



Tourism Queensland PDF Portfolio - Scott Wintle

May - October 2010

Tourism Queensland

Style Guide



How to use the guide

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 the consistent and accurate application of its visual material across all mediums.

The aim of this document is to make it as easy and convenient as possible for you to promote the "Queensland, Where Australia Shines" brand by your market. It should give you independence and flexibility, so you can appoint designers to do everything from make simple amendments to reproducing work locally. All design files and templates can be accessed at www.tq.com.au/branddocs.

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 design work on behalf of Tourism Queensland. The guide is broken up into sections that outline the various components of the Brand. The first section gives an outline of Brand Queensland, its meaning and key objectives.

The following sections give more detail about key elements used to represent Brand Queensland including our logo, brand colours, fonts, tone of voice, visual treatment and supporting graphics including the filmstrip device.

Current use of these Queensland Brand Elements is a critical area for design creation producing advertising and print material on behalf of Tourism Queensland. All visual brand elements are displayed in example applications, along with information on how to use each element appropriately.

The Visual Overview section also showcases the overarching new look and feel for Queensland 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, ensuring the consistency throughout the New Regional Marketing Brand.

Artwork is available in a number of file formats. To access these files visit BrandDocs www.tq.com.au/branddocs



2.1 Queensland logos

Which logo do I use?

- Queensland Logo**
 - Regional Tourism Organisation brochures and advertising
 - Tourism Queensland destination campaign material (in Brand & Co-operative advertising)
 - Partnership initiatives
 - Co-branding
- Queensland Logo - Web only**
 - Queensland only logo to be in situations where the specifications of the creative mean the logo needs to be smaller than 60 pixels wide
 - Go to page 14
- Queensland Logo - International**
 - Advertising and marketing collateral
 - Partnership initiatives
 - Co-branding
- Tourism Queensland Logo**
 - All Tourism Queensland corporate material (in stationery, publications, industry communications)
 - Government, industry/Corporate sponsorship
 - Co-branding
- Tourism Queensland Logo with LIFT**
 - Advertising and marketing collateral
 - Partnership initiatives
 - Co-branding
- Tourism Queensland and Queensland Government Logos**
 - Official Tourism Queensland correspondence
 - Government initiatives
 - Go to page 18

Rather than recreate the iconic "Q" logo, which has high recall in the marketplace, the Queensland logo has been updated to make it more contemporary and signal the start of a new era of tourism marketing in Queensland.

Drawing inspiration from the symbolism of natural light, the stylised representation of the Queensland sun has been modernised and infused with vibrant colours to present Queensland as positive, outgoing and carefree.

All Tourism Queensland logos are copyright protected and must only be used as we set out in this guide. Brand logos must not be digitally altered, adapted or changed in any way whatsoever and must retain their original colours and proportions. No logos must not be distorted or stretched in any way. To access these files visit BrandDocs www.tq.com.au/branddocs

2.2 Brand colours

The new brand colours of Queensland were chosen because of their:

- High level of brightness and vibrancy
- Minimal conflict with other colours
- Real and pure representation of the colours of Queensland, from the aquamarine waters, to the coral reef, to our culturally rich landscapes

Where to Source

To access this file visit BrandDocs www.tq.com.au/branddocs

Queensland Coast Aquamarine Blue	Queensland Coast Turquoise Blue	Queensland Coast Coral Reef Blue	Queensland Coast Coral Reef Red	Queensland Coast Coral Reef Green	Queensland Coast Coral Reef Yellow
CMYK (Coated) C: 50 M: 50 Y: 0 K: 0	CMYK (Coated) C: 50 M: 50 Y: 0 K: 0	CMYK (Coated) C: 50 M: 50 Y: 0 K: 0	CMYK (Coated) C: 50 M: 50 Y: 0 K: 0	CMYK (Coated) C: 50 M: 50 Y: 0 K: 0	CMYK (Coated) C: 50 M: 50 Y: 0 K: 0
Hex value: #00A09A	Hex value: #00A09A	Hex value: #00A09A	Hex value: #00A09A	Hex value: #00A09A	Hex value: #00A09A

The primary brand colour is representative of the fresh clean sky and sea throughout the coast of Queensland.

