

Introduction I



Where else but Queensland is a powerful marketing tool. It has high recall and association with good memories and positive images in the marketplace. Intensive market and consumer research has illustrated this and guided Tourism Queensland to continue to use this successful theme, working to maximise its full potential.

To remain competitive, Tourism Queensland has undertaken a brand refresh and put in place a brand strategy which will take Queensland marketing into the future.

The image of Queensland is heading in a new direction. It's all about looking and feeling fresh, with confidence, style and personality that reflects the modern, progressive Queensland of today. The aim is to show and tell the world that there's more to Queensland than people realise, that there's exciting new and unique experiences, along with the things they know and love. At the same time, challenging out dated perceptions and ideas about Queensland.

This guide provides the where, what and why of Brand Queensland. It outlines clearly the rationale, creative direction and specifications for the application of the brand for all stakeholders. To ensure the continued success of Queensland's marketing and to uphold the strength of our image, it is crucial that these guidelines be followed and that the brand is interpreted and applied correctly and consistently.

BRAND VALUES

Premium holiday experience,
Quality product service,
Welcoming, genuine and true

BRAND PERSONALITY

Vibrant, Warm and Friendly
Fun and Energetic, Colourful

Purpose

The purpose of this guide is to ensure that the visual direction of Brand Queensland is maintained to the highest standard. The integrity of the brand relies strongly on its consistent and accurate application of its visual material across all mediums. The design elements that comprise Brand Queensland include the logos, colour palettes, typefaces, supporting graphics and photographic style.

About the Guide

The guide can be used to simply identify an appropriate logo for an application, to familiarise oneself with the new look or as a definitive guide for designers when producing brochures, advertising, publications and other complex design work on behalf of Tourism Queensland. The guide is broken up into 7 sections that outline the various components of the Brand.

A **Visual Overview** at the start of the guide, showcases the new look in its best practice applications. From campaign advertising and display material to corporate stationery and templates. The combination of all the visual elements can be seen in this overview and the Brand Queensland visual family is revealed.

Tourism Queensland utilises a number of logo variations for its corporate communications and domestic and international marketing activities. Each logo has a specific purpose and application use. **Queensland Logos** explains when and how to use each logo and provides colour versions, minimum logo sizes, exact file names and outlines where to source logos.

Brand Elements is a critical area for design creators producing advertising and print material on behalf of Tourism Queensland. All visual brand elements are displayed along with information on how to use each element appropriately. Subsections include: Colour Palettes, Typography, Supporting Graphics, including the Reveal Device and Photographic Style.

Language/Tone of Voice describes how we want to talk to our audience. It also provides a comprehensive list of Brand Queensland headlines for use in advertising and marketing collateral.

Partnership Advertising is a brief guide to the benefits of Partnership Advertising and where to find more information.

Digital Artwork outlines all logo and graphic files available for Brand Queensland and clearly explains the file naming system for digital files. Artwork is available in a number of file formats including eps, jpg, tif and gif. To access these files contact Tourism Queensland's Print Production Unit on 61 7 3535 5486 or email printproduction@tq.com.au

Key Users of the Guide

Tourism Queensland Staff

- To familiarise themselves with the new look Brand Queensland
- To ensure all visual communication fits within the Brand Guidelines
- To work collaboratively with contractors and suppliers to ensure Brand Guidelines are understood and adhered to
- To identify appropriate logos and support files for industry partners

Advertising Agencies/Designers

- To ensure Brand Guidelines are adhered to and to source appropriate digital artwork files to produce material on behalf of Tourism Queensland and its partners

Industry Partners, Government bodies and Sponsorship Partners

- To access appropriate logos for use in marketing and corporate material

Summary of Rules

1. Brand logos **MUST NOT** be digitally altered, adapted or changed in any way whatsoever and must retain their original colours and proportions, ie. logos must not be distorted or stretched in any way.
2. Original artwork must be used at all times when creating design, advertising and promotional material.
3. All design work must utilise only the Brand Queensland design elements (Logo, Colour palette, Typography, Supporting Graphics and/or Photographic Style). Any exceptions or requests otherwise must be directed to **Director, Brand and Marketing Services**.
4. All design, advertising and promotional material must be sighted before any distribution and in some cases must be approved by **Tourism Queensland's Print Production unit** (printproduction@tq.com.au).

Further Information

The Director, Brand and Marketing Services should be contacted in regard to specialised applications or for any questions regarding the use of Brand Queensland elements. Phone: 61 7 3535 5328