

Where, what and why

Brand Queensland Guidelines



1.0	Introduction	2
1.1	Welcome to Brand Queensland	3
1.2	How to use the Guide	4
2.0	Visual Overview	6
2.1	Advertising – Print	7
2.2	Advertising – Outdoor	11
2.3	Advertising – Display Material	12
2.4	Brochures	13
2.5	Consumer Website	14
2.6	Corporate Communication Templates	15
2.7	Corporate Stationery	16
3.0	Queensland Logos	17
3.1	Which logo do I use?	18
3.2	Which logo version do I use?	19
3.3	How to use the logo	20
3.4	Tourism Queensland Logo	21
3.5	Tourism Queensland Logo with website	22
3.6	Tourism Queensland and Queensland Government Logo Unit	23
3.7	Queensland Logo	24
3.8	Where else but Queensland Logo	25
3.9	Where else but Queensland Logo with website	26
3.10	Where else but Queensland Australia (International Logo)	27
3.11	Queensland Australia (International Logo)	28
3.12	Queensland Australia’s Sunshine State (International Logo)	29
3.13	Queensland Australia’s Great Barrier Reef State (International Logo)	30
3.14	Using the logo on merchandise	31
4.0	Brand Elements	32
4.1	Colour Palette – Logo	33
4.2	Colour Palette – Secondary	34
4.3	Typography – Headline Typeface	35
4.4	Typography – Body Copy	36
4.5	Typography – Digital Applications	37
4.6	Reveal Device	38
4.7	Supporting Graphics	39
4.8	Photographic Style	40
5.0	Language/Tone of Voice	41
5.1	Simple words that say a lot	42
5.2	Examples of our headlines	43
6.0	Partnership Advertising	44
6.1	Domestic Partnership Marketing	45
7.0	Digital Artwork	46
7.1	How to find what you need	47
7.2	What formats are available	48