



2018 v2.0

# Brand Standards



## OnCourse Learning Value Proposition:

We empower our customers to enhance workforces, manage compliance and advance careers through technology-based personal learning.

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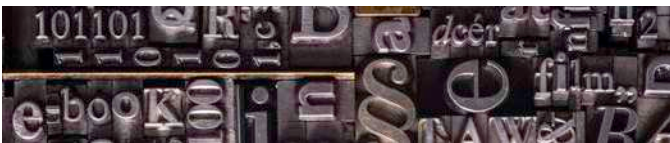
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# Brand Personality

The OnCourse Learning brand personality is an **intelligent, trusted, supportive adviser who responds seriously to workplace and career efficiencies, gives great advice, likes to motivate others and find solutions quickly.**

## Personality:

- Smart:** helping professionals succeed and advance in their careers through education
- Trusted:** go-to resource for unbiased, relevant and timely information
- Supportive:** personal service through account management or social engagement
- Colleague:** not as casual as a friend, respected for their knowledge
- Gives advice:** service to help advance careers
- Finds solutions quickly:** fulfilling a need in each of our industries

## Tone:

Confident, Genuine,  
Aspirational, Welcoming

Writer's attitude toward the reader and the subject of the message. Not only what you say, but how you say it. Expression of the people behind the brand.

## Emphasis:

- Direct, to-the-point, short headlines show boldness and confidence.
- Vary sentence length within paragraphs for emphasis.
- Welcoming stress the "you" attitude and second person narrative.
- Aspirational strongest ideas are first and last.
- Stress reader benefits.
- No humor.
- Use everyday language but not too conversational. (maintain professionalism) genuine
- Formal vs. Informal will vary over different platforms. When in doubt, use formal tone.
- Active voice to emphasize accomplishment or work completed.
- Passive voice to deemphasize the person or team.

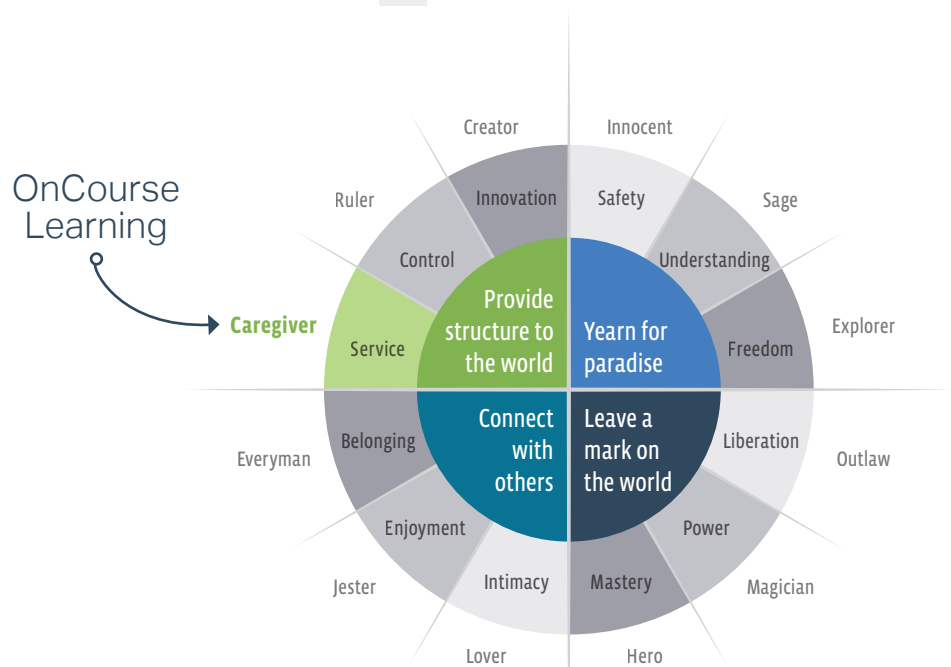
## Tone Example:

### Original

Remaining compliant is critical for both professionals and organizations operating in today's highly-regulated, rapidly-changing financial industry. Banks, credit unions, mortgage lenders, money service businesses, gaming operations and financial services professionals know OnCourse Learning's training solutions by its long-established, proven brands such as TrainingPro, Pro Schools, BankersEdge, MSBEdge, Digital University and Energy Management University.

### Revised (preferred)

It can be challenging for both professionals and organizations to operate in today's highly-regulated, rapidly-changing financial services industry. Join the thousands of banks, credit unions, mortgage lenders, money service businesses, gaming operations and other professionals who partner with OnCourse Learning for long-established and proven training solutions. We are proud to call TrainingPro, ProSchools, BankersEdge, MSBEdge, Digital University and Energy Management University members of OnCourse Learning Financial Services.



Universal human desire and how each archetype meets the desire

# Logos and endorser



# Brand Structure

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## Corporate



## Industry



## Associated



---

## Products

OnCourse Direct

OnCourse Direct EX

PrepxL

OnCourse Unplugged

ComplianceKeeper



FocusedCE Series

---

Consolidating brands

**NUTRITION**dimension

INSTITUTE for  
Professional Care  
EDUCATION

Today in **OT**

**PRAEDO**  
INSTITUTE

Distance**CME**

Today in **PT**

---

Consolidating products

**CE**direct

pearls**REVIEW**  
by Nurse.com

**aQuire**  
training solutions

medifecta

**EASYCEU**  
.com

Care**Pro**



# OnCourse Corporate Brand/Product Relationship

OnCourse Learning has multiple products that can be marketed under the Corporate Brand. (dotted line), and three primary Industry Brands (solid line).

- Brands
- ..... Products



# Financial Services Brand/Product Relationship

OnCourse Learning Financial Services has multiple products, including industry products and corporate products, that can be marketed under the Brand. (dotted line). It also currently has one independent brand (solid line).

- Brands
- ..... Products



## Real Estate Brand/Product Relationship

OnCourse Learning Real Estate has multiple products, including industry products and corporate products, that can be marketed under the Brand. (dotted line). It also currently has one associated brand with a set of products and two independent brands (solid line).

— Brands  
 ..... Products

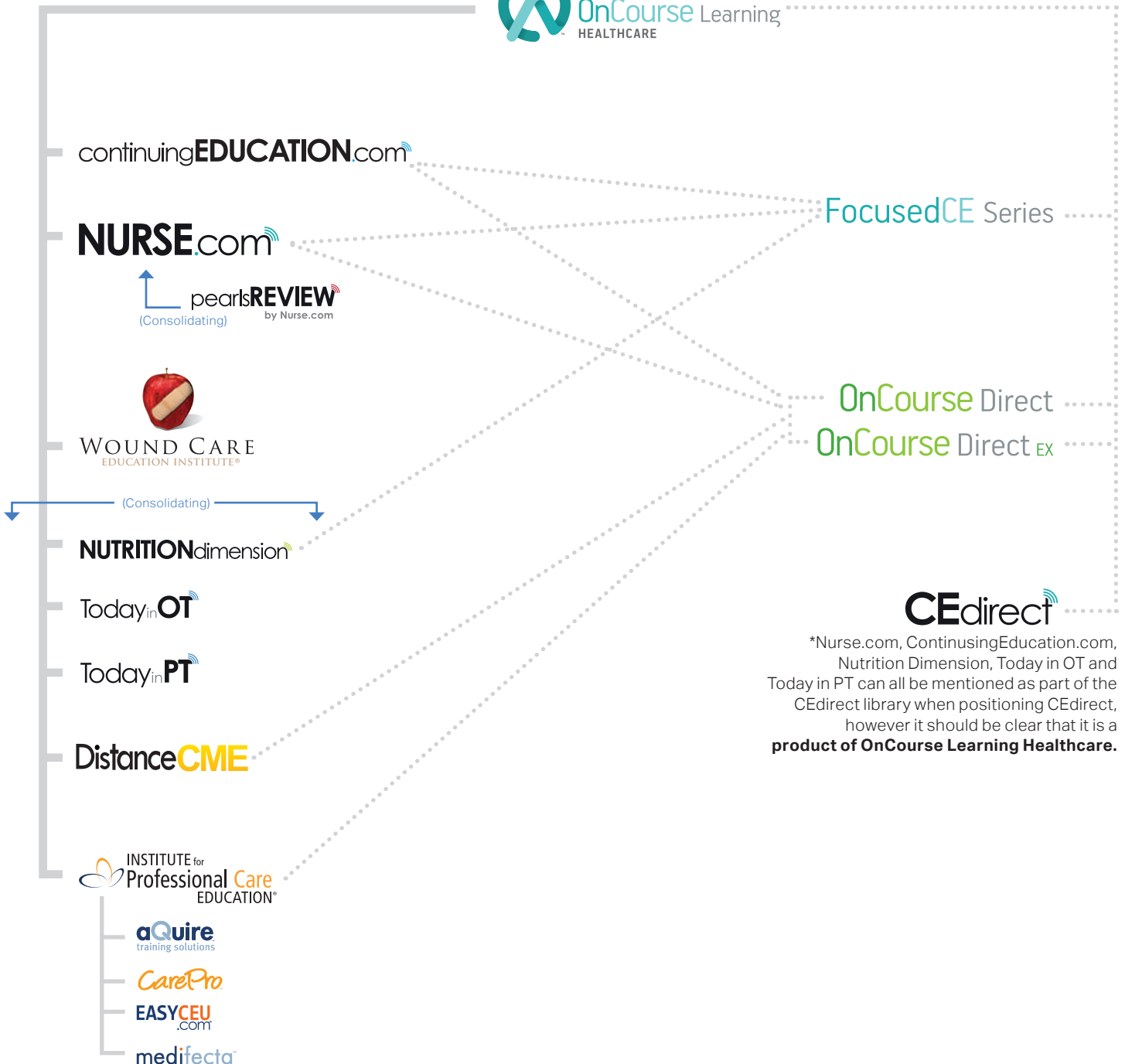


## Healthcare Brand/Product Relationship

OnCourse Learning Healthcare has multiple products, including industry products and corporate products, that can be marketed under the Brand (dotted line). It also currently has multiple associated, consolidating and independent brands, each with the ability to market particular products within their brand. Many of the healthcare products cross multiple brands, outlined below.



— Brands  
 ..... Products



\*Nurse.com, ContinuingEducation.com, Nutrition Dimension, Today in OT and Today in PT can all be mentioned as part of the CEdirect library when positioning CEdirect, however it should be clear that it is a product of OnCourse Learning Healthcare.

## Healthcare Brand/Product Relationship 2019 Goal

Outlined here is the structure we are moving toward, as we continue to consolidate brands into a unified structure. OnCourse Learning Healthcare will begin to have a simplified, clearer Brand/Product relationship.



# Brand Specs

## OnCourse Learning corporate logo

### Preferred format

The OnCourse Corporate logo should be presented as the horizontal version whenever possible. However, the stacked versions can be used due to space limitations. Designers should use best judgment when applying this version.

### Minimum Size - Print

The OnCourse Learning corporate logo must never appear smaller than shown on the right. The minimum width of 1" (one inch) will ensure the OnCourse Learning corporate logo is clearly legible in all forms of reproduction.

### Minimum Size - Web

For web usage, the OnCourse Learning corporate logo must never appear smaller than shown in the demonstration on the right. The minimum width for web usage is 95 pixels.

### Minimum clear space requirements

Always maintain the minimum amount of clear space around the OnCourse Learning corporate logo, as shown in the demonstration to the right. This will ensure the OnCourse corporate logo is always properly staged and visible.

A minimum distance equal to "X", in which "X" is the capital letter-form height within the logo. This clear space should be maintained around the entire OnCourse Learning corporate logo.

### Endorser usage

The OnCourse Corporate logo should NOT include the endorser. The OnCourse Learning logo is intended to stand alone.

#### PLEASE NOTE

**Do not use** the former tagline: Live. Learn. Succeed

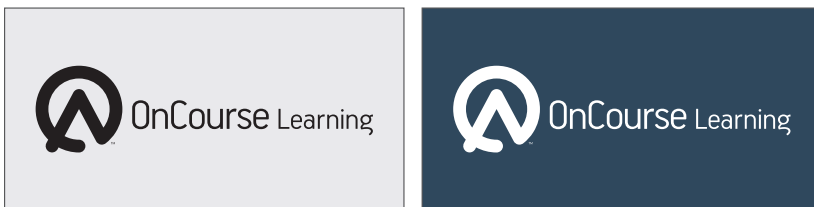
### Colors

The CMYK, RGB, HEX, and Pantone colors are listed on the right.

The logo consists of three different values of greens and OnCourse Gray.

These are the colors used in the construction of the logo, not the color palette for collateral design.

Logos may also be used as solid black or knockout when needed.



Horizontal Format - Preferred



Stacked Format - Optional



Print - Minimum size: 1"  
Web - Minimum size: 95 pixels



Clear space



#### OnCourse Light Green

CMYK • C:25 • M:0 • Y:50 • K:0  
RGB • R:199 • G:224 • B:155  
HEX • #C7E09B  
Pantone • 368



#### OnCourse Mid Green

CMYK • C:50 • M:0 • Y:100 • K:0  
RGB • R:140 • G:198 • B:63  
HEX • #8cc63f  
Pantone • 368



#### OnCourse Dark Green

CMYK • C:70 • M:0 • Y:100 • K:10  
RGB • R:73 • G:171 • B:72  
HEX • #49AB48  
Pantone • 361



#### OnCourse Gray

CMYK • C:5 • M:0 • Y:0 • K:50  
RGB • R:146 • G:147 • B:150  
HEX • #58585B  
Pantone • 430

## OnCourse Learning industry logos

### Logo structure

The main brands for OnCourse Learning are:

OnCourse Learning Financial Services

OnCourse Learning Healthcare

OnCourse Learning Real Estate

These brands and corresponding logos are used in both B2B and B2C markets.

### Size and clear space

The OnCourse Learning industry logos follow the same rules for minimum size and clear space as the corporate logo.

### Horizontal format

The OnCourse industry logos cannot be broken or stacked. The horizontal logo is the only version that is acceptable to use. Do not recreate or reorganize any of the elements that make up the logo. This includes all brands and sub-brands.

### Brands and URLs

The OnCourse Learning brands should not be confused with our various websites. We have separate websites for B2C purchases and B2B lead generation, however both of these are still branded and presented as the same company, with the same logo. Design, presentation and messaging will vary based on the audience, but the brand and logo will be the same.

**Example:** GetOnCourse.com/Health is not a brand, it is a web page. The brand should be referred to as "OnCourse Learning Healthcare" and the corresponding logo should be used.

**Brand-** OnCourse Learning Financial Services

**Website-** GetOnCourse.com/mortgage

**Website-** OnCourseLearning.com/financial-services

**Brand-** OnCourse Learning Healthcare

**Website-** GetOnCourse.com/health

**Website-** OnCourseLearning.com/healthcare

**Brand-** OnCourse Learning Real Estate

**Website-** GetOnCourse.com/real-estate

**Website-** OnCourseLearning.com/real-estate

#### PLEASE NOTE

Our legacy brand logos should not be used post consolidation. New materials should drive visitors to one of these three main brands, with the exception of AHIT and Nurse.com.



**Do not** rearrange elements to create new logo compositions

## Colors

The CMYK, RGB, HEX and Pantone colors are listed on the right. The logo consists of three different values of the brand color and OnCourse Gray. These are the colors used in construction of the logo, not the color palette for collateral design.



Logos may also be used as solid black or knockout when needed.



