YEAR OF OUTBACK TOURISM
QUEENSLAND

STYLE GUIDE 2020/2021
for Year of Outback Tourism
Events Program recipients

Queensland
Government

Background

Queensland is celebrating the Year of Outback Tourism throughout 2019 and 2020.

A visual identity has been developed for the Year of Outback Tourism. This identity—based around a recognisable wordmark—serves to visually connect the various Year of Outback Tourism initiatives, including the Year of Outback Tourism Events Program and the Outback Tourism Infrastructure Fund.

Year of Outback Tourism Events Program funding recipients

Year of Outback Tourism Events Program funding recipients are required to include the Year of Outback Tourism wordmark on collateral related to their funded project.

Scope

The wordmark should be used on print collateral, website, advertising, newsletters and other promotional materials directly related to the funded event during 2019, 2020 and 2021.

Please note, the wordmark does not need to be included in social media posts or social media advertising. To recognise Queensland Government funding on social media content, please add "This event is proudly supported by the Queensland Government." in the post copy.

Access

The Queensland Government will supply the Year of Outback Tourism wordmark to funding recipients directly. Please visit events.premiers.qld.gov.au/ outback/visual-identity-assets.aspx or contact the Department of the Premier and Cabinet by telephone (07) 3003 9200 or email outbackevents@premiers. qld.gov.au if you have not received access to the wordmark.

Approvals

While use of the Year of Outback Tourism wordmark does not need to be approved, materials should be submitted to the Department of the Premier and Cabinet to ensure the Queensland Government Coat of Arms is correctly applied, as per Funding Agreement.

Please send materials for review to the Department of the Premier and Cabinet by email to outbackevents@premiers.qld.gov.au or telephone (07) 3003 9200 for more information. Please allow a minimum of two business days for a response.

Wordmark

The preferred wordmarks are available in Outback Red and white. Two iterations of the wordmark are available for use as shown.

Badge wordmark, available in portrait or landscape orientations. Each is also available in mono and reversed out.

Colour palette

The wordmark colour is 'Outback Red', with the colour breakdown shown below.

OUTBACK RED
cmyk = 15–100–100–20
rgb = 174–27–31
hex = ae1b1f

Guidelines

- Do apply a reasonable amount of clear space, as shown at right
- Do ensure minimum sizes are met (wordmark height no smaller than 15mm high)
- Do not scale disproportionately
- Do not re-colour the wordmark
- Do not rotate
- Do not add graphic effects
- Do not alter the composition of the wordmark
- Do not include additional typography
- Do not display directly alongside logos, including the Queensland Government Coat of Arms
- Do ensure the text is legible, if applying the wordmark over images or patterned backgrounds.

Clearance required = 2x height of O

X = height of 'O'
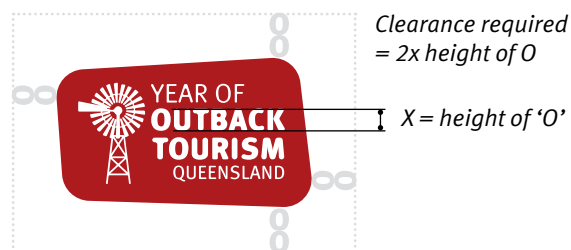
Placement of the wordmark

Please be aware that the wordmark is **not** a logo and should not be treated as such. Please do not use the wordmark directly alongside other logos, including the Queensland Government Coat of Arms.

The wordmark should instead be treated as a graphic device and incorporated in the overall design of the material. When developing collateral, please endeavour to vary which iteration of the wordmark is applied and its placement.