



**WE KNOW
TRAINING**

Reseller Partner Marketing Starter Guide

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Welcome to the WKT Network

As a We Know Training (WKT) Partner, you get your own branded online training storefront, stocked with industry-leading courses from trusted publishers like Danatec and Fleet Safety International. Both of which are powered by We Know Training.

We handle the technology, hosting, and credentialing — you focus on promoting your courses and growing your business.

This kit gives you the tools, guidance, and ready-to-use marketing content to promote your storefront effectively while brand elements consistent across the WKT network.



1. Purpose of these guidelines

We Know Training (WKT) and our publisher brands (including Danatec and Fleet Safety International) are trusted names in online training and credentialing. These guidelines protect our brand integrity while enabling you, our storefront partners, to leverage these brands to grow your business.

Our goal is give you the credibility of recognized training brands, while ensuring consistent, professional representation across the market.



2. Brand hierarchy

Your brand leads.

Your storefront is primarily marketed under your name and logo.

YOUR LARGER
LOGO HERE

WKT as your training, technology & credential partner.

WKT is referenced in the background (e.g., “Powered by We Know Training” or “Credentials issued through the WKT Network”).



WKT publisher brands as course authority.

Specific course promotions may highlight publisher brands (e.g., WHMIS by Danatec, Defensive Driving by Fleet Safety International).



3. Logo usage

Approved logo badges

To preserve brand integrity and maintain consistency, we've created the badge logos that can be used to promote your storefront, publisher courses and our partnership.



All badges are available for download on our website at wkt.ca/resellers/marketing-resources

Visual standards

- Use only approved logo badges provided by WKT.
- Do not modify publisher logos with taglines, effects, or translations.
- Do not crop the images, remove the badge border, or change the colours.
- Always present WKT and publisher logos in full color when possible.
- Always maintain the aspect ratio.

WKT Partner Badges



WKT Horizontal Badge

Minimum height:
Digital 60px, Print 1 cm



WKT Vertical Badge

Minimum height:
Digital 60px, Print 1.5 cm

Publisher Course Reseller Badges



Danatec Horizontal Badge

Minimum height:
Digital 60px, Print 1 cm



Danatec Vertical Badge

Minimum height:
Digital 60px, Print 1.5 cm



FSI Horizontal Badge

Minimum height:
Digital 60px, Print 1 cm



FSI Vertical Badge

Minimum height:
Digital 60px, Print 1.5 cm



Placement, clear space and minimum sizing

Placement

Your logo should be the primary focus. WKT/publisher logos appear smaller, typically bottom or secondary placement.



Clear space

Always leave a clear space around logos equal to at least the height of the “W” in our name (or equivalent in publisher badges).



Minimum size

Logos must always be large enough to remain legible on screen and in print (minimum height requirements are listed on the previous page).



File formats

We provide the partner logos in three file formats: EPS, PNG, and SVG. Each format has a specific purpose: print or online, RGB or CMYK colour, and you need the right size to ensure readability and design integrity.

PNG: This is an image file for use in digital formats like on website or in Microsoft Word. PNG can only be scaled down in size, and the colour format is RGB.

SVG: This is a scalable vector format that can be used in digital formats for websites or Canva. SVG scales up or down without losing quality, and the colour format is RGB.

EPS: This is a scalable vector format used for print. It scales up or down without losing quality, and the colour format is CMYK.

Where our logos may be used

✓ **Allowed:**

- Your marketing **website** (separate from your online training storefront that we provide)
- **Social media posts** promoting courses
- **Email marketing** to your learners, in messages that promote your storefront and courses that you offer
- **Flyers, posters, and ads** promoting your storefront

✗ **Not Allowed:**

- On your company letterhead, business cards, or corporate identity materials (these remain exclusively your brand).
- In ways that suggest WKT/Danatec/FSI endorses your entire company outside of training courses.
- On products, merchandise, or unrelated services without written approval.



4. Partnership statements

Phrasing

- ✓ When referencing your relationship, **use approved phrasing such as:**
 - “In partnership with We Know Training”
 - “Offering accredited training powered by WKT”
 - “WHMIS training from Danatec, available through [Your Storefront Name]”

Examples of references in text

- ✓ “Powered by We Know Training” when referencing platform technology.
- ✓ “Credentials issued through the We Know Training Network” when referencing certificates.
- ✓ “WHMIS by Danatec” or “Defensive Driving by Fleet Safety International” when naming specific courses.

