

An aerial photograph of a tropical island. The island is covered in a dense, dark green forest that covers most of its surface. A long, narrow, light-colored sandy beach runs along the coastline, with several small, shallow bays or inlets. The water surrounding the island is a clear, turquoise color. In the foreground, the water appears slightly choppy.

Queensland

A wide-angle photograph of a coastal area. In the foreground, a sandy beach curves along a body of water that has a distinct blue-green gradient. The middle ground features several hills and mountains covered in dense green vegetation. The sky is filled with soft, white clouds.

Queensland

Your first step to change the world

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Welcome to *Queensland*

Our Story

Welcome to Queensland, home of natural rainforests that date back thousands of years, the largest reef system on Earth and countless beaches all ready for your arrival to the Sunshine State.

We are all committed to sharing a perfectly curated experience that allows you to have a luxurious break from reality, giving you the opportunity to obtain new perspectives and appreciation of the simpler things in life.

You are invited to join us on the warm sands at Noosa Beach, underwater snorkelling at the Great Barrier Reef, by the pool on the Gold Coast and every other leisurely, yet, adventurous destination you can imagine.

Our excitement to reach new people on a global scale is reflected on our own dedication to grow and evolve as a brand.



Our Essence

Be a part of our story

Your first step to change the world

We created these 2 slogans as a memorable way to share our brand's message to our extensive audience. It is our promise to uphold the importance of your participation in our brand and its future growth as you embark on your own adventure.

We hope that you become inspired to refresh and manifest new perspectives after visiting us and our brand.

Our Values

SUSTAINABILITY

COLLABORATION

LEARNING

RECOGNITION

INSPIRE

Our Goals

- Incorporating sustainable practices into the promotion of tourism.
- Ensuring collaboration with visitors, Queensland locals and individuals in the tourism industry.
- Encouraging learning of local history and cultures.
- Increasing recognition of the diverse places within Queensland among consumers worldwide.
- Inspiring all participants to better themselves and then the world, by providing them with enriching experiences.

Our Personality

Our persona is embodied by these main characteristics:

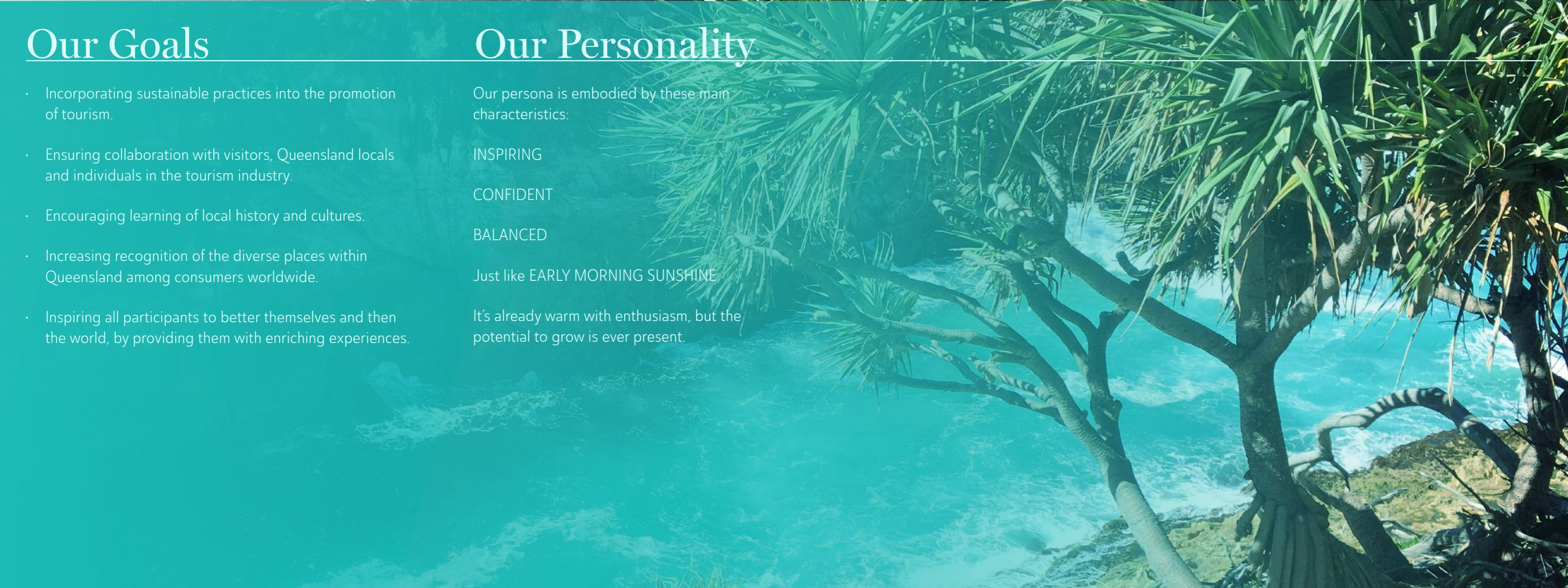
INSPIRING

CONFIDENT

BALANCED

Just like EARLY MORNING SUNSHINE

It's already warm with enthusiasm, but the potential to grow is ever present.





Our Audience

In order to promote the expansion of our brand, we are directing our communications to Australian and international tourists, particularly visitors from the United States, United Kingdom and New Zealand.

The combination of adventure and revitalisation we offer can ultimately be the perfect match for anyone, however, our current message is aimed at adults between the ages of 18-40, particular those individuals who are craving a refreshing break from their repetitive daily routine and have a desire to spend time within nature.

To break this down further, we are speaking to people who work constantly, have a preference for warmer weather and/or anyone who just needs a change of scenery.