2.3 Brand fonts

In a heading the Aloft font must always be above the Shine font to describe the destination/brand statement. The Shine font is used underneath as a personality font to describe the nature or feeling.

Primary Headline Font - ALLOFT
The Aloft font represents the strength and boldness of our claim - the pride behind our names and what we say. The Aloft font can be used in all upper case or upper lower case.

Secondary Headline Font - SHINE
The Shine font is our personality font - brings out the confident and joyful personality of Queensland - the people, places and experiences. The Shine font is only to be used in upper lower case.

The brand typeface adds a fun, cheeky human touch to our headlines. The second type face makes a bold, confident statement and creates impact for retail. The body copy font is a clean, modern font that works well with the brand font and is easy to read.

Where to Source

To access these files visit BrandDocs www.tq.com.au/branddocs

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abcdefghijklmnopqrstuvwxyz
1234567890

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1234567890

2.6 Filmstrip device

The filmstrip device forms our common design element, its application is extremely versatile and can be easily adapted to provide consistency from brand advertising through to retail executions and partner templates.

Filmstrip Imagery

The filmstrip device is used to extend the emotion beyond the hero shot, by creating extra images that add more to each story. These extra images can show other activities and places that our fans have been visited, and so the other people in which they have shared experiences with. Alternatively it can be used to highlight a chosen moment in more detail, such as a close up of a moment or a shot in the water.

To read past and collect the filmstrip device can be adapted to house a retail offer or can allow us to add images and content to a full page spread. The logo to be featured in the right panel. If the filmstrip device is used within a brochure just on the cover, it must feature all images and should not include the logo.

For further guidelines and rules for the filmstrip please download the Filmstrip User Guidelines document from www.tq.com.au/branddocs

Example Filmstrip device is used for press ads, brochure covers and collateral.

Example Filmstrip device within a brochure just on the cover.

Example Filmstrip device within a brochure.

2.5 Press ads

Travel ads

Cooperative ads

Example Filmstrip device within a brochure just on the cover.

Example Filmstrip device within a brochure.

Tourism Queensland

A2 Posters



Tourism Queensland

Advertisement Templates

Queensland Where Australia Shines



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queenslandholidays.com.au

Queensland Where Australia Shines



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Queensland Where Australia Shines

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mailto:info@queensland.com.au

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For more information about holidays in Queensland visit
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Where Australia Shines

Queensland Where Australia Shines

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Tourism Queensland

Advertisement Templates

Queensland Where Australia Shines



Low Isles



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2-3 July 2011

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per person
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- Transfer to convention centre to pick up registration bag
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Seats are limited; terms & conditions apply
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Queensland

Where Australia Shines



Destination caption goes here

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Bundaberg


Coral Coast & Country

Holiday Planner



Destination caption goes here.





Woodgate Beach | Childers | Gin Gin | Biggenden | Mt Perry | Gayndah | Mundubbera | Eldsvold | Monto

queenslandholidays.com.au

Queensland

Where Australia Shines

Tourism Queensland thanks Queensland's tourism industry for their tremendous support in 2010 and their invaluable contribution to bring to life Queensland's new global brand, Queensland, Where Australia Shines.

Queensland, Where Australia Shines truly captures the essence of Queensland. Let's continue to work together to make it an iconic and well-loved brand every Queenslander can own.



Chalkies Beach, Whitsundays





www.tq.com.au





Queensland

Where Australia Shines



Fly to Queensland from only £450 Economy/£2102 Business



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The Valentino Retrospective: Past/Present/Future exhibition will be shown exclusively in Brisbane at the Gallery of Modern Art from 7 August – 14 November. This is a once in a lifetime chance to see a stunning array of haute couture from celebrated Italian fashion house, Valentino and experience what this unique city has to offer. Come to Brisbane and paint the town red.


