



®

Queensland
Accredited
Visitor
Information
Centres

styleguide

BRAND AND GRAPHIC GUIDELINES



visitor information

SIGNAGE IDENTITY

The italicised 'i' symbol, in its various forms, is a valuable asset of accredited Visitor Information Centres* throughout Queensland and the integrity of this symbol must be protected at all times.

This manual has been created to demonstrate the correct use of the symbol in signing and general print applications.

The following information contains the guidelines required for the use of symbol elements and should be retained as an official reference document.

Accredited Visitor Information Centres in Queensland may use this symbol at any time for any use, as long as the image is in keeping with these guidelines.

The master artwork material supplied is intended to service all known requirements. Should alternative applications be required, enquiries should be forwarded in writing, to:

Industry Innovation
Tourism Queensland
GPO Box 328
BRISBANE QLD 4001
or to
industryinnovation@tq.com.au

This publication is based on work completed by Tourism Alliance Victoria. Tourism Queensland gratefully acknowledges the assistance of Tourism Alliance Victoria and Tourism Victoria in making this information available.

This publication was updated by Tourism Queensland, June 2010.

COPYRIGHT AND TRADE MARK

The use of the italicised 'i' symbol, in all forms, is restricted to accredited Queensland Visitor Information Centres only.

Non-accredited centres are not permitted to use this symbol.

For accredited centres, please take care to avoid any misinterpretation of the symbol. It is in your best interests to ensure that this symbol is used by accredited centres only. Any incorrect use, or unauthorised use, should be reported to Tourism Queensland.

Similarly, any proposed use of the elements other than shown must be referred to Tourism Queensland for prior approval.

Contact: Industry Innovation
Tourism Queensland
GPO Box 328
BRISBANE QLD 4001
industryinnovation@tq.com.au
07 3535 3535

The italicised 'i' symbol (by itself and with the accompanying text 'Visitor Information') are registered Trade Marks of Tourism Victoria. Unauthorised use of these Trade Marks may give rise to action for infringement under the Trade Marks Act 1995.

**Accredited Visitor Information Centres are those which have satisfied all requirements of the Queensland Visitor Information Centre (VIC) Signage Policy.*

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brand and communication

OBJECTIVES

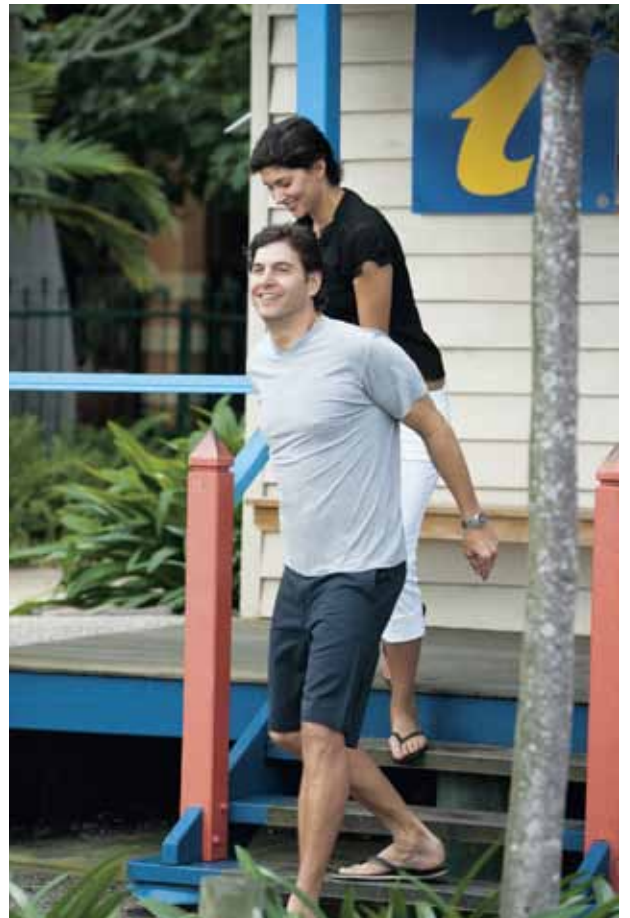
The network of Queensland accredited Visitor Information Centres endeavours to uphold the following messages in all communications so as to strengthen the brand image.