This younger audience will allow us to effectively convey information across a range of digital platforms they are used to.

The background of the slide is a high-angle aerial photograph of a tropical landscape. On the left, there's a dense cluster of green trees, some with long, thin leaves and others with more rounded foliage. A single palm tree stands out with its distinct fan-shaped fronds. To the right, a vibrant turquoise-blue body of water stretches across the frame, showing subtle ripples and reflections. The overall scene is bright and suggests a warm, sunny environment.

Brand Identity

Logo



Primary Logo

Our logo is based on the movement of the ocean. It uses the font Modish in its logotype, with each character having a modified size and orientation to establish the individuality of what Queensland has to offer.

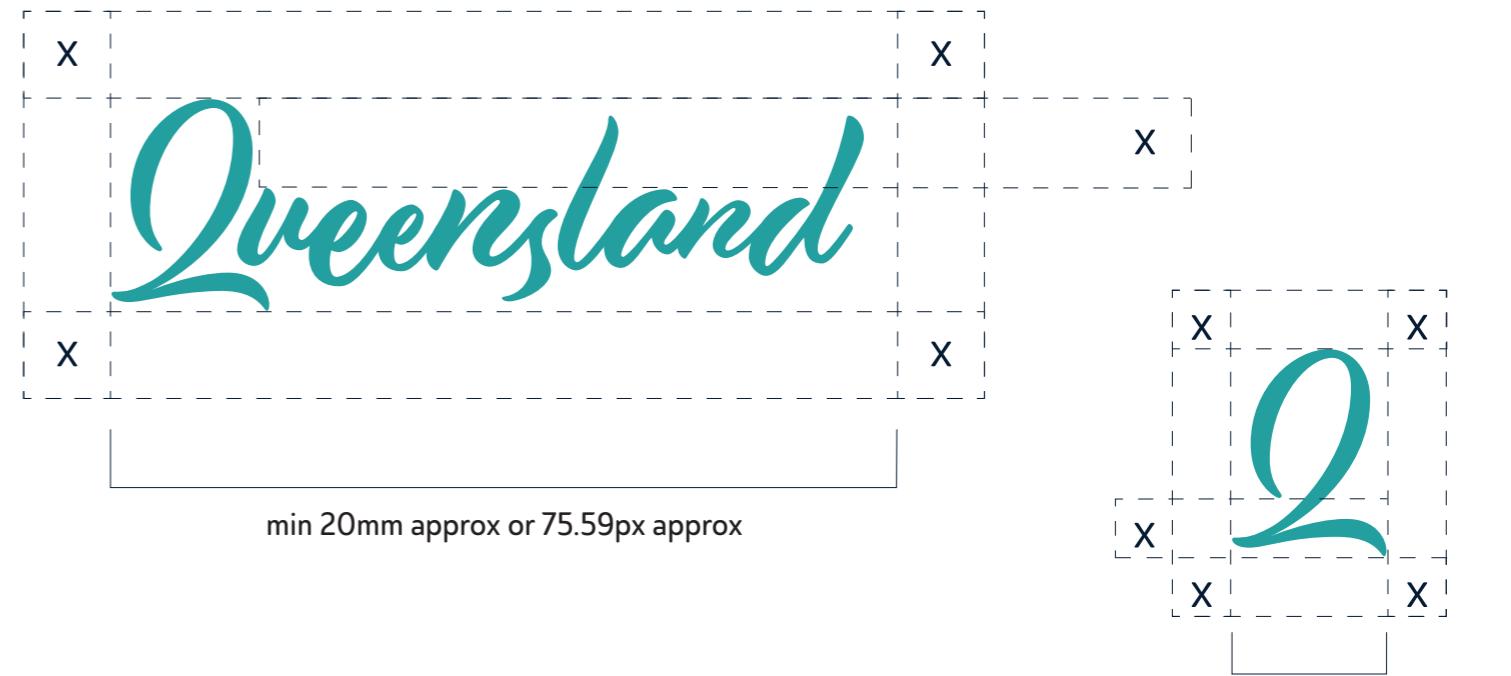
This is the primary logo that must be utilised in its entirety on branding applications with several exceptions for smaller adaptations and specific internal uses.

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 rules are unnecessary.



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

Logo Spacing

Logo Variations

Queensland



Q



Q



Q

To ensure contrast is properly utilised, a lighter version of Queensland's signature green is used on a dark background.

On large billboard applications increased detail in logo can utilise to support readability with a lighter background.

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 a darker green.

