

Everyone's journey is different...

GYMPIE
CAREER PATHWAYS
PROGRAM

A stylized illustration of a woman with long brown hair, seen from the back. She is wearing a bright green long-sleeved sweater and wide-leg blue trousers. She is reaching her right arm up towards a large, bright orange circular shape that represents the sun. The sun has several brown leaves and branches extending from its left side. The woman is standing on a light gray shadow. The background is plain white.

ACKNOWLEDGMENT OF TRADITIONAL OWNERS, ABORIGINAL AND TORRES STRAIT ISLANDER PEOPLE

The Gympie Career Pathways Program (GCPP) is proudly delivered on Butchulla and Kabbi Kabbi (Kabi Kabi) country.

We acknowledge Aboriginal and Torres Strait Islander people as the Traditional Owners of this country throughout Australia and their connection to land, sea and community.

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

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



What is Gympie Career Pathways

GCPP 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.

GCPP 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.

GCPP 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.

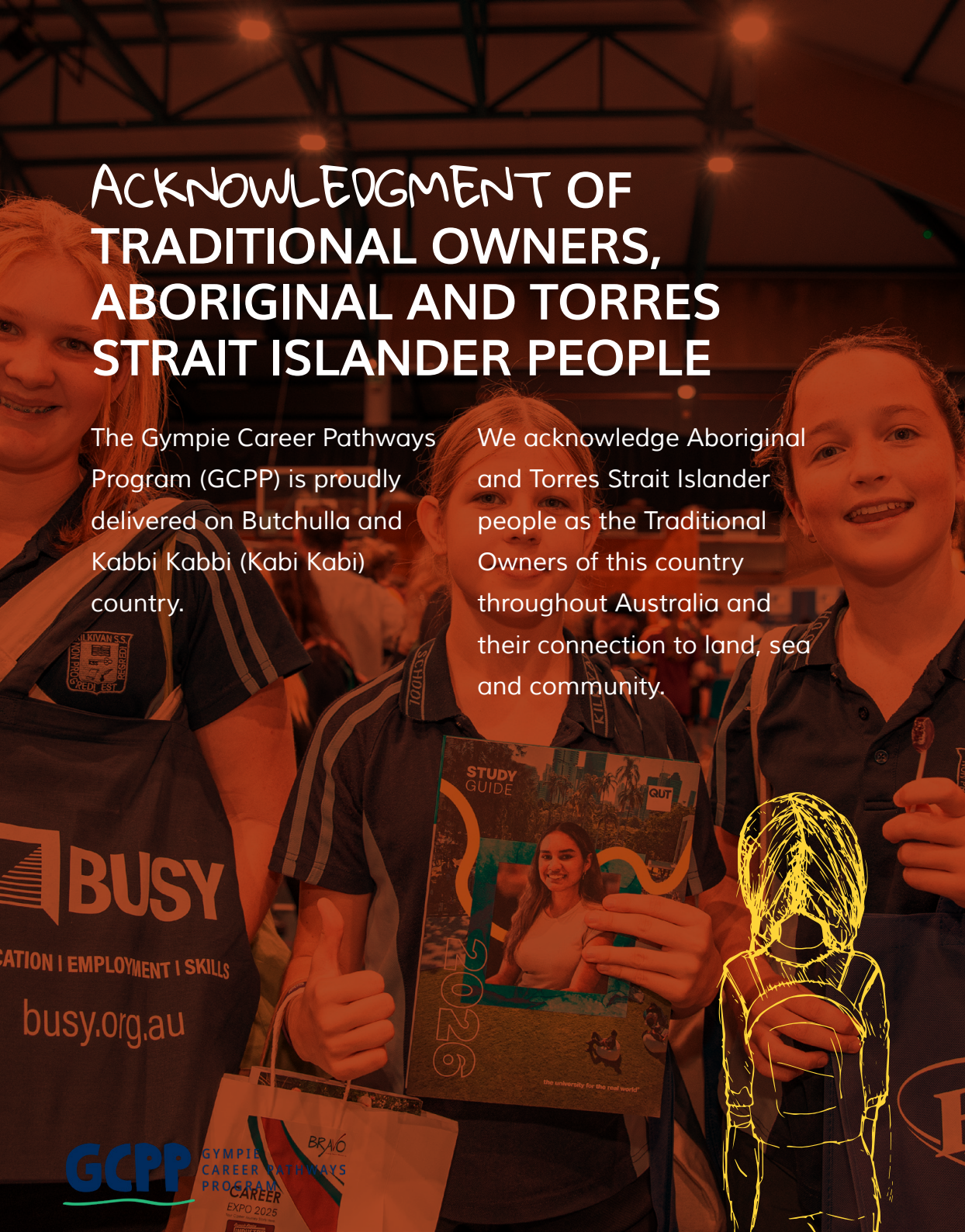
Contemporary industry and employment advice....