To communicate that Queensland accredited Visitor Information Centres:

- Promote objective, high quality information and advice on what to see and do, and represent a wide range of tourism products within the area
- Meet high professional standards of operations and service in order to be accredited
- Provide booking assistance for a wide range of accommodation, attractions, tours and transport
- Are represented by the blue and yellow italicised *i* and are located throughout Queensland
- Are welcoming, genuine and helpful

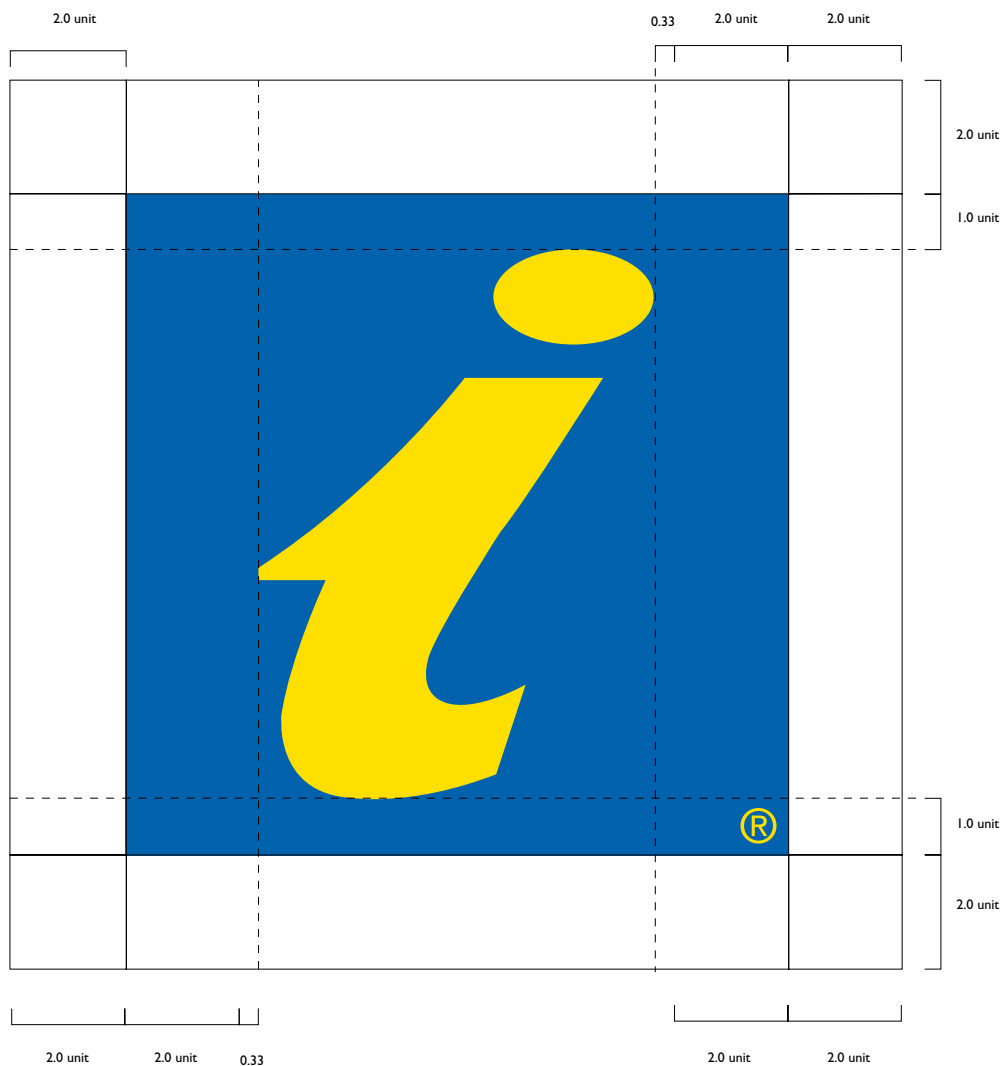
Further information

Tourism Queensland's Industry Innovation Team can be contacted in relation to marketing ideas and information or for any questions regarding the use of the symbol at industryinnovation@tq.com.au



symbol format

& CLEAR SPACE



2. 'i' Symbol Format & Clear Space

The 'i' symbol is the integral element of the overall identity.

The prominent application on signs of the italicised 'i' will alert visitors to accredited Visitor Information Centres providing excellence in information provision.

The 'i' symbol can be used on its own by individual Visitor Information Centres for their own print requirements, i.e. brochures and advertisements.

To ensure the 'i' symbol is positioned correctly, it should always appear with minimum standards of clear space.