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

Queensland

Do not squash or stretch logo

Queensland

Do not rotate logo

Queensland

Do not use a gradient on logo

Queensland

Do not outline logo

Queensland

Do not change letters to different colours

Queensland

Do not use a different font to replicate logo

Queensland

Do not use low contrast backgrounds

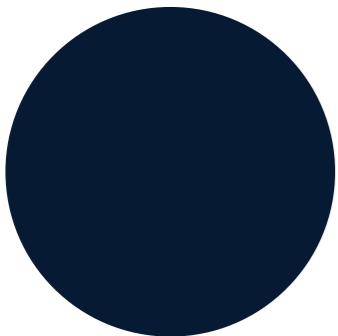
Queensland

Do not use any other colours that are not listed here

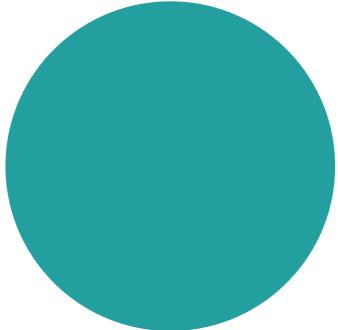
Incorrect Uses

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

Colour



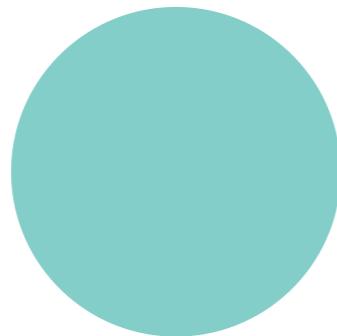
#041d33
C96 M80 Y49 K62
R4 G29 B51



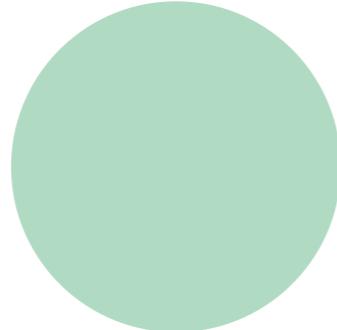
#059f9f
C80 M17 Y41 K0
R5 G159 B159

Primary Colour Palette

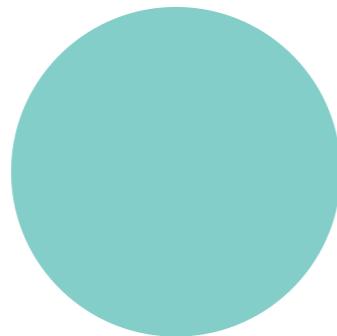
These colours are found continuously through Queensland's diverse landscape and are a visual summary of the brand.



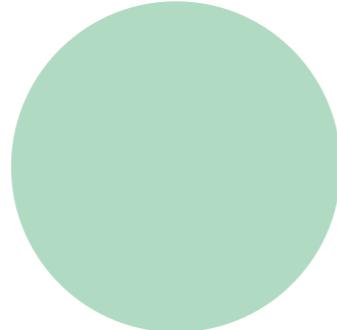
#83cf8
C47 M0 Y25 K0
R131 G207 B200



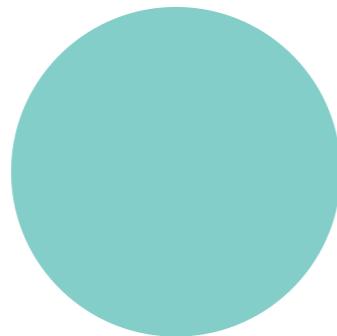
#b0dcc1
C31 M0 Y29 K0
R176 G220 B193



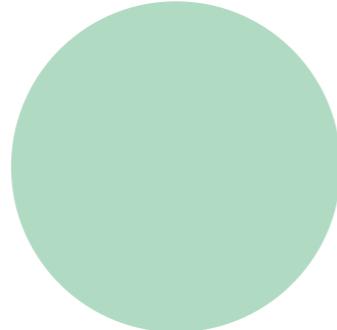
#83cf8
C47 M0 Y25 K0
R131 G207 B200



#b0dcc1
C31 M0 Y29 K0
R176 G220 B193



#83cf8
C47 M0 Y25 K0
R131 G207 B200



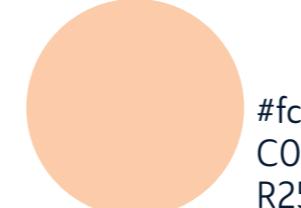
#b0dcc1
C31 M0 Y29 K0
R176 G220 B193

Secondary Colour Palette

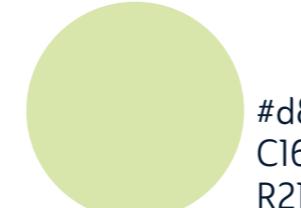
These colours help to reinforce the primary colours and are used sparingly throughout contrasting text and imagery elements.



#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

Text Colours

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

The bottom two colours are to be used on darker coloured backgrounds.



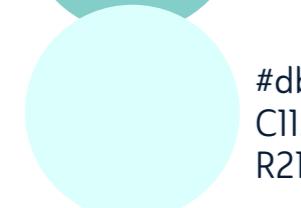
#041d33
C96 M80 Y49 K62
R4 G29 B51



#059f9f
C80 M17 Y41 K0
R5 G159 B159



#83cf8
C47 M0 Y25 K0
R131 G207 B200



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

Gradients

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.

#b0dcc1
C31 M0 Y29 K0
R176 G220 B193

#83cf8
C47 M0 Y25 K0
R131 G207 B200

#059f9f
C80 M17 Y41 K0
R5 G159 B159

OCEAN

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

#b0dcc1
C31 M0 Y29 K0
R176 G220 B193

#83cf8
C47 M0 Y25 K0
R131 G207 B200

RAINFOREST

#fccbaa
C0 M23 Y32 K0
R252 G203 B170

#57b9ca
C62 M7 Y19 K0
R86 G185 B202

BEACH

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*

Miller Display

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
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

