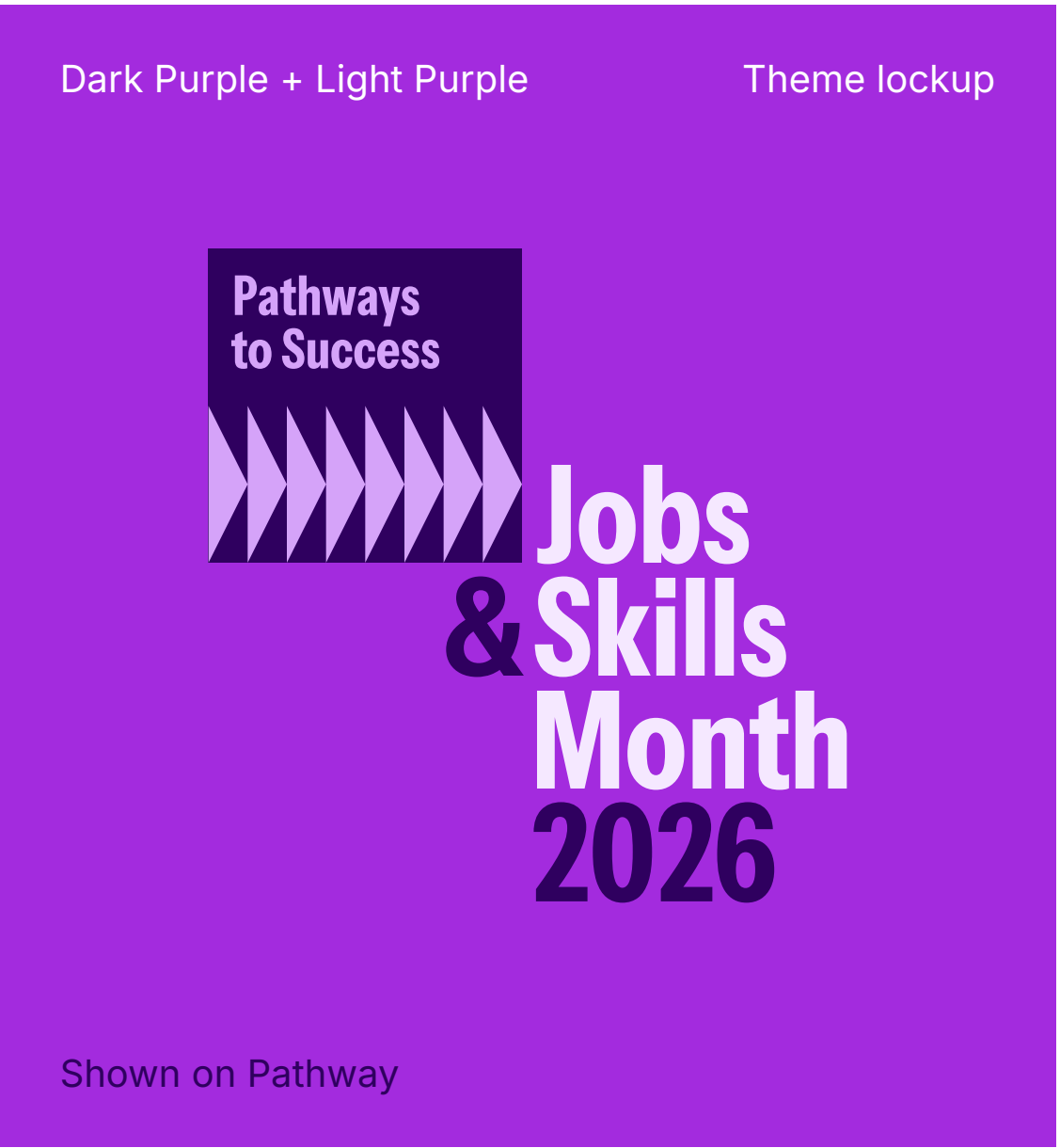
Logo

Theme annual colour variations (2026)

Each year, a single accent colour joins the primary palette, giving the campaign year-on-year distinction while staying recognisably Jobs & Skills Month.

In 2026, a vibrant, rich purple brings energy, confidence and distinction, while its roots in the Jobs and Skills Australia palette lend credibility during the initiative’s inaugural year. The colour is named ‘Pathway’, referencing the year’s theme.

Reproduce these colour variations only from the logoset artwork files.



Logo

Minimum sizes

Follow these minimum sizes wherever possible to ensure legibility across reproduction methods. Review all material using the logo at actual size and, for print, as a physical proof before distribution.

Where the Jobs & Skills Month logo can't be reproduced at a satisfactory scale, use the J&SM logo instead.

Jobs & Skills Month logo

Screen
136px



Print
12mm

Jobs & Skills Month annual logo

Screen
136px



Print
12mm

Theme lockup

Screen
226px



Print
20mm

J&SM logo

Screen
90px



Print
8mm

Logo

Exclusion area within the brand system

When used as part of the brand's design system (as demonstrated on the [Placement as a layout element](#) and [Placement as an anchor pages](#)), the Jobs & Skills Month identity is suited to bold, confident use, including placement close to the edges of a composition. As such, the logo operates with a minimal exclusion zone.

Where possible, keep clear space equal to the width of the logo's vertical strokes (the stem of the J, I or i) around the logo, shown here as the shaded area surrounding each logo.

This reduced exclusion zone applies only when the logo is used within Jobs & Skills Month-branded collateral and layouts, where the surrounding graphic environment has been specifically designed to accommodate it.

Jobs & Skills Month logo



Jobs & Skills Month annual logo



Theme lockup



J&SM logo



Logo

Exclusion area within third-party brand systems

When used within a third-party's brand identity and communications, keep clear a space equal to the height of the logo's ampersand around the logo, shown here as the shaded area surrounding each logo.

This ensures the logo retains its integrity and legibility when placed alongside third-party brand elements, or in layouts that have not been designed with the Jobs & Skills Month brand system in mind.

No other graphic elements, text, photography or logos should appear within this zone. When in doubt, give the logo more space rather than less.

Jobs & Skills Month logo



Jobs & Skills Month annual logo



Theme lockup



J&SM logo



Logo Usage

Never alter, distort or modify the logo. Always present it in a way that maximises legibility.

Don't edit the master logo files or apply effects when using the logo; if you need a different solution, consult your brand manager first.

Avoid placing the logo on low-contrast or visually complex backgrounds. On image or dark backgrounds, use the reversed logo to keep it legible.

✗ Do not disproportionately scale the logo



✗ Do not add strokes, effects or filters to the logo



✗ Do not rotate the logo



✗ Do not alter colours or typography included in the logo



✗ Do not use the logo on backgrounds where legibility is compromised



✗ Do not use the logo in combination with a colour where legibility is compromised



Logo

Co-branding overview

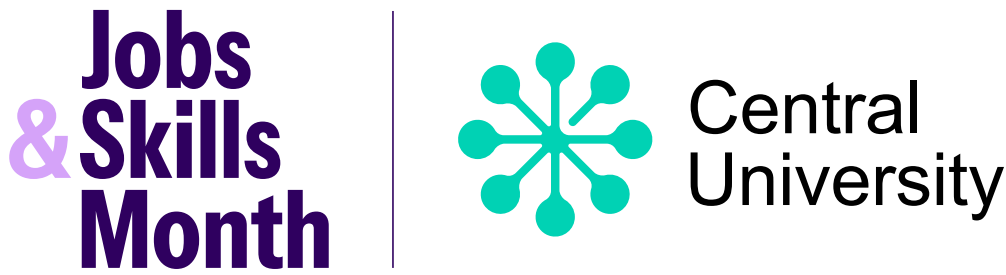
When co-branding Jobs & Skills Month, place the partner's logo to the right of the left-aligned Jobs & Skills Month or annual logo, separated by an exclusion area and dividing stroke as defined by the Jobs & Skills Month logo.

These guidelines keep co-branding consistent and equitable across all partner communications. If a partner requires a configuration outside these guidelines, contact the Jobs & Skills Month communications team.

Download co-branding template 

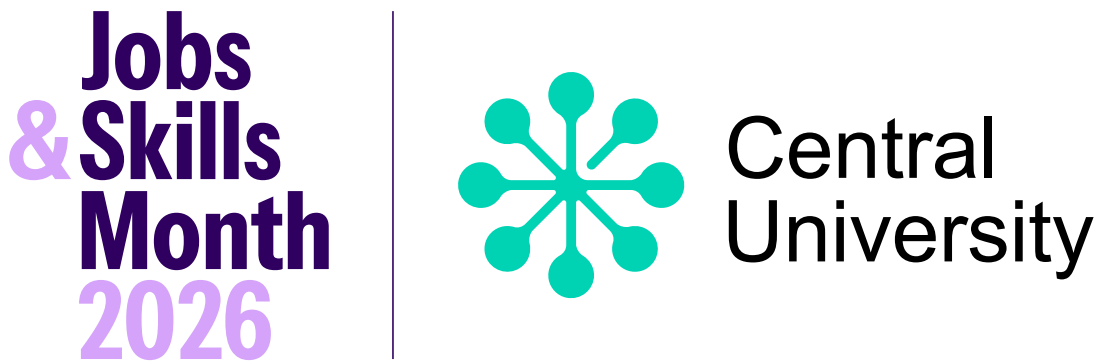
If you are unable to access this resource, please contact design@jobsandskills.gov.au for assistance.

Jobs & Skills Month logo



Co-branding example

Jobs & Skills Month annual logo



Co-branding example

Logo

Co-branding guidelines

Separate the Jobs & Skills Month logo from a partner logo with an exclusion area equal to the width of the ‘&’ character, on both sides of a dividing stroke.

Jobs & Skills Month logo

The partner’s logo must not exceed 75% of the height of the Jobs & Skills Month logo.

Jobs & Skills Month annual logo

The partner’s logo must not exceed 75% of the height of the Jobs & Skills Month annual logo.

Dividing stroke

The stroke dividing the two logos must match the logo’s optical height (measured from the baseline to the cap height), be 0.5% of the logo’s width, and use the same colour as the logo’s primary text (i.e. ‘Jobs’).

An editable template including these co-branding guidelines is available below.

Download co-branding template

If you are unable to access this resource, please contact design@jobsandskills.gov.au for assistance.

