


## Update of Publicity Materials by Training Partners / Private Education Institutions

On 3rd October 2016, the Singapore Workforce Development Agency (WDA) was re-organised into SkillsFuture Singapore (SSG) and Workforce Singapore (WSG). The Council for Private Education has also been re-named the Committee for Private Education (CPE) and is a part of SSG. Consequently, your publicity materials using the names and logos of WDA and CPE would need to be updated. These publicity materials include but may not be limited to videos, collaterals, posters digital advertisements and websites.

### What needs to be changed?

2. You need to update the following in your publicity materials:
  - a) WDA name, logo and contact information (if applicable) – to update to **SkillsFuture Singapore** name, logo and contact information (if applicable). Please refer to Annex A for the details of the changes.
  - b) CPE name and logo – to update to the new CPE name and logo. The name should be updated to “**Committee for Private Education (CPE) is part of SkillsFuture Singapore (SSG)**”. Please refer to Annex A for the details of the changes.
3. The following names and logos remain unchanged and need not be updated:

Names	Logo
<b>Singapore Workforce Skills Qualifications (WSQ)</b>	
<b>CET Centre</b>	
<b>EduTrust</b>	

4. You can display more than one logo in your publicity materials. For example, if you are an EduTrust certified and approved WSQ training provider, you may display two of these logos in your publicity materials.

### **When do I need to start using the updated publicity materials?**

5. You would need to use the new SSG, CPE names, logos and contact when developing new publicity materials e.g. videos or brochures featuring newly launch courses. Please note that if you intend to use the SSG logo in your new publicity materials, you should seek SkillsFuture Singapore's permission first before developing the new publicity materials.

6. You should update your existing publicity materials latest by 1 January 2017. In the period leading to 1 January 2017, you may continue to use your publicity materials featuring the old WDA and CPE name and logo. Please note that if you have previously sought WDA's prior written permission to use the WDA logo, you need not approach SSG again for permission to replace the WDA logo with the SSG logo. If you have not sought permission earlier or are in doubt, please contact SkillsFuture Singapore with the publicity materials for permission.

### **Who do I contact if I need more information?**

7. You can contact SkillsFuture Singapore at 6785 5785 or through our feedback portal at <https://portal.ssg-wsg.gov.sg/feedback> for further queries.

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Annex A – Summary of changes

	Old	New
<p><b>Name</b></p> <p><b>Logo</b></p> <p>(You can request an image file from SkillsFuture Singapore)</p> <p><b>Contact Information</b></p>	<p><b>Singapore Workforce Development Agency</b></p>  <p>1 Marina Boulevard #16-01, One Marina Boulevard, Singapore 018989</p> <p>Tel: 6883 5885</p>	<p><b>SkillsFuture Singapore</b></p>  <p>1 Marina Boulevard #18-01, One Marina Boulevard, Singapore 018989</p> <p>Tel: 6785 5785</p>
	<b>Old</b>	<b>New</b>
<p><b>Name</b></p> <p><b>Logo</b></p> <p>(You can request an image file from SkillsFuture Singapore)</p>	<p><b>Council of Private Education</b></p> 	<p><b>Committee of Private Education (CPE) is part of SkillsFuture Singapore (SSG)</b></p>  <p>(Note: two logos must be placed side by side)</p> <p>OR</p>  <p>(Note: Option of just using the SkillsFuture Singapore logo)</p>