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

www.gympiecareerpathways.com.au





Regional Stakeholders

With the support of regional stakeholders, GCPP 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.

Central to GCPP's success is the commitment of regional industry employers to engage with schools through the program. Through GCPP's networks, students have gained direct access to local employers who have generously opened their workplaces for immersive tours, work experience, and school-based apprenticeship and traineeship opportunities. Importantly, these employers have also shared their expertise, offering guidance on how to pursue careers in the manufacturing, construction, engineering, and health sectors, while also highlighting the breadth of employment opportunities available locally.



Everyone's journey is different....

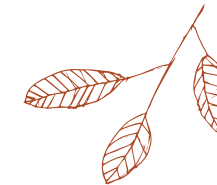
This brand personality is to feel like a cohort, a group of young people, not one person. It will embrace diversity and creativity at its core, with character and a human feel.



Our Guiding Themes

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

We are active listener's. We offer guidance and support - holding space. We build on ideas with our audience. We are curious about people and life.

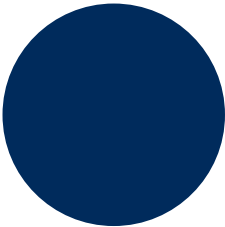


GCPP Colours

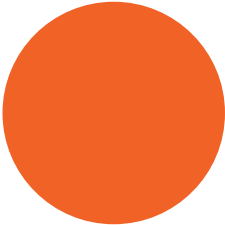
Some of the RDA Wide Bay Burnett primary colours and fonts have been used in the GCCPP branding to create a link between the two.

PRIMARY

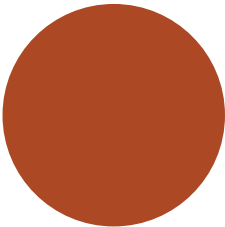
OCEAN BLUE
PANTONE 289 C
C 100 M 64 Y 0 K 60
R 0 G 42 B 92
HEX/HTML # 002a59