Jobs & Skills Month logo

Co-branding guidelines

Exclusion area
Equal to width of ‘&’
ampersand character

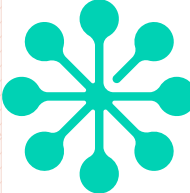
Logo height
Measured from
baseline to
cap height

Logo width

Dividing stroke
0.5% of logo width
100% of logo height

Partner logo
Maximum height
75% of logo height

Jobs
& Skills
Month

Central
University

Jobs & Skills Month annual logo

Co-branding guidelines

Exclusion area
Equal to width of ‘&’
ampersand character

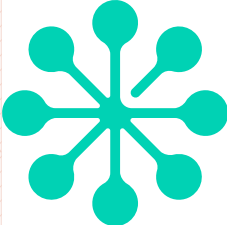
Logo height
Measured from
baseline to
cap height

Logo width

Dividing stroke
0.5% of logo width
100% of logo height

Partner logo
Maximum height
65% of logo height

Jobs
& Skills
Month
2026

Central
University

Logo

Placement as a layout element

As a layout element, place the Jobs & Skills Month logo or annual logo in at least one of the design's corners. Scale it up to a dramatic, full-width size to make the logo the hero, align it with the design's horizontal centre, or scale it down to maximise room for content.

The logo may be used as an alignment anchor. Text, images and content may align to the text in the logo to form functional, structured layouts.

Shown here are basic, foundational layout examples to demonstrate placement of the logo as a standalone element within a design.

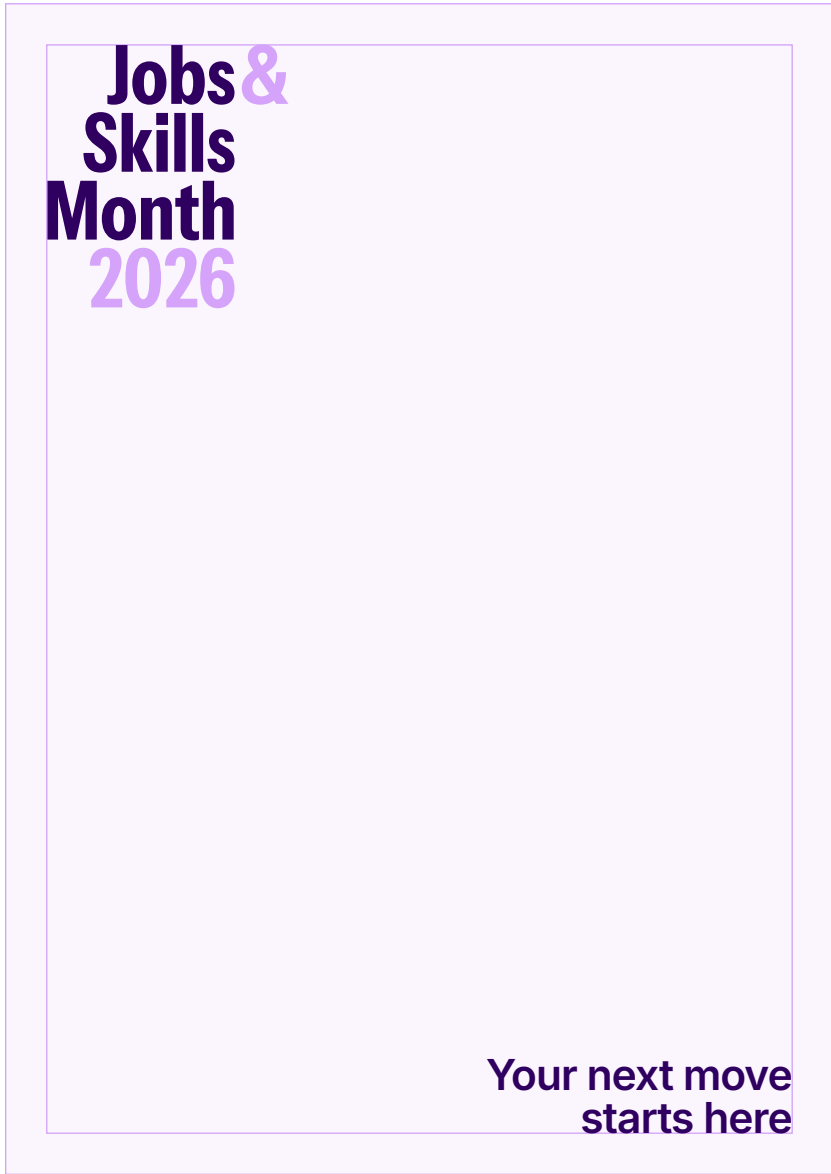
Full-width of design



Aligned with horizontal centre of design



Aligned with corner of design



Logo

Placement as an anchor

As a framing device, the logo can anchor images, colour or content within a rectangular shape. Its size is flexible: scale it up to maximise the logo's prominence, or scale it down to let the framed content take the lead.

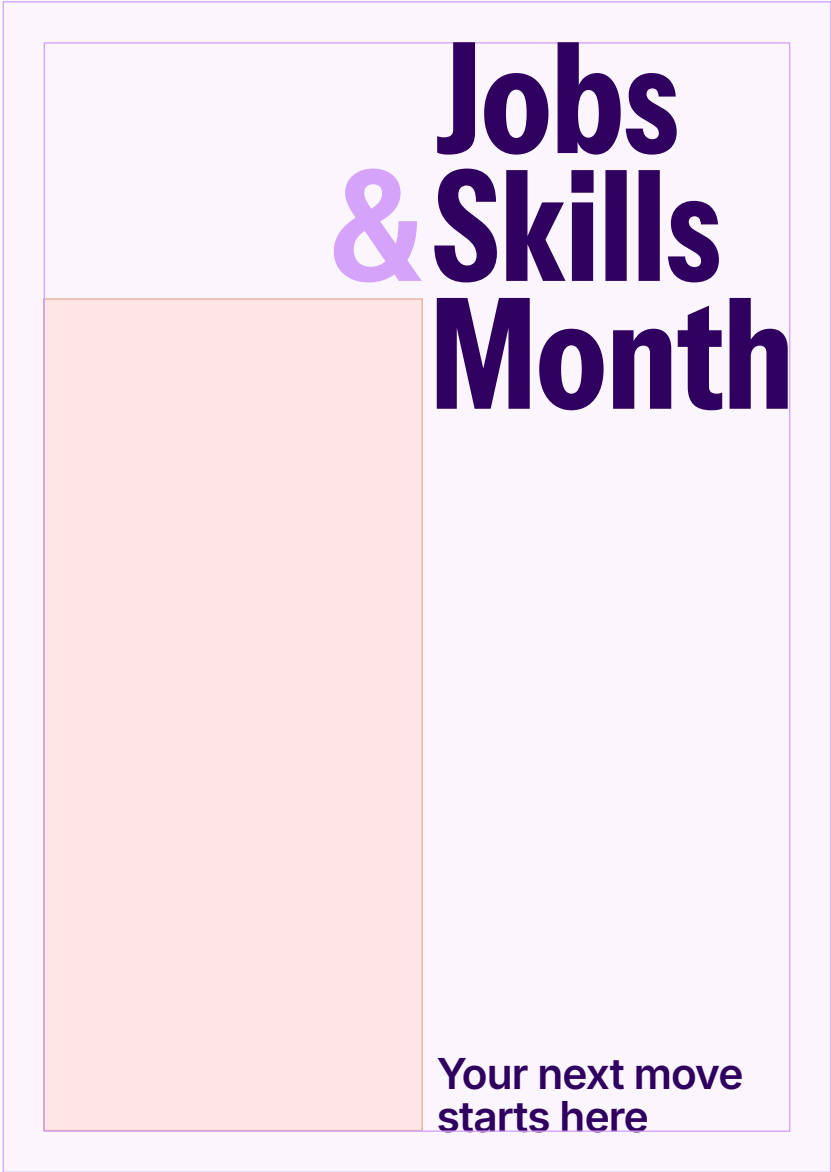
Content should align to the cap height or the baseline of the typography, and the inside of the ampersand.

Shown here are basic, foundational layout examples to demonstrate placement of the logo anchored to content.

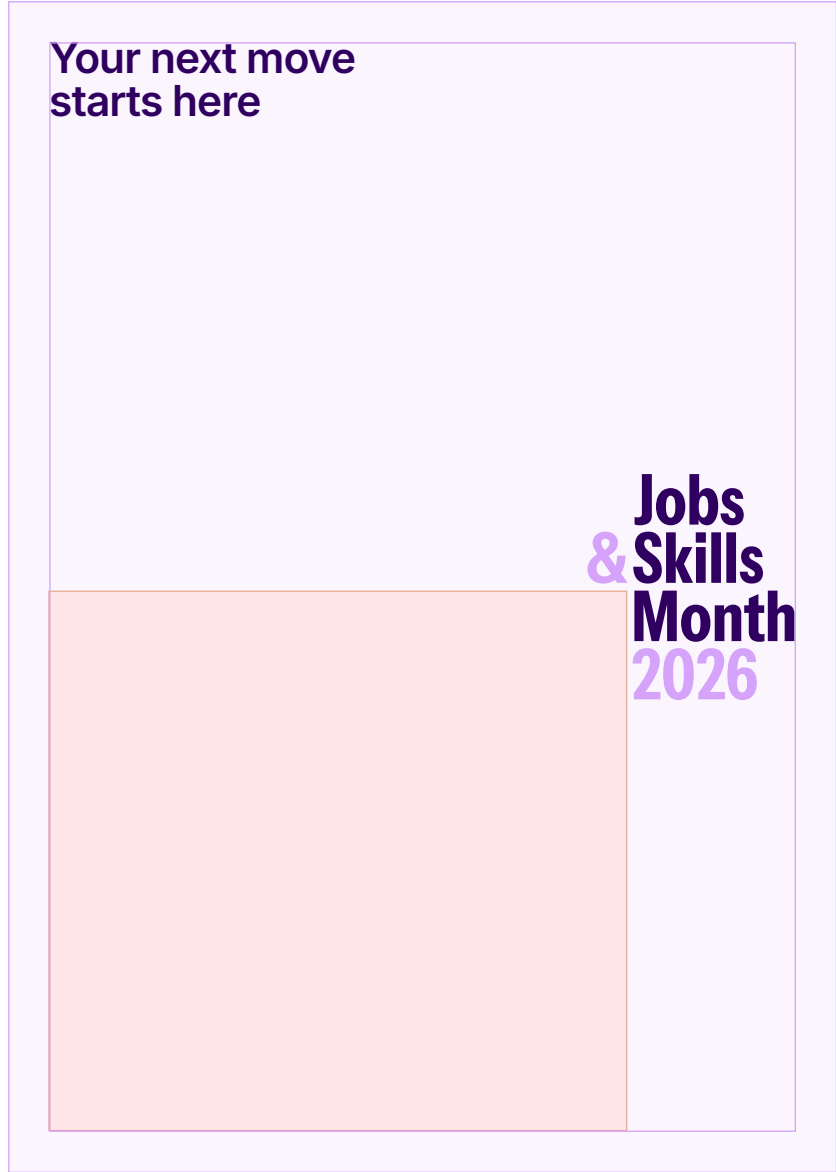


Shaded areas indicate where solid colour, images, graphics and text can be integrated.