**OnCourse FS Light Blue**  
 CMYK • C:50 • M:20 • Y:0 • K:0  
 RGB • R:124 • G:172 • B:220  
 HEX • #7CACDC  
 Pantone • 284



**OnCourse FS Blue**  
 CMYK • C:85 • M:45 • Y:0 • K:0  
 RGB • R:17 • G:126 • B:193  
 HEX • #117EC1  
 Pantone • 285



**OnCourse FS Dark Blue**  
 CMYK • C:100 • M:75 • Y:10 • K:0  
 RGB • R:5 • G:83 • B:155  
 HEX • #05539B  
 Pantone • 286



**OnCourse HC Light Teal**  
 CMYK • C:50 • M:0 • Y:20 • K:0  
 RGB • R:124 • G:206 • B:207  
 HEX • #7CCECF  
 Pantone • 325



**OnCourse HC Teal**  
 CMYK • C:70 • M:0 • Y:30 • K:10  
 RGB • R:31 • G:173 • B:174  
 HEX • #1FADAE  
 Pantone • 326



**OnCourse HC Dark Teal**  
 CMYK • C:70 • M:0 • Y:30 • K:25  
 RGB • R:26 • G:151 • B:153  
 HEX • #1A9799  
 Pantone • 320



**OnCourse RE Light Red**  
 CMYK • C:0 • M:85 • Y:80 • K:0  
 RGB • R:237 • G:77 • B:65  
 HEX • #eb4e41  
 Pantone • 485 80%



**OnCourse RE Red**  
 CMYK • C:15 • M:100 • Y:100 • K:0  
 RGB • R:208 • G:33 • B:40  
 HEX • #D02128  
 Pantone • 485



**OnCourse RE Dark Red**  
 CMYK • C: 20 • M:100 • Y:100 • K:10  
 RGB • R:182 • G:31 • B:36  
 HEX • #B61F24  
 Pantone • 1805



**OnCourse Gray**  
 CMYK • C:5 • M:0 • Y:0 • K:50  
 RGB • R:138 • G:140 • B:142  
 HEX • #8A8C8E  
 Pantone • 430



## Formerly logos

During certain brand transitions, a “formerly [legacy brand]” logo may be required. This logo should follow all previously established minimum size, color, clear space and other rules for logos. A standard layout has been created for spacing, font, color and size. These are only created and used upon business unit and marketing leadership approval.

When a legacy brand is consolidated, a “formerly logo” can be used on materials sent to the legacy audience for one buying cycle for that audience. This can be adjusted based on business unit and marketing’s discretion, a case-by-case basis.

Formerly language also can be used in-line when referring to a brand in text. Use “formerly” within parenthesis around the legacy brand.

### Example:

OnCourse Learning Financial Services (formerly BankersEdge)  
 OnCourse Learning Healthcare (formerly Care and Compliance Group)



## Endorser mark

### Endorser Usage

Associated brands and consolidating brands should all include the OnCourse Learning endorser beneath the logo, aligned right. If a logo appears side by side with an OCL brand, it does not need an endorser.

An endorser is not used on product logos.

### Endorser placement

The endorser has been placed in a specific location on all provided logos and should not be altered.

### Unacceptable language

Do not use additional language such as "Powered by" "A Division of" or "An OnCourse Campus".

### Minimum size

If shrinking the logo would cause the endorser to appear below 0.6", a standalone version of that logo should be used. These sizes are outlined within the associated and consolidating brand sections of the brand standards.

## OnCourse Learning

OnCourse Learning Endorser



Print - Minimum size: 0.6"  
Screen - Minimum size: 95 pixels



**OnCourse Endorser Gray**  
CMYK • C:0 • M:0 • Y:0 • K:80  
RGB • R:88 • G:88 • B:90  
HEX • #58585A



Nurse.com mark - Large format



Nurse.com mark - Small format



Do not use large format  
below minimum size

## Associated OnCourse Learning brands

As we move toward a condensed brand structure, based around our industry breakdown, certain brands will maintain their own logo and brand name. These brands will be known as “associated brands.” Marketing materials will be created using the same styles and standards as OCL’s industry brands, however their names and logos will remain independent.

### Minimum size

Each logo has two versions created, based on size needs. The main logo should be used whenever possible, and includes the OnCourse endorser. When size limitations do not allow for use of the larger format, with endorser, a small version has been created. Some examples in which the small logo would be used are printing on a pen, coffee cup or website footer.

### Clear space

Each logo should follow the same clear space rules as the corporate logo. The “X” height of the logo font should be used as the measurement to determine the clear space around the placed logo.

### Colors

Each logo has been created with its own set of colors outlined on the following pages. Note that these are the colors used in the construction of that logo mark, but are not the color palette used when designing for that sub-brand. These colors do not replace our brand wide color palette used in the marketing and design created for any brand. Logos may also be used as solid black or knockout when needed.



## Associated Brands

### AHIT



Min width 1.5"



Min width 1.125"



Min width .75"



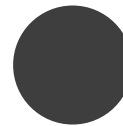
Min width .4"



**AHIT Dark Red**  
 CMYK • C:25 • M:100 • Y:80 • K:25  
 RGB • R:151 • G:26 • B:49  
 HEX • #971A31



**AHIT Red**  
 CMYK • C:0 • M:100 • Y:100 • K:0  
 RGB • R:230 • G:38 • B:38  
 HEX • #E62626  
 Pantone • 485



**AHIT Slate Gray**  
 CMYK • C:0 • M:0 • Y:0 • K:90  
 RGB • R:66 • G:65 • B:65  
 HEX • #424141

### Nurse.com



Min width 1.25"



Min width .75"



**OnCourse Teal**  
 CMYK • C:70 • M:0 • Y:30 • K:10  
 RGB • R:31 • G:173 • B:174  
 HEX • #1FADAE



**Black**  
 CMYK • C:0 • M:0 • Y:0 • K:100  
 RGB • R:0 • G:0 • B:0  
 HEX • #000000

### ContinuingEducation.com



Min width 1.75"



Min width 1.5"



**CE Blue**  
 CMYK • C:70 • M:15 • Y:0 • K:0  
 RGB • R:41 • G:170 • B:226  
 HEX • #29AAE2



**Black**  
 CMYK • C:0 • M:0 • Y:0 • K:100  
 RGB • R:0 • G:0 • B:0  
 HEX • #000000

### Stringham Schools\*



Min width 1.125"



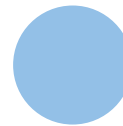
Min width .75"



**Stringham Dark Blue**  
 CMYK • C:85 • M:65 • Y:40 • K:24  
 RGB • R:53 • G:78 • B:105  
 HEX • #334F67  
 Pantone • 540



**Stringham Blue**  
 CMYK • C:70 • M:45 • Y:15 • K:0  
 RGB • R:90 • G:128 • B:172  
 HEX • #5A80AC



**Stringham Light Blue**  
 CMYK • C:40 • M:13 • Y:0 • K:0  
 RGB • R:147 • G:193 • B:231  
 HEX • #93C1E7

### Wound Care Education Institute\*



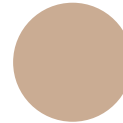
Min width 1"



Min width .75"



**Wound Care Red\*\***  
 CMYK • C:26 • M:100 • Y:100 • K:26  
 RGB • R:150 • G:27 • B:30  
 HEX • #920F1C



**Wound Care Tan**  
 CMYK • C:21 • M:31 • Y:42 • K:0  
 RGB • R:203 • G:173 • B:147  
 HEX • #CBAD93



**Black**  
 CMYK • C:0 • M:0 • Y:0 • K:100  
 RGB • R:0 • G:0 • B:0  
 HEX • #000000

### Praedo Institute\*



Min width .75"



Min width .75"



**Praedo Orange**  
 CMYK • C:17 • M:85 • Y:100 • K:5  
 RGB • R:197 • G:72 • B:42  
 HEX • #C5482A



**Praedo Slate**  
 CMYK • C:10 • M:0 • Y:5 • K:88  
 RGB • R:58 • G:66 • B:69  
 HEX • #3A4245

\*Stringham Schools, Praedo Institute and Wound Care Education Institute are special cases that do not use an endorser. This is based on a unique transition plan.

\*\*The Apple element is an image-based element and contains a variety of reds. Wound Care Red is the base red used in this element.

## Consolidating Brands

### Nutrition Dimension



Min width 1.5"



Min width 1.225"



Nutrition Dimension Green  
CMYK • C:35 • M:0 • Y:100 • K:0  
RGB • R:179 • G:211 • B:53  
HEX • #B3D335



Black  
CMYK • C:0 • M:0 • Y:0 • K:100  
RGB • R:0 • G:0 • B:0  
HEX • #000000

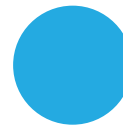
### Today in PT



Min width 1.25"



Min width .75"



CE Blue  
CMYK • C:70 • M:15 • Y:0 • K:0  
RGB • R:41 • G:170 • B:226  
HEX • #29AAE2



Black  
CMYK • C:0 • M:0 • Y:0 • K:100  
RGB • R:0 • G:0 • B:0  
HEX • #000000

### Today in OT



Min width 1.25"



Min width .75"



CE Blue  
CMYK • C:70 • M:15 • Y:0 • K:0  
RGB • R:41 • G:170 • B:226  
HEX • #29AAE2



Black  
CMYK • C:0 • M:0 • Y:0 • K:100  
RGB • R:0 • G:0 • B:0  
HEX • #000000

## Distance CME



Min width 1"



Min width 1"



Min width 1.5"



Min width .75"



**DCME Dark Blue**

CMYK • C:85 • M:44 • Y:5 • K:0  
 RGB • R:13 • G:125 • B:186  
 HEX • #0D7CB9



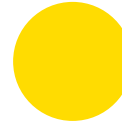
**DCME Light Blue**

CMYK • C:60 • M:4 • Y:0 • K:0  
 RGB • R:76 • G:192 • B:239  
 HEX • #4BBFEE



**DCME Dark Orange**

CMYK • C:0 • M:30 • Y:100 • K:0  
 RGB • R:253 • G:185 • B:19  
 HEX • #FDB813



**DCME Light Orange**

CMYK • C:0 • M:10 • Y:100 • K:0  
 RGB • R:255 • G:221 • B:0  
 HEX • #FFDD00



**DCME Green**

CMYK • C:80 • M:0 • Y:90 • K:0  
 RGB • R:0 • G:178 • B:89  
 HEX • #00B159



**Black**

CMYK • C:0 • M:0 • Y:0 • K:100  
 RGB • R:0 • G:0 • B:0  
 HEX • #000000

## Institute for Professional Care Education



Min width 1.75"



Min width 1.125"



**IPCed Deep Blue**

CMYK • C:98 • M:85 • Y:36 • K:27  
 RGB • R:30 • G:53 • B:94  
 HEX • #1E355E



**IPCed Orange**

CMYK • C:0 • M:44 • Y:90 • K:0  
 RGB • R:5 • G:83 • B:155  
 HEX • #F99F34



**Black**

CMYK • C:0 • M:0 • Y:0 • K:100  
 RGB • R:0 • G:0 • B:0  
 HEX • #000000

## Product logos

OnCourse Learning provides a variety of products, which include packages, technology platforms, apps and services. The style in which they are created provides the ability for quick development and deployment when new products are created. All new products should follow this design structure and formatting.

Products are not considered brands and should not be positioned as such.

### Logo creation

A specific logo font, size and color treatment has been developed for all product logos. These fonts are in line with our brand logos and should not be altered. Product logos do not contain the "power button icon" and are created as text only. Custom icons should not be created for new product logos.

Corporate products are products that are available across multiple industries and should be designed using the corporate logo green.

Certain products are only available in a single industry and should be designed using that industry's logo color scheme. An industry product can be redesigned as a corporate product if it is adapted into multiple channels.

An additional "tag" is optional for various levels of the same product. For example, OnCourse Direct has "ex" added in the following style for the Oncourse Direct Express product.

### Endorser Usage

Product logos do not contain an endorser.

### Minimum size - print

The OnCourse Learning product logos must never appear smaller than shown on the right. The minimum height of .125" will ensure that the OnCourse Learning product logos are clearly legible in all forms of reproduction.

### Minimum size - web

For web usage, the OnCourse Learning corporate logo must never appear smaller than shown in the demonstration on the right. The minimum width for web usage is 15 pixels.

### Minimum clear space requirements

Always maintain the minimum amount of clear space around the OnCourse Learning product logo as shown in the demonstration to the left. This will ensure the logos are always properly staged and visible.

A minimum distance should be equal to "X" in which "X" is the capital letter-form height within the logo. This clear space should be maintained around the entire OnCourse Learning corporate logo.

### Colors

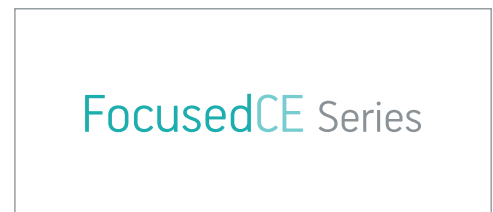
The CMYK, RGB, HEX and Pantone colors are the same used in the channel logo design, Logos also may be used as solid black or knockout when needed.



Product logo template



Corporate product logo example



Industry product logo example



Do Not use endorser on product logos

OnCourse Direct

Print - Minimum size: 0.125"  
Screen - Minimum size: 15 pixels



Clear space



## Product logos

---

### Corporate:



OnCourse Direct

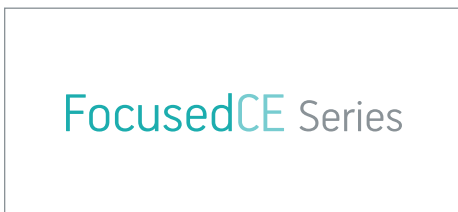


OnCourse Direct Express



PrepxL

### Healthcare:

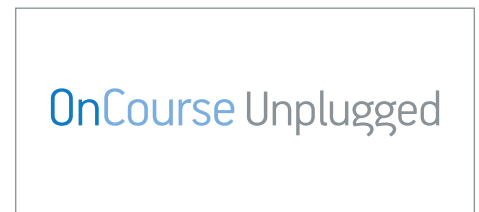


Focused CE Series

### Financial Services:



Compliance Keeper



OnCourse Unplugged

### Real Estate:



Inspect IT

## Product transitions

### Logo redesign

As we move toward a condensed brand structure based around our industry breakdown, many of our product names still hold equity and offer recognition supporting OCL. These products will maintain their current name, but transition to the OCL logo style.

### Product consolidation

Other product names may be consolidated into an associated or industry brand. The offerings or aspects of the product may still be available but no longer identified by its legacy name.

When a product is independently branded on multiple marketing materials and is completely sunsetting, a “formerly” logo may be necessary for product branding and marketing materials to transition from product to brand.

When a product is being consolidated or is sunsetting, the value of the associated brand may be higher than the legacy product and not require “formerly” announcement.

How products are consolidated and rebranded will vary depending on many different factors, including value of legacy product, type of product, new brand, regulatory and technical dependencies, and more.

#### Logo Redesign



FocusedCE Series

#### Formerly transition



#### Direct transition



## Product variations

### Unique logo

Some products warrant a unique logo or additional design element. This is only for extremely unique cases, and needs to be agreed upon by all stakeholders. This unique design should still fit within our OCL style, even if it does not follow the exact template of logo creation.

### Enhanced logo

Some products warrant a unique campaign for marketing. This often includes an additional design element or enhancement to the logo. This unique design should still fit within our OCL style, even if it does not follow the exact template of logo creation.

### Unacceptable logo

Product logos should not be created completely outside the OCL style. Logos should not be created independently by any department. When a product is identified as requiring a specific logo, this must be approved by both the marketing team and business units.



Unique logo example



Enhanced logo example



Unacceptable logo example

# Logo Placement

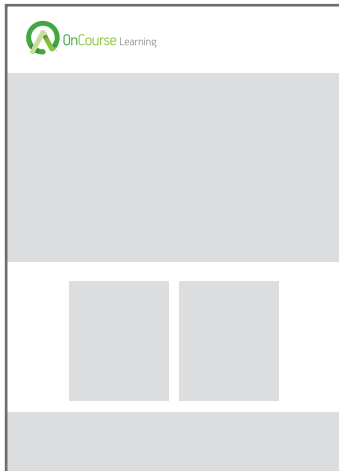
## Single logo

Brand logos should only appear once on a page. They should be placed appropriately according to the story being told, in a way that makes sense to the end user. This can vary, but the basic templates should follow the following rules.

