



YEAR OF **OUTBACK TOURISM** QUEENSLAND

STYLE GUIDE 2020

For use by stakeholders and community

Background

Queensland is celebrating the Year of Outback Tourism throughout 2019 and 2020. This Queensland Government initiative reinforces the state's position as a world-leading tourism destination and supports economic, social and cultural growth in Outback Queensland.

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.

Eligibility

The following groups and organisations are approved to use the Year of Outback Tourism wordmark on related promotional collateral:

- local governments in Outback Queensland*
- regional tourism organisations in Outback Queensland*
- entities funded through the Outback Tourism Infrastructure Fund
- major events and festivals in Outback Queensland*.

Year of Outback Tourism Events Program funding recipients are eligible to use the wordmark but are governed by a distinct set of guidelines. Please contact the Department of the Premier and Cabinet for further details.

Other entities can seek approval from the Department of the Premier and Cabinet to use the Year of Outback Tourism wordmark. Any approval would be determined on a case-by-case basis and at the department's discretion. The department can be contacted via email to outbackevents@premiers.qld.gov.au or telephone (07) 3003 9200.

**For the purposes of this program, 'Outback Queensland' is defined as the Local Government Areas of Balonne Shire Council, Banana Shire Council, Barcaldine Regional Council, Barcoo Shire Council, Blackall–Tambo Regional Council, Boulia Shire Council, Bulloo Shire Council, Burke Shire Council, Carpentaria Shire Council, Central Highlands Regional Council, Cloncurry Shire Council, Croydon Shire Council, Diamantina Shire Council, Doomadgee Aboriginal Shire Council, Etheridge Shire Council, Flinders Shire Council, Longreach Regional Council, Maranoa Regional Council, McKinlay Shire Council, Mornington Shire Council, Mount Isa City Council, Murweh Shire Council, Paroo Shire Council, Quilpie Shire Council, Richmond Shire Council, Winton Shire Council and Woorabinda Aboriginal Shire Council.*

Wordmark

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

Badge wordmark, with text below or side stacked. Also available in mono and reversed out.

Please note that the wordmark has been updated for use in 2020 (i.e. the wordmark no longer references 2019). Please ensure new materials use the latest version of the wordmark as shown in this document. Existing materials do not need to be updated unless it is cost effective to do so.



A Queensland Government initiative

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



**A Queensland
Government
initiative**

Guidelines

- Do apply a reasonable amount of clear space, as shown at right
- Do ensure minimum sizes are met (badge 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 ensure text is legible, particularly if applied over images or patterned backgrounds
- Do not display directly alongside logos, including the Queensland Government Coat of Arms.



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.

Community usage

Local governments, regional tourism organisations and major events

Local governments, regional tourism organisations and major events in Outback Queensland may choose to use the Year of Outback Tourism wordmark on their website, email signatures, print collateral, social media content, reports, newsletters, etc., if the content is directly related to Year of Outback Tourism activities led or supported by the Queensland Government.

The Year of Outback Tourism wordmark may be used throughout 2019 and 2020. The wordmark should be removed from websites, email signatures and other digital resources by 31 December 2020. The wordmark should not be applied to any new materials from 1 January 2021.

Outback Tourism Infrastructure Fund recipients

Outback Tourism Infrastructure Fund recipients are welcome to include the Year of Outback Tourism wordmark on collateral related to their funded project.

The Year of Outback Tourism wordmark may be used throughout 2019 and 2020. The wordmark should be removed from websites, email signatures and other digital resources by 31 December 2020. The wordmark should not be applied to any new materials from 1 January 2021.

Outback Tourism Infrastructure Fund recipients should refer to their funding agreement for the specific requirements for acknowledging Queensland Government funding.

Access

Stakeholders and community can access the Year of Outback Tourism wordmark online. Please visit events.premiers.qld.gov.au/outback/visual-identity-assets.aspx for details.

Contact

For queries relating to the Year of Outback Tourism wordmark or its use, please contact the Department of the Premier and Cabinet by email to outbackevents@premiers.qld.gov.au or telephone (07) 3003 9200. Please allow a minimum of two business days for a response.