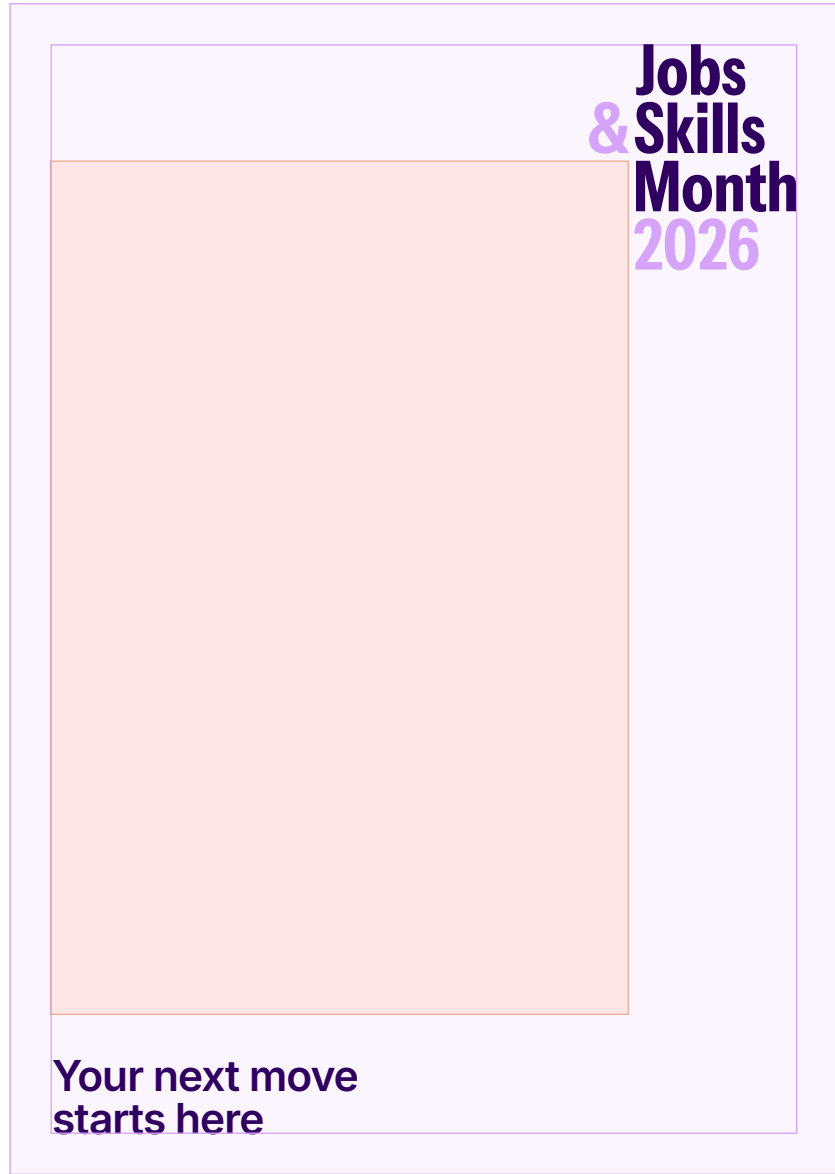
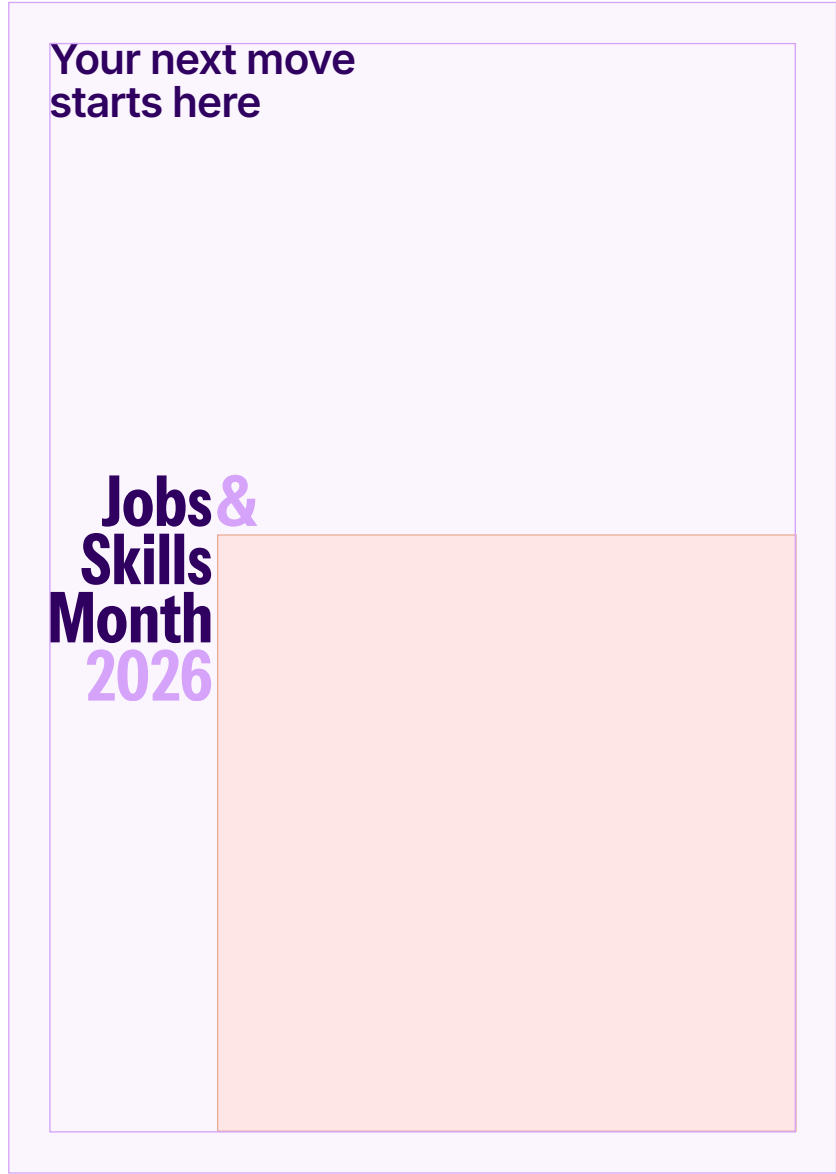
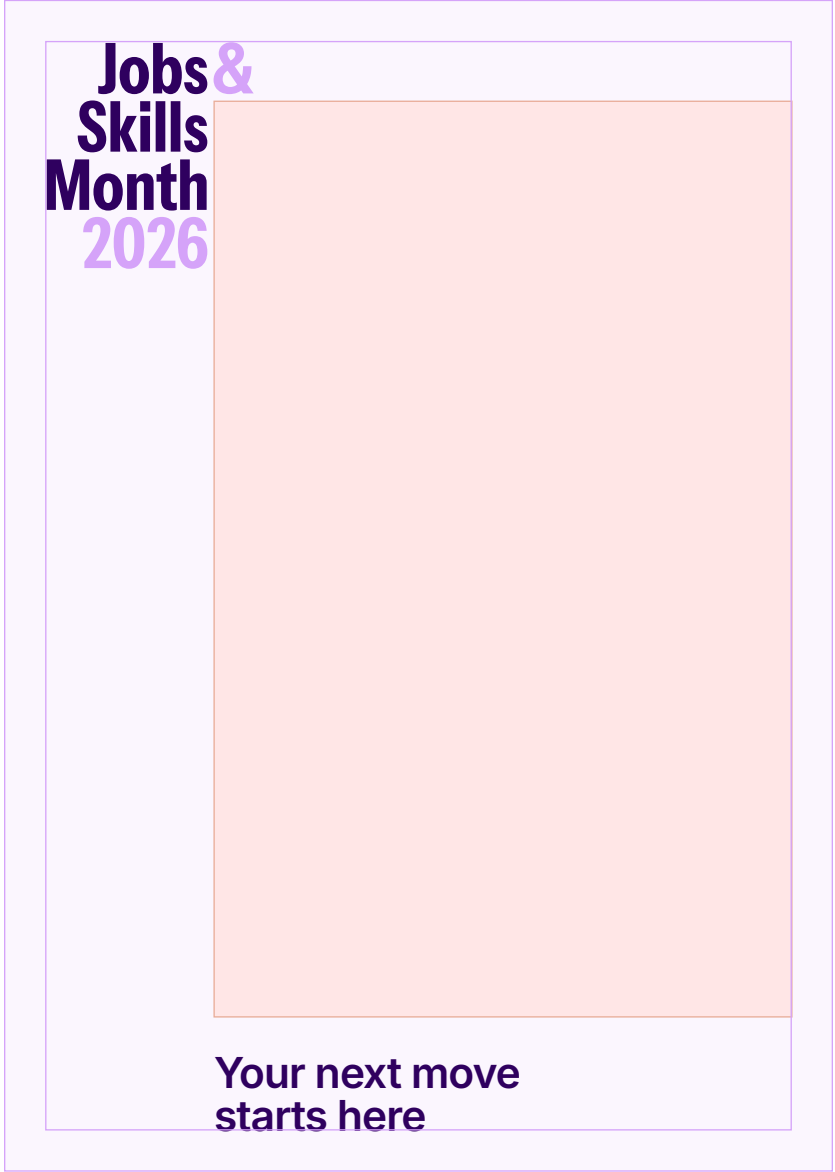
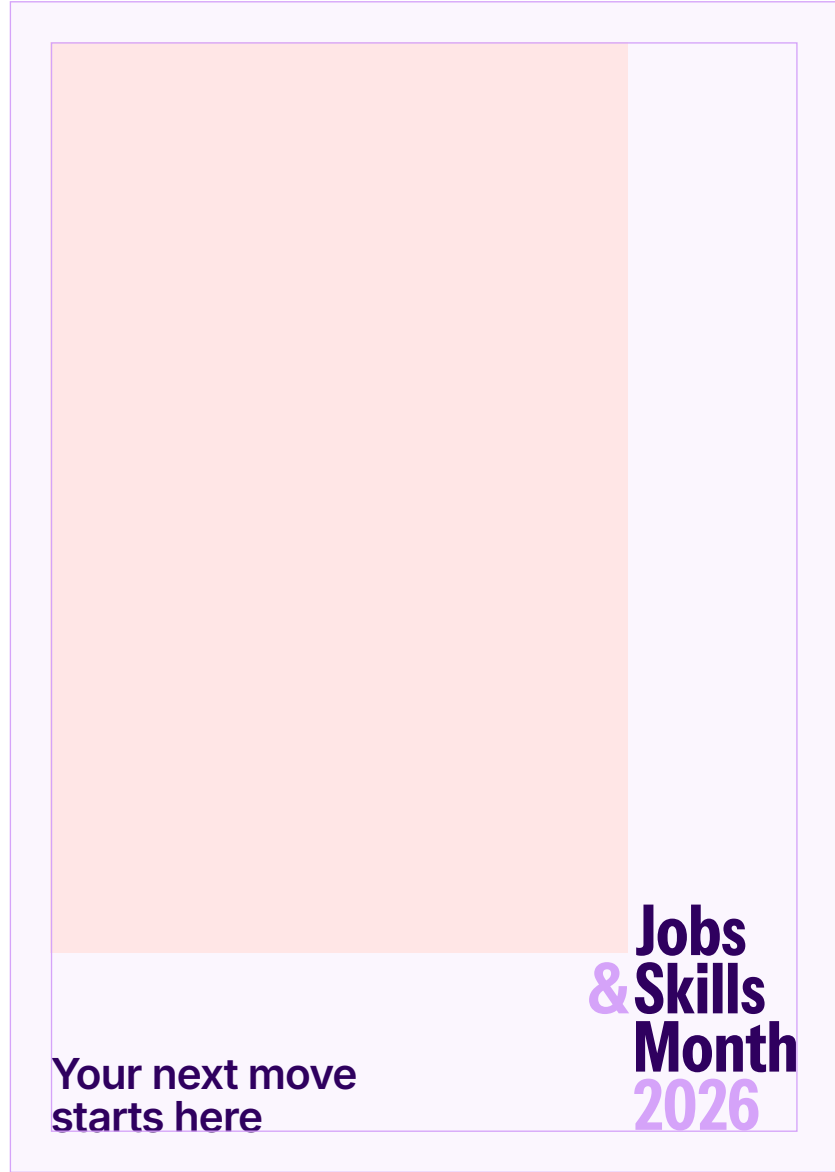
Aligned with horizontal centre of design