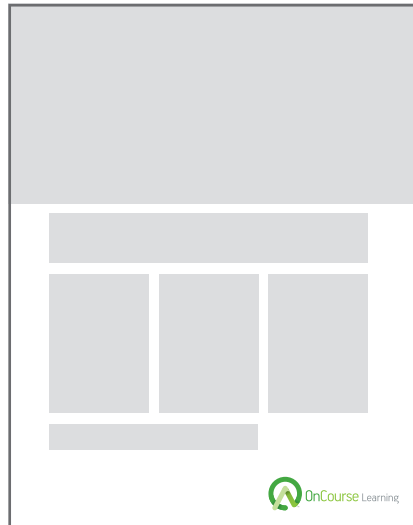
Standard locations for logo placement:

Print - Bottom right corner.

Screen - Top left corner or top center.



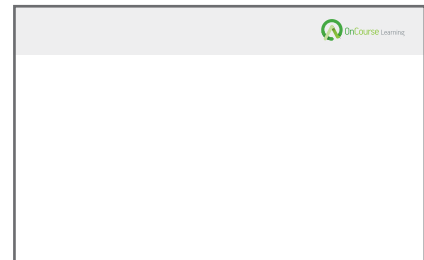
Email



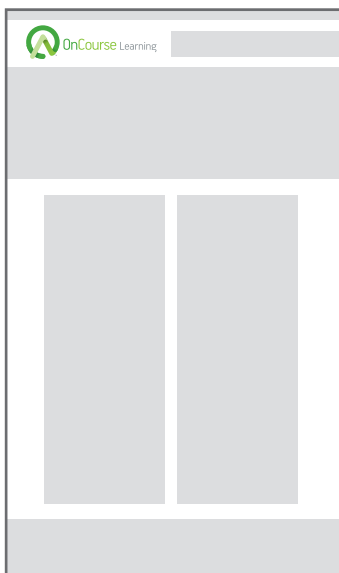
Sell sheet



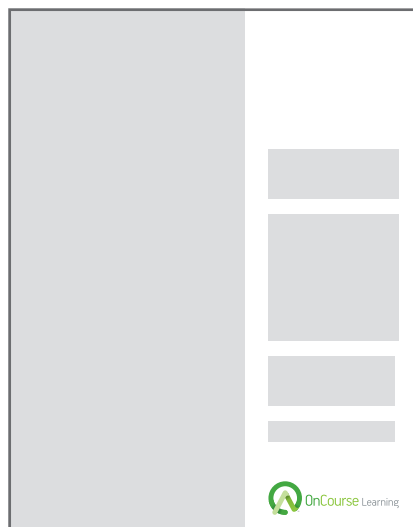
Webinar intro



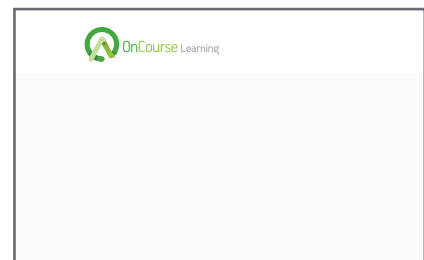
Webinar interior



Landing page



Full page ad



Booth

## Dual Branding of Associated Brands

When two brands appear side by side, a thin rule should be used between the two. When an industry logo and associated brand logo appear side by side, the industry logo should always appear to the right. Endorsers are not needed when an industry brand is included. When two associated or transition brands appear side by side, an endorser should appear on only the right-hand logo.



Dual brand example 1

Logos should be divided by a .25 pt, 50% gray rule. Knockout is acceptable on dark or colored backgrounds.



Dual brand example 3

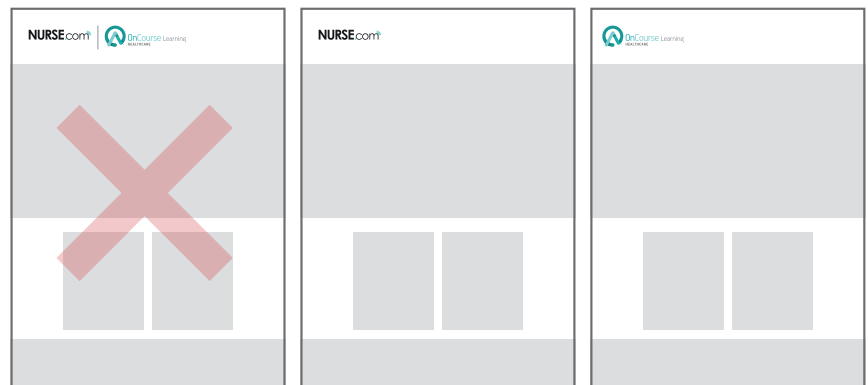


Dual brand example 2

### Acceptable use

Dual brands are often used when marketing materials are being sent to two audiences.

Whenever possible, marketing materials should be developed for one primary audience, and therefore only contain one brand. If multiple audiences are being targeted, the marketing materials should be segmented and branded individually.



Combo email (avoid use)

Email audience A

Email audience B

In instances where separating materials is not possible, side by side logos can be used.

This is often applicable in live webinars or registration pages.

In the case of webinars, a dual logo should be used on the title and closing slides, but the primary brand should be used on all internal pages.



Webinar Intro



Webinar interior

## Product/Brand logo relationship

Product logos should be displayed with the brand logo based on audience. A brand logo should be used to add context to the product being presented. This does not always mean a "side by side" logo. The following pages show various examples of the product and brand logo relationship. For full brand/product relationship, see the brand structure section of the brand standards



### Corporate Product with Corporate Brand

A corporate product can be presented under the corporate brand. This could occur on a company overview, corporate website, OCL corporate capabilities brochure, etc.



### Corporate Product with Industry Brand

A corporate product can be presented with the industry brand when it is directed at that particular audience. Examples could include emails, landing pages, sell sheets or other direct sales/marketing collateral for a particular industry.

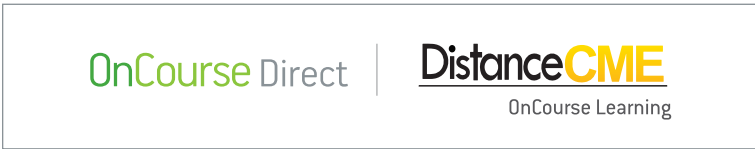


**Do not change a color of the corporate product to match the industry or associated brand logo.**



### Corporate Product with Associated Brand

A corporate product can be presented with an associated brand, when applicable. Examples include audience specific emails, landing pages, sell sheets, or other direct sales/marketing collateral for a particular industry.



**Corporate Product with Consolidating Brand**

A corporate product can be presented with a consolidating brand, when applicable. Examples include audience-specific emails, landing pages, sell sheets or other direct sales/marketing collateral for a particular industry.



**Corporate Product with Consolidating Brand and Corporate Brand**

When there is concern about audience recognition of a consolidating brand related to OnCourse Learning and an OnCourse Learning product, there is an option of adding the corporate logo as a "Dual Brand" with the consolidating brand.



**Industry Product with Industry Brand**

Industry products are presented with the industry brand. Examples are emails, landing pages, sell sheets or other direct sales/marketing collateral for a particular industry.



**Industry Product with Associated Brand**

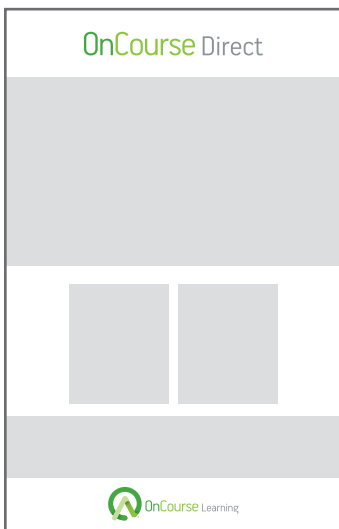
Industry products are also presented with an associated/consolidating brand, when applicable, within the brand structure. Examples include emails, landing pages, sell sheets or other direct sales/marketing collateral for a particular industry.



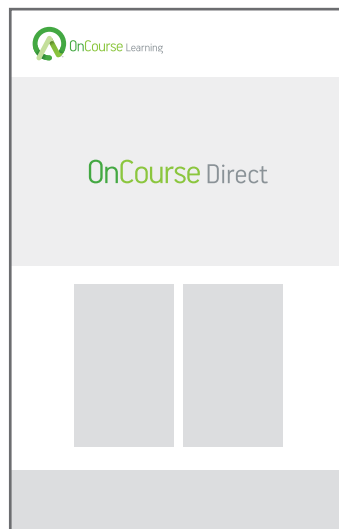
## Product/Brand logo placement examples

### Corporate examples

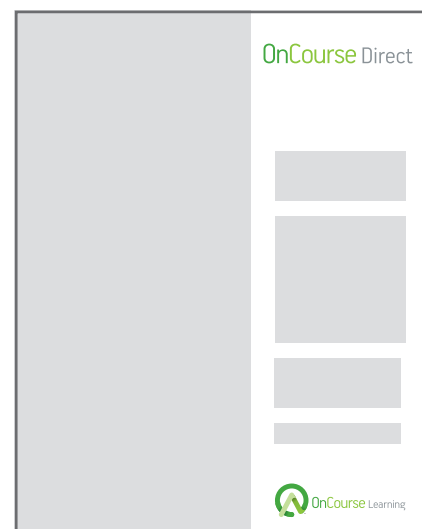
Below are a few examples of corporate product logo placement within corporate branded materials. Note the examples are general positioning to illustrate product/brand relationships and may be adjusted during design.



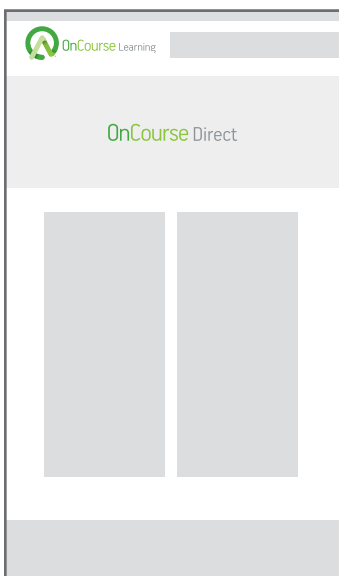
Email A



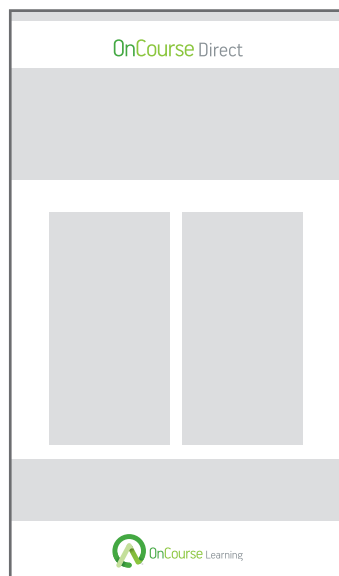
Email A



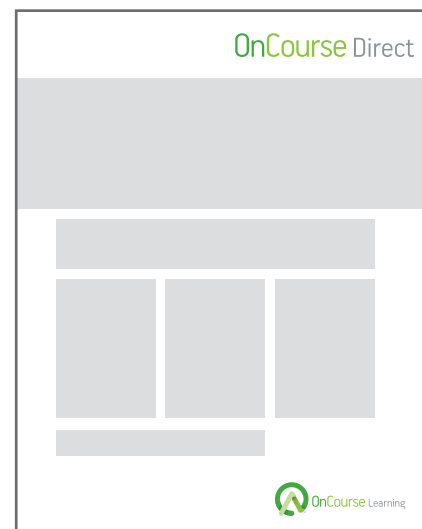
Full page Ad



Landing page A



Landing page B



SellSheet

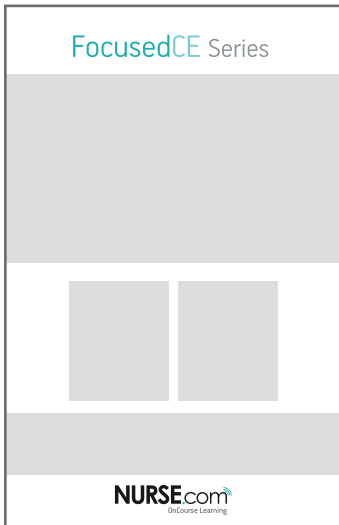
### Web use

Different products, brands, audiences, messaging and other factors may influence the brand logo positioning. Because of limited screen space and view time, it is important to consider customer recognition and the desired brand connection. This should be decided during layout and positioned accordingly.

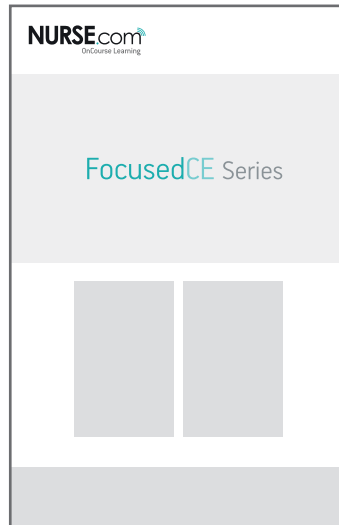


### Associated/Consolidating and industry examples

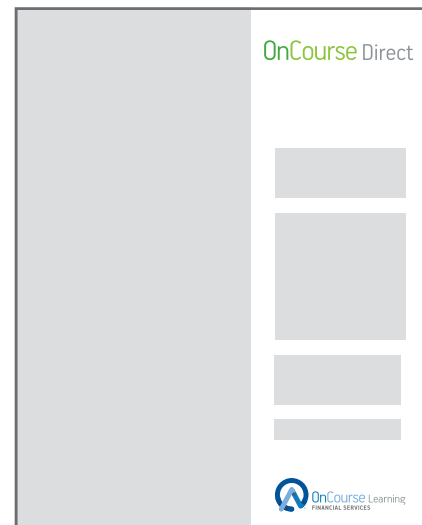
Products for Industry, Associated and Consolidating brands are positioned following the same guidelines as corporate placement.



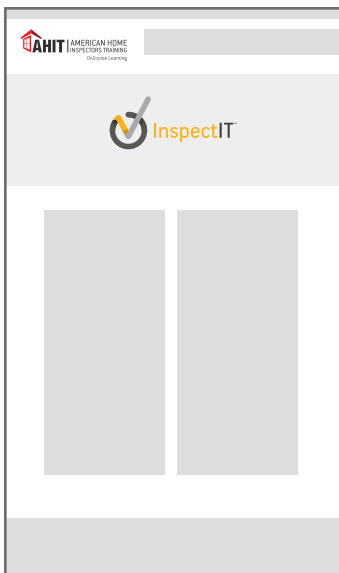
Email A



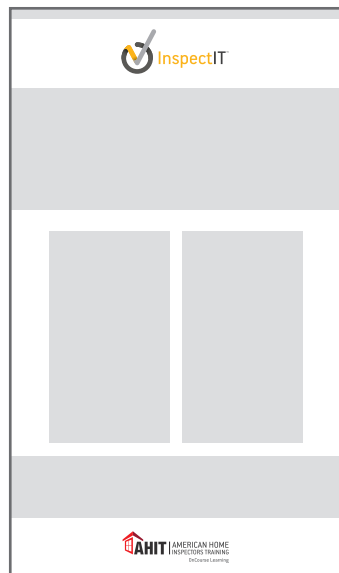
Email A



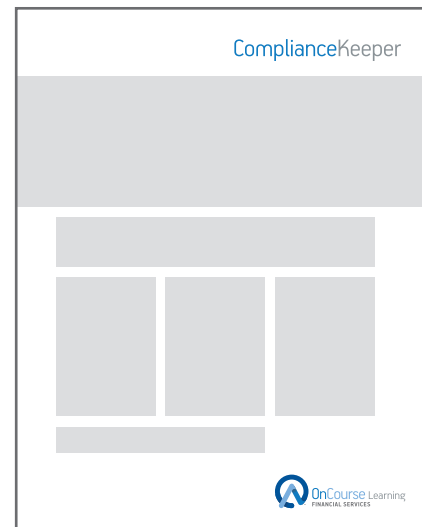
Full page Ad



Landing page A



Landing page B



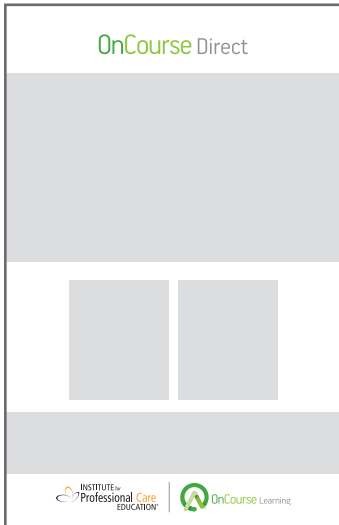
SellSheet

### Web use

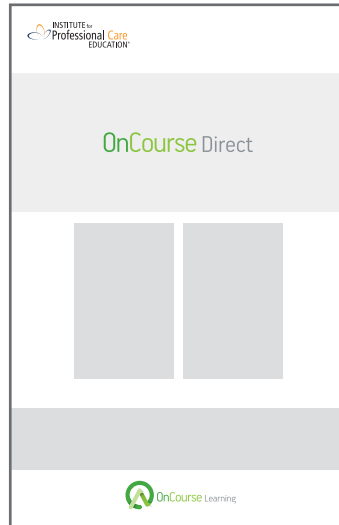
Different products, brands, audiences, messaging and other factors may influence the brand logo positioning. Because of limited screen space and view time, it is important to consider customer recognition and the desired brand connection. This should be decided during layout and positioned accordingly.

