Ontario 🔱

Get SET (Skills, Education and Training)

Logo/Wordmark Reference Document

Ministry of Labour, Immigration, Training & Skills Development

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1. Introduction

On November 20, 2025, the Literacy and Basic Skills program was rebranded to Get SET (Skills, Education and Training). A program logo/wordmark has been developed to ensure consistent brand recognition across the province.

Further to the January 16, 2026 announcement on the use of the new program logo/wordmark, the ministry is providing this reference document consisting of the visual identity and communication guidance to date and clarification on the logo/wordmark's placement (see General Guidelines below).

The details in this document will be incorporated into the Employment Ontario Visual Identity and Communication Guidelines later in 2026.

2. General Guidelines

- The Get SET logo/wordmark is to be used on all communication materials, **positioned to the left side of** the Government of Canada, Employment Ontario, and Government of Ontario tri-logo. (See Fig. 1 below)
- The logo/wordmark can be displayed in any of the approved Ontario colours.

Fig. 1

2.1. Size

- The Get SET logo/wordmark must appear equal in size and scale to the tri-logo.
- There must be sufficient spacing between the Get SET logo/wordmark and the tri-logo equal to the width of the Ontario trillium symbol. (See Fig. 2 below)

Fig. 2

Print

- To ensure legibility, the printed identifier must never be reproduced smaller than 0.75 inches (19 millimetres) wide.

Digital

- The minimum size for digital use is 180 pixels wide. This digital size is based upon high-resolution (retina) displays. When designing for lower-resolution digital displays, the identifier can appear at a minimum of 90 pixels wide.

2.2. Clearance

- The Get SET identifier must always appear within a zone of clear space equal to half the height of the symbol. No other elements should appear in this space.

3. Incorrect logo use

- Do not swap the places of the logo/wordmark and symbol
- Do not place over complex backgrounds/backgrounds with insufficient contrast
- Do not distort
- Do not encroach into the identifier's clearance space
- Do not alter the identifier's colour(s) beyond the approved selection
- Do not apply effects
- Do not recreate the wordmark

- Do not typeset 'Get SET' in another font

- Do not rotate

- Do not outline

- Do not place inside shapes

- Do not crop.

4. References

- The Get SET logo/wordmarks can be found on the <u>Get SET Overview page on the Employment Ontario Partners' Gateway (EOPG)</u>.

- Employment Ontario wordmarks and corresponding guidelines for use can be found in the <u>Visual Identity and Communication Guidelines section on the EOPG</u>.

5. Contact

Please contact your Employment and Training Consultant for any questions.