ORANGE
C 1 M 76 Y 97 K 0
R 240 G 98 B 38
HEX/HTML # f06226

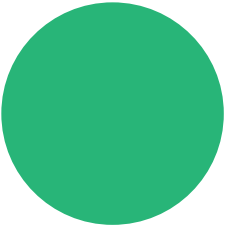


BROWN
C 23 M 82 Y 87 K 0
R 173 G 72 B 35
HEX/HTML # ad4823

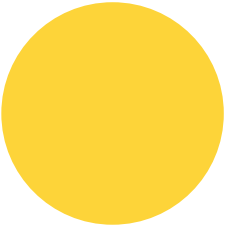


SECONDARY/ACCENT

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



YELLOW
C 1 M 14 Y 87 K 0
R 255 G 213 B 48
HEX/HTML # ffd53a



GCPP Fonts



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

FONT

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

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

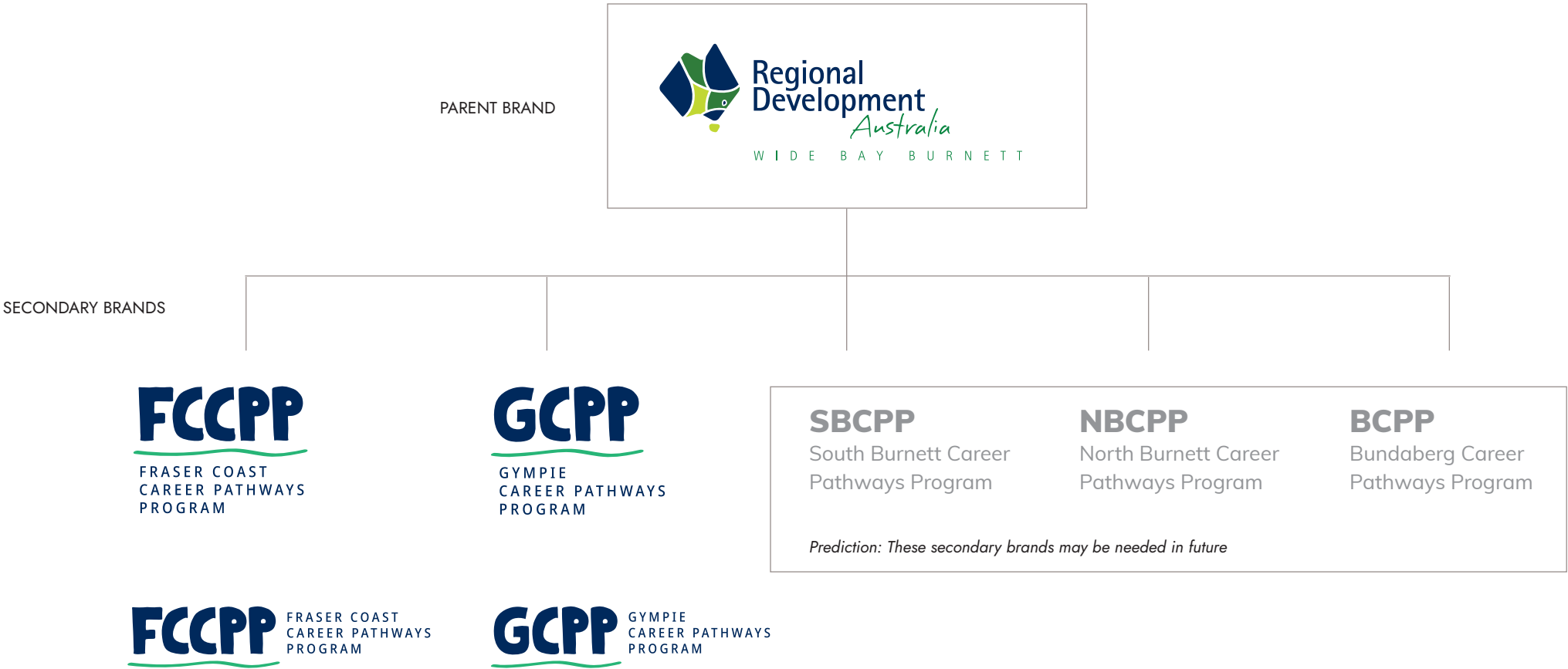
Muli is free on Canva for use.
Muli is the RDA WBB brand font and is used across the FCCPP collateral. The free substitute font where Muli isn't available is **Calibri**.