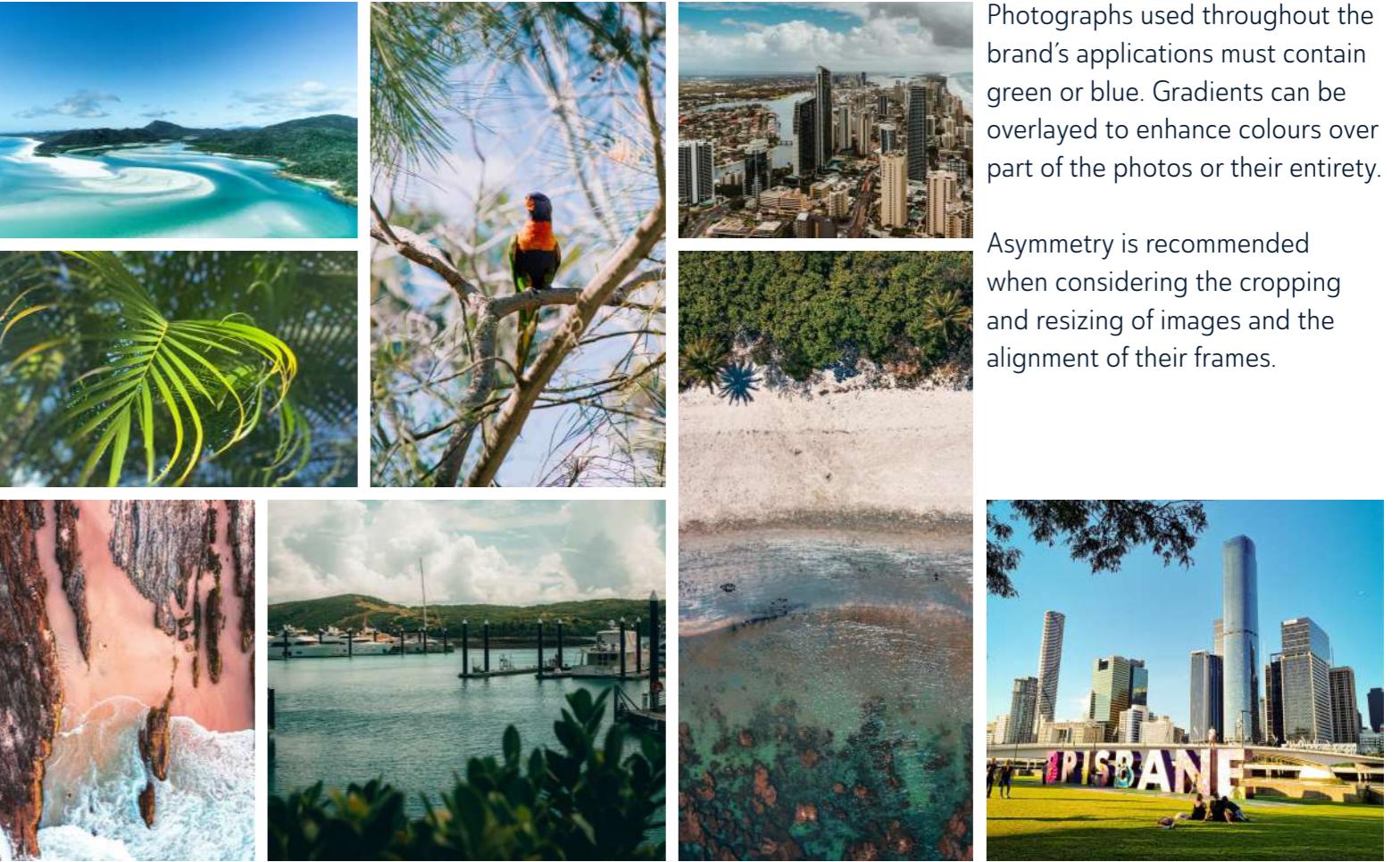
Ainslie Sans Condensed

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.

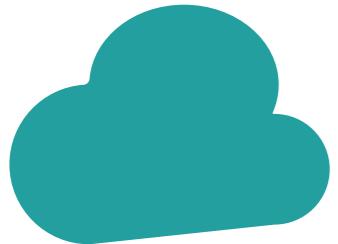
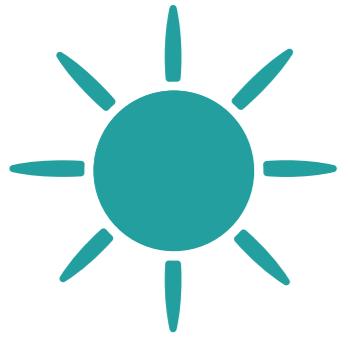
Imagery



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.

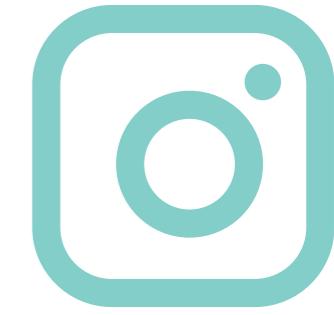
Graphic Icons



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.



A wide-angle photograph of a lush, green tropical landscape. In the foreground, dense foliage and ferns are visible. A river or stream flows through the middle ground, leading towards a range of mountains. One prominent mountain has a steep, rocky peak. In the distance, a small island with a lighthouse is visible across the water. The sky is bright and blue with some wispy clouds.

Brand Applications

Landscape Billboards



Specifications

Dimensions: 310mm x 90mm

Margins: 6mm

Rows: 8 **Gutters:** 2mm

Columns: 12 **Gutters:** 2mm

Large-scale billboards will be implemented in public places to promote tourism and encourage viewers to have a new experience.

Hierarchy ensures that the logo and travel destination are viewed first, then the slogan and website URL, ensuring fast potential for website traffic and, ultimately, increased brand awareness.



Specifications

Dimensions: 297mm x 420mm

Margins: 10mm

Rows: 10 **Gutters:** 2mm

Columns: 9 **Gutters:** 4mm



Digital posters at portrait orientation are used in public spaces to inspire people throughout their regular activities.

The logo can appear at the top or bottom, depending on which side of the photo works better with the blue gradient

Digital Posters

Internal Signage

Specifications

Dimensions: 160mm x 480mm

Margins: 6mm

Rows: 15 **Gutters:** 2mm

Columns: 5 **Gutters:** 2mm

Signage can be found within the internal areas of the brand in many areas of the workspace. These layouts are influenced by team members as a way to encourage them through the brand's message, while reinforcing that their value to the brand is as important as external customers.

"Destination of the week" uses submissions from Queensland staff from all sections, and is consistently updating each week.