### Consolidating dual branded examples

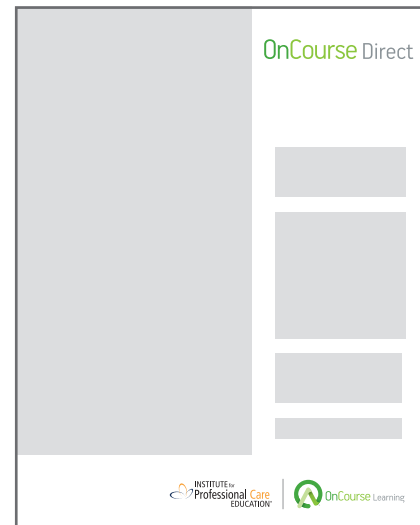
Certain consolidating brands may require more connection to the corporate brand when positioning a corporate product. This may be necessary when the audience is not overly familiar with the OnCourse brand. As we continue to transition brands, if there is fear the audience does not understand the brand/product relationship, this should be addressed in the marketing message of the piece.



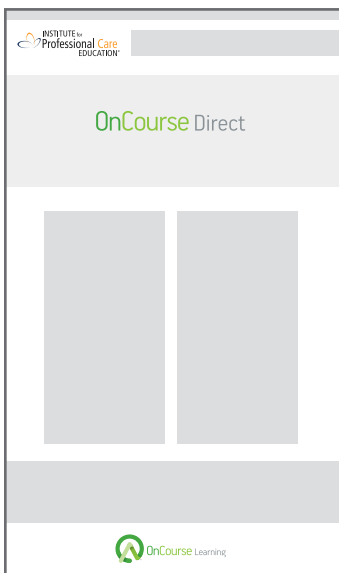
Email A



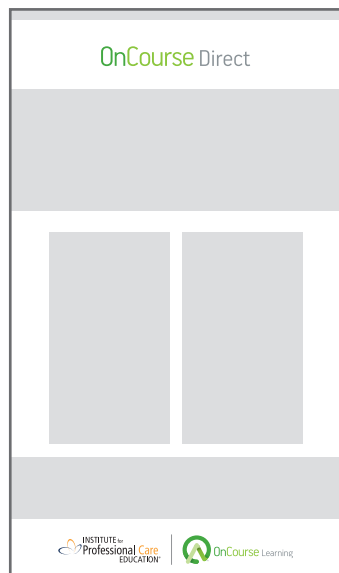
Email A



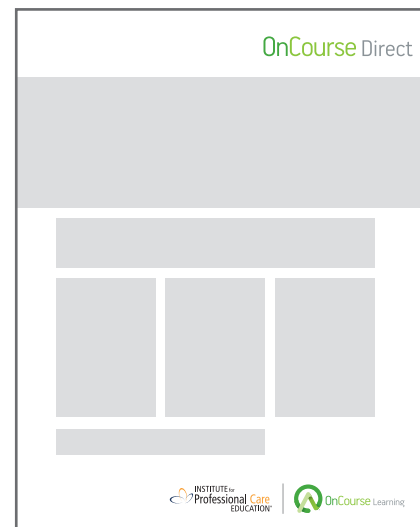
Full page ad



Landing page A



Landing page B



Sell sheet

### Web use

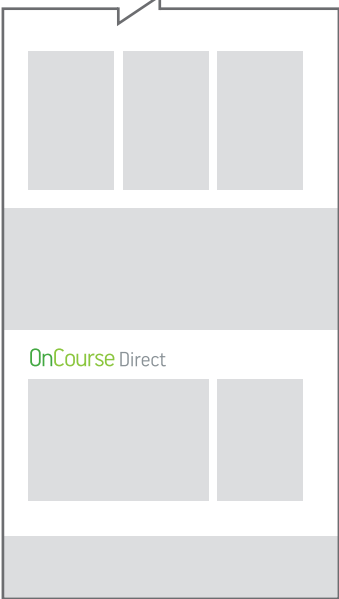
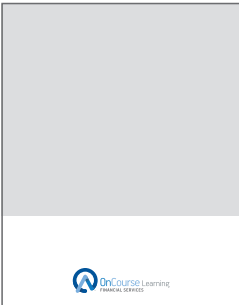
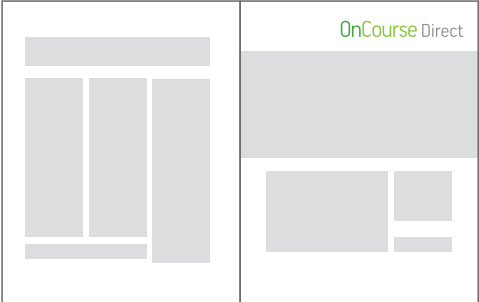
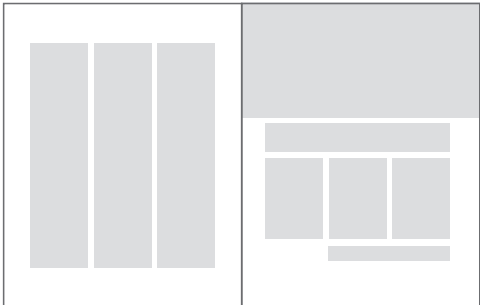
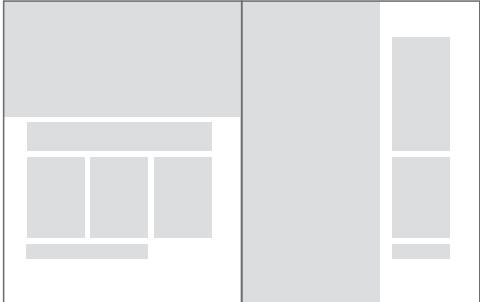
Different products, brands, audiences, messaging and other factors may influence the brand logo positioning. Because of limited screen space and view time, it is important to consider customer recognition and the desired brand connection. This should be decided during layout and positioned accordingly.

**Logo context**

In large-format pieces, multiple-page documents, websites or when context is properly provided, adding branded logos with product logos may not be necessary.



Corporate capabilities



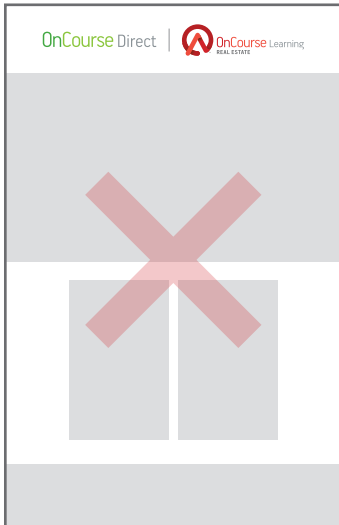
Webpage



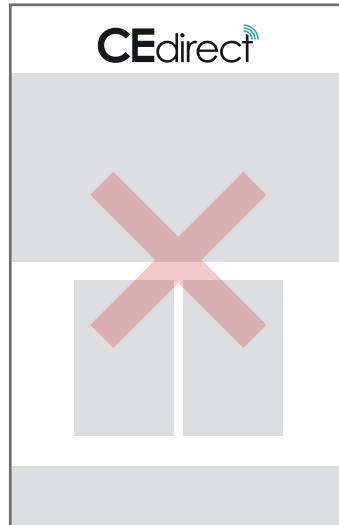
Tradeshow banners

## Unacceptable use

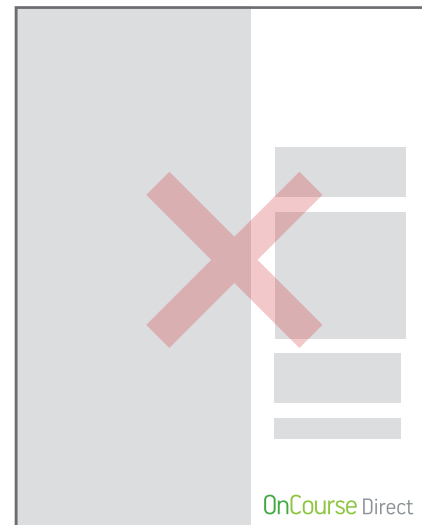
Below are a few examples of unacceptable logo/brand placement.



Avoid side by side use of corporate and industry/associated brands when possible.



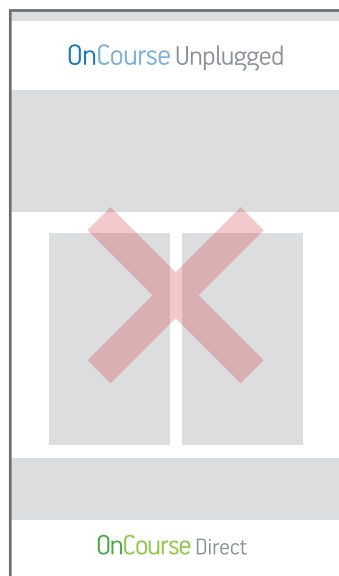
Do not position a product outside or independently of a brand.



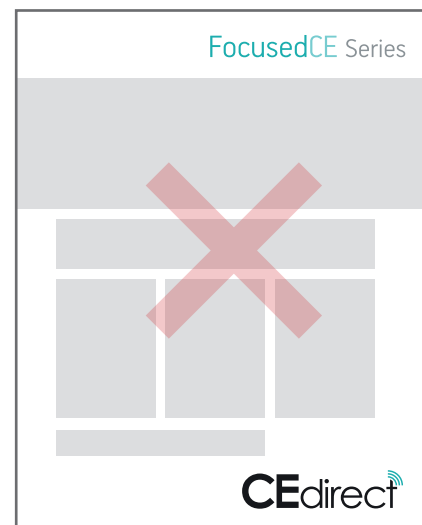
Do not position a product outside or independently of a brand.



Do not overuse product and brand logos in the same piece.



Do not position a product as an offering of another product.



Do not position a product as an offering of another product.

# Typography and Text

# Fonts

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## Primary San Serif Font

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### Aktiv Grotesk

hairline; *hairline italic*; light; *light italic*;  
 regular; *italic*; medium; *medium italic*;  
**bold**; ***bold italic***; **xbold**; ***xbold italic***;  
**black**; ***black italic***

#### Usage guidelines

Aktiv Grotesk can be used for all headlines/subheads/ small blocks of text or text appearing on a non-white background (reversed out text). When using text on colored/dark backgrounds, it can be used to increase readability. When used as body copy, it should not appear below 9/10 in size or 80% in tint.

## Primary Callout Font

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### Adelle

condensed regular; *condensed italic*; **condensed bold**; ***condensed bold italic***; regular; italic; bold; bold italic

#### Usage guidelines

Adelle can be used for pull quotes, stats and other smaller callouts. This can be used on white or color backgrounds. This is the least commonly used font in OCL marketing, but works well to call some attention to a section of text.

## Primary San Serif Font

---

### Adobe Kepler

semicondensed; *semicondensed italic*; **bold semicondensed**; ***bold semicondensed italic***; regular; *italic*; **bold**; ***bold italic***

#### Usage guidelines

Adobe Kepler will be used for large blocks of text (body copy) on white background. It also can be used for callouts and display treatments. When used as body copy, it should not appear below 9/10 in size or 80% in tint.

## Fine Print/Marketing Statement

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### Vista Sans

light; *light italic*; book; *book italic*; reg; *reg italic*; medium; *medium italic*;  
**bold**; ***bold italic***; **black**; ***black italic***

#### Usage guidelines

Vista Sans will be used for all fine print/marketing text. This text should not appear below 7/8 in size and 80% in tint. Fine print text should not appear in any other color other than black or white.

**PLEASE NOTE**

Do not use a serif and san serif font in the same line of text, whether it be a headline or body copy.

**PLEASE NOTE**

Do not use the PF Handbook font in any marketing materials. This font is dead!

## System fonts

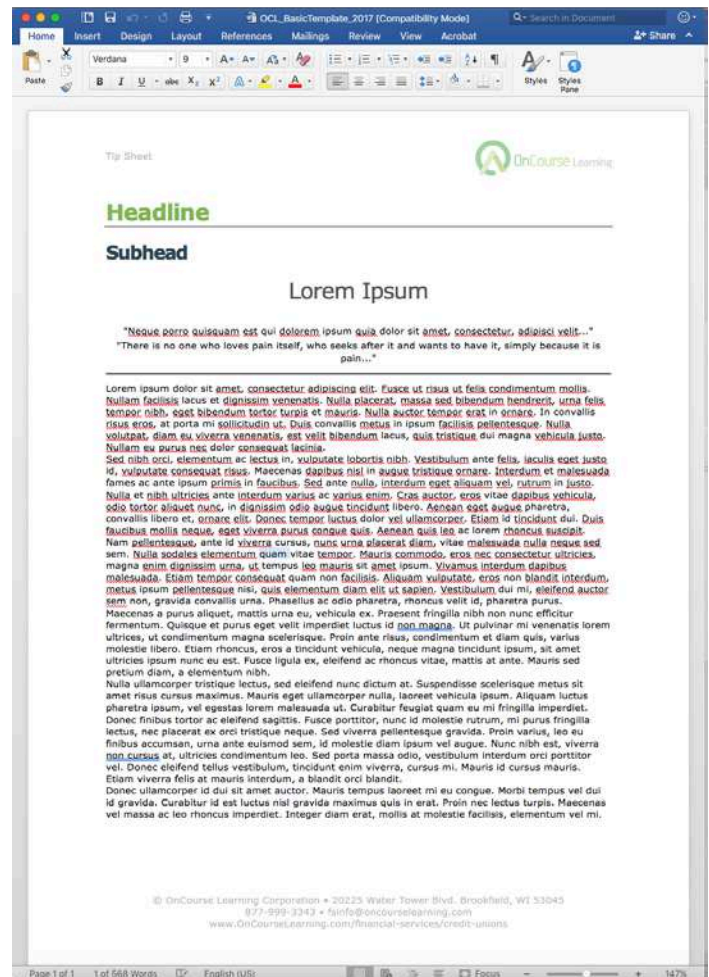
When using standard programs, design fonts may not always be accessible. When only system fonts are available, use the following fonts below. This includes PowerPoint, Word, email and other programs used to create documents outside of marketing.

## Verdana

This is a system font often used in Microsoft programs, including Word and PowerPoint. Many programs often default to Calibri, so be aware you may need to adjust these defaults.

## Open Sans

This system font is often used in web or email. It is commonly available in most programs and easy to read at a variety of sizes.



Templates have been created with these standards applied.

## Font usage

Below are some generic examples of font use in OCL collateral. This is not the only way to use fonts, but are some examples of how they can appear.