✗ Avoid misleading phrasing like:

- “Exclusive provider of Danatec training”
- “Certified by WKT” (WKT issues credentials, but your storefront is not a certification body)

- ✗ Do not call yourself “the official Danatec” or “exclusive partner.”
- ✗ Do not shorten, edit, or reword course names. Always use the exact course name and description provided.
- ✗ Do not position WKT as your company brand — WKT is always in support of your storefront.

5. Starter content

We've put together some starter content that you are welcome to use to help market your new storefront.

Keep in mind that your storefront is your brand first, and the WKT and publisher badges lend credibility and trust. Use our logos to sell courses, not to replace your own identity. Together, we ensure consistency, compliance, and strong brand equity across the WKT network.

Social media post content

Facebook/Instagram

Looking for trusted safety training to keep your team safe at work?

[Your Name] now offers access to Canada's most trusted online training courses through our partnership with We Know Training (@weknowtraining.ca).

- ✓ Regulatory compliant
- ✓ Instant certificates
- ✓ Mobile-friendly
- ✓ Expert support when you need it

Start your next certification today: [link to your site]

#WeKnowTraining

LinkedIn

We're excited to partner with We Know Training to bring our customers access to industry-leading safety courses from trusted publishers like Danatec and Fleet Safety International.

Whether you need WHMIS certification, safety training, or compliance updates, our partnership ensures you receive:

- Courses that meet regulatory standards
- Instant digital certificates
- Mobile-friendly learning that fits your schedule
- Real human support when you need it

Explore our training catalogue: [link to your site]

#WeKnowTraining

X

Big news!

We've partnered with We Know Training to offer **our customers industry-leading safety courses from trusted publishers like Danatec and Fleet Safety International.**

Start training with us today! [link to your site]



Social media post image templates

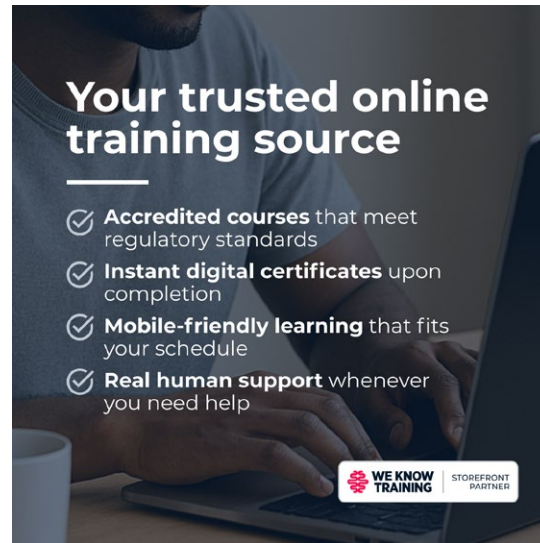
For social media posts, you'll want to keep things short, visual, and benefit-driven. The content should highlight the value of the courses, connect to your audiences, and always point people back to your storefront.

You should lead with your own logo and brand, but you're welcome to use these images and add your logo to them, or create your own graphics.



These images are available for download on our website at wkt.ca/resellers/marketing-resources

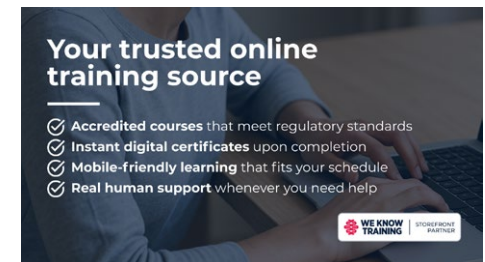
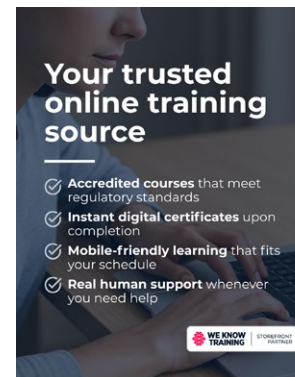
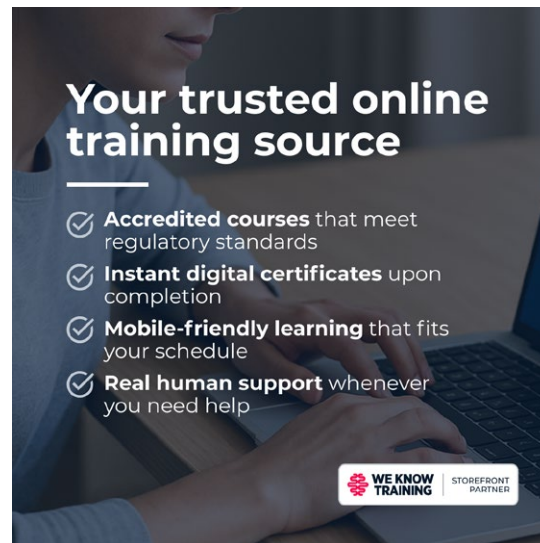
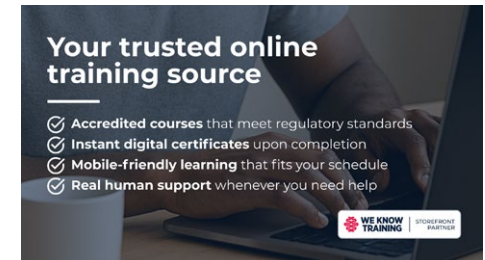
1080 x 1080px