Aligned with vertical centre of design



Aligned with corner of design



Written presentation

The full name of the initiative is 'Jobs & Skills Month', with the full year (i.e. '2026') included when referencing any matters relating to the annual event, and the theme title if necessary.

The Ampersand

The ampersand (&) character must be used wherever possible instead of the word 'and' in all written contexts, including headlines and body copy. This distinguishes our name and aligns written communications with our logo.

Capitalisation

All words in the name should be capitalised. Do not use sentence case (i.e. 'Jobs & skills month') in any instance. All-caps (i.e. 'JOBS & SKILLS MONTH 2026') should not be used unless the application explicitly requires it, or the surrounding text must be presented in all-caps.

Year

When including the year in communications, use only a space between the name and year. Do not separate the year with a comma, hyphen, dash or other punctuation.

The year number in the complete form (i.e. '2026' should be used in all instances. Do not abbreviate the year (i.e. 26 or '26).

Theme

When presenting the name with the annual theme title, include the year and separate the two with spaces and an en dash (–) character. Do not use other characters to separate or surround the theme name.



Jobs & Skills Month

Written example

Jobs & Skills Month

Jobs & Skills Month annual

Written example

Jobs & Skills Month 2026

Jobs & Skills Month annual with theme name

Written example

Jobs & Skills Month 2026 – Pathways to Success

Colour Overview

The Jobs & Skills Month colour palette builds on the established Jobs and Skills Australia brand, drawing from its distinctive range of vibrant and soft purples and lavenders to create a cohesive visual identity.

Each year, a single accent colour joins the primary palette, giving the campaign year-on-year distinction while staying recognisably Jobs & Skills Month.

In 2026, a vibrant, rich purple brings energy, confidence and distinction, while its roots in the Jobs and Skills Australia palette lend credibility during the initiative’s inaugural year. The colour is named ‘Pathway’, referencing the year’s theme.

The primary palette consists of JSA Dark Purple, JSA Purple and JSA Light Purple, providing the foundation for the campaign’s visual identity. Supporting these are the secondary colours JSA Lavender and White, which introduce balance, clarity and contrast across print and digital applications.

Together, the palette creates a recognisable and flexible colour system that is contemporary, accessible while allowing each year’s campaign to have its own unique visual expression.

RGB and HEX values are provided for digital applications along with Pantone Coated, Uncoated and CMYK values for print.

Download colour swatches (.ase) 

If you are unable to access this resource, please contact design@jobsandskills.gov.au for assistance.

Primary Colours

JSA Dark Purple RGB R47 G0 B95 Hex #2F005F CMYK C92 M100 Y22 K31 Pantone Pantone 3542C and 3535U	JSA Purple RGB R75 G9 B133 Hex #4B0985 CMYK C87 M100 Y10 K0 Pantone Pantone 267C and 2665U	JSA Light Purple RGB R213 G163 B249 Hex #D5A3F9 CMYK C21 M37 Y0 K0 Pantone Pantone 529C and 529U	2026 Theme Accent Colour Pathway RGB R163 G43 B222 Hex #A32BDE CMYK C54 M82 Y0 K0 Pantone Pantone 7442C and 7442U
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Secondary Colours

White RGB R255 G255 B255 Hex #FFFFFF CMYK C0 M0 Y0 K0	JSA Lavender RGB R245 G232 B255 Hex #F5E8FF CMYK C3 M9 Y0 K0 Pantone Pantone 2085C and 000U
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Colour