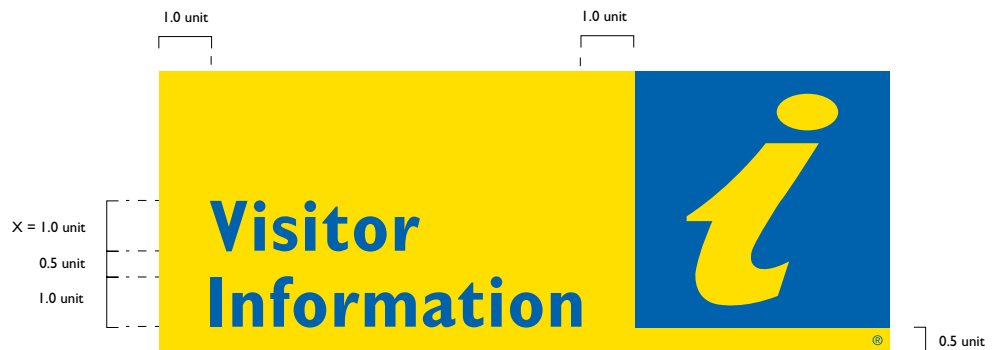
The clear space, as indicated by '1.0 unit' shall not be less than the dimension from the bottom of the symbol to outer edge of the blue field.

When the 'i' symbol accompanies type or other elements a further clear space of not less than '2.0 units' shall be recognised outside the blue field.

Where deviation from the clear space is required to meet specific design parameters, prior approval must be sought from Tourism Queensland, who will supply the relevant master artwork.

site sign clear space

HORIZONTAL FORMAT



3. Building or Site Signs Horizontal & Vertical Format

The 'i' symbol and logotype form a distinctive identity for use in all signing and three-dimensional applications.

There are two identity applications, a horizontal format and a vertical format. These two formats enable every possible use.

The horizontal format is the preferred use of the identity, with the 'i' symbol right justified.

The vertical format, once again with the 'i' symbol right justified, should only be used where space constraints do not allow the use of the preferred format.

The relationship between the symbol and logotype has been determined and must not be altered under any circumstances.

Should alternative applications be required, enquiries should be forwarded, in writing, to Tourism Queensland.

site sign clear space

VERTICAL FORMAT



Clear Space - Building or Site Signs Horizontal & Vertical Format

To ensure all elements of the building or site signs are positioned correctly within their own fields, the elements should always appear with minimum standards of clear space.

The clear space, as indicated by 'X = 1.0 unit' shall not be less than the cap height of the support typeface.

Where deviation from the clear space is required to meet specific design parameters, prior approval must be sought from Tourism Queensland, who will supply the relevant master artwork.

colour reproduction



4. Colour Reproduction

'i' Symbol

The colour of the 'i' symbol is always yellow out of a blue background. This colour combination must never be reversed to appear as a 'negative' image, nor should the symbol appear in other colours, be contained within another shape or be altered in any way.

Logotype - Primary Typeface

The preferred colour for the Visitor Information Centre Identity logotype is blue on a yellow background.

Logotype - Support Typeface (refer page 8)

The preferred colour for this application is blue on a white background.

Printing - PMS Colour Reproduction (Pantone)

When applied to a print medium, the identity should be reproduced in the two PMS colours:

Blue PMS 293 Yellow PMS 109

Printing - Process Colour Reproduction

If PMS colours are not available (i.e. in process colour reproduction), the identity should be reproduced as a combination of;

PMS 293 - 100% Cyan, 56% Magenta
PMS 109 - 95% Yellow, 9% Magenta

Vinyl - Signing Applications

When applied to signs, the identity can be cut from self-adhesive vinyl. The corresponding vinyl specifications are;

PMS 293 - Blue (006) PMS 109 - Bo Canary (982)

colour reproduction



2 Colour



2 Colour



2 Colour

Printing - PMS Colour Reproduction (Pantone)



PMS 293 PMS 109 PMS Black PMS 421 white

Printing - Process Colour Reproduction



100% Cyan 95% Yellow 100% Black 25% Black white
56% Magenta 9% Magenta

Digital Application - RGB



R0 G90 B171 R251 G227 B47)

Sign Application Vinyl - (Graphical Cast Vinyl)



Blue (006) Bo Canary (982)

Colour Reproduction

Paint - Specifications

The identity may also be painted for sign applications. A paint application of the identity may be developed for external or internal use.