Gloria Hallelujah

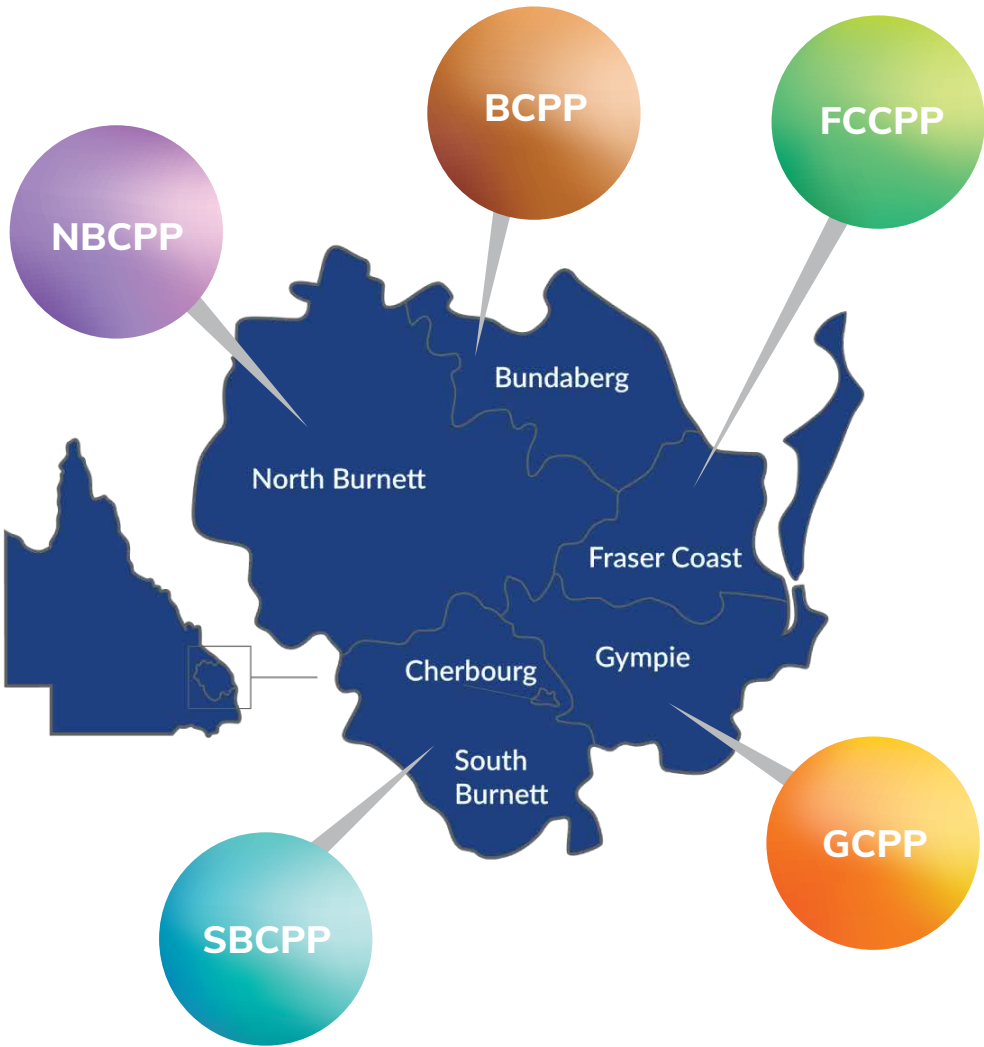
FONT LINK:
<https://fonts.google.com/specimen/Gloria+Hallelujah?query=gloria+hallelujah>

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.

Brand Hierarchy



Planning for Expansion



RDA WBB WEBSITE EXCERPT

The Wide Bay Burnett region stretches 48,600sq km from the **fertile soils** of the inland Burnett to the **picturesque shores** of Bundaberg and the Fraser Coast, and down **to historic** Gympie.