Apart from on the lanyard, all internal branding uses the small logo. The staff ID card is double sided and each employee has the exact same design, with their photo and details.

Instead of a gradient on the front, differing shapes are used to create a gradual, wave-like pattern to connect the internal side of the brand to the surrounding external Queensland environment.

Employee IDs

Specifications

Dimensions: 68mm x 100mm

Margins: 6mm

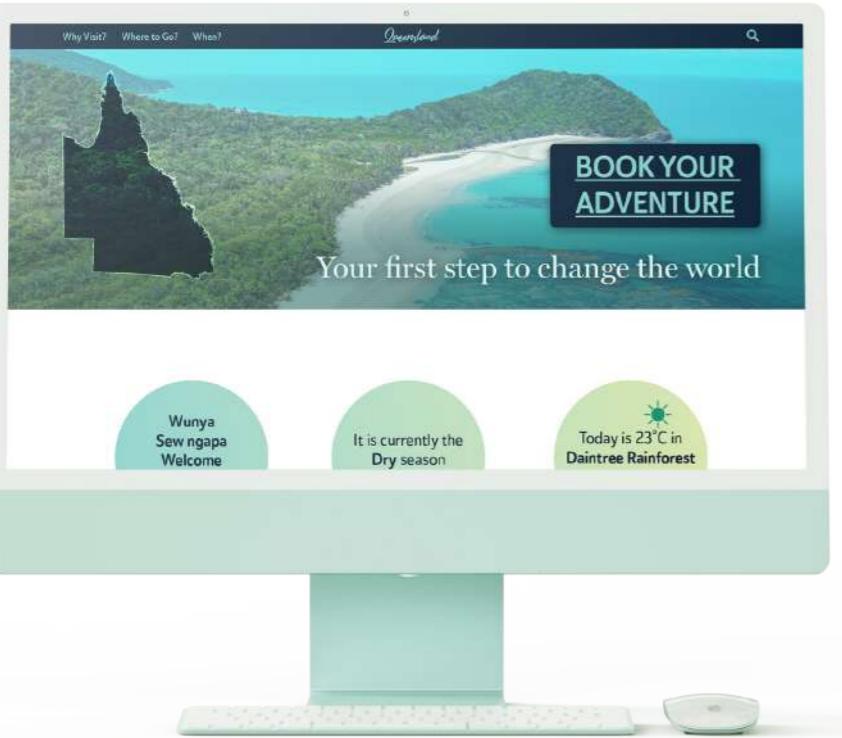
Rows: 11 **Gutters:** 2mm

Columns: 5 **Gutters:** 2mm

Materials: Recycled PVC

Thickness: 0.5 mm

Website

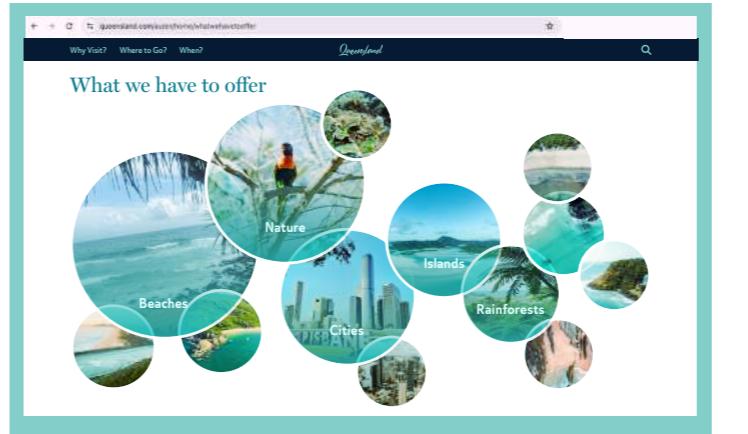


Specifications

Dimensions: 1920px x 1080px

Columns: 15 **Gutters:** 15.1px

Column width: 113.9px

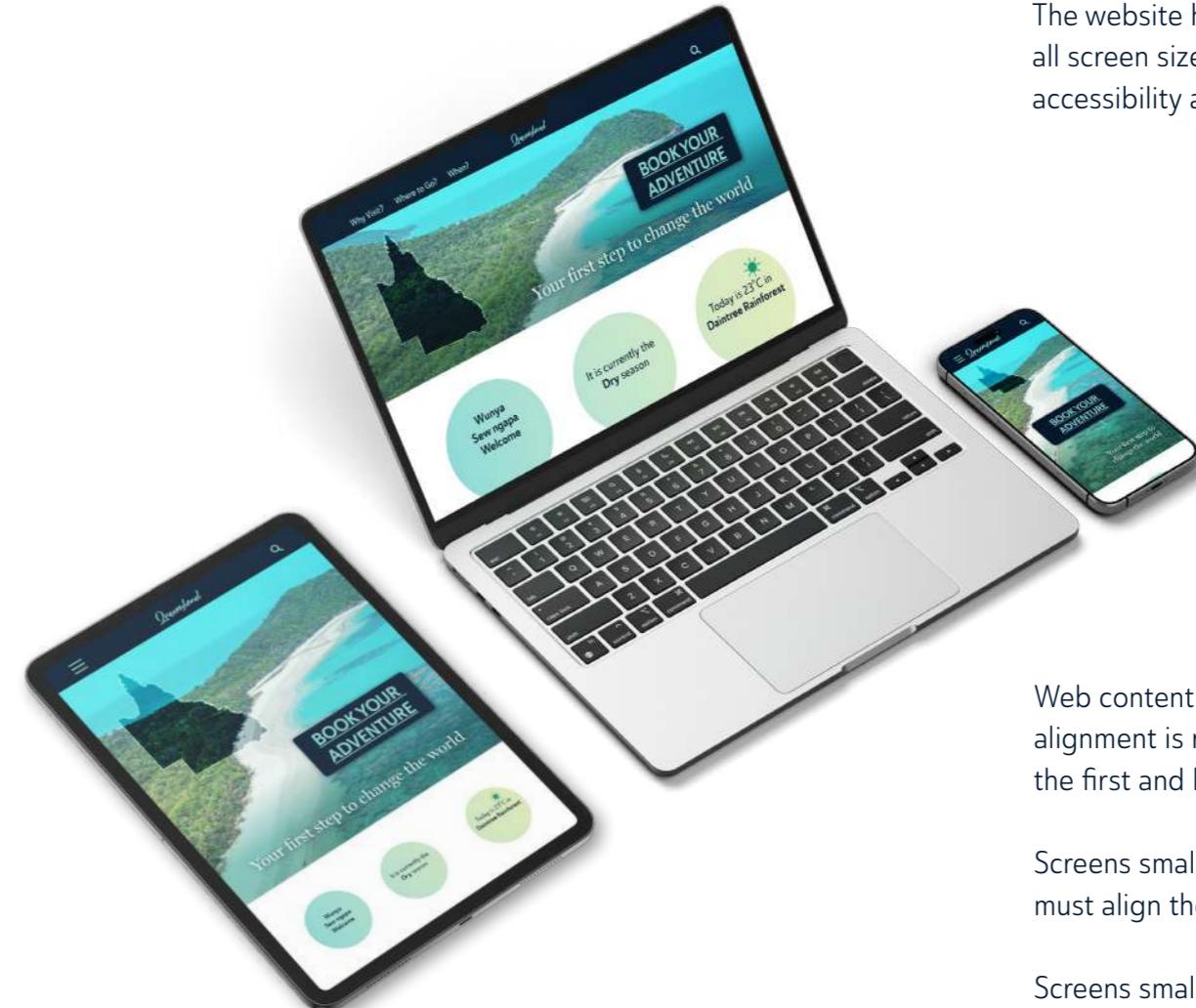
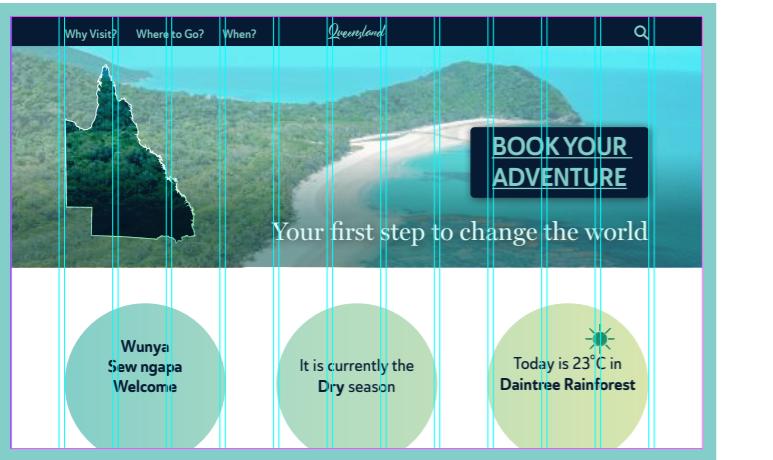
A screenshot of the "Submit an Enquiry" form. It asks users to fill out their details and includes fields for First name, Last name, Phone number, Country, Email, and a checkbox for "Subscribe to our Email newsletter". There is also a large text area for "Write your message here...".

The brand website is the most important online application as it connects the entire brand with its audience. All external customer-based applications must include a URL and/or link to the website's home page to give the audience a destination after being encouraged to seek out additional insight from the inspiring content. Brand guidelines must be followed to uphold the brand's visual identity.