As there are many variables for a paint base, the colours should always be matched to:

Blue - PMS 293

Yellow - PMS 109

Single Colour - 'i' Symbol

The 'i' symbol is the only element which can be reproduced in black and white.

If production constraints preclude the use of colour or where the background colour is unsympathetic, the identity should be reproduced in a single colour.

This should be white reversed out of black.

Black - PMS Black



**A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n
o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0**

Gill Sans Condensed Bold

5. Typefaces

Typographical Rules

Setting is always to be in capitals and lower case.
The use of words in all capitals must be kept to a minimum. Words should not be underlined.

Primary Typeface

The identity typeface is Gill Sans Condensed, of which Bold is the only acceptable weight.

This typeface is used on the typographic panel of the identity only.

No wording other than 'Visitor Information' can be produced in this specific typeface.

Hometown

Visitor
Information



Attractions

Visitor
Information



ABCDEFGHIJKLMN

OPQRSTUVWXYZ

abcdefghijklmn

opqrstuvwxyz

1234567890

Gill Sans Roman

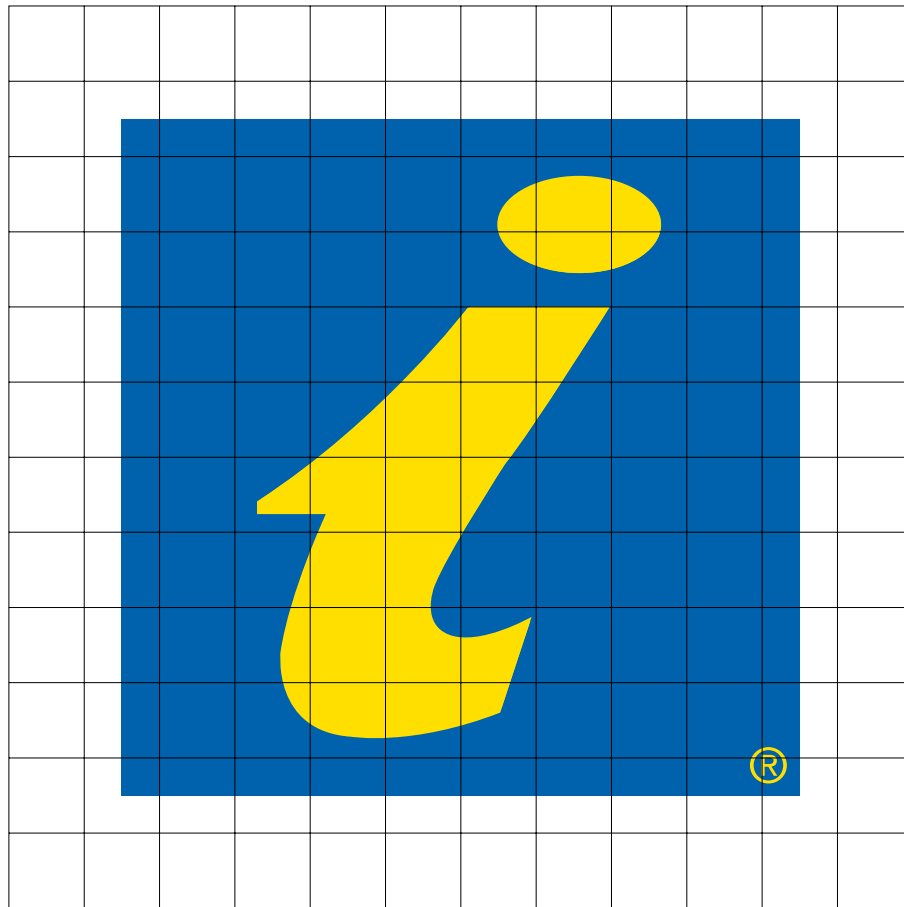
Support Typeface

The support typeface is able to be used in one style only:
Gill Sans Roman.

