

TeSA and IMDA Logo Usage Guidelines

- 1) CITREP+ is a programme under the TechSkills Accelerator (TeSA) administered by IMDA. Course Providers should use the **TeSA and IMDA Logos** in all marketing collaterals and publicity/course materials promoting the courses and certification endorsed by CITREP+ .
- 2) Approval by IMDA is required for the use of the TeSA and IMDA logos, programme overview and details. Such approval should not be construed as a blanket approval for future use. A **marketing clearance reference code** will be issued upon approval of the request. The turnaround time is between 3-5 working days.
- 3) Course Providers may include the programme overview (see Example A) in the collateral and publicity materials. For the use of the TeSA logo, it is mandatory to include the programme details as shown in Examples B and C.
- 4) Course Providers are supposed to hyperlink the TeSA logo featured on their online channels to www.imtalent.sg so that interested parties can have a better understanding of the opportunities under TeSA.
- 5) Should the logo be used in a way deemed unprofessional to us, we retain the right to withdraw our support and logo from all collaterals, as well as request that the publicity materials be removed from circulation.
- 6) Marketing activities and other actions, such as bundling, that result in inappropriate amount of funding support enjoyed by the trainees and the sponsoring organisations are considered as financial breaches.
- 7) As a reminder, do ensure all marketing complies to CITREP+ Terms for Endorsement. Action will be taken for continued non-compliance to CITREP+ Terms.
- 8) For clarification/request for clearance, please contact:

Eu Shi Heng
TechSkills Accelerator (TeSA) Programme Office
Email: eu_shi_heng@imda.gov.sg

TeSA Logo Usage Guidelines

TeSA Logo

TeSA Programme Logo (Full version)

- To be displayed next to the endorsed Course / Certification

Default logo usage



The full colour version of the logo will be the only approved combination. In the occasion that the logo is placed against a dark background, the rest of the logo should be in white, while the 'A' remains in orange.

For print

Min. height: 10mm



Min. height: 20mm

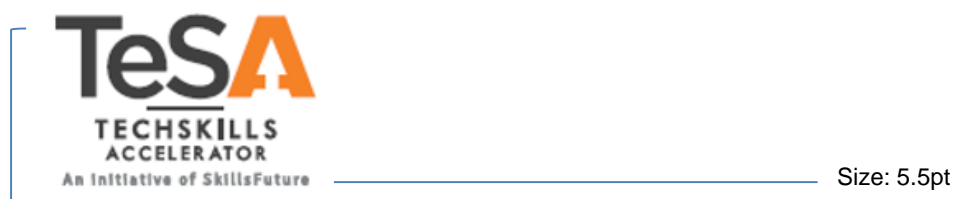


For web

Min. height: 25px



Min. height: 55px



TeSA Programme and IMDA Logo

- Programme Overview



SUPPORTED BY:



CITREP+ is a programme under the TechSkills Accelerator (TeSA) – an initiative of SkillsFuture, driven by Infocomm Media Development Authority (IMDA) and in partnership with strategic partners; Workforce Singapore (WSG) and SkillsFuture Singapore (SSG), as well as collaboration with industry partners and hiring employers. TeSA offers various programmes to support professionals to upgrade and acquire new infocomm technology (ICT) skills and domain knowledge that are in demand, and to stay competitive and meet the challenges of a fast-moving digital landscape.

TeSA Programme and IMDA Logo

- Programme Overview

EXAMPLE B

SUPPORTED BY:



Certified Business Analytics Infocomm Professional

Administered by the Infocomm Media Development Authority (IMDA), the CITREP+ funding support is eligible for Singapore Citizens and Permanent Residents. Valid for courses and examinations commencing on or before 31 March 2019.

Terms and conditions apply. Please visit www.imtalent.sg/citrep for full details.

TeSA Programme and IMDA Logo

- Programme Overview

EXAMPLE C

- When the logos are used against a dark background

SUPPORTED BY:



Certified Business Analytics Infocomm Professional

Administered by the Infocomm Media Development Authority (IMDA), the course is eligible for CITREP+ funding support under TeSA. Terms and conditions apply.

Please visit www.imtalent.sg/citrep for full details.

N.B. Placement of the TeSA and IMDA logos should be at the bottom of the marketing collaterals, where space permits