COLOUR PALETTE FOR CAREER PATHWAYS PROGRAM
INSPIRED BY KEYWORDS:

fertile soils
picturesque shores
historic

Colour Rationale

connection to place

Gympie (GCPP)



Colours inspired by:



South Burnett (SBCPP)



Colours inspired by:



North Burnett (NBCPP)



Colours inspired by:



Bundaberg (BCPP)



Colours inspired by:



Colour Rationale

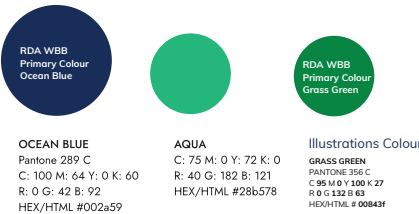
aerial view of brand colours

Fraser Coast (FCCPP)

FCCPP LOGO



FCCPP COLOURS



FCCPP SUPPORTING GRAPHICS



The **FCCPP** brand identity was co-designed by Fraser Coast students grades 7-12.

Everyone's journey is different...

Colour Rationale

aerial view of brand colours

Gympie (GCPP)



The **GCPP** brand identity was co-designed by Wide Bay Burnett students, grades 7-12



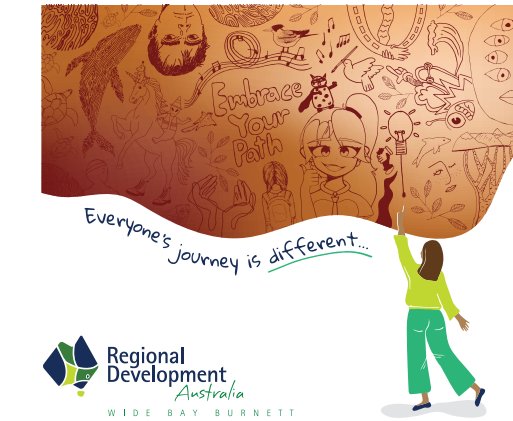
South Burnett (SBCPP)



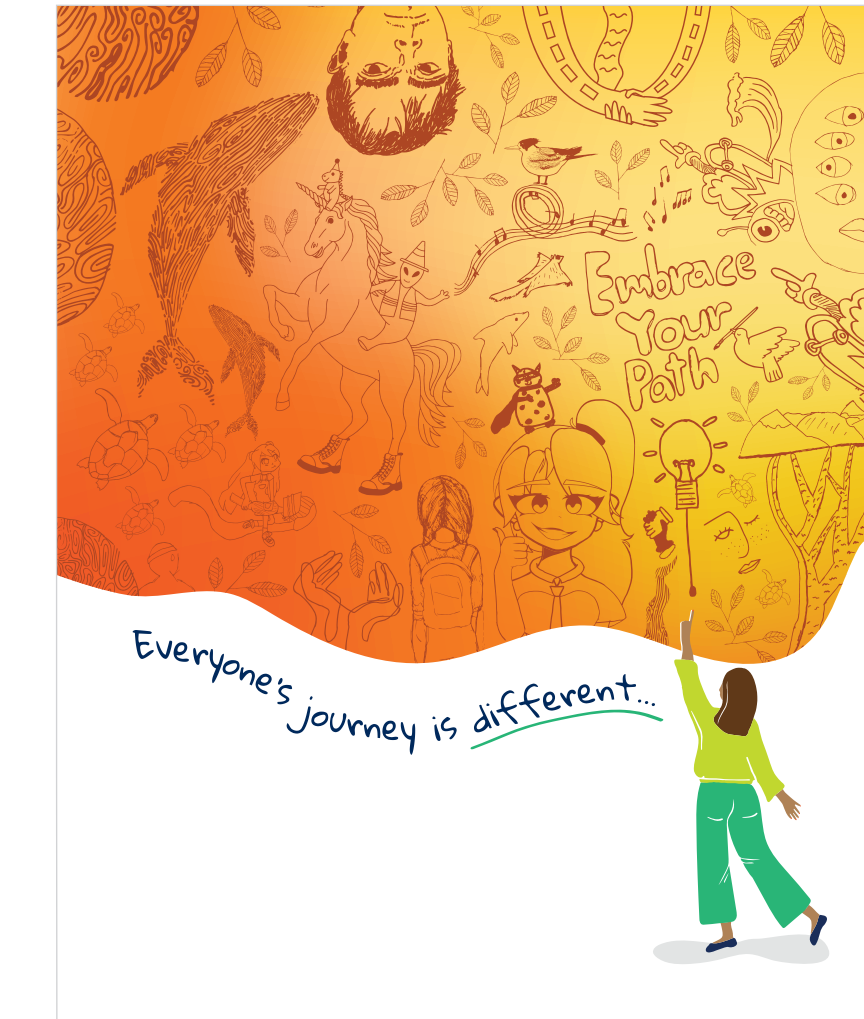
North Burnett(NBCPP)