### Headline

# Getting Started in **Real Estate**

### Body copy

It's important to understand the advantages and disadvantages of a career that takes the path of residential real estate and general brokerage sales.

One of the biggest advantages is that everyone is on the same playing field. Virtually anyone can succeed, whether their background is a stay-at-home parent, service industry worker, skilled tradesmen or any type of profession. Working as an agent is all about defining and finding one's own success.

Another major advantage of working as an agent is the independence that goes with brokerage sales. Agents have a great deal of flexibility, which is beneficial for those looking to strike a balance between their professional and personal lives—or for those who choose to incorporate real estate into other work-related endeavors. Agents typically set their own hours and work at their own pace.

### Callout

Working as an agent is all about **defining** and **finding** one's own **success**.

### Sidebar

#### **Four general areas of jobs in commercial real estate include:**

- Land development: This involves the process of finding raw land and finding someone to build a building on it.
- Commercial sales: This involves the sale of a new building after it's built on the developed property, or selling an existing commercial building.
- Commercial leasing: This involves the process of leasing space of a building that has been sold.
- Property management: This involves managing the property, which ranges from collecting deposits to property upkeep.

### Fine Print

Educational content is provided by OnCourse Learning. To view accreditation statements, goals, and objectives, visit courses online. Content subject to change without notice.



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Below are some examples of font uses to avoid.

Working as an agent **is all**  
**about** defining and finding  
one's own success.

Avoid unnecessary color on callouts. When introducing color or weight changes, make sure the popouts within the content are meaningful and appropriate.

Getting Started  
in **Real Estate**

Avoid overly stylized or multiple effects on fonts. Text should be clear and simple to read within content.

**Four** general areas of jobs  
in **commercial real** estate include:

Avoid multiple fonts or colors in one line of text.

# Content Guidelines

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## Company wide

The OnCourse Learning Marketing team follows Associated Press style (see next page) and supplements with an in-house guide of company-wide and channel-specific styles. The complete style supplement is housed on One Drive.

**Capitalization:** Certain words may include initial capitalization or all caps for emphasis or as an art element, but the capitalization must remain consistent throughout the product marketing.

**Email addresses:**

All lowercase letters. Ex: nationalsales@oncourselearning.com.

**Logos (see Logo guidelines for more):**

- OnCourse Learning logo: Do not use OnCourse Learning logo with "Live. Learn. Succeed."
- Endorser logo: Do not use "Powered by:" or "A division of" in the endorser section of all brand logos. Should just say "OnCourse Learning" and be placed in lower right corner.

**Learning management system:** Spell out on first reference, acronym LMS on second reference.

**Marketing statements (see Marketing Statements file in master OCL Marketing folder):** These differ from the actual CE accreditation statement, which legally needs to reside with any courses online. Marketing statements run on marketing materials pertaining to accredited CE coursework, where space allows (ads, emails, flyers).

**Mobile preview text:** Treat as independent from the rest of the card, and include any pertinent information from the card. When possible, first line should always link to the card's main call to action. Line below for preview should always open the card in a new tab or window. No punctuation is needed unless it includes more than one sentence, or product marketing wants emphasis as in "question mark" or "exclamation point". No initial cap necessary.

**Newsletter:** No longer ezine; never use e-newsletter

**OnCourse Learning:** Spell out both words on all references. Never use OCL or OnCourse on second reference.

**Phone numbers:** Hyphens only. Do not use "1-"

**Example:** 800-888-8888

**Punctuation:** End-of-sentence punctuation need not be included in all phrases, unless document contains multiple sentences that warrant distinction from one another.

**Social icons:** Two types – "Follow us" and "Share." Follow us should link directly to the social media pages, and "Share" should link to a message window with language that encourages social media users to share.

**Subject lines:** Initial cap only; no more than 15 characters; use abbreviations sparingly

**Terms to avoid:** Campus; student; ecard; ezine

**Time, Date, Place:** Follow AP styles regarding time of day, month/date, and city dateline.

**Example:** The event will be held at 7 p.m. EDT Sept. 1 at OnCourse Learning in Chicago.

**Websites:** No www. or .html for any of our brands. In other URLs, only use if necessary for link to work.

## AP quick styles

**Dates:** Always use Arabic figures, without cardinals: st, nd, rd or th.

**Example:** The career fair will be held May 14.

**Domestic datelines:** A list of domestic cities that stand alone in datelines follows. The norms that influenced the selection were the population of the city, the population of its metropolitan region, the frequency of the city's appearance in the news, the uniqueness of its name, and experience that has shown the name to be almost synonymous with the state or nation where it is located.

### No state listed when using these well-known cities:

ATLANTA	CLEVELAND	HOUSTON
MILWAUKEE	PHILADELPHIA	SAN ANTONIO
BALTIMORE	DALLAS	INDIANAPOLIS
MINNEAPOLIS	PHOENIX	SAN DIEGO
BOSTON	DENVER	LAS VEGAS
NEW ORLEANS	PITTSBURGH	SAN FRANCISCO
CHICAGO	DETROIT	LOS ANGELES
NEW YORK	ST. LOUIS	SEATTLE
CINCINNATI	HONOLULU	MIAMI
OKLAHOMA CITY	SALT LAKE CITY	WASHINGTON

- Stories from all other U.S. cities should have both the city and state name in the dateline, including Kansas City, Mo., and Kansas City, Kan.

### Months:

- Capitalize the names of months in all uses. When a month is used with a specific date, abbreviate only Jan., Feb., Aug., Sept., Oct., Nov. and Dec.
- Spell out when using alone, or with a year alone. When a phrase lists only a month and a year, do not separate the year with commas. When a phrase refers to a month, day and year, set off the year with commas.

### Examples:

January 1972 was a cold month.

Jan. 2 was the coldest day of the month.

His birthday is May 8.

Feb. 14, 1987, was the target date.

She testified that it was Friday, Dec. 3, when the accident occurred.

### State Abbreviations:

- Spell out Alaska, Hawaii, Idaho, Iowa, Maine, Ohio, Texas and Utah. Abbreviate others as listed in this book under the full name of each state.
- Following are the state abbreviations, which also appear in the entries for each state (postal code abbreviations in parentheses):

Ala. (AL)	Pa. (PA)	Neb. (NE)	Kan. (KS)
Md. (MD)	Colo. (CO)	Tenn. (TN)	N.M. (NM)
N.D. (ND)	Miss. (MS)	Ga. (GA)	W.Va. (WV)
Ariz. (AZ)	R.I. (RI)	Nev. (NV)	Ky. (KY)
Mass. (MA)	Conn. (CT)	Vt. (VT)	N.Y. (NY)
Okla. (OK)	Mo. (MO)	Ill. (IL)	Wis. (WI)
Ark. (AR)	S.C. (SC)	N.H. (NH)	La. (LA)
Mich. (MI)	Del. (DE)	Va. (VA)	N.C. (NC)
Ore. (OR)	Mont. (MT)	Ind. (IN)	Wyo. (WY)
Calif. (CA)	S.D. (SD)	N.J. (NJ)	
Minn. (MN)	Fla. (FL)	Wash. (WA)	

- Use the two-letter Postal Service abbreviations only with full addresses, including ZIP code. These are the postal code abbreviations for the eight states that are not abbreviated in datelines or text: AK (Alaska), HI (Hawaii), ID (Idaho), IA (Iowa), ME (Maine), OH (Ohio), TX (Texas), UT (Utah) and DC (District of Columbia).

### Times:

- Use figures except for noon and midnight.
- Use a colon to separate hours from minutes: 11 a.m., 1 p.m., 3:30 p.m., 9-11 a.m., 9 a.m. to 5 p.m.
- Avoid such redundancies as 10 a.m. this morning, 10 p.m. tonight or 10 p.m. Monday night.

### Examples:

*10 p.m. Monday; 10 a.m. to 2 p.m. Monday; 2 to 5 p.m. Tuesday*

- Note: For noon, do not put a 12 in front of it. For midnight, do not put a 12 in front of it. It is part of the day that is ending, not the one that is beginning.

### Years:

- Use figures, without commas: 1975. When a phrase refers to a month, day and year, set off the year with a comma: Feb. 14, 1987, is the target date.
- Use an s without an apostrophe to indicate spans of decades or centuries: the 1890s, the 1800s.
- Years are the lone exception to the general rule in numerals that a figure is not used to start a sentence: 1976 was a very good year.

## Content FAQs

**Bulleted lists:** Use punctuation after each line, unless it's a short thought (a couple words or less). Also, use consistency in your copy; either use full sentences throughout the list OR short ideas throughout the list, but not a mix of both because this will cause inconsistencies in punctuation.

**Title breaks:** When possible, titles that cannot fit on one line and need to break should break after a complete thought and avoid ending in a preposition. In most cases, the Design team has agreed that readability is a higher priority than design aesthetics such as trapped white space.

**Example:**

How to Build a Culture of Compliance <line break here>  
in an EMS Service

**Title punctuation:** Titles need not include punctuation unless they include more than one sentence, require a colon to introduce a thought, or ask a question.

**Example:** Superstar Performers: How to Motivate and Retain Top Performers  
**Example:** Are You Prepared?

**Subheads:** Only capitalize the first word of the line. No punctuation unless includes more than one sentence or asks a question.

**Example:** Created for Your Success. Convenient for Your Busy Life.

**URLs:** Vanity URLs should be applied to all landing pages. Begin all vanities with the master brand of the website being referenced.

**Example:** OnCourseLearning.com/Infographic-Awards or Nurse.com/CE657

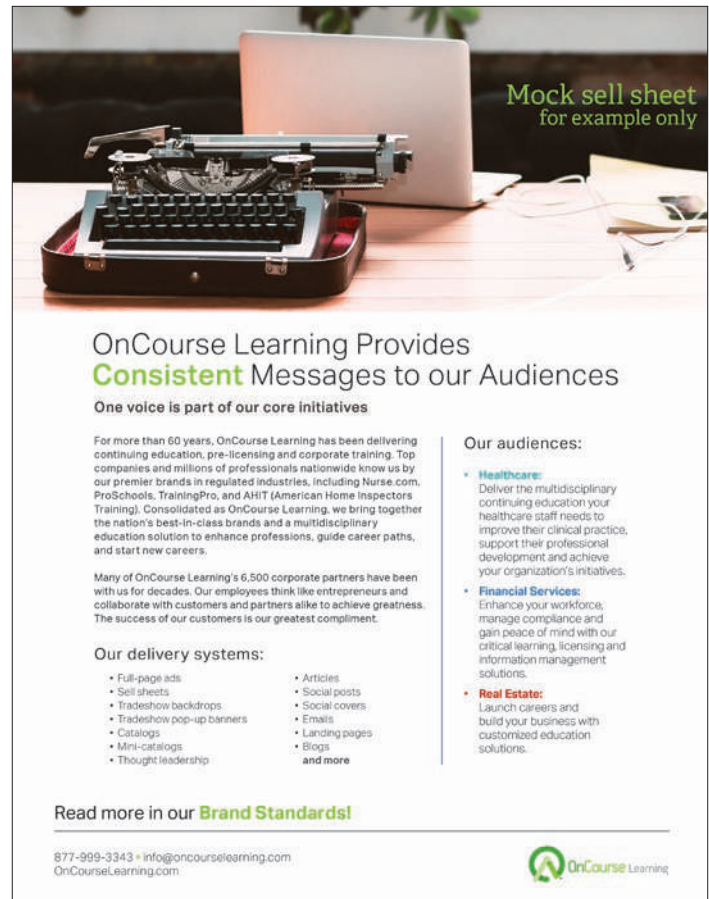
**Title capitalization:** Use initial cap on all words (nouns and pronouns - He, I, Us, Who, You, That) in titles of all content types (white papers, infographics, sell sheets, etc.). When hyphenated, cap each word. Words that need **not** be capped include prepositions, conjunctions under four letters, and articles: in, of, to, at, on, and, or, but, so, the, an, a.

**Example:** Proven E-Learning Solutions

**Example:** Partner With Us

**Example:** How to Motivate and Retain Top Performers

**Paragraphs:** No indentation to indicate new paragraphs. Designer will separate graphs with a line break (includes all types of content, such as press releases, white papers, etc.)



Color

# Color palette

Below is the color palette for all OnCourse Learning brand design.  
This includes industry brands, associated brands and the corporate brands.

This palette **DOES NOT** include the colors used in the creation of logos.  
They are supporting colors to be used throughout design.

Logo colors should not be used as part of this color palette.

	<b>Light Off-White</b> CMYK • C:0 • M:0 • Y:0 • K:5 RGB • R:244 • G:244 • B:244 HEX • #F4F4F4		<b>OCL Deep Blue</b> CMYK • C:45 • M:15 • Y:0 • K:75 RGB • R:36 • G:56 • B:66 HEX • #243842		<b>OCL Teal</b> CMYK • C:70 • M:0 • Y:30 • K:10 RGB • R:31 • G:173 • B:174 HEX • #1FADAE
	<b>Off-White</b> CMYK • C:0 • M:0 • Y:0 • K:10 RGB • R:234 • G:234 • B:234 HEX • #EAEAEA		<b>OCL Blue</b> CMYK • C:75 • M:45 • Y:0 • K:0 RGB • R:65 • G:131 • B:196 HEX • #4183C4		<b>OCL Dark Teal</b> CMYK • C:70 • M:0 • Y:0 • K:50 RGB • R:0 • G:115 • B:146 HEX • #007392
	<b>Light Grey</b> CMYK • C:0 • M:0 • Y:0 • K:20 RGB • R:208 • G:208 • B:208 HEX • #CFD1D0		<b>OCL Bright Blue</b> CMYK • C:60 • M:20 • Y:0 • K:0 RGB • R:85 • G:172 • B:238 HEX • #55ACEE		<b>OCL Orange-Gold</b> CMYK • C:0 • M:35 • Y:85 • K:0 RGB • R:253 • G:179 • B:43 HEX • #FDB32B
	<b>Mid Grey</b> CMYK • C:10 • M:10 • Y:0 • K:50 RGB • R:113 • G:116 • B:127 HEX • #71747F		<b>OCL Muted Blue</b> CMYK • C:60 • M:15 • Y:0 • K:30 RGB • R:70 • G:147 • B:175 HEX • #4693AF		<b>OCL Dark Orange</b> CMYK • C:0 • M:40 • Y:85 • K:20 RGB • R:204 • G:137 • B:51 HEX • #CC8933
	<b>Dark Grey</b> CMYK • C:10 • M:10 • Y:0 • K:80 RGB • R:42 • G:43 • B:47 HEX • #2A2B2F		<b>OCL Blue Teal</b> CMYK • C:65 • M:10 • Y:20 • K:0 RGB • R:78 • G:177 • B:197 HEX • #4EB1C5		<b>OCL Red</b> CMYK • C:15 • M:100 • Y:100 • K:0 RGB • R:208 • G:33 • B:40 HEX • #D02128
	<b>OCL Green</b> CMYK • C:55 • M:8 • Y:90 • K:0 RGB • R:130 • G:184 • B:84 HEX • #82B854				<b>OCL Dark Red</b> CMYK • C:0 • M:80 • Y:40 • K:50 RGB • R:145 • G:45 • B:68 HEX • #912D44
	<b>OCL Bright Green</b> CMYK • C:50 • M:0 • Y:100 • K:0 RGB • R:141 • G:198 • B:65 HEX • #8DC641				<b>OCL Purple</b> CMYK • C:15 • M:45 • Y:0 • K:45 RGB • R:117 • G:76 • B:139 HEX • #754C8B

# Gradients

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Gradients can be used in print and web to add depth or movement to large color blocks or in image overlays. They should only contain combinations of colors that form the OCL color palette.

Gradient use should be subtle and between two similar colors. Avoid extreme changes through the transition unless a large impact is needed, in which case more variety between colors can be used.



# Color use

## Neutrals

When designing for OnCourse Learning materials, color should be used sparingly and in support of hierarchy. Colors are not meant to be the primary design element. Large areas of white or neutral colors should be used with a variety of pop colors when needed. The gray scale palette, white and deep blue (C:45 • M:15 • Y:0 • K:75) are considered a neutral base for OnCourse Learning.

