Katherine Williams

From:	Jaclyn Oudejans
Sent:	Tuesday, 3 April 2012 10:24 AM
To:	Katherine Williams
Subject:	Corporate identity

Hi Kat

As discussed, some dot points for Lara's conversation with the DG.

* Current QG corporate identity centred around the Qld Government logo.

* All QG departments use the Queensland Government logo and must adhere to the Queensland Government corporate identity.

* Communication Services, DPC are the custodians of the Queensland Government corporate identity.

* The Queensland Government corporate identity manual consists of 14 sections that cover the graphic standards of the logo (size, colour, typeface etc) and the various ways the logo should be applied to different materials (stationery, advertising, signage etc).

* QG Commercialised Business units – such as Project Services and Qbuild – use an 'entity' version of the Queensland Government logo.

* A recent request from the DG has seen the replacement of the QG logo with the Coat of Arms on business cards only.

* Direction will need to be provided to departments on the use of the Coat of Arms and the Queensland Government logo.

* There are a number of issues that will need to be considered when making a final decision on the future use of the QG logo and the Coat of Arms, including:

    o Costs involved in updating templates and print plates.

    o Pre-printed stationery stock (work currently underway to scope the extent of this).

    o Use of the entity version of the logo for commercialised business units.

    o Stationery vs. other applications.

* Once a decision is reached, the corporate identity manual and corresponding templates will need to be updated urgently by Communication Services DPC in order to provide advice to whole-of-government.

* **It is recommended that Communication Services draft a detailed briefing note for the DG's/Premier's consideration.**

* **A decision will need to made shortly as departments will seek DPC advice on moving forward.**

* Given the release of the new departments, and the swearing-in taking place today, it is anticipated that phone calls seeking advice on the corporate identity will increase substantially over the coming days.

thanks

Jaclyn Oudejans
Acting Manager, Communication and Marketing
Communication Services
Department of the Premier and Cabinet
P: 322 **77879**

1

Katherine Williams

From:	Jaclyn Oudejans
Sent:	Monday, 23 April 2012 10:13 AM
To:	Katherine Williams
Subject:	discussion paper

Does this make sense to you? I should have taken notes on Friday.

Based on information gathered by the Queensland Government's Print Management Unit (PMU), there is a minimum of $6 million worth of pre-printed Queensland Government material—including stationery, forms and uniforms—located at various print houses throughout Queensland. Should the Queensland Government logo be retired, wastage costs should be considered as well as an appropriate and cost effective method of reuse and/or disposal of this stock. Wastage costs are incurred when stock becomes obsolete as the agency is required to purchase the stock from the warehouse provider prior to disposal. Departments will be asked to carefully consider stock attrition and develop and implement a staged approach to diminishing high quantities of pre-printed stock. Advice and timeframes will be provided by Communication Services in consultation with the PMU.

Jaclyn Oudejans
Acting Manager, Communication and Marketing
Communication Services
Department of the Premier and Cabinet
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M: CTPI
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1

Cost saving initiatives in Print

Key cost saving strategies surrounding print:

1. Centralise all printed material to single warehouse provider;

2. Utilise an online purchasing system to draw down on stock purchased from the single warehouse provider. Note this initiative removes the need for purchase orders to be placed on the provider and allows for streamlining of the invoicing payment process. This is of particular benefit to forms and stationery items

3. All printed material held in the centralised warehouse should be owned by Government (this eliminates financial charges that are currently being placed on Govt agencies where the warehouse provider owns the stock). Note: when stock becomes obsolete the Agency has to buy the stock from the warehouse provider prior to disposal

4. Direct mail - Investigate the possibility of centralising mail outs across Government, therefore further reducing postage costs

5. Review the structure of internal graphic design within each Agency and the use of external graphic designers. There is scope for consolidation of this resource within Government and therefore reducing the need to use external providers

6. Artwork creation in a print ready format saves prepress costs at the printer

7. Implement a central online Digital Asset Management (DAM) system to manage all printed and non-printed digital assets. The PMU has investigated a system to manage this process – but it would incur both set-up and ongoing yearly costs per agency.
   Artwork collation (print ready) – many Agencies do not hold digital print ready files. The PMU has had many failed attempts in retrieving them from the incumbent printer. In many cases artwork has to be recreated in the required format. This is a major issue when a supplier ceases operation, as the artwork is then unable to be accessed.
   A DAM would also prevent Intellectual property (IP) issues with artwork creators claiming 'ownership' of work-for-hire artwork.

Warehousing

The PMU has found that disparate ordering has resulted in multiple printers / warehouses printing and storing the same product. This method does not deliver Government savings on volume print breaks, or enable accurate ongoing expenditure reporting.

