

Marketing & Media Guidelines

1. Promotion & Marketing

1.1 CITREP+ is a programme under the TechSkills Accelerator (TeSA) administered by IMDA. Course Providers should use the **TeSA and IMDA Logos** in all marketing collaterals and publicity/course materials promoting the courses and certification endorsed by CITREP+ .

1.2 Approval by IMDA is required for the following. Such approval should not be construed as a blanket approval for future use.

- a. Media pitches, branding limitations and guidelines concerning the placement, use and prominence of the name and/or any logos of IMDA, TeSA and/or any schemes or programmes established by IMDA;
- b. All promotional and marketing collaterals and materials produced by the Course Provider in relation to the Course, the Programme or the Endorsement;
- c. Dissemination of information relating to any subsidies that may be offered by IMDA to Trainees under the CITREP+.

1.3 **A marketing clearance reference code** will be issued upon approval of the request. The turnaround time is between 5-10 working days for all promotional and marketing collaterals produced by the Course Provider in relation to the Course, the Programme or the Endorsement to be approved prior to any publication.

1.4 The course provider shall ensure compliance for branding limitations and guidelines concerning the placement, use and prominence of the name and/or any logos of IMDA and/or any schemes or programmes established by IMDA.

1.5 For the use of TeSA logo, it is mandatory for Course Providers to include either the programme overview (see Example A) or the programme details (see Example B and C) in the collateral and publicity materials.

1.6 Course Providers are supposed to hyperlink the TeSA logo featured on their online channels to go.gov.sg/imtalent so that interested parties can have a better understanding of the opportunities under TeSA.

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1.7 Should the logo be used in a way deemed unprofessional to us, we retain the right to withdraw our support and logo from all collaterals, as well as request that the publicity materials be removed from circulation.

1.8 The Course Provider shall at all times ensure that any marketing or promotional materials for or in relation to CITREP+, contain true and accurate information in relation to CITREP+ and are in accordance with all information, terms and conditions as set out in IMDA's website(s) or ICMS.

1.9 Course Provider must indicate clearly on its marketing or promotional materials for or in relation to the Course what the entry requirements are for the Course.

1.10 Course Provider required to indicate the approved TSCs for CITREP+ endorsed courses displayed on course provider's website to guide trainees on selection of courses based on skills to be acquired.

1.11 Course Provider should not distort information disseminated relating to any subsidies that may be offered by IMDA to Trainees under CITREP+

1.12 Under no circumstances are Course Provider(s) to engage, directly or indirectly, in any promotion or marketing activities which may convey the impression that reimbursement of Course Fees under CITREP+ are awarded only to limited or specific Course Provider(s) and/or Courses, nor are Course Provider(s) to describe any Course payable by way of CITREP+ reimbursement as being free of charge or paid by the government or with words which convey or which may give the impression that the Claim Applicant shall be fully reimbursed for all fees and/or charges paid in relation to the Course.

1.12 Course Provider(s) are not allowed to directly or indirectly, use any rewards such as Referral Fee, lucky draws, gifts and vouchers, as a way of marketing or promoting awareness of any Course and/or incentivising interested parties to sign up for the Course, unless such compliance is dispensed with by IMDA in writing.

1.13 Marketing activities and other actions, such as bundling, that result in inappropriate amount of funding support enjoyed by the trainees and the sponsoring organisations are considered as financial breaches.

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1.13 IMDA shall have the right at any time to require the Course Provider to take such action as IMDA may in its sole and absolute discretion deem fit, which may include requiring the Course Provider to cease all promotional and marketing activities and to remove and/or destroy any marketing or promotional materials with immediate effect.

1.14 Do ensure all marketing complies to CITREP+ Terms for Endorsement. Action will be taken for continued non-compliance to CITREP+ Terms.

1.15 For clarification/request for clearance, please contact:

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

Marketing Guidelines

2. TeSA Programme and IMDA Logo

2.1 TeSA Programme Logo (Full version)

- To be displayed next to the endorsed Course / Certification

Default logo usage



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

For print

Min. height: 10mm



Min. height: 20mm



For web

Min. height: 25px



Min. height: 55px



Marketing Guidelines

2. TeSA Programme and IMDA Logo

2.2 Programme Overview



SUPPORTED BY:



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

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2. TeSA Programme and IMDA Logo

2.2a Programme Details

EXAMPLE B

SUPPORTED BY:



Certified Business Analytics Infocomm Professional

Administered by the Infocomm Media Development Authority (IMDA), the CITREP+ funding support is eligible for Singapore Citizens and Permanent Residents. Valid for courses and examinations commencing from 1 April 2021.

Terms and conditions apply. Please visit go.gov.sg/tesacitrep for full details.

Marketing Guidelines

2. TeSA Programme and IMDA Logo

2.2b Programme Details

EXAMPLE C

- When the logos are used against a dark background

SUPPORTED BY:



Certified Business Analytics Infocomm Professional

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

Please visit go.gov.sg/tesacitrep for full details.

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