### White Neutral



### OCL Deep Blue Neutral\*



\*When printing logos or other colors on Deep Blue, be sure to use professional printer. This may not render properly on a standard ink-jet printer. Marketing collateral should always be professionally printed to avoid overprint color fills.



## Print color usage

Bright, highly-saturated colors from the OCL color palette should not be overused. They should be used to accent, enhance or lead the eye according to hierarchy of design. Designs should not be overly monochromatic and should not use only colors associated with the industry or logo.



**AHIT Success Story: Kevin Mathers on why his business thrives**

I started this business in a 1984-1985 [sic] bedroom at home, and I've recently moved into an 1,800 square foot main. I've just been very blessed.

**AHIT: What about your business helps you stand out from other home inspection services?**

Mathers: My inspectors are required to go above and beyond. That's not to go above and beyond and get into areas of inspection they're not qualified to get into but come in from a customer service standpoint, always being available for a phone call or text that needs to be returned within 24 hours or less. Reports are required to be distributed within 24 hours. If not this same day to the customer.

**We are able to talk people in off of the window ledge, so to speak. — Kevin Mathers**

**AHIT: You use AHIT's Inspector Reporting software in your business. What do you like about it?**

Mathers: Granted, when it first came out it was rough, but they made some major upgrades to it. It's a really easy software to work with. The biggest compliment I get from my customers is that it's very easy to read.

I've seen some of the competitor reports and they're very thorough and they're very good reports — maybe for another home inspector — but, for [Mathers] "I don't want to have to read a report of 'The end Peace?' They don't want to have to call somebody to interpret it or then, that's not my thing. There's a lot more technical language in them for me and ability, but it's not hard to figure out."

**AHIT: What's the most valuable thing you've learned since you started your business that can't be taught in the classroom?**

Mathers: Probably the ability to communicate, not only to the customer but to the agents.

A home inspection is probably one of the most nerve-racking things out there. We take the stress out of the home inspection. You are able to talk people on off of the window ledge so to speak. We're like, "Yes, it's a house. There isn't anything here you need to be afraid of. It just depends on where you live in the world."

**AHIT: What about your business makes you most proud?**

Mathers: Probably the support I've gotten from a lot of real estate agents who trained me with their clients, and they're still going on. And my wife for putting up with [me] starting a business. Because, it's not easy to do.

800-441-9411 • AHIT.com



Industry single pop color

**From Startup to Success**

Our mission is to help you get started and succeed in the home inspection industry.

**The AHIT Advantage:**

- 50,000+ Trained since 1993
- Approved by ASHI, NACHI, TREC, CREIA

American Home Inspectors Training has been the leader in home inspection training since 1993. At AHIT, our mission is to provide you with industry-leading training and support to help you to realize your full potential in the home inspection industry, whether your goal is to start and operate your own successful home inspection business or to be a contributor in an established home inspection company, we are here to help you, from your initial conversation with us, through the duration of your training, to the end of your home inspection career.

Obtaining a professional home inspection is an important step for a home-buyer. As an AHIT Certified Home Inspector, you will have the ability to inspect a home thoroughly and professionally, giving the home-buyer peace of mind and the information needed to make an informed decision.

**Home inspection training, done right.**

Our step-by-step home inspection training, marketing, and technical support services provide you with the knowledge and tools you need to grow your home inspection business.

*If a person is serious about becoming a home inspector and passing their state or national exam, I can't imagine where they could get any better training than AHIT!*

-Fred, Ohio

877-204-0265 • www.ahit.com



Neutral color use with color variety

**Certification & Beyond**

With you for long-term career development

Your certification with AHIT allows you to stand out from your training to complete. From your initial training and certification to the day you receive your AHIT Home Inspection Report, you need to be a successful business owner. In addition to quality training, comprehensive training, AHIT provides a variety of tools and resources to help address the home inspection career challenge.

- Continuing Education
- Marketing Materials
- Reporting Software
- Insurance Programs
- Industry Connections
- 8-Weeks

**Be on your way to success...**

In just three easy steps:

1. Call 877.204.0696
2. Enroll in a course
3. Get certified & start your new career




Coming this spring

**The new Nurse.com!**

Nurse.com is getting a new look! Designed to enhance your user experience, you'll notice quite a few changes.

- Purchase and store courses in your profile and come back at your convenience.
- Courses are now mobile friendly, so take them with you wherever you go.
- Find the courses you need with improved search functionality.

Watch for the new look! Visit [Nurse.com](http://Nurse.com)



Overuse of single color

Coming this spring

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- Courses are now mobile friendly, so take them with you wherever you go.
- Find the courses you need with improved search functionality.

Watch for the new look! Visit [Nurse.com](http://Nurse.com)



Subtle use of OCL pop color

Below are some additional examples of color use with different levels of neutral and pop color. This includes bringing color into photography and imagery to help support the OCL color palette. All examples use minimal color, primarily on important messaging or sections

**Cultivate professionals.  
Catapult success.**

Accomplished professionals know OnCourse Learning by its long established, proven brands — American Home Inspectors Training, Career Watchout, Professionals and California Education. More than 100,000 professionals rely on us for real estate training, continuing education and professional development.

OnCourse Learning has combined leading education providers to offer a full Rhyckti suite of education programs for real estate agents, appraisers and home inspection professionals.

As a single, consolidated resource, OnCourse Learning is taking e-learning to the next level. Enjoy new ways to manage learning through technology with fresh and unique educational experiences driven by the industry experts you have relied on for decades.

Logos for OnCourse Learning, AHIT, American Home Inspectors Training, Career Watchout, Professionals, and California Education are displayed at the bottom.

Heavy neutral deep blue with bright blue pop.

**10,000 courses.**

OnCourse Learning offers award-winning educational opportunities for these professions:

- Real Estate
- Healthcare
- Financial Services

Discover the many ways to advance your work force, manage compliance and advance careers through our premier course catalog.

**Types of education include:**

- Continuing Education
- Compliance, Risk & Compliance
- Exam Prep
- Professional Skills
- Proficiency

Explore our expanded course catalogs now.  
[www.OnCourseLearning.com/Discover-More](http://www.OnCourseLearning.com/Discover-More)

Deep blue icons with single green pop color.

**Get the latest real estate news and trends at your fingertips!**

Subscribe to the OnCourse Learning Real Estate blog.

Trust us to be your go-to professional development resource. With over 40 years of experience educating agents, brokers, appraisers and home inspectors, we have latest information to keep your organization at the top of your industry.

Visit [oncourse.com](http://oncourse.com) to subscribe to the OnCourse Learning Real Estate blog today!

Blue pop color CTA with teal sidebar pop.

**Financial Institutions Trust OnCourse Learning**

Our agents bring a diverse blend of experience, expertise and top talent to their profession.

875K active agents

85K direct workers

2,500 program partners

1,700 hours of continuing education

NMLS, ICB, ACAMS & NAIC accredited courses

OnCourse Learning is your complete go-to resource for financial services education and compliance solutions. Enhance your employees' skills and career compliance effectiveness as one fully integrated system provides access to resources for a variety of essential financial services professionals.

Examples of ideal color use. Large areas of whitespace, use of neutrals, subtle pop colors, and color correction in images.

**Financial Institution Training that Engages Employees.**

Enhance Regulatory Knowledge, Increase Competitive Advantage, Attract and Retain Talent.

**New for 2017**

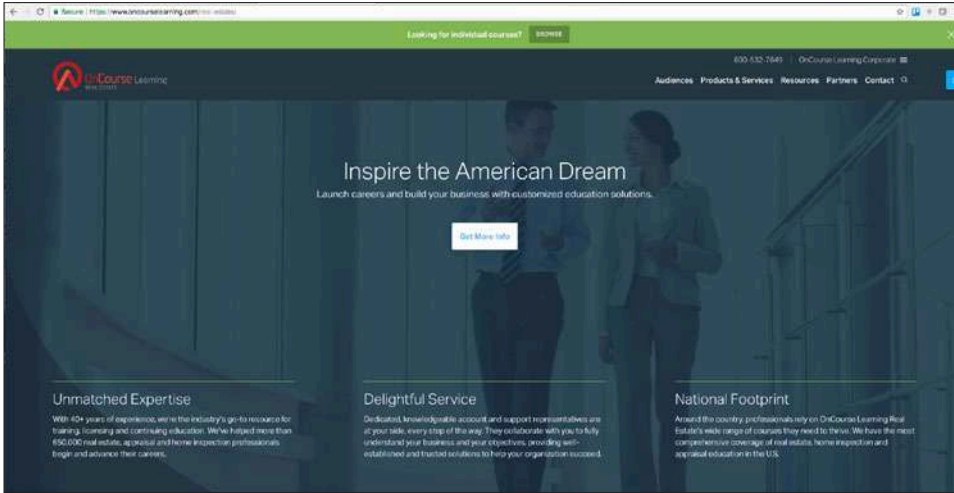
Mortgage Training Made Simple.

Whether you are a compliance manager, IT training manager, or an individual mortgage loan originator, OnCourse Learning is your solution for staying ahead of the mortgage training curve.

Our user-friendly technology platform makes it easy to create training programs, track and reporting loans, and more.

## Web color usage

The color palette for web is the same as print.  
The desired tone will often dictate what colors the designer will use when creating assets.



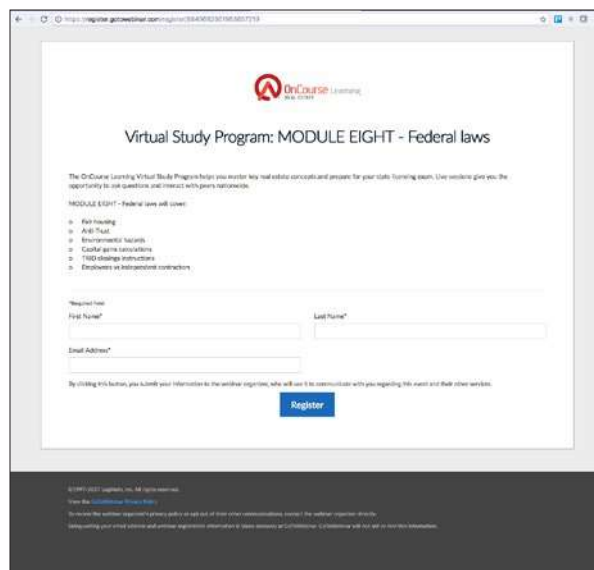
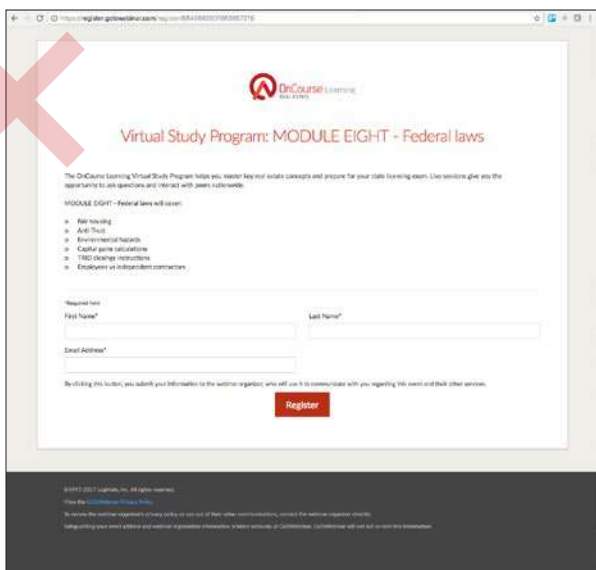
B2B sites are introduced with a darker, strong, professional, bold corporate tone. Blocks of info, framed by design and imagery.



B2C sites are set to be softer, more inviting and purchase focused. sites are open with room for user to breath around course lists and other large sets of information.

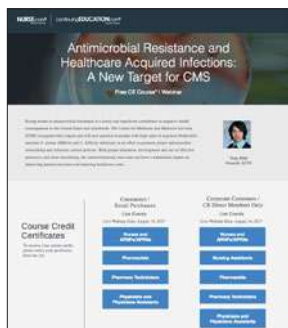
Pop colors are used to direct viewer to key information.

The mistake of relying on the logo color as a primary color throughout design should be avoided in web design. The utilization of neutrals, white space and pop colors should be balanced and purposeful.



Do not use a single color throughout entire design based on business unit.

Good mix of neutral, whitespace and pop colors.



Pages can balance different ways, with different CTAs or lead elements highlighted with minimal color use. Whether it is a button for more information, an icon that highlights a message or an arrow that leads the viewer to more.



# Photography

# Subject

## Visual identity strategy

Our goal is to represent professional learners in an environment appropriate to their channel and to the message of the marketing piece.

**OnCourse Learning uses four primary subject matters in photography.**

1. Learning
2. Working
3. Effect
4. Literal/Object

Photography choice is dictated by overall story the piece is telling. It should support or enhance the message it accompanies and make the appropriate impression on the viewer. This could be different depending on the product, audience, series of materials and context of image.

**The primary story our images should tell is as follows.**

Sign up - Learn  
Advance your career  
Effect your world



Learning



Working



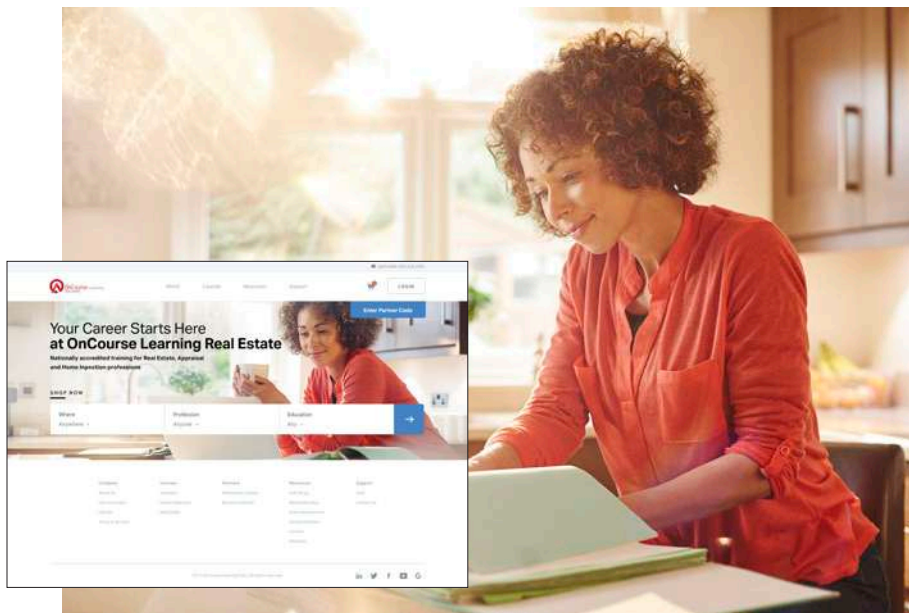
Effect



Literal/object

## Visual story

When selecting images for branded materials, consideration should be given to how viewers will relate to what they see, context of the image, inherent message and user path. All of these can create the appropriate story for the user. Below is an expanded explanation of image selection, as an example of this.



### Learning

This is the main image subject matter for GetOnCourse.com. It will be the primary image style used on the first image (header image).

We are going to be a new name to a lot of costumers. This will be a new site/product/ company and overall experience. We need to connect to the offerings and purpose of the site as quickly as possible. This needs to be positioned as a consumer site for professional online (mixed) learning. Showing something that the viewer can relate to/connect the action to as quickly as possible will help establish the overall goal of the site upon loading.

This is the most direct visual line to our goal.

**Sign up; Learn;**  
Advance your career;  
Effect your world



### Working

Our secondary Image subject matter serves a supporting purpose.

It connects our users to there industries. It shows our site specializes in there industry.

It can also imply career growth by representing success through career growth. It can help the customer relate to stay on top of their job, enjoying their work, be the best they can and other positive messages related to the careers our customers are pursuing or advancing in.