The website contains everything that surrounds the brand and it is easy to navigate and flow through, providing many options for user interaction that reflects on their personal needs and situation. Menu tabs are labelled as questions to prompt curiosity.

When navigating the menu, users are first given information about Queensland and why it is perfect for them. Next, the website divulges into the different locations and features across the state, highlighting the unique qualities and experiences. Lastly, visitors are guided to take action and book a trip and/or sign up for regular Emails. There are regular buttons to skip to booking a trip along the way for individuals who need no more persuading.

Responsive Website



Laptop Specifications

Dimensions: 1440px x 900px

Columns: 13 **Gutters:** 15.1px

Column width: 96.83px

iPad Specifications

Dimensions: 820px x 1180px

Columns: 11 **Gutters:** 15.1px

Column width: 69.1px

iPhone Specifications

Dimensions: 390px x 844px

Columns: 9 **Gutters:** 15.1px

Column width: 29.9px

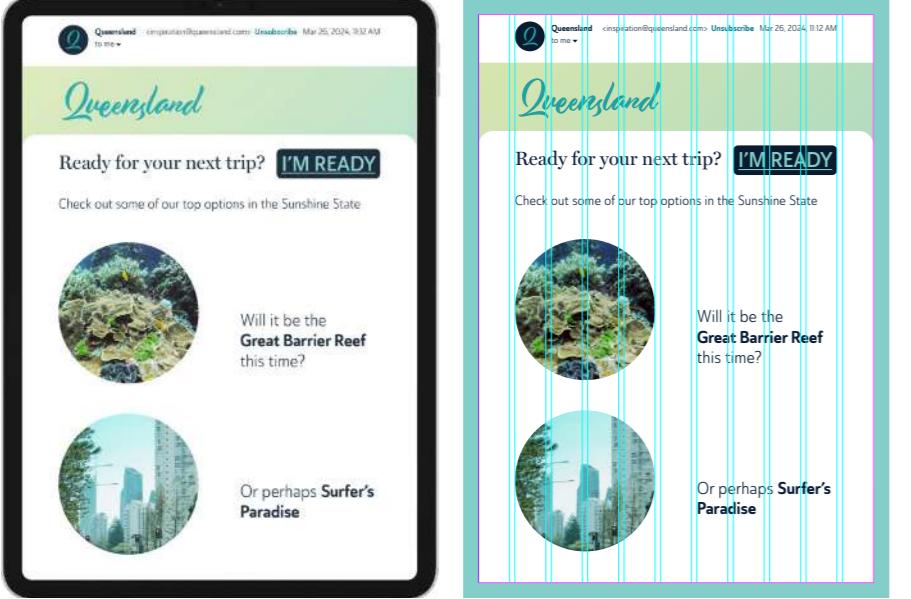
The website has been adapted for all screen sizes to ensure maximum accessibility and functionality.