Combinations and accessibility guidance

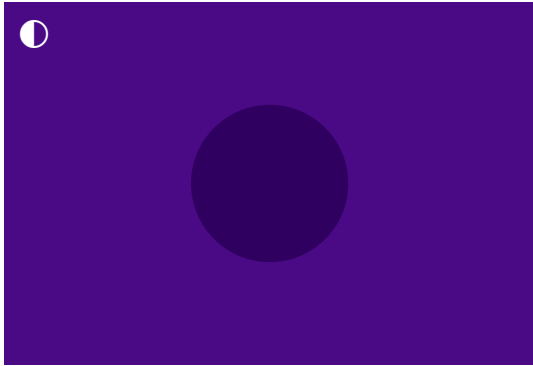
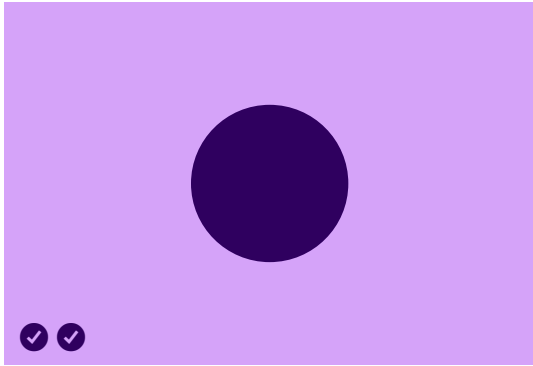
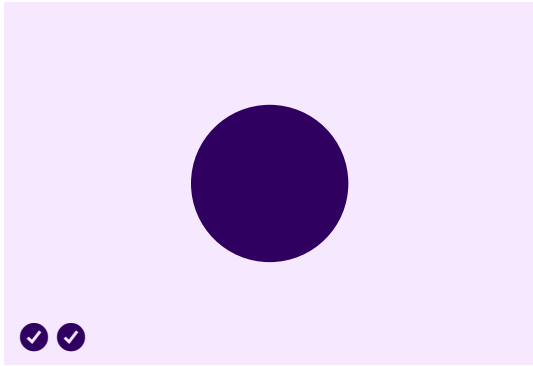
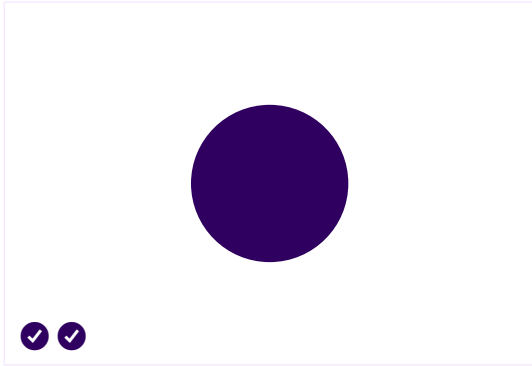
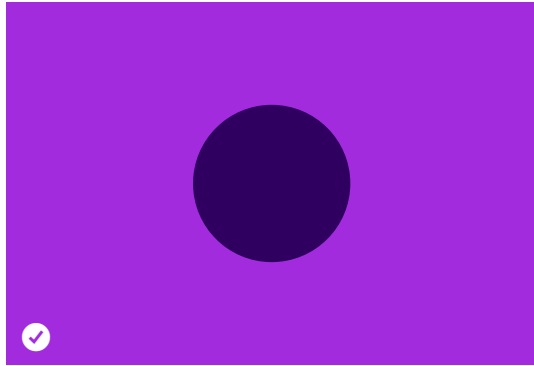
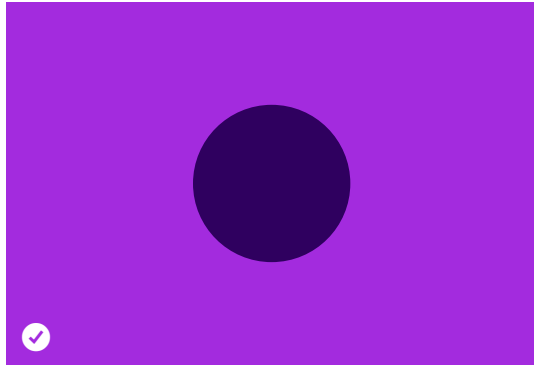
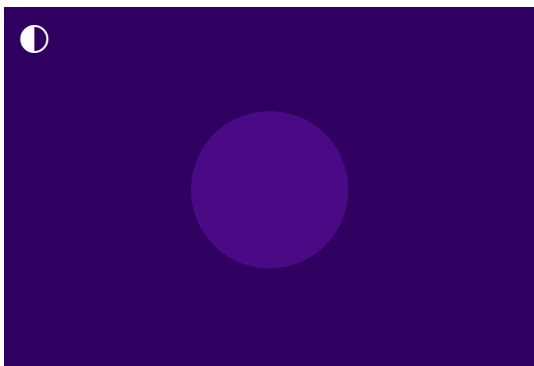
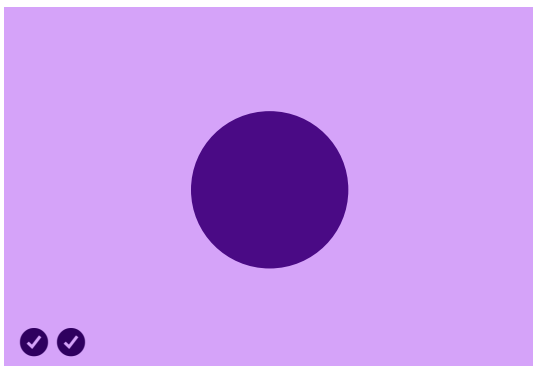
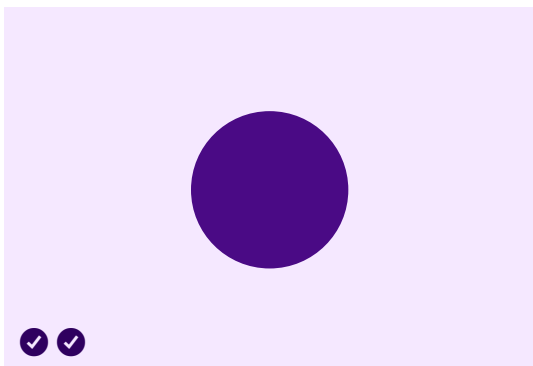
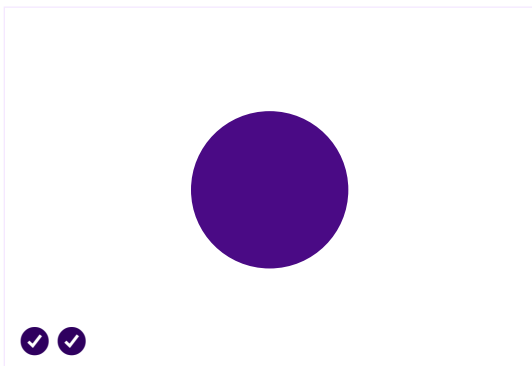
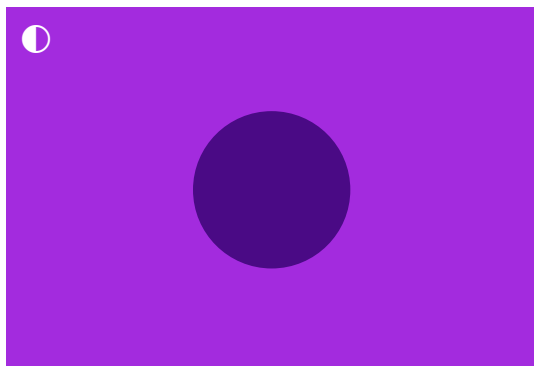
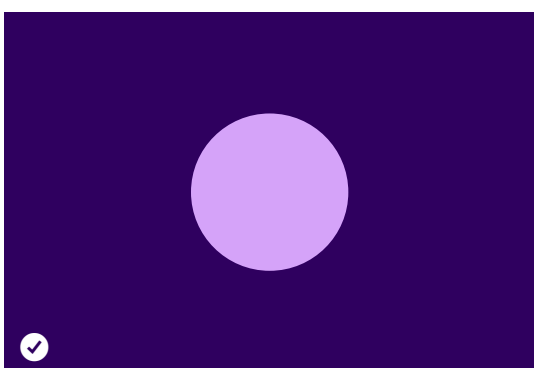
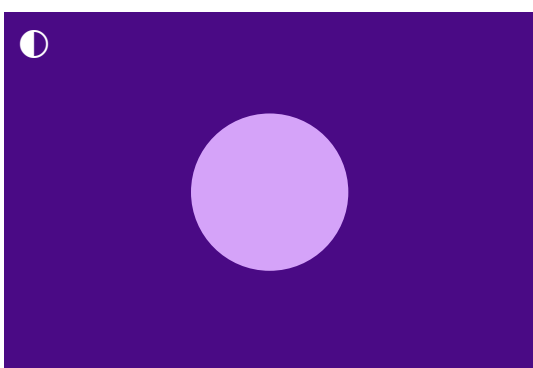
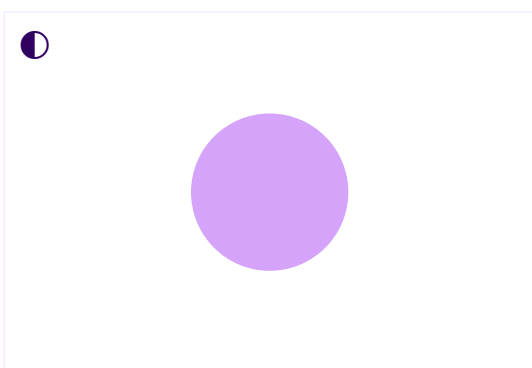
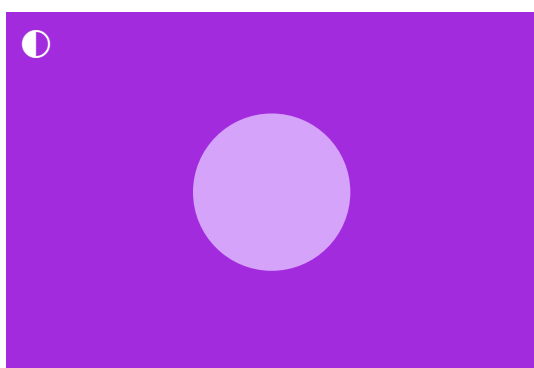
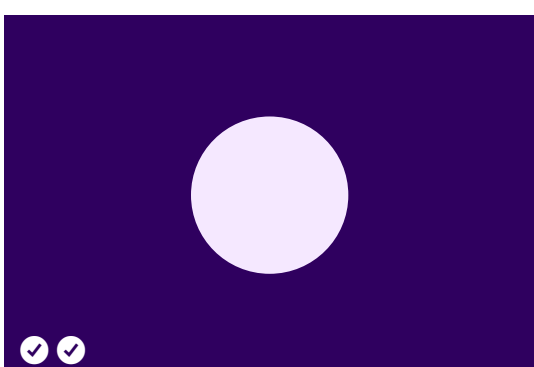
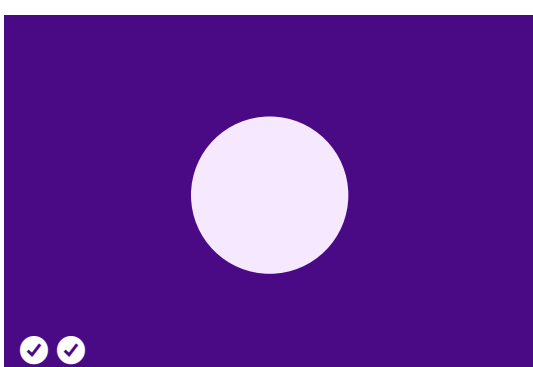
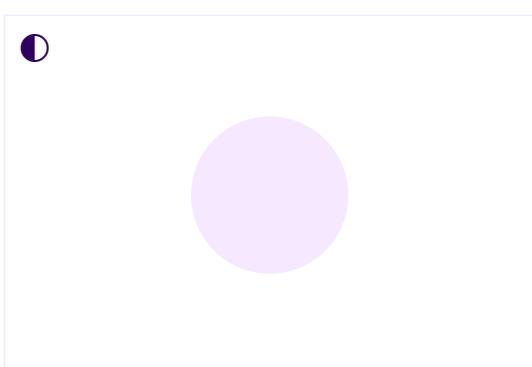
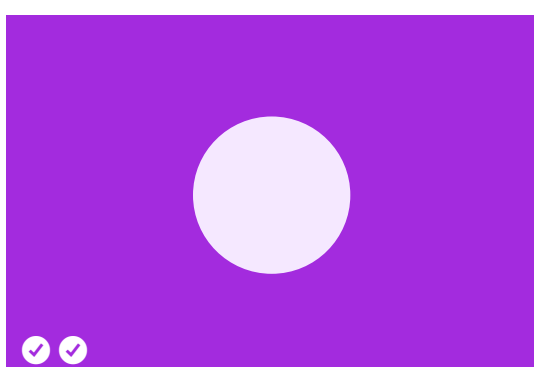
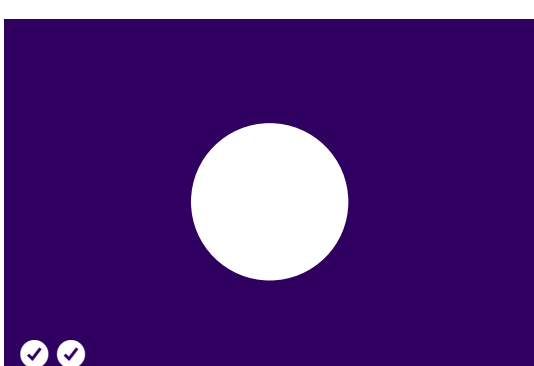
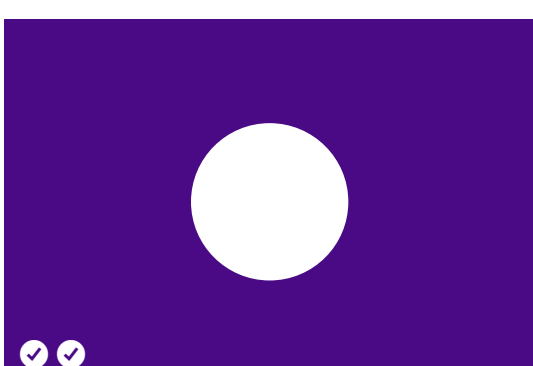
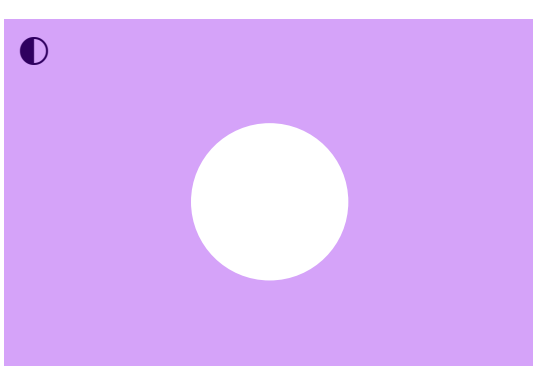
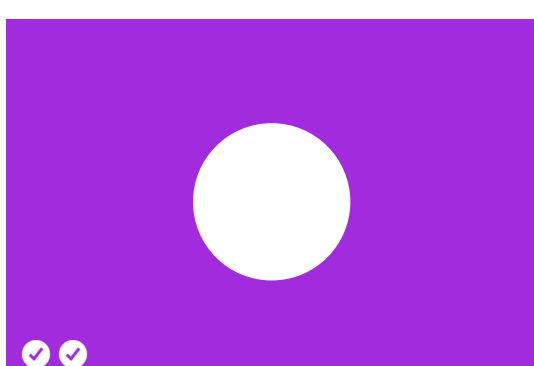
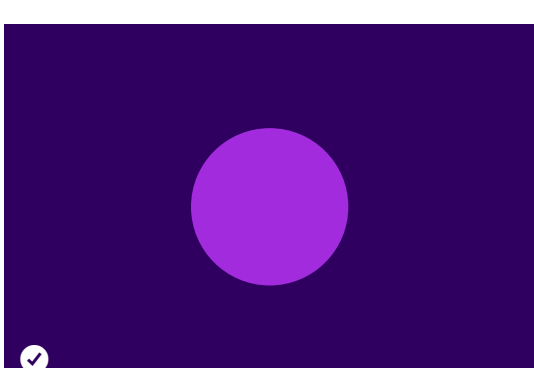
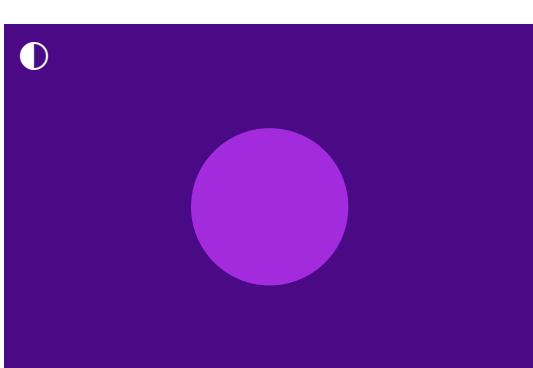
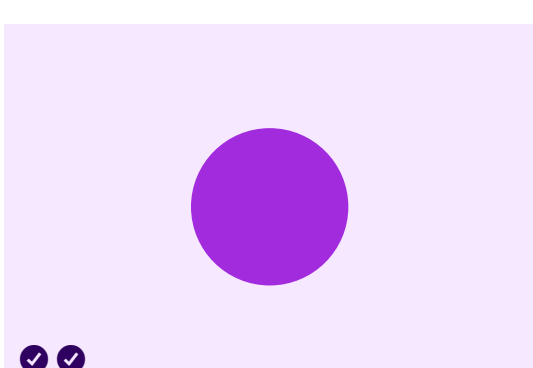
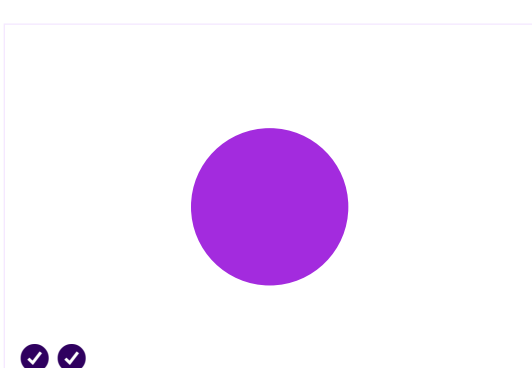
The following chart demonstrates approved colour combinations. Each combination is harmonious, avoiding clashing or visual noise.