It is less effective at giving the impression of "learning" or "education," however. It should be used in a supporting manner.

This is the second step in our visual story.

Sign up; Learn;  
**Advance your career;**  
Effect your world



**Effect**

Showing the effect that advancing someone's career can have on the community, people they serve and even their own families is one way to spark an emotional connection with our audience.

Showing the benefit outside of professional advancement can help set our offerings apart and make personal connections with our customers. It drives home the idea, "You may have to be certified (compliant, licensed, etc.), but you can do that and more with us"

Sign up; Learn;  
Advance your career;

**Effect your world**



**Literal:**

Sometimes it is necessary to show an image that relates directly to what you are talking about. This is something we will continue to do, but should be in a supporting manner when trying to visually represent a specific thing. This often will be used when talking about a course or product.

Examples:

"Now available on audio"  
Picture of headphones.

"Commercial Real Estate"  
Picture of commercial buildings.

This image type also can be used to break up the use of people on image-heavy pages. A good mix of subject mater will help break up repetition.





## Unacceptable image subjects

Part of our visual identity strategy is to maintain a professional, expert level, high-quality tone. This includes our photography and image style.

The baseline for our brand should not include overly composited images, metaphoric representations or heavily cartoon or humorous styles. Acceptptions may be made for individual campaigns or messages.



Metaphors



Humor as an unprofessional representation



Overly composited, fake



Cartoon people

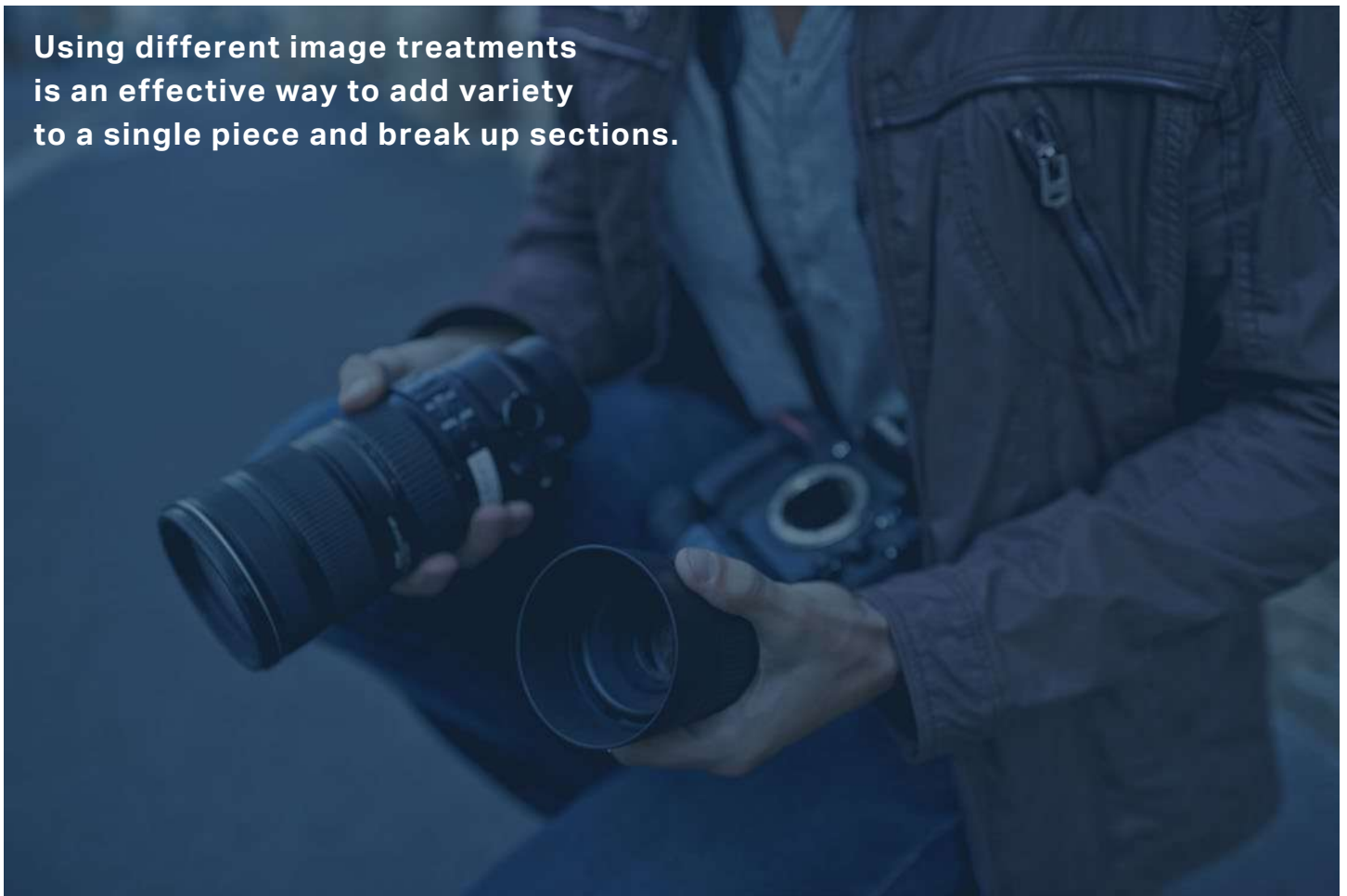
# Image treatments

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Part of the OnCourse Learning visual style is its various image treatment options. These options have been created for utilizing the image space provided on various marketing materials. There are many things to consider when selecting images used in OCL materials. Each of these helps provide consistency and realism to our imagery.

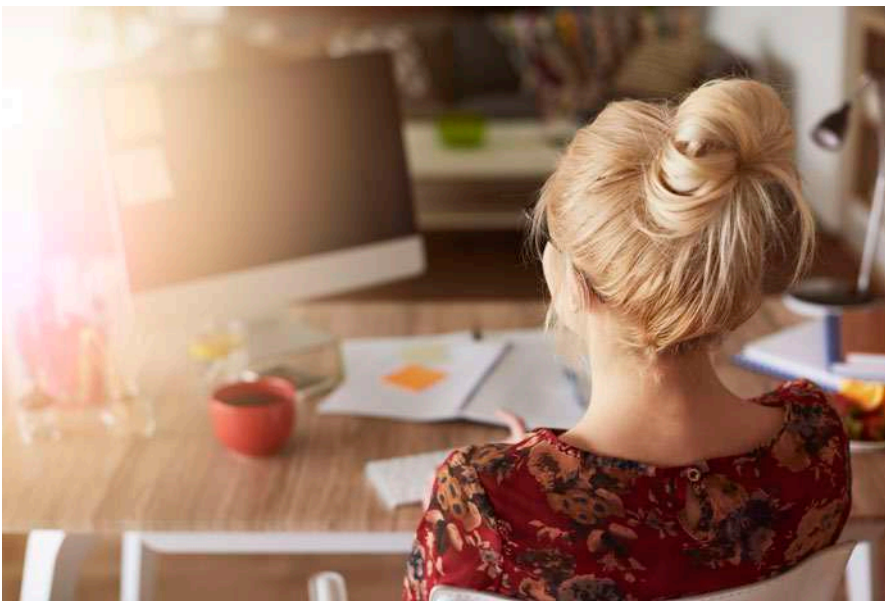
1. Contrast
2. Pose
3. Crop
4. Image Series
5. Overlay
6. Color and Levels

**Using different image treatments is an effective way to add variety to a single piece and break up sections.**



## Contrast

When selecting images, a believable and realistic feel to the viewer should be maintained. Avoid overly generic, safe images when selecting from stock photography. Higher contrast and unique setting is more believable than a low-color, simple environment. It is important that designers carefully choose a variety of images and settings.



Believable setting, contrast and more personal look and feel. A visually interesting depth of field, background and setting. Unique cropping and variety of color.



Stock look, with fake setting,  
Overly generic and simple. Lacks color,  
contrast and visual interest.  
Meant to fill a generic need, but loses  
believability.

## Pose

When selecting images, realistic and natural settings should be used. We primarily use candid or editorial style poses that add believability to an image. Subjects should seem relaxed and natural, avoiding obviously staged situations and environments.



Natural



Moderate



Staged

When posed images are used, the pose should be simple, relaxed and believable.



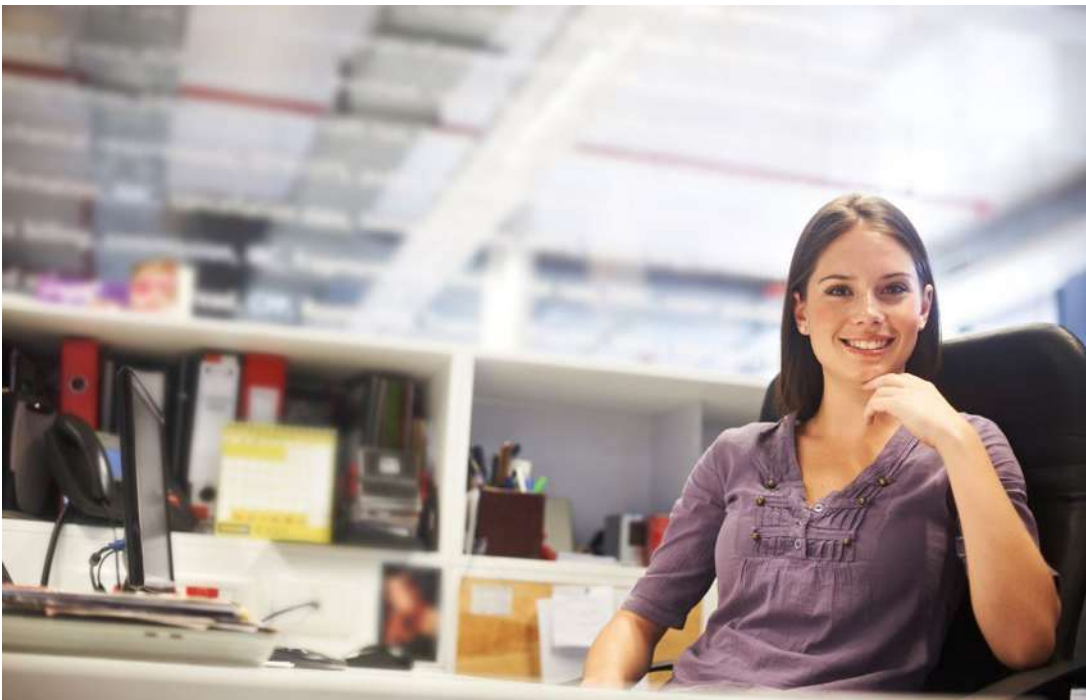
Natural



Staged

## Crop

An important part of quality image selection and use is proper image cropping. Showing entire scenes or environments will paint a more realistic situation for the viewer. Negative space, depth of field and additional background space are ways to add context and believability to an image. Avoid cropping directly onto a subject unless for use as a head shot or direct reference to the subject.



## Image series

Use of multiple images from the same series will often add an extra level to the visual story of a marketing piece, or group of pieces. When appropriate, finding images in the same location, of the same model or setting, taken in the same style, is an effective way to connect related collateral.



Image series examples



### Quick Guide: Insurance Career Overview

Some of the best jobs today can be found in the insurance business as a trillion-dollar-a-year industry. It keeps 2.3 trillion Americans working. With constant population growth, as well as growth in personal wealth, the need for insurance professionals will continue to grow.

Insurance is an exciting career for many reasons. Insurance professionals (and recently known as insurance agents) help guide clients in identifying the types and kinds of insurance needed and purchasing the correct policy to protect against loss. A client could be an individual, a family or an entity. Some professions work for an insurance company and only sell that company's products. An independent insurance producer, or broker, usually represents several companies.

There are a number of types of insurance, among them property and casualty, life, health, disability, and long-term care insurance. Many insurance producers also sell mutual funds, variable annuities, and other securities. In recent years, many companies are including flood insurance in their product solutions.

**The insurance business is a trillion-dollar a year industry, keeping 2.5 million Americans working**

OnCourse Learning.com/homepage • 1-800-299-2207

### What Makes Someone a Successful Insurance Producer?

Insurance certainly involves sales, but it also requires a combination of people skills and a strong knowledge base. Successful insurance professionals will generally have these qualities:

1. A love of working with people
2. Easy sales
3. Strong communication skills
4. Good analytical and problem-solving skills
5. Ability to emphasize and promote information

### Additional Requirements for Insurance Producers

Every state requires insurance producers to be licensed. Separate licenses are required to sell life and health insurance or property and casualty insurance, and such a variety of services are becoming education courses and passing state examinations.

### A Day in an Insurance Producer's Life

On a typical day, an insurance producer might:

- Prepare reports and answer or receive client correspondence
- Actively look to contact new client relationships
- In the event of a loss, help policyholders with insurance claims
- Offer clients comprehensive financial planning services, such as retirement planning, estate planning, or assistance in setting up pension plans for business

### Room to Grow

An insurance producer with ability and drive can advance into a management position, perhaps as a sales manager in a local office. With experience, one can become an agent representative or fill a similar executive position.

**Insurance Offers a Variety of Career Opportunities**

Producers in the insurance industry range from those that sales representatives or agent managers to people behind the scenes, such as underwriters, customer service representatives, or trainers. Employees prefer to hire college graduates, particularly in business or accounting, but might consider hiring high school graduates who have proven sales ability or insurance potential.

OnCourse Learning.com/homepage • 1-800-299-2207



### Insurance Job Opportunities

**Actuary** - Actuaries determine the risk involved in insuring a person's life, property, health, or business. Because their analysis is used to establish coverage rates, actuaries are one of the most important elements of the insurance industry. A successful actuary understands government legislation and social tendencies that affect risk and often work with government entities or pension management firms.

**Broker and Producer** - Brokers and producers will insurance policies to clients that want to guard their assets against liability. Brokers must have a detailed knowledge of policies and their limitations. Those who understand insurance policies and are comfortable talking with a wide range of people can make a good living working in the insurance industry.

**Claims Adjuster** - When a customer has been involved in an accident or suffered a loss, adjusters help determine a fair settlement between all parties involved. A successful claims adjuster will have excellent communication and negotiation skills and be able to tolerate long hours and regularly adjusters spend time in the field, as well as behind a desk.

**Service Representatives** - Because of their function as a go-between for insurance companies and producers, service representatives must have excellent communication skills and a detailed understanding of insurance products. A successful representative is good at building relationships with producers and other company representatives. A client's are often best a solid foundation for a career as a service representative.

**Loss Control Specialist** - Loss control specialists work in the field inspecting risks and after insurance claims looking for insurance conditions and ways to fix them. Their job is to limit injury, loss, and accident. Ideally, candidates should prepare by obtaining a degree that emphasizes both technical and business skills.

**Underwriter** - Underwriters determine if an insurance policy applies and worth the risk of insuring. By assessing the risks that a person represents, underwriters ensure that all policyholders fit company guidelines and often help determine policy pricing.

OnCourse Learning.com/homepage • 1-800-299-2207

Above is an example of an image series used across a single marketing piece. Using the same woman across all three pages helps promote a single, believable scenario.



### Give Your Lending Program an Advantage

Arm your team with the skills required to provide top notch financial service solutions to business clients

How do you position your employees to become a valuable resource to help customers improve their business growth? The **Insight Advantage program** enhances your employees' skills and competencies to acquire, expand and add value to their current and future business relationships by discovering cash management and financing opportunities and offering value added solutions, within a framework of effective sales conversations.

The **Insight Advantage program** includes an introduction and 8 modules:

- Essentials of Cash Cycles and Financial Statement Analysis
- Do Your Homework
- Effective Sales Conversations
- Discover Cash Management and Financing Opportunities
- Offer Value-Added Solutions and Effective Closing

**Training outcomes:**

- 1. Identify, organize and analyze key foundational information about customers and prospects.
- 2. Prepare for voice-to-voice and in-person meetings with customers or prospects by formulating purposeful questions.
- 3. Discover cash management and financing opportunities by analyzing business cash cycles and financial position.
- 4. Offer solutions by matching the opportunities identified with the products and services offered by your financial institution.
- 5. Demonstrate the ability to position the recommended solutions and be effective in closing the business.