Gill Sans Roman is used for support statements only, such
as town names, product identification,

Gill Sans Roman is used for support bodies of text in printed
media such as brochure text.

signwriter's grid

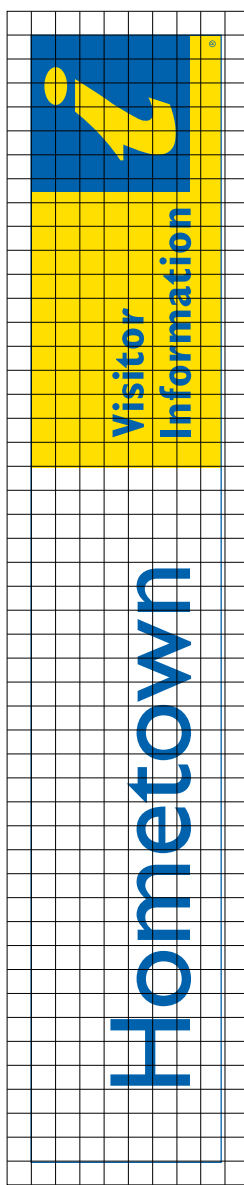
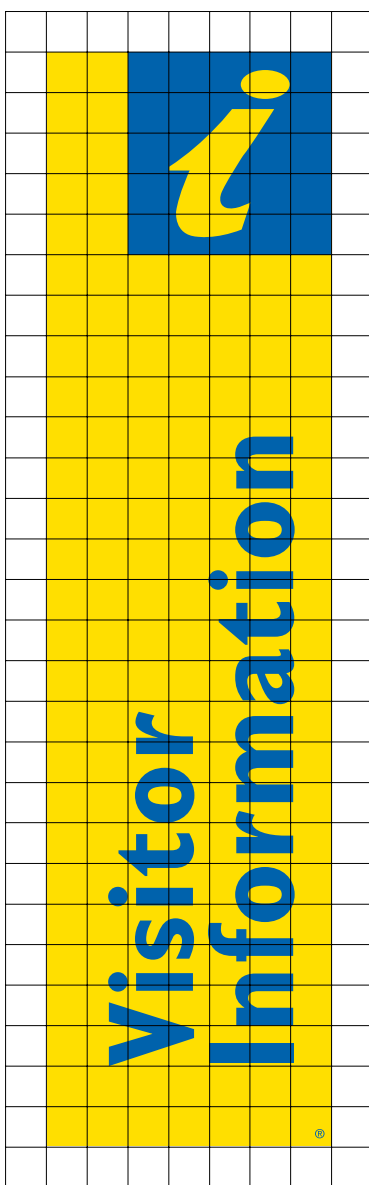
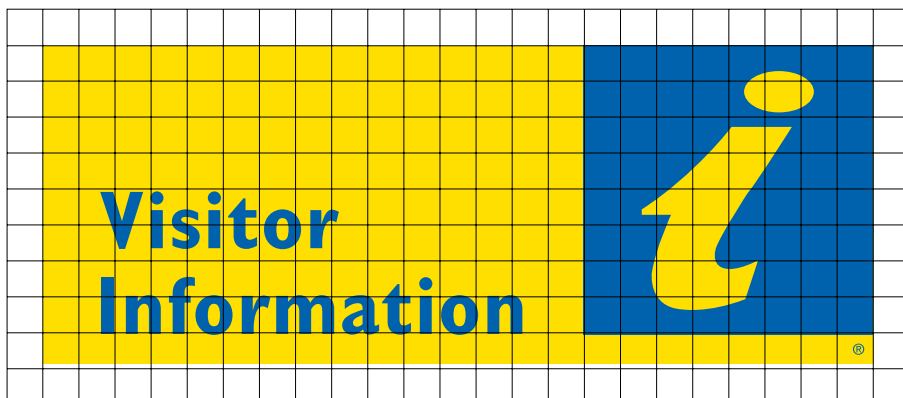


6. Signwriters Grid - Site Signs

When photographic enlargements are not practical a signwriters grid, as shown, must be used to construct the symbol and logotype.

The position of all elements within this grid must not be changed.

signwriter's grid



stationery, decals and stickers



7. Stationery, Decal and Sticker Applications

The logo could be used in any of the above formats on stationery/letterhead, decals and stickers.

Should any alternative applications be required, enquiries should be forwarded, in writing, to Tourism Queensland.

other applications



Position Sign -
Placed at or opposite
the point of entry to
a VIC or at a side road.
(MUTCD) Code
G7-3-1(L).



Advance Sign -
VIC located on a side
road. (MUTCD) Code
G7-7-1.



Advance Sign -
VIC located adjacent
to the road. (MUTCD)
Code G7-1-1.



8. Small Use

Reproduction of the two colour 'i' symbol at small sizes may result in loss of detail, recognition and colour. For this reason recommendations need to be made for this application.

The recommended minimum size is 5mm square in full colour.

If smaller sizes are necessary, for example in the case of mapping, a single colour should be used, preferably black.

