



Tools and Resources to help you
promote the ICDL Program



THE ICDL UNIT LAUNCHES MARKETING GUIDE

To assist you in effectively promoting the ICDL program, the ICDL Unit has launched a Marketing Guide.

The Marketing Guide is a comprehensive document containing tools and resources to help you understand and apply elements of our brand when developing ICDL communication pieces.

The Marketing Guide features:

- > Information on our product range
- > Brand standards and guidelines
- > Guidelines on how to write ICDL copy
- > Standard descriptions for the ICDL program
- > Market Blueprint featuring key messages, positioning, information on how to frame an ICDL sale and more
- > 2005 Marketing Plan
- > Downloadable logos and important files
- > Copies of collateral and brochures
- > Examples of our signage
- > Examples of our advertisements
- > Examples of Invitations for ICDL events
- > Presentations, articles and newsletters
- > Research and impact studies

The Marketing Guide will be supplied to all test centres shortly, in electronic format. To ensure you receive a copy, please email scott.hansen@acs.org.au