To get started, contact us today! 877-999-3343

OnCourse Learning.com/financial-services



### Does Your Small Business Lending Program Measure Up?

**Credit Lending Training. Comprehensive. Trusted. Effective.**

Do your employees have the skills and confidence to have meaningful conversations with clients and prospects about their business and financial positions? The Small Business Lending program enhances your team's skills and competencies to understand small businesses, identify financing needs and discuss lending requests.

We also provide our credit skills diagnostic assessment with the program. Identify credit skills gaps and receive a detailed report to develop a targeted training program to maximize results and minimize the investment.

The **Small Business Lending program** includes a diagnostic assessment and 8 modules:

- Understanding your Small Business Customer
- Accounting Basics
- The Balance Sheet and Legal Structures
- The Balance Sheet
- The Income Statement
- Combining the Balance Sheet and Income Statement
- Understanding Small Business Borrowing Needs
- Personal Financial Statements

**Training outcomes:**

- 1. Acquire adequate technical knowledge to communicate effectively with clients regarding their financial position and financing needs.
- 2. Articulate the operating and capital investment cycles, match financing needs with an appropriate loan structure.
- 3. Recommend appropriate loans and expedite the credit process by submitting complete packages to underwriting.

To get started, contact us today! 877-999-3343

OnCourse Learning.com/financial-services



### Grow Your Loan Portfolio.

Reliable. Comprehensive. Simplified training. Provide your employees with world-class credit training. Assess employee knowledge by utilizing our credit skills diagnostic assessment. Then, customize individual learning based on skills gaps. Mitigate risk and provide your employees the tools they need to be effective throughout the credit process.

**About OnCourse Learning**

OnCourse Learning (formerly BankerEdge), is an e-learning partner that empowers companies and professionals to improve, advance and apply. We offer regulatory compliance, licensure, and professional development training to the bank, credit union, consumer financial services, insurance, mortgage and gaming industries.

**Five unique programs include:**

- **Credit Skills Diagnostic Assessments:** Identify credit skills gaps through a comprehensive assessment and receive a detailed report to develop a targeted training program to maximize results and minimize the investment.
- **Consumer Lending:** Build your employees' confidence to speak with clients about their consumer lending needs, by providing them with solid expertise and business skills.
- **Commercial Lending:** Grow your commercial business portfolio by providing employees with solid credit foundation for the core skills necessary to underwrite commercial loans.
- **Small Business Lending:** Develop your employees' core skills to review and discuss small business credit requests. Provide them with the skills and competencies necessary to meet the challenges facing small businesses.
- **Insight Advantage Program:** Enhance your employees' value to their current and future business relationships. Determine cash management and financing opportunities while offering value added solutions utilizing strategic sales conversations.

To get started, contact us today! 877-999-3343

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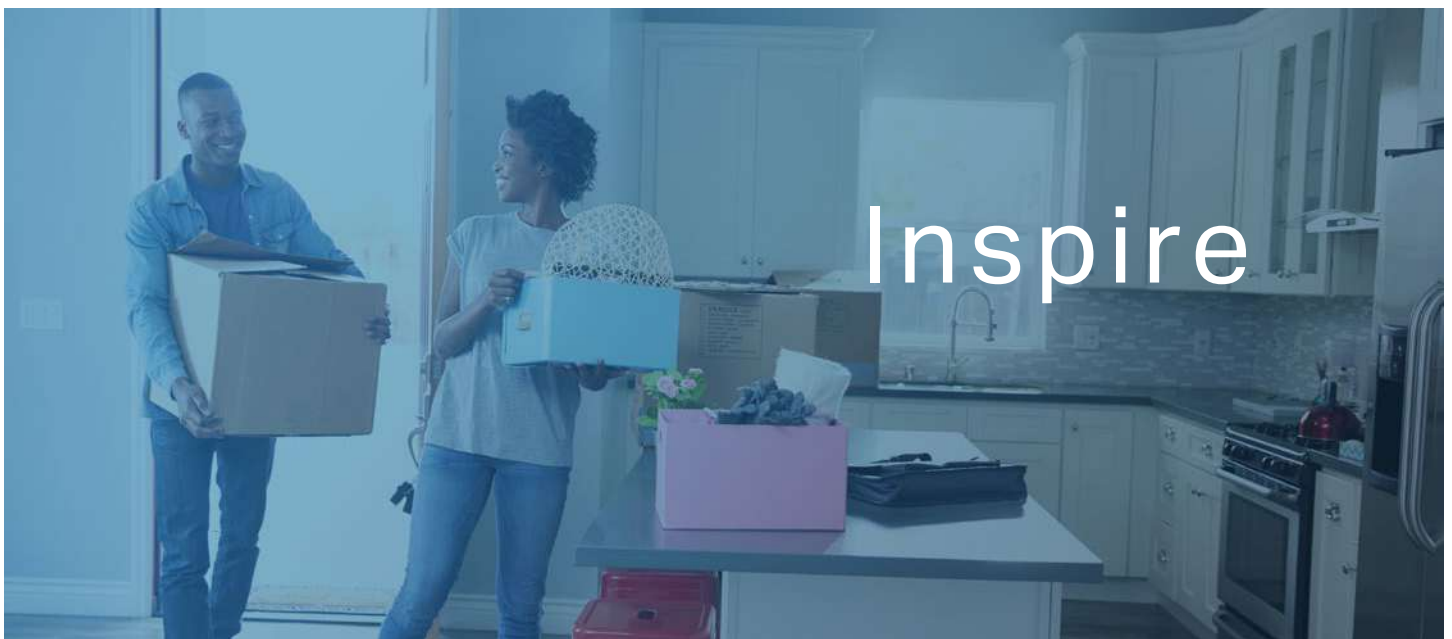
Above is an example of a series of sell sheets, all with similar market and topic. A group of images was selected to help connect each sheet together into a single package. This is a simple yet effective way to relate materials when appropriate.

## Overlay

When an image is used as a background, a solid or gradient color overlay can be used. This makes it possible to read or focus on foreground (often text). This effect can be used when your image is meant as a background, art element or supporting element. This is often used in web or on screen to help reduce visual competition with text or other elements on screen.

This should be done with "soft light" 80%-100% layer blending on image layer Photoshop (color or gradient behind).

Other editing may be needed to reduce clutter/distraction in image. This should not be done with distracting colors or images.





Overlay usage examples



Above is an example of a web page in which the headline is the primary message and the image is used as a supporting element. The overlay effect is applied to the image to reduce competing elements and increase prominence of the text.



Above is an example of an infographic in which images are used in the background, in support of the content. They are not the main subject.

## Color and levels

Another treatment effect is slight adjustment to color and contrast. Taking a set of images that was not originally part of a series and applying slight adjustments is an effective way to tie them together. This can be achieved by adding slight hue overlays with one of our colors, matching brightness and contrast, or even changing the color of individual objects. Below is an example of a variety of images being adjusted to become a series.



Each independent image fits within our style and could be used on various OCL materials.



In order to unite them as related images, a slight color overlay of teal and blue was applied, levels were balanced for low contrast and low highlights. A shirt color was also changed, as well as screenshot compositing. This unified the images in a way that makes them appear as a series, perfect for use in sliders.

## Additional design elements

# Curvature element

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## Curve meaning

For most people, education is a journey that moves in many directions upward, downward, laterally and even crossing paths with individual goals, obligations and desires in a person's life. The use of the curved element has been incorporated into the overall brand design to represent such a voyage as it twists, turns, moves and leads the learner onward along their educational journey.

The OnCourse Learning mark is representative of the educational journey as well, with a definitive starting point to lead the learner along the path, incorporating the influence of a directional "up arrow" to represent education in the context of advancing careers. The hidden element of the "power" or "on button" within the mark denotes learning as an active experience, one that empowers learners to make conscious decisions in advancing their knowledge and careers.

## Curvature usage

The OnCourse Learning curvature is used to convey progression and advancement through a visual element. This element is intended to carry a theme throughout our marketing materials. In combination with live photography and font usage, the curvature will give an added design element that can unite marketing materials. This can be used as a background element, overlay on an image or color knockout.

## Curvature shape

The curvature element has been created to a specific ratio, and should not be skewed or altered. However, this element can be sized up or down to provide the desired size of the curve.

## Curvature placement

The curvature element should be positioned off-centered within any layout. The natural slope of the ellipses will create a visual flow for the photography and messaging.



## Curvature usage examples

Below is a collection of examples that showcase the curvature. This element has multiple utilities that distinguish our marketing collateral as an OnCourse Learning piece. This will be an additional element that can be used to help represent OnCourse Learning materials across all professions, including: Financial Services, Healthcare and Real Estate

**Tribal casinos: Identifying training challenges and solutions**

By Debra Chase

As casinos face challenges in training large numbers of employees from multiple departments, often at several different locations. Providing consistent employee training is one of the most serious challenges for most casinos.

Andra Ramirez and Colleen Farnes of the Fort Hall Casino and Hotel, a tribal gaming property in northern Idaho, are well aware of many of the unique training issues facing tribal casinos. Nearly half of those who work at Fort Hall are tribal members, and most of the employees tend to be young. Some are single parents or face problems outside the workplace that make it more difficult for them to succeed. Lack of educational opportunities or difficulties they face pose challenges.

"When we have new employees, our biggest challenge is training," said Ramirez, who is the casino CEO of Fort Hall. "We have really good employees, but it also creates potential challenges for us, for many of our new employees, it's their first job and we have a smaller labor pool to choose from. Also have the idea that when we provide any training or educational opportunities for our staff, we are educating a community."

**Training and onboarding**

To address these issues, Fort Hall is working to develop training modules to improve the consistency of employee training across departments, said Ramirez, the property's assistant general manager.

"We need to make sure every department is taking part in this process," she said.

Employees make a major challenge for many new employees in they lack confidence and need leadership. She said the casino uses several methods when

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**Client Workstation Requirements**

**Web Browser**  
Current versions of the following browsers are recommended:  
• Chrome  
• Firefox  
• Internet Explorer  
• Safari

**Browser Plug-ins**  
Adobe Flash Player 10 or greater

**Minimum Screen Resolution**  
1024px X 768px

**Additional Notes**  
OnCourse Learning recommends at least 512MB of available memory at work workstation.  
A minimum screen resolution of 1280px X 1024px is required to access the Admin, Authoring, Tool.  
For multi-media content, sound is required for optimal viewing.  
Content providers may require additional browser plug-ins and may have different workstation requirements that must be above and beyond the minimum workstation requirements necessary to run the LMS.  
Some administrative features may require Flash.

**Network Security**

**IP Address List**  
66.159.9.254  
66.151.13.204  
66.20.30.123  
76.222.0.188  
192.2.179.30

**Domain Name List**  
\*training.onc  
\*onc.com  
\*onc.net  
\*onc.org

**Network Overview**  
The OnCourse Learning Financial Services training management system includes Client load balancing technology across a web farm for secure maximum system availability and reliability. Symmetry can be accessed through either HTTP or HTTPS protocols based on customer needs.

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**Embracing training & continuing education can help solve employee skill gaps**

**Executive Overview**

Many employees are having trouble finding employees with the right skills to fill job openings. According to the 2015 Talent Shortage Survey by the ManpowerGroup, about 1 in 3 U.S. employers reported difficulty in filling jobs due to talent shortages. The survey also found that 68% of U.S. employers will report shortages in high-skill occupations in their businesses. These shortages exist, even with an estimated 8 million Americans still unemployed as of September 2015, according to the U.S. Bureau of Labor Statistics.

Meanwhile, a 2012 study by McKinsey & Company found that 72% of employers believed their graduates were adequately prepared for the workforce, but only 42% of employers and 45% of new graduates agreed.

While the extent of what employers refer to as the skills gap is a topic of much debate, experts agree it is clear that companies need to invest in training and continuing education to ensure their employees are ready to meet the challenges of today's rapidly changing business environment.

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The curve is not required on every piece of marketing materials or branded elements. When it is used, it should be used subtly and in support of the art. It shall never be the main focus or primary element.

# Icons

The OCL brand design style includes the use of icons as an additional way to visually represent subject matter. In order to keep a consistent look through all OCL materials, the same icons style should be used.

A library of regularly used icons has been created and is available in multiple formats.

## Icon design

The OCL icons are all outlined, with a fixed width stroke.

When not available in the OCL library, custom icons can be created upon request. Regular updates to the icon library are made.

## Color

Icons can be used in any color from the OCL color palette or knockout white.

## Stroke width

The width of outline stays consistent as the icons scale up and down. They should not appear thinner or thicker than the size created. Avoid using other icons and icon styles outside of our library.



Correct Style Icon



Extra Thin Stroke



Solid icon



Extra Thick Stroke



3d Icon

### Icon use

Icons can be used in a variety of materials. They are an effective way to support a message or draw the user's eye and are a more subtle visual element than photography. Do not overuse icons or add them unnecessarily to materials without reason. Some icons are regularly used to represent the same commonly referenced message or concepts. Refer to the icon library whenever selecting icons.

Below are some example of icons used in various OCL marketing materials.

**Home Inspection Industry Numbers**

- 50,000+ AHIT Alumni
- Avg. price paid for a home inspection in the U.S. **\$380**
- Avg. gross salary of full-time home inspectors **\$70K**
- 5-8 Avg. number of inspections per week by a "successful" home inspector
- 75%+ of current home inspectors will be retired in 12 months
- 32% of sold homes involve a home inspection
- 77% of sold homes involve a home inspection

SOURCES:  
American Home Inspectors Training Institute  
www.ahit.org  
www.nation'srealty.com/real-estate/industry-trends/ahit-membership-survey/

AHIT AMERICAN HOME INSPECTORS TRAINING INSTITUTE

**Financial Institutions Trust OnCourse Learning**

- 875K Annual Revenue
- 85K Annual Revenue
- 2,500 Corporate Partners
- 1,700 Hours of proprietary content
- NMLS, ICB, ACAMS & NAIC

**Healthcare Settings**

- Ambulatory Care
- Behavioral Health
- Camp Nurse
- Cardiology
- Case Management
- Cath Lab
- Children's Services
- Clinical Specialist
- CNO / CNE
- Med / Surg
- Miscellaneous
- MR / DD
- Neuroscience
- NICU
- Nurse Practitioner
- OB / GYN
- Office
- OR / PACU

Search for Nursing Jobs by:

Specialty	Location
Ambulatory Care 72	Med / Surg 2972
Behavioral Health 267	Miscellaneous 503
Camp Nurse 3	MR / DD 1
Cardiology 570	Neuroscience 129
Case Management 105	NICU 180
Cath Lab 82	Nurse Practitioner 391
Children's Services 8	OB / GYN 379
Clinical Specialist 83	Office 190
CNO / CNE 2	OR / PACU 1136

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Maximize your visibility and get noticed by employers.
- Create An Account**  
Save or track your jobs, simplify the application process, and more!

# Buttons

Design of buttons should be consistent throughout all materials and brands. It is important that all buttons are created with consistent colors, fonts and shapes.

Buttons can be created with colors from the OCL color palette and be displayed as solid, knockout or outline. OCL buttons should have rounded corners and OCL branded fonts.

The spacing between text and button edge should be consistent, and equal to the text height within the button.

## Button variety

The above styles should be applied to buttons whenever complete control over button aspects is available. With the variety of interfaces, templates, delivery systems and third-party asset creators OCL uses, exact button shape and style may not always be fully customizable. When this is the case, elements should be set as close to OCL style as possible, without conflicting with the rest of the layout.

As trends change, so do the most effective colors and effects on web buttons. Buttons may change according to these trends.



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## Contact Us.

These are guidelines on how to properly represent the OnCourse Learning Brand. They are meant to maintain a professional, clean and consistent presentation across everything our company does.

If you have questions or need clarification on any of the standards outlined in this guide, don't hesitate to reach out.

**Nick Kindt, Creative Director, Corporate Marketing**  
nkindt@oncourselearning.com • 630-336-3161