9. Heritage Site Applications

There may be a number of situations where heritage and historical restrictions will not allow the simple application of a sign on sites coming under the jurisdiction of heritage listings.

For various reasons, the sign design may not be complementary to the existing building or structure.

In this instance the Visitor Information Centre will need to seek approval of design refinements through Tourism Queensland.

10. Road Sign Application

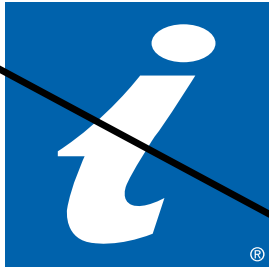
Road signs must comply with local council requirements in the case of local roads and the Queensland Department of Transport and Main Roads requirements in the case of state-controlled roads.

Specific sign design features are required to conform with the generic provisions outlined in Part 6 (Service and Tourist Signs) of the Manual of Uniform Traffic Control Devices (MUTCD). Examples of signs developed in accordance with the MUTCD are depicted above.

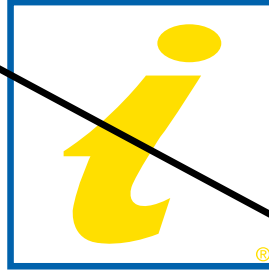
For further information on road sign use please contact either your local council or the Queensland Department of Transport and Main Roads representative in your area.

incorrect use

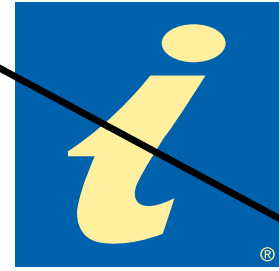
'i' SYMBOL



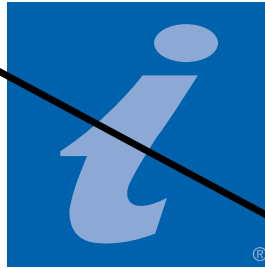
Single PMS Blue 293 colour must not be used without yellow



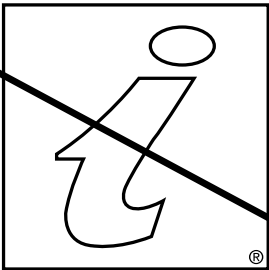
Solid yellow 'i' must only be used on a solid blue background



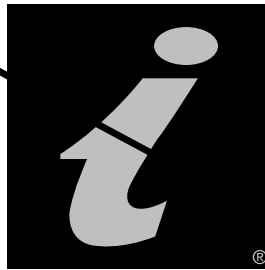
Incorrect PMS colours must not be used



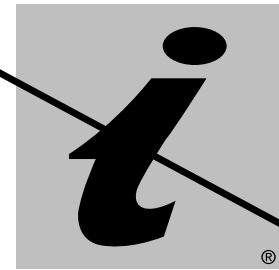
Introduction of any other colours is not permitted



Single black keyline is not permitted



Greyscale 'i' must not be used on a black field



Greyscale field must not be used with a black 'i' symbol

11. Incorrect Use

'i' Symbol

To achieve consistency and preserve the value of the identity, it is important to use it correctly.

Above and on the following page are some examples of incorrect use to be avoided.

incorrect use

SITE SIGN



A white 'i' symbol is not acceptable



Type is only to be reproduced in blue, other colours are not acceptable



Introduction of any other colours is not permitted

colour sheet



Please note: If scanning in the colour logos from this sheet, ensure that you colour correct logos so they are in the correct Pantone, Process or RGB colour. Please see page 6 of this document for more details. Ideally scan in the black and white logos from this sheet and drop in colour.