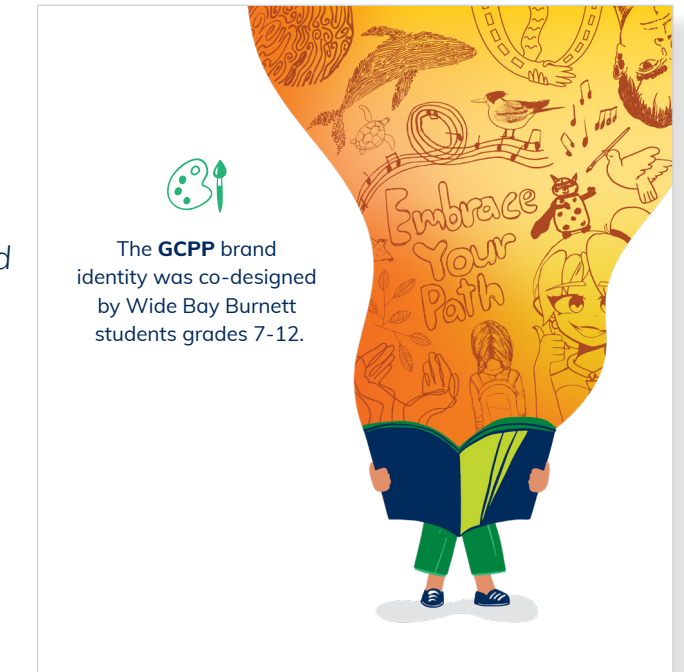
Bundaberg (BCPP)



Students Creative Contribution



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



The **GCPP** brand identity was co-designed by Wide Bay Burnett students grades 7-12.