While all combinations are approved for use, low contrast combinations (identified with a  icon) should only be used for subtle embellishment or graphic application, not for readable text or important content.

WCAG Compliant Colour Combinations

Australia’s accessibility obligations under the Disability Discrimination Act provide guidelines for colour contrast ratios used in digital and online mediums, referencing the Web Content Accessibility Guidelines (WCAG). Digital and online collateral developed for use and distribution by government, defence, and infrastructure clients should meet these guidelines.

-   Compliant with AA contrast ratio requirements for normal text.
-  Compliant with AA contrast ratio requirements for large text (18pt) or bold text (14pt) only.

	Dark Purple	Purple	Light Purple	Lavender	White	Pathway (2026 theme accent colour)
Dark Purple						
Purple						
Light Purple						
Lavender						
White						
Pathway (2026 theme accent colour)						

Typography

Headline typeface

Instrument Sans Condensed is a modern, bold, confident headline typeface with a hint of casual character, providing a subtle humanist touch for all communications. Its condensed proportions allow it to carry weight and impact, even in small spaces.

Instrument Sans Condensed is used only for our typographic logos, calls to action, and top-level, brand-driven messaging. It should not be used for long-form body copy, where our body typeface Inter is ideal.

While Instrument Sans Condensed is available in a wide range of weights, only the highlighted weight (Bold) is necessary for most applications. Additional weights may be used by approval from the Communications and Media team.

Instrument Sans is an open source font available via Google Fonts in a variable format, or via GitHub in a static Condensed specific weight. Instrument Sans is also available via Adobe Creative Cloud.

Download Instrument Sans (Google Fonts)

Download Instrument Sans (GitHub)

If you are unable to access these resources, please contact design@jobsandskills.gov.au for assistance.

Instrument Sans
Condensed

Regular

Italic

Medium

Medium Italic

SemiBold

SemiBold Italic

Bold

Bold Italic

Typography

Body typeface

Inter is the supporting, body typeface for Jobs & Skills Month. The Inter font family is to be used in all communications where extended, longer-form text is presented.

Designed primarily for viewing on screens with a focus on high legibility, its neutral, highly functional character balances Instrument Sans Condensed's boldness at headline level: Inter carries the bulk of body copy and detail without competing for attention, keeping the hierarchy clear and the system accessible across a wide range of formats and audiences.

While Inter is available in a wide range of weights, only the highlighted weights are necessary for most applications. Additional weights may be used by approval from the Communications and Media team.

Inter is an open source font available via Google Fonts. Inter is also available via Adobe Creative Cloud.

Download Inter (Google Fonts) 

If you are unable to access this resource, please contact design@jobsandskills.gov.au for assistance.

Inter

Thin
Thin Italic
ExtraLight
ExtraLight Italic
Light
Light Italic
Regular
Italic
Medium
Medium Italic

SemiBold
SemiBold Italic
Bold
Bold Italic
ExtraBold
ExtraBold Italic
Black
Black Italic

Typography

Fallback typeface

In instances where Instrument Sans Condensed and/or Inter is not available, or where a fallback font is required, Arial may be used.

Arial

Regular
Italic
Bold
Bold Italic

Typography Usage

Every application of typography needs its own care and consideration, but the configurations shown here offer a recommended, proportionate and varied range that maximises legibility.

The Jobs & Skills Month typographic palette combines Instrument Sans Condensed and Inter. Use sentence case throughout, except for small headings which may be presented in uppercase.

A 6pt baseline grid can help maintain vertical rhythm.

Headline message	Font: Instrument Sans Condensed Bold Size: 96pt Leading: 96pt Kerning: Metric	Tracking: 0 Case: Sentence case Space Before: 36pt Space After: 36pt
Heading one over one or multiple lines as required lorem ipsum dolor.	Font: Instrument Sans Condensed Bold Size: 60pt Leading: 66pt Kerning: Metric	Tracking: 0 Case: Sentence case Space Before: 36pt Space After: 36pt
Introductory paragraph over one or multiple lines as required minis num faccus diciam, totae prepudior dolorernat pa delecab orera.	Font: Inter Light Size: 30pt Leading: 36pt Kerning: Metric	Tracking: 0 Case: Sentence case Space Before: 36pt Space After: 36pt
Body copy over multiple lines. Ro tempos ex eicipsus sum consequiatat venis sendipsam, etureptatas explic tes plaboriat re sam idelis eos a porunt verum, ese oditiunt dolorro tem aut evel ipsus, ium venia commoloris qui. Igenime essimus ipsamus earume dereiuriore plam quia solum fuga. Itatet eum laborent omnis dolutatur maio bea dolupis eumet rest, senissitae.	Font: Inter Regular Size: 15pt Leading: 18pt Kerning: Metric	Tracking: 0 Case: Sentence case Space Before/After: 0pt Space Between: 12pt
Excessimus, untius magnam et rent et poreiun derferibus conse ne vellentis eos essitatur re ipsum et, ommo voluptatium harchici oditam volesti aut recaborae veliae nimusci endantes.	Font: Instrument Sans Condensed Bold Size: 27pt Leading: 30pt Kerning: Metric	Tracking: 0 Case: Sentence case Space Before: 30pt Space After: 6pt
Heading two over one or multiple lines	Font: Inter Bold Size: 18pt Leading: 24pt Kerning: Metric	Tracking: 0 Case: Sentence case Space Before/After: 24pt Space Between: 6pt
Body copy over multiple lines. Ro tempos ex eicipsus sum consequiatat venis sendipsam, etureptatas re sam idelis eos a porunt verum, ese oditiunt dolorro tem aut evel ipsus, ium venia commoloris qu.	Font: Inter Bold Size: 12pt Leading: 18pt Kerning: Metric	Tracking: 20 Case: Uppercase Space Before/After: 12pt Space Between: 6pt
Heading three over one or multiple lines		
Body copy over multiple lines. Ro tempos ex eicipsus sum consequiatat venis sendipsam, etureptatas re sam idelis eos a porunt verum, ese oditiunt dolorro tem aut evel ipsus, ium venia commoloris qui.		
Heading four over one or multiple lines		
Body copy over multiple lines. Ro tempos ex eicipsus sum consequiatat venis sendipsam, etureptatas re sam idelis eos a porunt verum, ese oditiunt dolorro tem aut evel ipsus, ium venia commoloris qu.		
Caption or small copy over one or multiple lines as required olor moloren ihilibus dolorep rerfera qui omniet la porisci cullest intotaquiae dolo volore volum vidia verum illecea id quiam alis eatem quas apicae debitam invel et peris sinciatis modi velit, sit aut inum niae latem harchic.	Font: Inter Medium Size: 10pt Leading: 12pt Kerning: Metric	Tracking: 0 Case: Sentence case Space Before/After: 0pt Space Between: 6pt

Graphic devices

Pathways (2026)

Each year, alongside a new accent colour, a distinct set of graphic devices is introduced to support the year's theme.