Web content with a centre alignment is resized to fit within the first and last column spaces.

Screens smaller than 700px across must align the logo on the left.

Screens smaller than 1000px across must hide menu bar.

Newsletter



Specifications

Dimensions: 820px 1180px

Columns: 11 **Gutters:** 15.1px

Column width: 69.1px

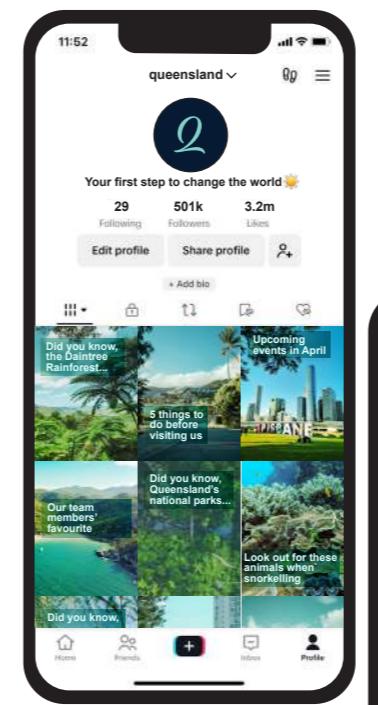
For people who have chosen to receive the newsletter, each addition must follow these guidelines.

The top banner must contain the **Forest** gradient behind the logo. The opening and subject lines must have a variation of a call to action that relates to the website link provided.

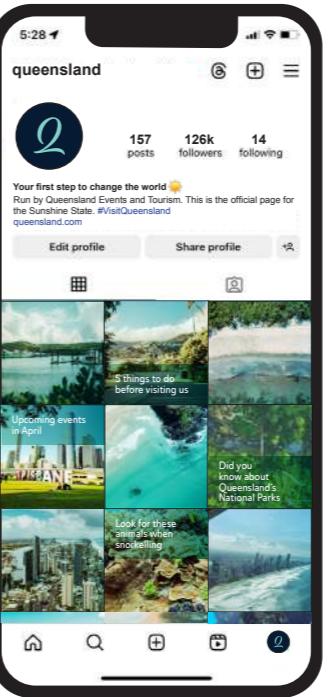
The body of the newsletter needs to comply with brand guidelines, but the content can vary with each edition. Other content ideas to include are:

- Holiday deals
- Customer testimonials
- Upcoming events
- Trending destinations

Layout specifications vary based on the device size, but they are the same as the responsive website dimensions and grid.



TikTok



Instagram

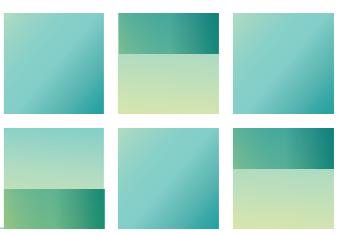
Landscape imagery with **Ocean** gradient overlayed



Forest gradient overlayed - same content as Tiktok



Text background alternating from top and bottom



The Instagram grid follows an alternating pattern of informational and visual photography posts that each have their own contrasting colour schemes.

Tiktok utilises short-form video content to inspire and engage. On-screen text conveys the information and each post uses a background that fits the brand imagery and colour palette guidelines, but text can be sourced from inside the app to allow for increased legibility.

A wide-angle photograph of a coastal landscape. In the foreground, a steep, densely forested hillside slopes down towards the ocean. On the left side of the hill, there's a cluster of modern apartment buildings and a tall white tower, possibly a lighthouse or communications tower. The ocean is visible in the background, meeting a clear blue sky.