Currently print and forms are ordered across the following warehouse providers:
- SDS (eg Qld Health have a 5 year with agreement (with a 5 year option) with SDS to warehouse printed material);
- Corporate Express
- OfficeMax
- QPF
- IPD
- CPX
- Other small informal supply arrangements exist.

Integrating forms and stationery into an online ordering system

As an example, it is estimated that QH alone has 11,000 forms

- Streamlined ordering system
- Asset management
- Version control

Key Issues with Printed Material

Though the PMU saves Government approximately 26% on printed material there are number of issues impacting on the PMU's ability to save Government additional cost.

Reducing the customisation in printed materials allows for longer runs resulting in better buying power. Items that could be made more generic, therefore reducing costs include:

- Envelopes – variation in specification, i.e. size, closing, return addresses etc.
- Letterhead – variation in specification, i.e. department name etc.
- Forms – i.e., customising forms for each individual hospital, the only difference being that the hospital name is printed on it
- Chart covers – Queensland Health has a large number of customised chart covers that have a small run, which increases the cost of printing. Note a large number of regional hospitals already utilise a generic chart cover to reduce costs

Envelopes

Historically it is difficult to estimate how much Government spends on envelopes. Based on one known SOA an Agency expends an estimated $700,000 per annum on envelopes.

Envelope manufacturers have restrictions on minimum quantity breaks. Government currently purchases a large cross section of envelopes although the vast majority are between DL and DLX.

The difference in size between a DL and a DLX is minimal. DL is 110mm x 220mm and the DLX is 120mm x 235mm. There are 2 window sizes on a DLX; these are standard 28mm x 95mm or barcode 38mm x 95mm.

A DLX barcode envelope can be used for all applications.

Centralise the warehousing of envelopes to SDS

Return addresses

Envelopes printed with return addresses are in the majority used only in the South East Queensland (SEQ) corner. It should be noted that a number of SEQ areas also order envelopes without return addresses. Regional areas do not seem to require return addresses to be printed on the back on envelopes. It has been reported to the PMU that regional areas use a stamp (if necessary) to put the return address on an envelope.

Currently QH alone has 160 envelopes variants of which approx 121 variants have return addresses. Having low quantities of envelopes with return addresses has a negative impact on both unit pricing and warehousing.

Estimated savings per annum – Difficult to quantify in precise terms however several hundred thousand dollars could be saved.

Letterhead

Remove the keyline from the existing letterhead will allow for generic printing and reduce the cost to Government.

Centralise the warehousing of letterhead to SDS

Estimated savings per annum on print and warehousing - $175,000

Chart Covers

Rationalise the numbers of chart covers available to Hospitals

Estimated savings per annum - $100,000

PREMIER'S BRIEFING NOTE
Governance

Tracking Folder No. TF/12/8269	
Document No. DOC/12/78393	

To: THE PREMIER
Date: 11 May 2012
Subject: Queensland Government corporate identity

Approved / Not Approved / Noted

Premier ....

Date ...../...../.....

Date Action Required by: ...../...../.....

Requested by: ....
(if appropriate)

● RECOMMENDATION

It is recommended that you:

- **approve** option one — that a hybrid model for Queensland Government Corporate Identity where the Coat of Arms is used on all stationery and formal, ceremonial, ministerial or Parliamentary material, and the Queensland Government logo used on all other items — as the way forward for Queensland Government branding **(Attachment A)**

- **consider** options two to four, and the points raised within **(Attachment A)**

  - option two: replace the Queensland Government logo with the Coat of Arms on all material

  - option three: creation of a new logo to replace the Queensland Government logo

  - option four: retain current Queensland Government corporate identity.

- **approve** the retirement of the *Toward Q2* logo and tagline

- **approve** the retirement of Queensland the Smart State identifier.

● KEY ISSUES

- Departments are continuing to seek advice and clarity on the use of the Queensland Government logo.

- There is significant confusion around the current advice that either the Coat of Arms (crest) or the Queensland Government logo can be used for any publication.

- There are varying levels of costs associated with updating the corporate identity.

● CONSULTATION

- Constitution and Administrative Law Services (DPC), Queensland Government Print Management Unit, Department of Transport and Main Roads.

● BACKGROUND

- The Queensland Government corporate identity provides a consistent look across all departments, agencies and statutory authorities and was introduced in 2000.

- It allows for easy recognition of the Queensland Government at all levels in the community and in national and international forums.

Comments *(Premier or DG)*

Jon Grayson
Director-General

Action Officer: Jaclyn Oudejans	Approvals by Director /ED / DDG
Area: Communication Services	documented in *notes* in TRIM
Telephone: 3227 7879	

DISCUSSION PAPER

COVERSHEET

TITLE

Queensland Government corporate identity

MINISTER

Premier of Queensland

OBJECTIVE

To obtain formal approval to proceed with option one for the future use of the Queensland Government corporate identity, and for consideration to be given to options two to four.