simple and inexpensive tips

FOR PROMOTING VICs

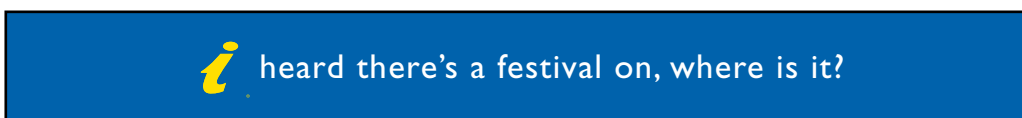
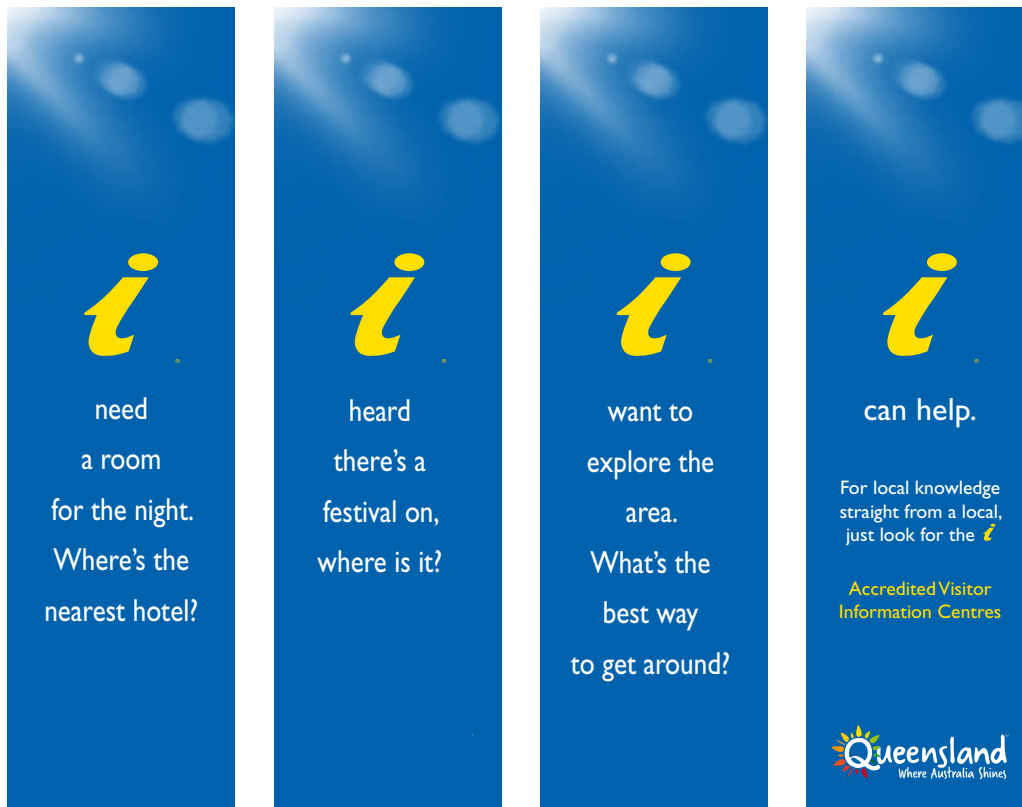
Consider the following ideas for marketing and promotion of your VIC.

- Promote the 'i' symbol to your local community and local industry. Include it in all Regional Tourism Organisation, Local Tourism Organisation and Local Government Authority publications and promotional materials.
- Include the 'i' symbol in Regional Tourism Organisation, Local Tourism Organisation and Local Government Authority visitor guides, maps and websites.
- Make the most of the benefits of being part of brand nationally recognised by visitors as providing quality advice on the local and regional area.
- Keep in contact with local media and pursue opportunities to run stories on your VIC and the network of accredited Visitor Information Centres throughout Queensland.
- Encourage local event organisers to promote your VIC on any event promotional material. You will be promoting their event so ask them to promote you!
- Feature the logo and branding colours throughout your centre (on uniforms, badges, brochure stands, information counters, etc).
- Send Tourism Queensland photos and stories about your VIC. They can then be included in newsletters such as 'i' on Q and Tourism on Q. Even a sentence or two on a positive experience in your VIC is welcomed.
- Establish links with other accredited centres to share operational and promotional ideas. Refer your visitors to other accredited VICs and they in turn will promote you.
- If you are looking to use an image in your promotional activity use an image that also showcases your destination. These can be sourced from Tourism Queensland's Image Gallery (tq.lookat.me.com.au) or from your Regional Tourism Organisation.
- To reinforce and increase recognition of the VIC brand (and the 'i' symbol) with visitors, use the following brand guidelines when producing any ad, brochure, billboard etc.
- Positive and cheerful staff is always one of the smartest marketing tactics!

Further, if you have any ideas on how to market the network of accredited Queensland Visitor Information Centres, please contact Tourism Queensland's Industry Innovation Team at industryinnovation@tq.com.au

visual overview

CREATIVE EXAMPLES



14. Visual Overview – Creative Examples

This section shows examples of how the accredited Visitor Information Centres Brand has been utilised by Tourism Queensland to promote the network of Queensland accredited Visitor Information Centres.