Queensland

Your first step to change the world

Colophon

Designer

Rachel Gould

Photography

Unsplash.com

Typefaces

Modish

Miller Display

Ainslie Sans

Mockups

mockups-design.com

Binding

Perfect binding

Paper

300gsm satin cover

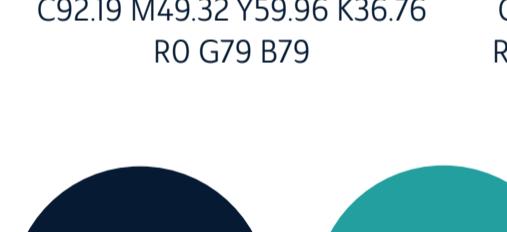
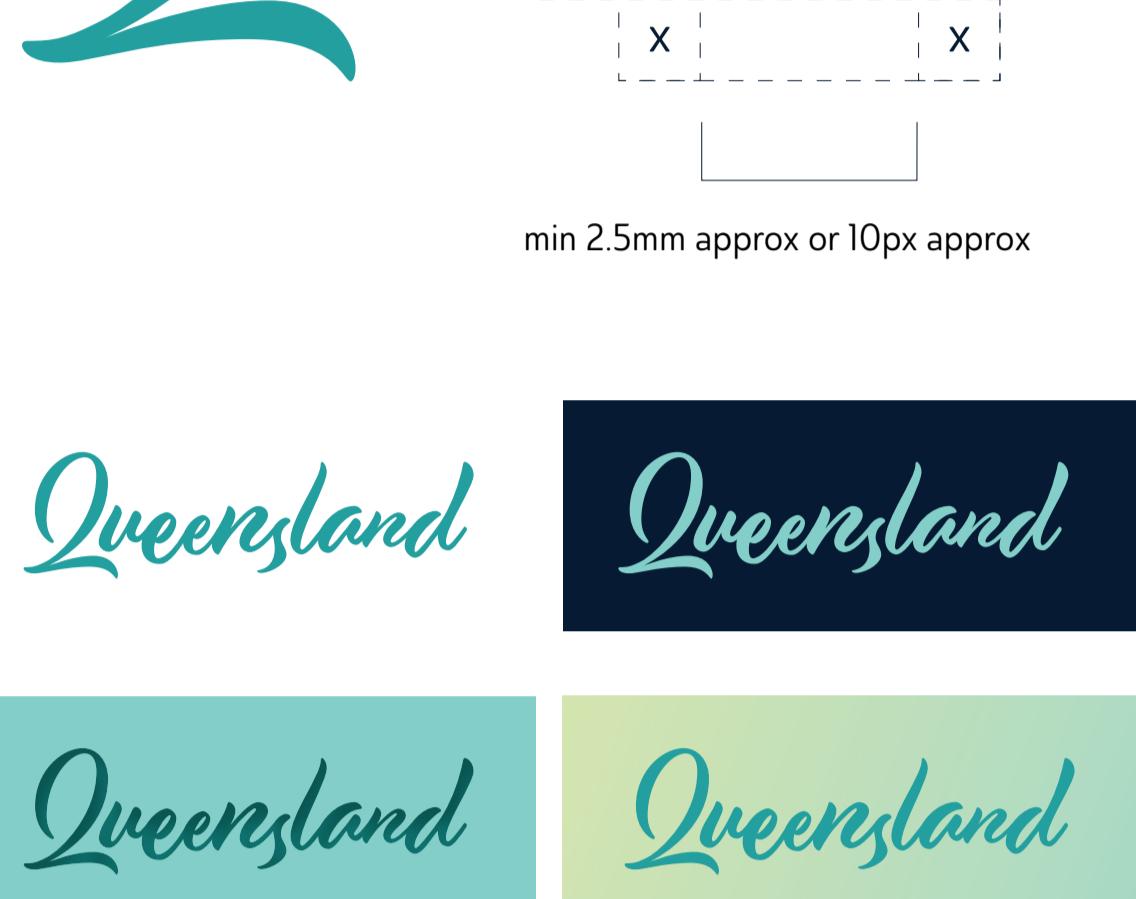
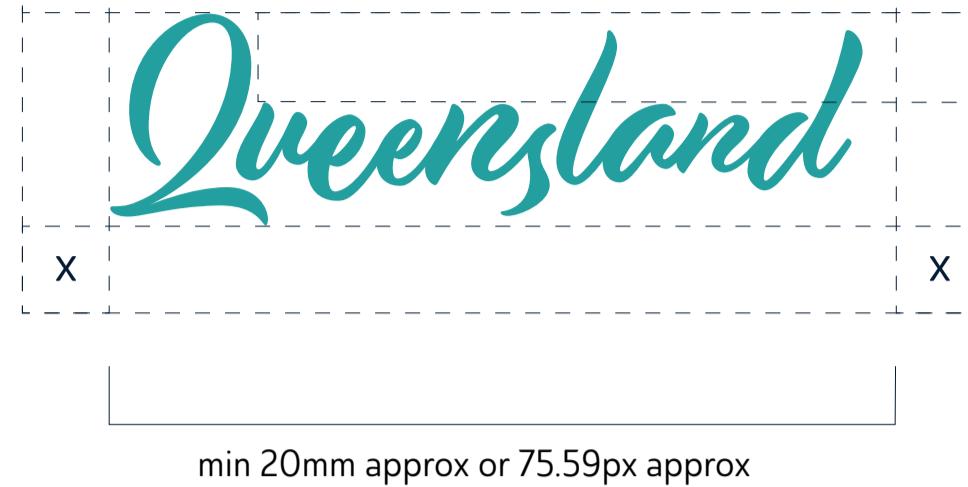
120gsm satin inside



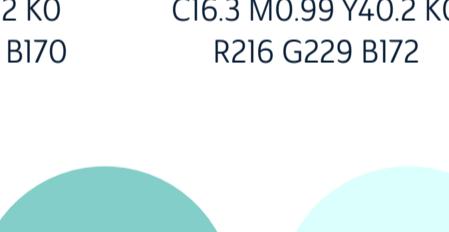


Digital Brand Guidelines

Logo



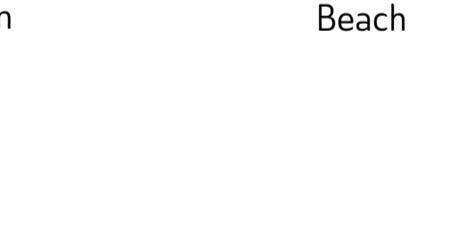
Do not squash or stretch logo



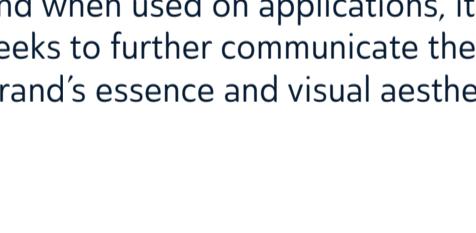
Do not change letters to different colours



Do not rotate logo



Do not use a different font to replicate logo



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

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

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.

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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.

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
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