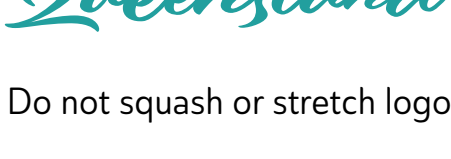
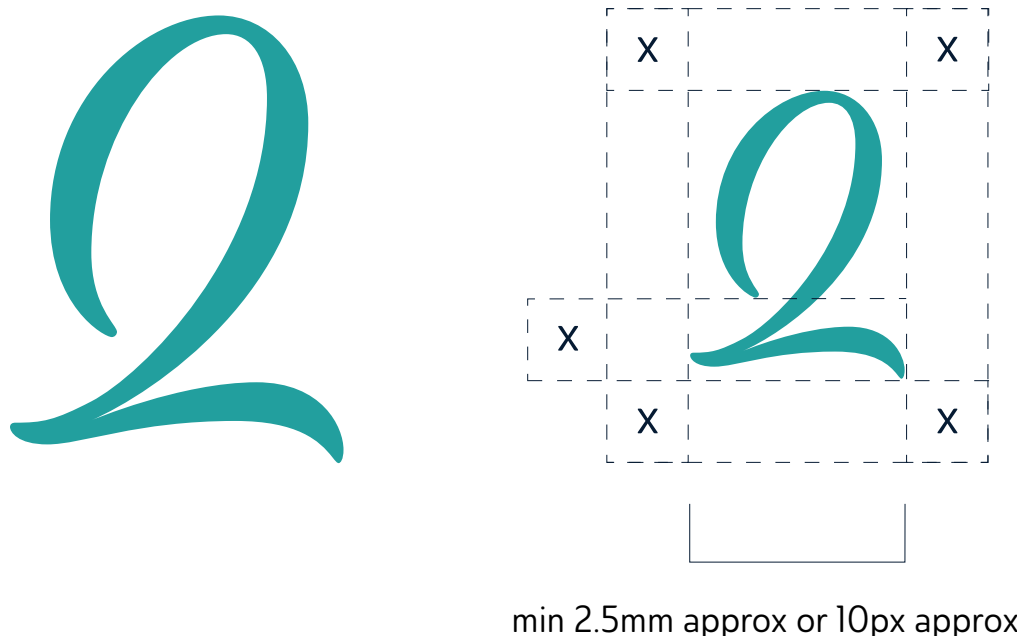


Digital Brand Guidelines

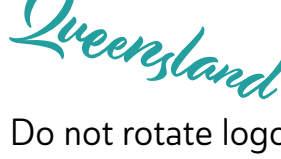
Logo



Do not squash or stretch logo



Do not change letters to different colours



Do not rotate logo



Do not use a different font to replicate logo

Incorrect Logo Uses

These are necessary requirements when representing Queensland and its overall brand identity.



Do not use any other colours that are not listed above



Do not use a gradient on logo



Do not use low contrast backgrounds



Do not outline logo

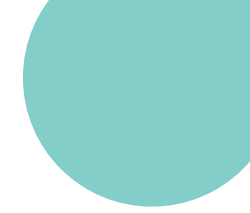
Colour Palette



#041d33
C96 M80 Y49 K62
R4 G29 B51



#059f9f
C80 M17 Y41 K0
R5 G159 B159



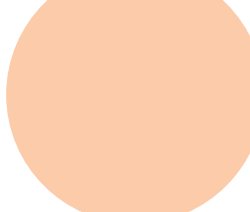
#83cfc8
C47 M0 Y25 K0
R131 G207 B200



#b0dcd1
C31 M0 Y29 K0
R176 G220 B193



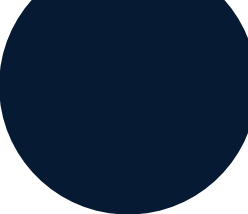
#004f4f
C92.19 M49.32 Y59.96 K36.76
R0 G79 B79



#fccbaa
C0 M23 Y32 K0
R252 G203 B170



#d8e5ac
C16.3 M0.99 Y40.2 K0
R216 G229 B172



#041d33
C96 M80 Y49 K62
R4 G29 B51



#059f9f
C80 M17 Y41 K0
R5 G159 B159



#83cfc8
C47 M0 Y25 K0
R131 G207 B200



#dbfffd
C11.04 M0 Y2.77 K0
R219 G255 B253



Rainforest



Ocean



Beach

Primary Colour Palette

These colours are found continuously through Queensland's diverse landscape and are a visual summary of the brand.

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 supporting the communication of brand values.

Secondary Colour Palette

These colours help to reinforce the primary colours and are used sparingly throughout contrasting text and imagery elements.

Text Colours

The left two colours are to be used on white or light coloured backgrounds.

The right two colours are to be used on dark coloured backgrounds.

Gradient Colours

These gradients can be used as backgrounds and superimposed overlays over varying opacities.

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.

Type

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 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

Primary Typeface

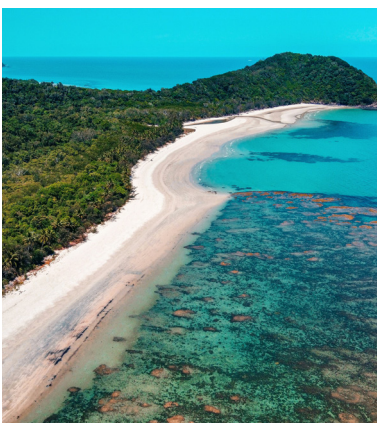
Miller Display is used for all major headings and titles. It can be italicised on applications to contrast between the roman form that is used otherwise

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.

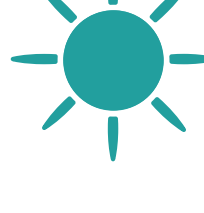
Imagery & Graphics



Imagery

Photographs used throughout the brand's applications must contain green or blue. Gradients can be overlaid to enhance colours over part of the photos or their entirety.

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



Graphics

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.