1080 x 1350px



1600 x 900px



Email announcements content

Launch announcement text

Email subject line:

Big News: [Your Name] is bringing you industry-leading safety training for you and your team

Email copy:

We're excited to announce our new partnership with We Know Training, Canada's leading provider of regulatory-compliant training courses.

What this means for you and your team:

- Access to 60+ professional online training courses, including WHMIS and TDG
- Instant digital certificates recognized across Canada
- Mobile-friendly courses that work abroudn your schedule
- Real human support when you need help

Popular courses now available include:

- WHMIS (English, French)
- Transportation of Dangercous Goods (TDG) (English, French, Punjabi)
- Ground Disturbance

Ready to get started? Browse our complete course catalogue at [Partner-URL]

Questions? Email us at [Your Email] or call [Your Phone].

Best regards,
[Your Name]
[Your Logo] | [WKT Partner Badge]

Course promotion text

Email subject line:

Complete your [Course Name] training to better prepare you for the job site.

Email copy:

Complete your WHMIS Training in under 2 hours

Is your WHMIS certification up to date? Don't risk non-compliance.

Our online WHMIS certification course covers:

- ✓ Hazard identification and classification
- ✓ Safety data sheets and labels
- ✓ Workplace safety procedures
- ✓ Emergency response protocols

Complete your training today: [Direct Course Link]

- Takes only 1.5 hours
- Instant downloadable certificate
- Meets all provincial and federal requirements

Start now → [Your URL]

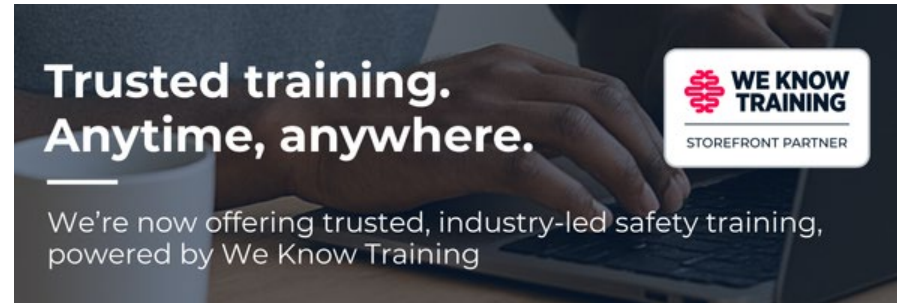
Best regards,
[Your Name]
[Your Logo] | [WKT Partner Badge or Danatec Course Reseller Badge]

Email announcement image banners



This image is available for download on our website at wkt.ca/resellers/marketing-resources

600 x 200px



One-page flyer content

Train smart. Work safe.

Bringing trusted training to your workforce and community. We now offer top-rated courses from leading publishers like Danatec and Fleet Safety International.

Get the online training you need with credentials recognized and trusted by employers, regulators, and industry leaders across Canada.

Your Benefits:

- **Learn on Your Schedule:** Online, on-demand courses
- **Stay Compliant:** Courses meet or exceed all provincial and federal regulatory standards
- **Earn Trusted Credentials:** Instant digital certificates upon completion
- **Course Selection:** Choose from 60+ courses that are top-rated in safety and compliance
- **Expert Support:** Real human support, whenever you need help.

Featured Courses:

- **WHMIS:** Stay compliant with workplace hazardous materials regulations in under 2 hours, with training in English and French.
- **Transportation of Dangerous Goods (TDG) Training:** Learn safe handling and transport practices to meet federal TDG requirements, with competency based training in English, French, Punjabi:
- **Ground Disturbance:** Learn essential safety practices for safe excavation work and hazard identification techniques.
- **Defensive Driving — 3 Demerit Reduction:** Master the SAFER defensive driving system and collision prevention techniques while earning 3 demerit point reduction. Alberta residents only.

Ready to Get Started?

Browse our complete online course catalogue: [Your Website]
Questions? We're here to help: [Your Phone] | [Your Email]