Advertising – Digital web banners

Tourism Queensland has created digital web banners featuring the Brand. These have featured on Tourism Queensland's consumer website and other popular travel websites. Available in sizes 160x600 (vertical) and 480x60 (horizontal) and .gif and .swf formats these are available for Visitor Information Centres to use. Please contact the Industry Innovation Team at industryinnovation@tq.com.au

visual overview

CREATIVE EXAMPLES



i can help you around
Queensland

When holidaying in Queensland, keep an eye out for the yellow on blue italicised 'i' sign. Staff at accredited Visitor Information Centres can give you friendly advice on where to stay and what to do, and help book your accommodation and activities. The 'i' sign means they're accredited and offer professional standards of operation and service. So drop in for maps, brochures and easy information access 'on the go'.



For centre locations and contact details visit
queenslandholidays.com.au/vics



Accredited Visitor Information Centres Throughout Queensland

When holidaying in Queensland, keep an eye out for the yellow on blue "i" sign for friendly advice on where to stay and what to do. For booking assistance with accommodation, attractions and activities, visit an accredited Visitor Information Centre. Go to queenslandholidays.com.au/vics for contact and location details.



Accredited Visitor Information Centres Throughout Queensland

When holidaying in Queensland, keep an eye out for the yellow and blue "i" sign for friendly advice on where to stay and what to do, or to just chat with a local about the area. There are 120 centres located throughout Queensland, all offering professional standards of operation and service.

For info and rates on accommodation, attractions and activities, visit an accredited visitor information centre.

Please visit queenslandholidays.com.au/vics for contact and location details of Queensland centres.

Advertising – Print

Tourism Queensland promotes the network of Queensland accredited Visitor Information Centres in print activities.

visual overview

CREATIVE EXAMPLES



can help you throughout Queensland

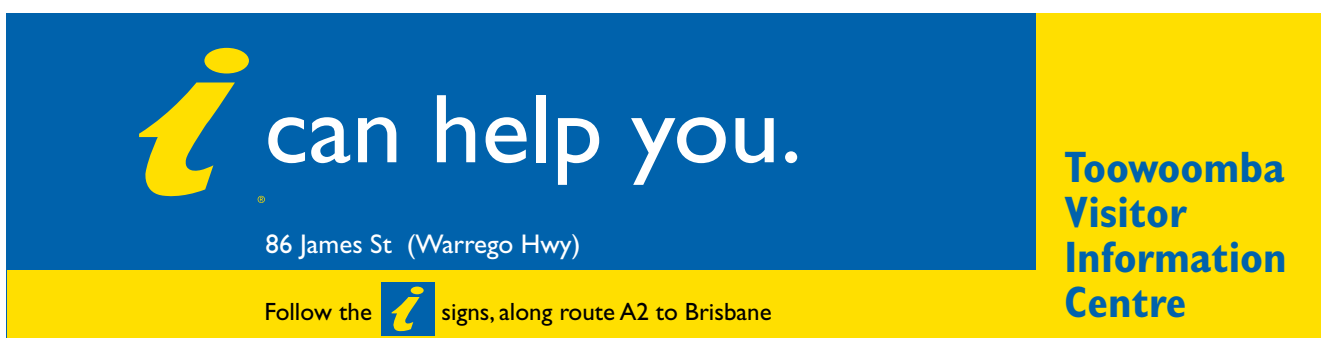
Accredited visitor information centres offer friendly, professional holiday advice and booking assistance.



When holidaying in Queensland, keep an eye out for the yellow on blue italicised "i" sign. Staff at accredited Visitor Information Centres can give you friendly advice on where to stay and what to do, and help book your accommodation and activities. The "i" sign means they're accredited and offer professional standards of operation and service. So drop in for maps, brochures and easy information access 'on the go'.

For centre locations and contact details visit: queenslandholidays.com.au/vics





15. Billboards

The following are recommended billboard creative layouts which Visitor Information Centres may refer to when designing their own billboards. Centres can show this creative to their designer and adjust it suit their needs. Alternatively the master artwork is available from Tourism Queensland.

Tips for creating a billboard

- Billboards are viewed quickly, generally by vehicles travelling at speed. A general rule of thumb is you should be able to read it in less than 6 seconds.
- Keep words to a minimum and don't clutter the space available.
- Keep directions basic and memorable, drivers can't write and drive at the same time. Don't include phone numbers.
- Messages should be simple and obvious make sure the symbol is prominent



This publication was updated by Tourism Queensland, 2011
www.tq.com.au/vics