Urban Hotel **FROM \$150***
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* Terms & Conditions - Prices are correct as at Tues 8 May 2010 and are subject to change. For travel 1 July - 30 Sept 2010. Subject to availability and booking fee applies.



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 Programme for the
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Queensland

Where Australia Shines



Carlo Sand Blow, Great Sandy National Park
near Rainbow Beach, Queensland



Whithaven Beach,
The Whitsundays, Queensland

Media Release

Insert date here

Main Heading here

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phone +617 8888 8888

for more information please contact <insert name and phone number>

Campaign Creative Brief

Date	<< Insert Date >>	Issued By	<< Name of Issuer >>	Destination/Product	<< Insert text >>
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REEF Project Name
<< Insert text >>

Destination/Product
<< Insert text >>

Campaign Type
<< Insert text >>

Industry / Coop Partner/s
<< Insert text >>

Marketing Objective
<< Insert text >>

Target Audience
<< Insert text >>

Timing	<< Insert text >>	Finish	<< Insert text >>
--------	-------------------	--------	-------------------

Media Involved		Print	<< Insert text >>
TV	<< Insert text >>		
Online	<< Insert text >>	Radio	<< Insert text >>
Outdoor	<< Insert text >>	Other	<< Insert text >>

Campaign Budget
<< Insert text >>

Background
<< Insert text >>

Offline Requirements
<< Insert text >>

Online Requirements (Technical specifications / deliverables (html, minisites, banners, EDM etc) attach creative specifications if applicable
<< Insert text >>

Relevant URLs
<< Insert text >>

What is the advertising intended to achieve (Breakdown offline and online if required. Online examples - data capture, user interaction, competition entries)
<< Insert text >>

Single Minded Proposition
<< Insert text >>

Call to Action
<< Insert text >>

for more information please contact <insert name and phone number>

for more information please contact <insert name and phone number>

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Campaign Creative Brief

Date	<< Insert Date >>	Issued By	<< Name of Issuer >>	Destination/Product	<< Insert text >>
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REEF Project Name
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Destination/Product
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Campaign Type
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Industry / Coop Partner/s
<< Insert text >>

Marketing Objective
<< Insert text >>

Target Audience
<< Insert text >>

Timing	<< Insert text >>	Finish	<< Insert text >>
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Media Involved		Print	<< Insert text >>
TV	<< Insert text >>		
Online	<< Insert text >>	Radio	<< Insert text >>
Outdoor	<< Insert text >>	Other	<< Insert text >>

Campaign Budget
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Background
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Offline Requirements
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Online Requirements (Technical specifications / deliverables (html, minisites, banners, EDM etc) attach creative specifications if applicable
<< Insert text >>

Relevant URLs
<< Insert text >>

What is the advertising intended to achieve (Breakdown offline and online if required. Online examples - data capture, user interaction, competition entries)
<< Insert text >>

Single Minded Proposition
<< Insert text >>

Call to Action
<< Insert text >>

for more information please contact <insert name and phone number>

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for more information please contact <insert name and phone number>

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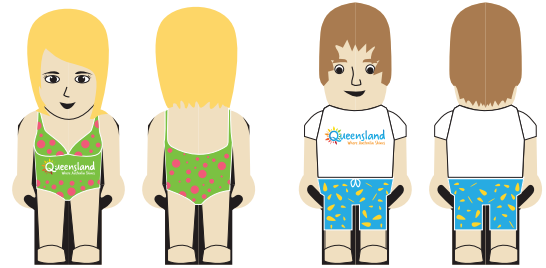
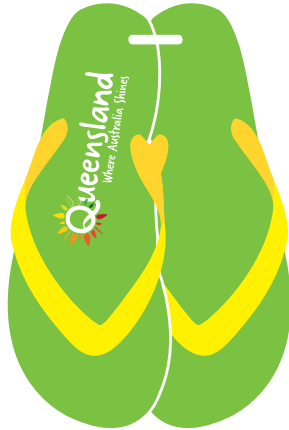


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With compliments

Tourism Queensland

Merchandise



Where Australia Shines



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