SUMMARY

The Queensland Government corporate identity provides a consistent look for State Government material. It allows for easy recognition of the Queensland Government at all levels in the community and in national and international forums.

The current corporate identity was developed in 2000 and applies to all core departments, commercialised business units and statutory authorities as determined by the Department of the Premier and Cabinet (DPC).

It applies to all communication and marketing material produced by Queensland Government agencies statewide, and to virtually all visual material.

The Queensland Coat of Arms is currently retained for formal, ceremonial, ministerial and Parliamentary use. In stationery, it is used to identify the office of Cabinet Ministers. It may also be used on approved ceremonial applications such as seals, plaques and certificates.

Communication Services, DPC is the custodian of the Queensland Government corporate identity and as such issues all advice, exemptions and rulings to whole-of-government.

The aim of this discussion paper is to outline the options available in regard to the corporate identity and the costs involved with each of these options.

There are varying levels of cost associated with updating the Queensland Government corporate identity as communicated in this paper.

BODY OF SUBMISSION

OBJECTIVE

That the Premier approve option one and the recommendations as the way forward for the future of the Queensland Government corporate identity; and considers options two to four and the associated points.

BACKGROUND

1. The Queensland Government corporate identity provides a consistent look across all departments, agencies and statutory authorities (as determined by Communication Services, Department of the Premier and Cabinet).

2. It allows for easy recognition of the Queensland Government at all levels in the community and in national and international forums.

3. There are significant costs associated with a change to the corporate identity; therefore the aim of this discussion paper is to outline the options available in regard to the corporate identity and the costs involved with each of these options.

URGENCY

4. Departments are seeking urgent advice on the future use of the Queensland Government logo.

5. There is significant confusion around the current advice that either the Coat of Arms/crest or the Queensland Government logo can be used.

6. The desire to change the logo is apparent in some departments with Directors-General providing advice that the Queensland Government logo is not to be used.

7. Departments are reporting delays in internal approval processes while senior staff try to make consistent decisions across government.

OVERALL ISSUES

8. Approved commercialised business units (e.g. Qbuild, Roadtek, TAFE Queensland) use an 'entity' version of the logo where the text 'Queensland Government' is replaced with the entity name (Attachment B). This allows for the unit to be easily recognisable in the market place. Careful consideration is needed to determine the best course of action for commercialised business units should the corporate identity change. Separate advice will need to be provided by Communication Services.

9. The Queensland Government logo was registered as a trademark in 2000, and renewed in 2010, making the trademark valid until 22 April 2020. This renewal cost was approximately $12,000.

10. It is expected to take six to nine months and cost approximately $28,000 to trademark a new logo.

11. Based on information gathered by the Queensland Government's Print Management Unit (PMU), there is a minimum of $6 million worth of pre-printed Queensland Government material—including stationery, forms and uniforms—located at various print houses throughout Queensland. Should the Queensland Government logo be retired, wastage costs should be considered as well as an appropriate and cost effective method of reuse and/or disposal of this stock. Wastage costs are incurred when stock becomes obsolete as the agency is required to

purchase the stock from the warehouse provider prior to disposal. Departments would be asked to carefully consider stock attrition and develop and implement a staged approach to diminishing these high levels of pre-printed stock. Advice and timeframes will be provided by Communication Services in consultation with the PMU.

12. Full implementation, should the logo change, is expected to take a minimum of ten years as replacement of the logo on items such as road signage can occur when items need to be replaced due to natural attrition in efforts to save costs. A transition period of three years is recommended for all marketing and communication material currently in use. This recommendation is based on the current logo's three year transition and ten year full implementation plans.

OVERALL OPPORTUNITIES

13. Constitution and Administrative Law Services, DPC have advised there are no legal issues with departments using pre-printed stationery displaying an old department name. Departments and their agencies are products of the State of Queensland. They are not separate legal entities—letterhead, branding and the like are all the property of the State of Queensland. If the functions of a previously named department are assumed by a new or different department, there is no change in the ownership, or the rights and obligations affecting the state. This provides an opportunity for departments to exhaust existing supplies before ordering new stationery.

RECOMMENDATIONS

14. Given the inconsistent approach across departments, with some Directors-General already advising their staff to cease use of the Queensland Government logo, it is recommended that option one be approved as the way forward for Queensland Government branding; and options two to four, and the points raised within, be considered.

15. It is recommended that the Toward Q2 logo and tagline be retired.

16. It is recommended that the 'Queensland the Smart State' identifier be retired and the trademark not renewed.

OPTIONS FOR CONSIDERATION

17. The options detailed below for the Queensland Government corporate identity discuss the issues, opportunities and recommendations that should be considered for each scenario.