Print & Digital Designs



Business Cards, Front and Back



E-signature



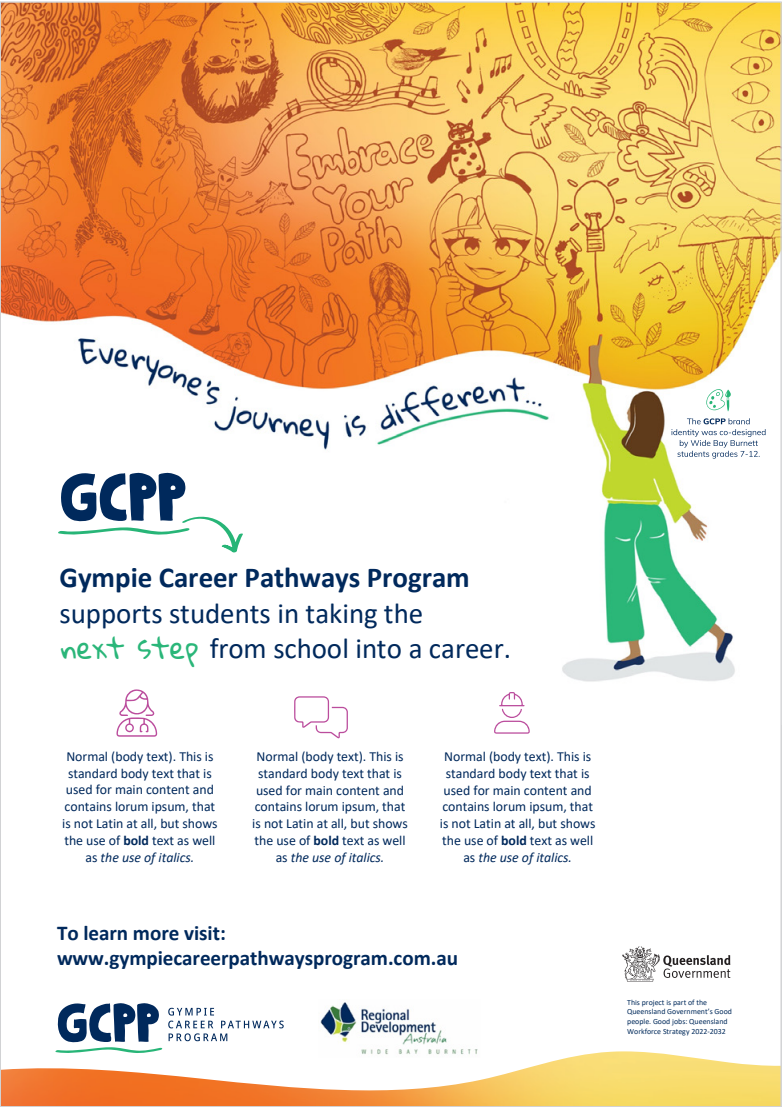
Name Tag



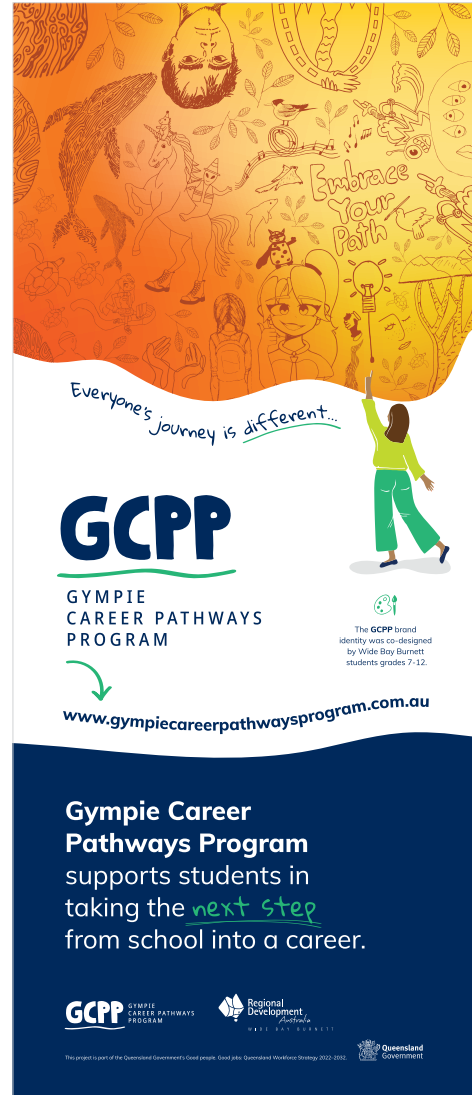
A4 Letterhead, Editable Word Template



Web Banner (the same size as the customised FCPP web banner has been used)



A4 Flyer, Editable Word Template



Pullup Banner (APPROVED, HAS BEEN PRINTED)