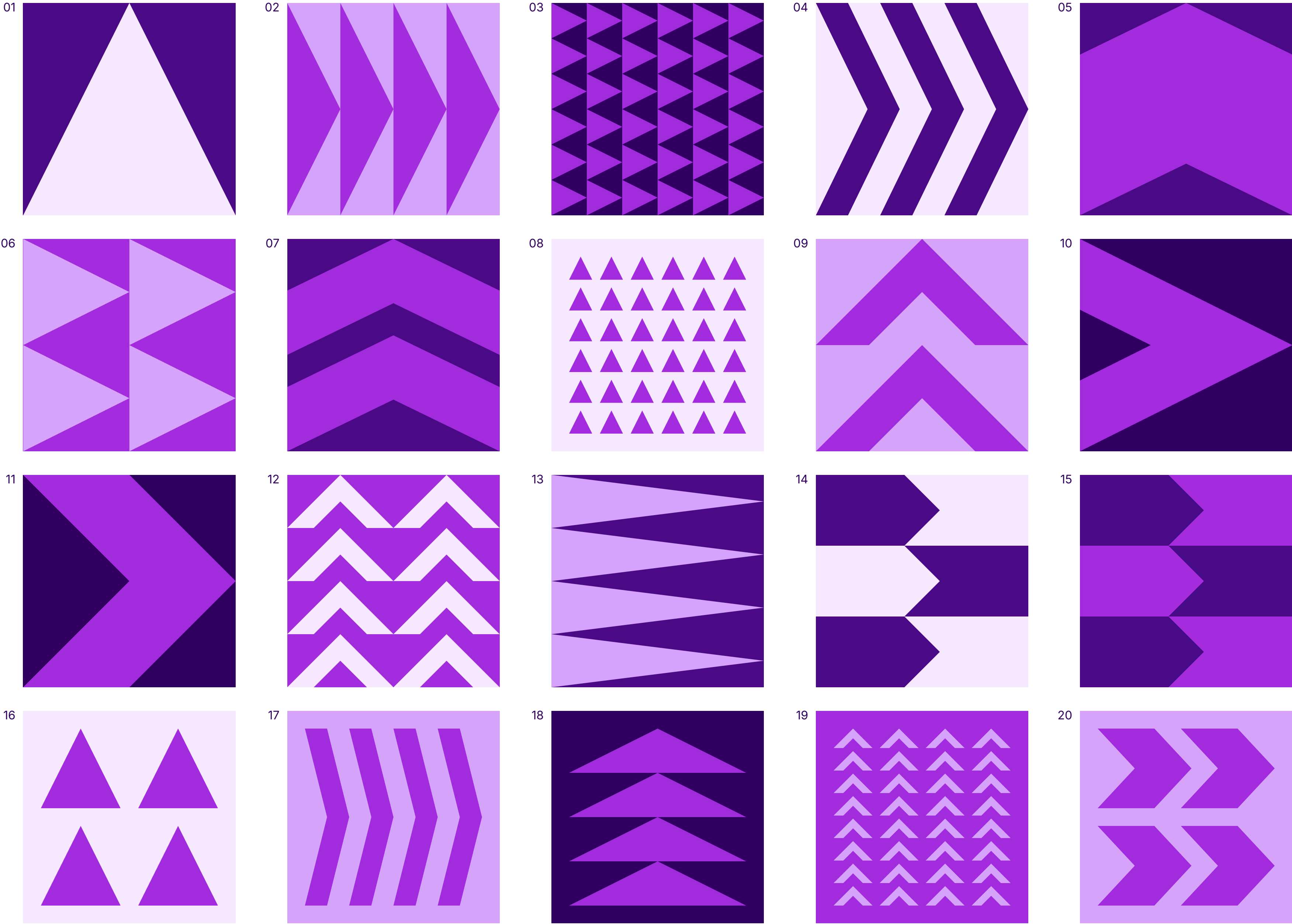
In 2026, the graphics for the Pathways to Success theme are built around a system of triangular, directional arrow forms, each suggesting movement, growth and opportunity. Pointing upwards and to the right, the graphics reinforce the idea of progressing through different pathways towards future success.

The graphics vary in size, detail, shape and arrangement, allowing them to create dynamic compositions. Stacked in structured, grid-like formations, they form bold textural backgrounds, or when used sparingly and in isolation they can provide movement and momentum to support adjacent assets and content.

Download 2026 graphic devices



If you are unable to access this resource, please contact design@jobsandskills.gov.au for assistance.



Graphic devices

Usage

Graphic elements should support, not overpower, photography and messaging
Maintain consistent spacing and flow by arranging graphics in configurations

Graphic elements may be used in conjunction with photography to create depth and visual interest. Layered shapes can sit in front of or behind subjects, interacting with the imagery to emphasise movement and guide the viewer’s eye. Photography can be inserted into the graphic devices as a housing device.

Colour
Graphic devices can be presented in a single or multiple colours. Graphic elements must be presented using the approved Jobs & Skills Month colour palette.



Shaded areas indicate where solid colour and photography can be integrated.

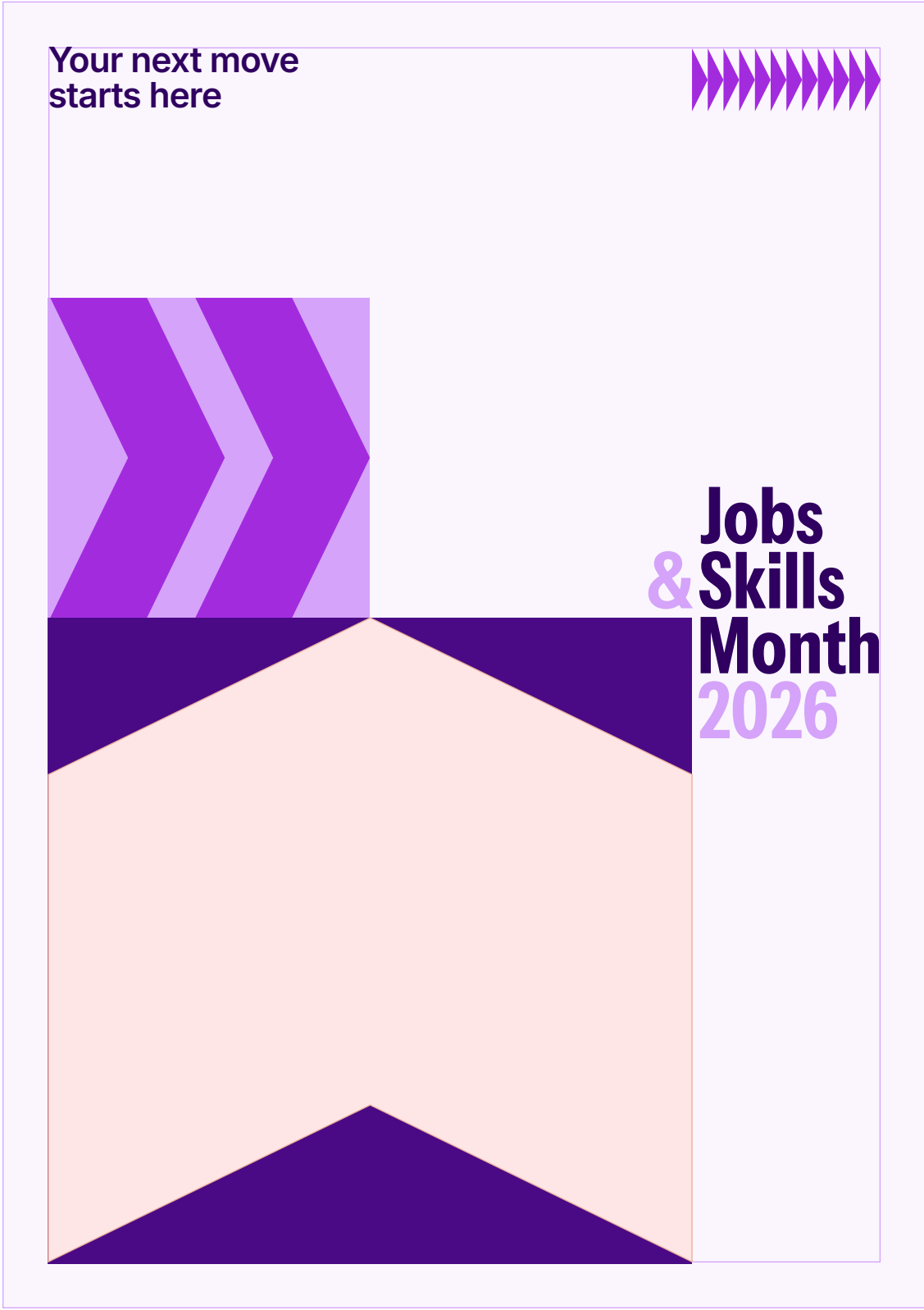
Graphic devices may be placed inside and outside content areas.



Scale and rotation can be varied on a single graphic device to create minimal but dynamic designs.



Graphic devices can be placed within square frames. Photography can be inserted into the graphic devices as a housing device.



