Why Visit?

Logo

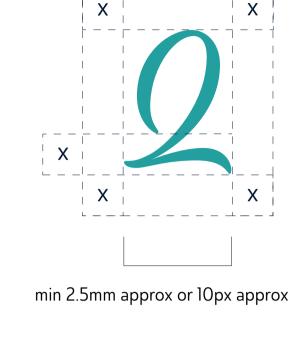
Digital Brand Guidelines

When?

# Jueensland









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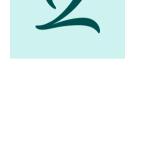


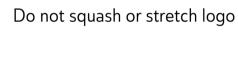
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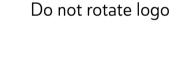






Queensland

Queensland







Queensland

Do not use a different font to

replicate logo



### of the ocean. It uses the font Modish

**Primary Logo** 

in its logotype, with each character having a modified size and orientation to establish the individuality of what Queensland has to offer. This is the primary logo that must be

Our logo is based on the movement

utilised in its entirety on branding applications with several exceptions for smaller adaptations and specific internal uses. **Specifications** 

The clear space around the logo

### is marked by the height difference

between the top of the 'Q' and 'u'. This ensures that the logo can stand out in applications. Clear space rules do not apply underneath logo if width is bigger

than 100mm or 377.95px to allow for slogans and/or subheadings to fit more comfortably. If logo width is smaller than 20mm or 75.59px, the small logo must be used

Small Logo This logo consists solely of the Q

initial for Queensland. As a condensed version of the original logo, this form will maintain the brand's legibility at small sizes. It is also to be used throughout

branding in internal applications to display the clean and professional professional operations. When used graphically, clearspace

**Logo Variations** To ensure contrast is properly utilised,

### a lighter version of Queensland's signature green is used on a dark

background.

rules are unnecessary.

background. On large billboard applications increased detail in logo can utilised

to support readability with a lighter

The Rainforest gradient is another option to be used in conjunction to the main green logo when applications use additional negative

space in their layouts. When on a white background, the small logo uses the same green as the primary logo. Dark backgrounds also employ the lighter green and this change is crucial to maintain legibility.

Medium to light backgrounds require

The logo can also be styled to match the application's design as a graphical element. **Incorrect Logo Uses** 

### These are necessary requirements when representing Queensland and

a darker green.

its overall brand identity.





### Colour Palette



**Primary Colour Palette** 

the brand.

through Queensland's diverse

Green is also a symbol of growth and nature, which are crucial elements of this brand. These primary colours will reference the natural environments throughout Queensland while

These colours are found continuously

landscape and are a visual summary of

supporting the communication of brand values. Secondary Colour Palette These colours help to reinforce the primary colours and are used sparingly throughout contrasting text

**Text Colours** The left two colours are to be used on

white or light coloured backgrounds.

The right two colours are to be used

and imagery elements.

### on dark coloured backgrounds.

**Gradient Colours** These gradients can be used as backgrounds and superimposed

Each is inspired by particular features of Queensland's natural environment and when used on applications, it

seeks to further communicate the brand's essence and visual aesthetic.

overlays over varying opacities.

## **Primary Typeface**

Miller Display is used for all major headings and titles. It can be italicised

on applications to contrast between the roman form that is used otherwise

### Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Ocean

Beach

Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz **Imagery & Graphics** 

**Secondary Typeface** Ainslie Sans Condensed is used for all body text and smaller headings.

Different widths can be used

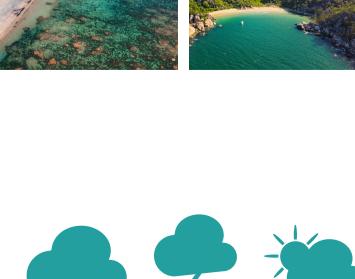
throughout applications to create

additional contrasts and implement hierarchy throughout the designs.

Rainforest

Type





**Imagery** Photographs used throughout the brand's applications must contain green or blue. Gradients can be overlayed to enhance colours over

Asymmetry is recommended when considering the cropping and resizing of images and the alignment of their frames.

part of the photos or their entirety.



In addition to the small logo, other icons can be implemented across the brand.

The weather icons are a dynamic contribution to the website's design in the areas that show the current weather. They can be updated as temperatures and conditions change and these 5 icons reflect the main forecast predictions found across the state of Queensland

The social media icons are to be added to the footer of website pages. Each icon stays true to both their own and Queensland's brand.

Why Visit?

Queensland acknowledges the Traditional Owners of Country and recognise their continuing connection to land, waters, culture and community. We pay our respects to Elders past, present and future.

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