LinkedIn Banner with profile image

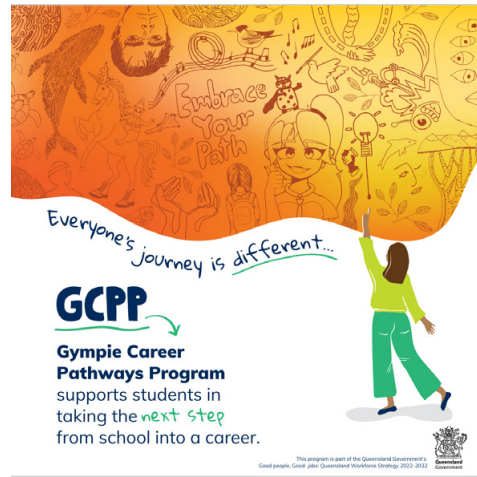


Facebook Banner option 1



Facebook Banner option 2

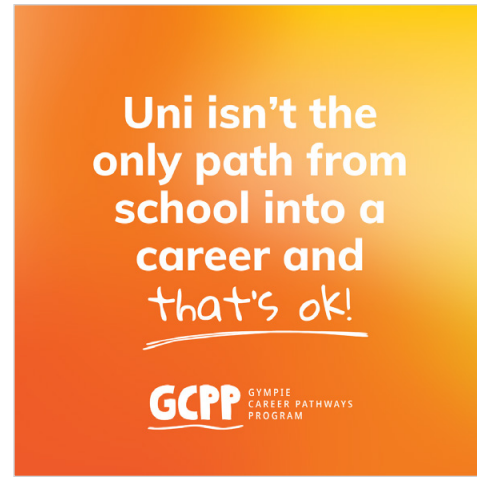
Editable Canva Templates



Brand Focus (core statement)



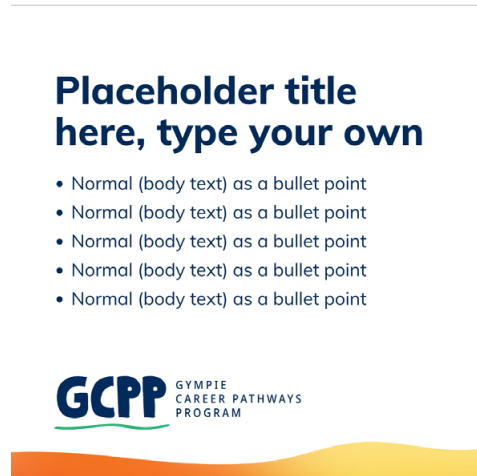
Key Messages



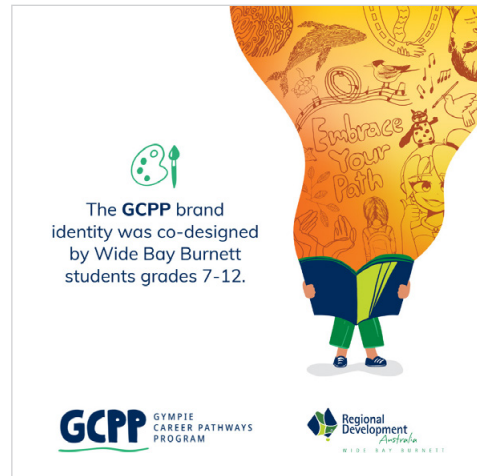
Key Messages



Content



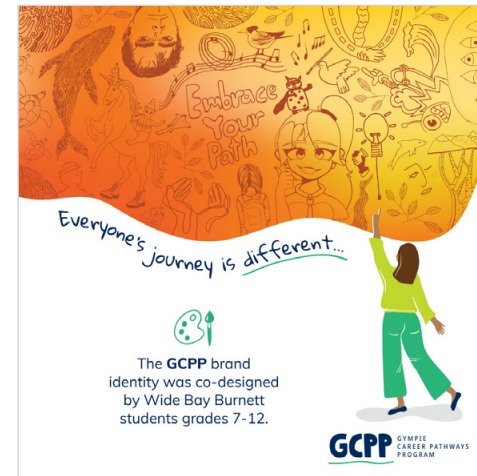
Content



Co-design Acknowledgment Option 1



Co-design Acknowledgment Option 2



Co-design Acknowledgment Option 3

GCCPP Wordmark Logo Formats

FULL COLOUR

Vertical/stacked Logo
With Tagline



Horizontal Logo
With Tagline



Stand-alone Acronym
No Tagline



MONOCHROME



2 COLOUR REVERSED