Photography

Pathways (2026)

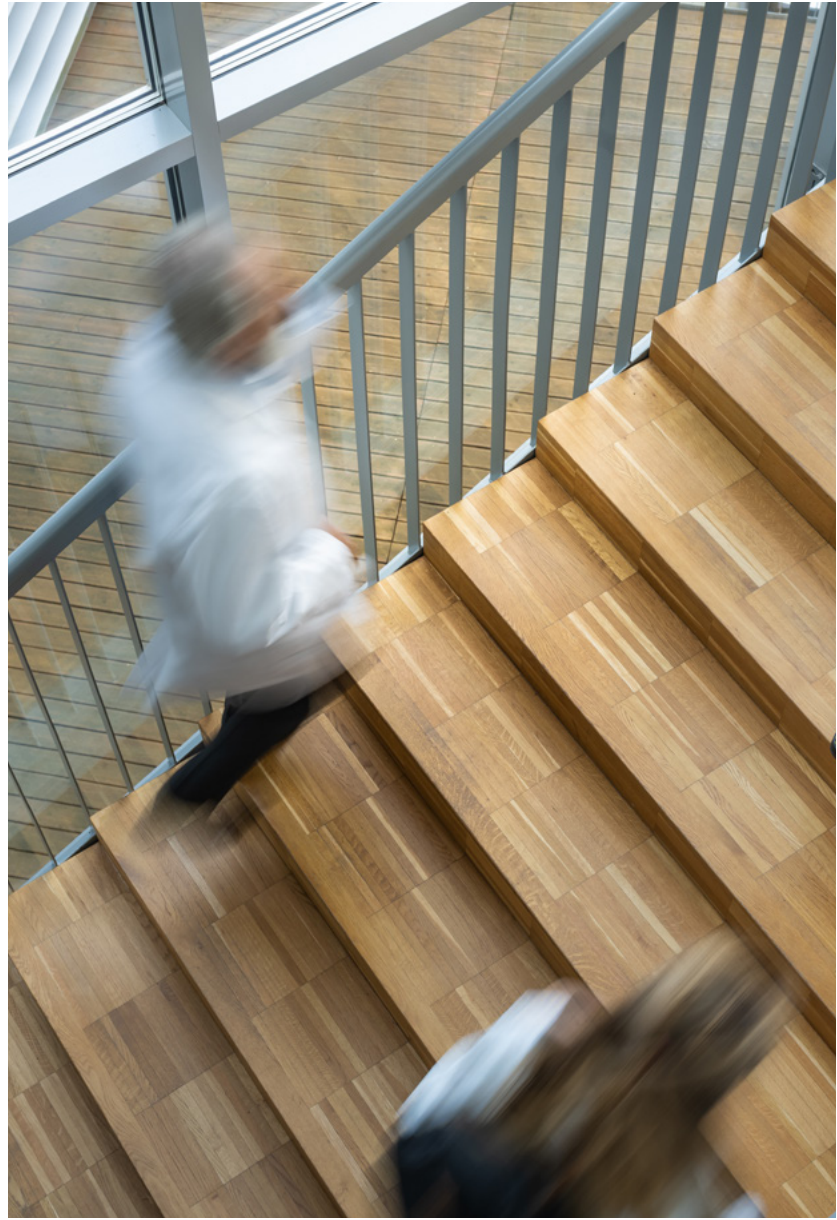
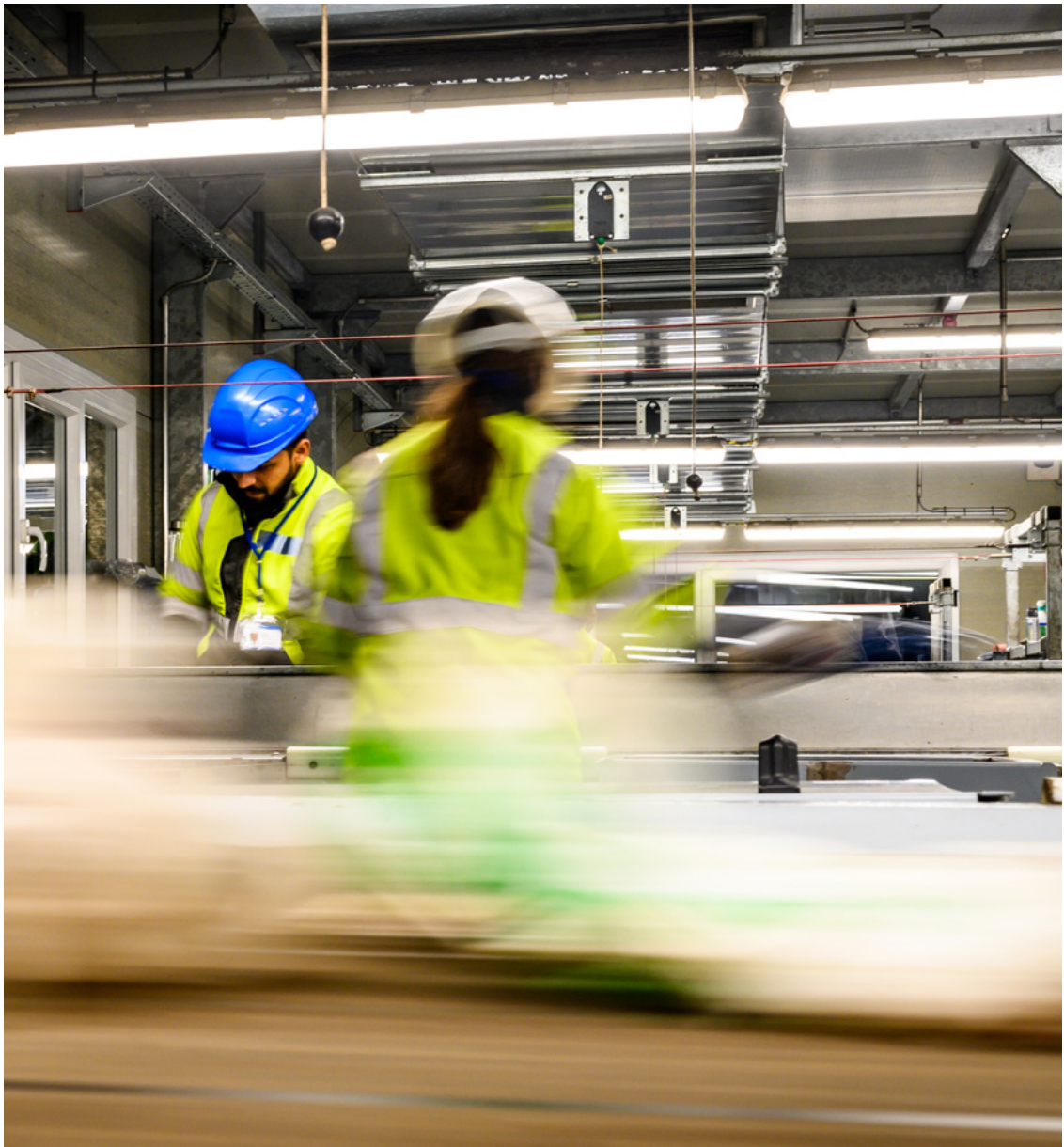
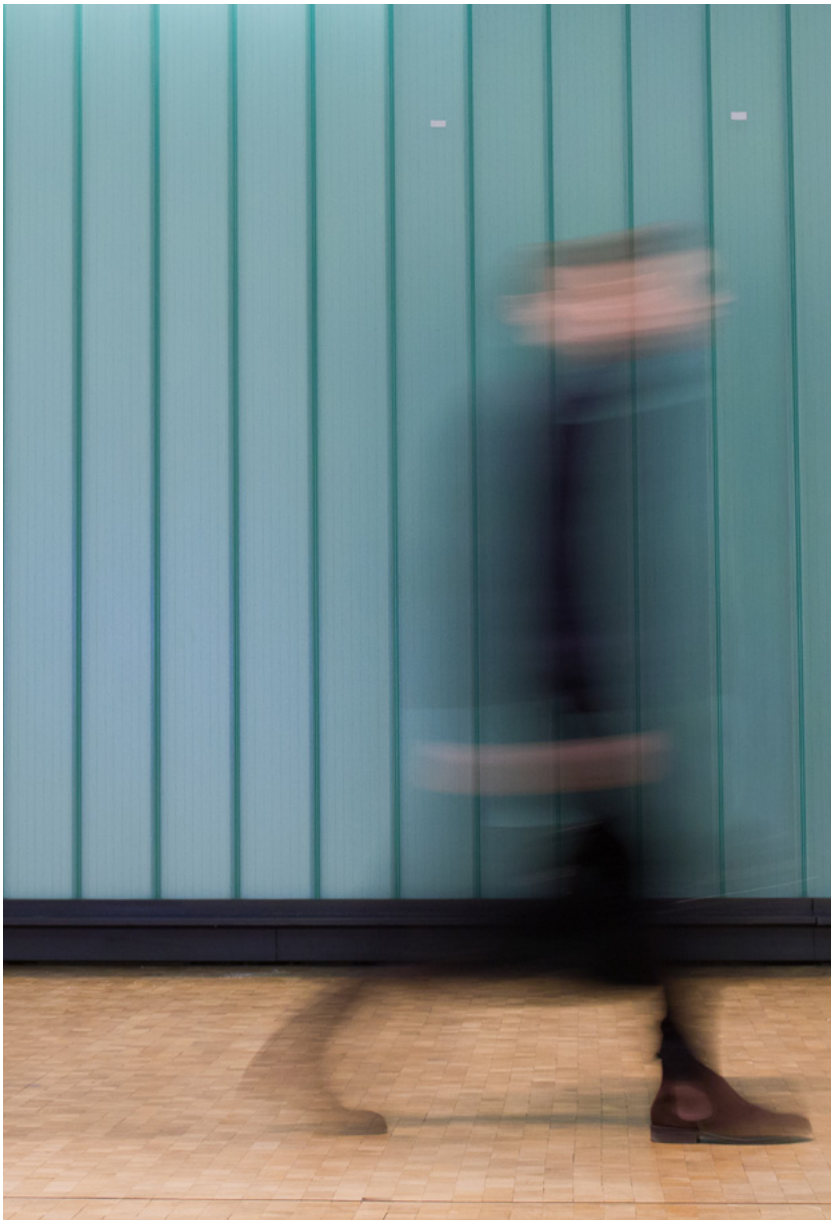
Adding to visual language deployed for the each year, distinct photography art direction further exemplifies concepts and ideas relating to the theme.

In 2026, photography visually expresses the Pathways to Success theme through movement. Using low shutter speed techniques, images should capture motion blur and light trails that create a sense of progress, transition and forward momentum.

Rather than focusing on individual identity, the use of motion naturally obscures faces and identifying features, allowing the imagery to represent the shared experience of Australia’s workforce. Images should reflect the breadth and diversity of people, industries and workplaces across Australia, portraying authentic moments that are energetic, optimistic and human.

Download 2026 photography (stock) ↓

If you are unable to access this resource, please contact design@jobsandskills.gov.au for assistance.



Photography Usage

Photography can be placed within frames, as full-bleed background images, or placed into graphic devices to create varying levels of scale, contrast and momentum.

Photography can be placed within frames, including frames anchored by the logo.

Placed as a background image, photography can create textural, minimal designs.

Photography can be placed into graphic devices to highlight elements, further integrating the brand identity and imagery.



Questions or comments?

Our Communications and Media team can point you in the right direction. Please contact jobsandskillsmonth@jobsandskills.gov.au for information and guidance.

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Jobs & Skills Month



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