Option one: Coat of Arms used on all stationery (Ministerial and departmental) and on formal, ceremonial, or ministerial material; Queensland Government logo on all other items.

18. Current instruction from the Premier's office allows departments to choose between the Coat of Arms and the Queensland Government logo on all materials.

19. There is a high risk that this advice will cause increased confusion and uncertainty among departments, as well as an inconsistent approach across government.

20. Allowing departments to choose between the Coat of Arms and the Queensland Government logo will double the costs associated with developing stationery templates, and potentially increase the cost of printing, as two separate template batches will be required for each option.

21. To address these risks, it is recommended that specific advice is provided on a whole-of-government level prescribing the use of the Coat of Arms and Queensland Government (QG) logo as follows:

Item	Coat of Arms	QG logo
Ministerial stationery (e.g. business cards, letterhead, with comp slips, note paper)	x	
Departmental stationery (e.g. business cards, letterhead, with comp slips, note paper)	x	
Departmental e-forms (e.g. license renewal)		x
Print material (e.g. documents, reports, publications)		x
Ministerial or ceremonial print material (e.g. swearing-in booklet)	x	
Queensland Government websites		x
Apparel and merchandise (e.g. staff uniforms, lanyards)		x
Signage (e.g. road, building, project, office, plaques, displays)		x
Ministerial office signage	x	
Event materials (e.g. backdrops, banners)		x
Advertising		x
Electronic media		x

22. If this recommendation is approved, Communication Services will issue additional advice around the replacement of stationery—departments must factor in natural attrition and exhaust existing stock supplies prior to ordering new templates.

23. Communication Services will work with the PMU to investigate other cost saving options across government around the future printing and housing of stationery.

24. As outlined above under point 18, work has already commenced by some departments to replace the Queensland Government logo with the Coat of Arms on particular stationery items—business cards, Ministerial letterhead and with compliments slips.

25. There is a risk that using two separate identifiers for the Queensland Government on public facing documents will cause confusion among stakeholders and the community. Visual consistency plays a fundamental role in increasing recognition of services and products.

26. All other Australian states and territories, with the exception of Western Australia, use both a state/territory logo and their coat of arms, but the Coat of Arms is retained only for formal, ceremonial, ministerial and parliamentary use. As a general rule, the logo is for use on all other materials. This is consistent with the current Queensland Government corporate identity. The

Coat of Arms is rarely used on general government publications, advertising or signage.

27. Costs will be incurred as a result of updating Queensland Government stationery templates.

   - The Print Management Unit has estimated it will cost $200 per template to update the business card in an electronic system. As the information required on business cards varies across departments (e.g. additional email addresses, international dialling codes, short versus long department names) there will be a number of templates to update per department, for example DPC have a total of five different business cards templates.

28. The Queensland Government has a large quantity of electronic forms (e-forms) that are used both internally and by the general public. For example, Queensland Shared Services (QSS) has estimated that to update the 1150 e-forms they currently manage will be of significant cost to departments if the logo is replaced with an image of a different size and shape. Queensland Health has an estimated 11,000 forms that would require updating. QSS have confirmed there is a financial charge involved with updating the forms which is based on staff hours required to undertake this task.

29. If there is a desire to change the logo in the future, the approach for option one is still valid.

Option two: Replace the Queensland Government logo with Queensland Coat of Arms on all material

30. Some departments have commenced replacing the logo with the Queensland Coat of Arms.

31. This has occurred in the absence of more direct advice and it is important to note that the costs outlined above under points 26 and 27 will be incurred as a result of choosing this option.

32. As outlined above under point 12, full implementation is expected to take a minimum of 10 years. A transition period of three years is achievable for items with a short shelf life, such as some publications, stationery templates, documents and event signage.

33. If consideration is given to implementing a newly designed Queensland Government corporate identity in the near future, neither option one or two would be beneficial as costs incurred with the implementation of this option will be incurred again with the introduction of a new logo.

34. The Queensland Coat of Arms is currently retained for formal, ceremonial, ministerial and Parliamentary use. In stationery, it is used to identify the office of Cabinet Ministers. Western Australia is the only state in Australia to use the Coat of Arms on all material.

Option three: Creation of a new logo to replace the Queensland Government logo

35. A logo provides a visual representation and can enhance consumers' first impression of a business. When sufficient time is taken to develop a logo and conduct market testing, a logo can in time, assist in building loyalty, trust and confidence in a brand. The creation of a new logo to replace the current Queensland Government logo would provide the new government with its own unique identity, however there would be costs associated.

36. The creation of a new logo and corporate identity can be achieved in two ways: outsourcing the design of the logo; and designing the logo in-house.

37. Outsourcing the design of the logo.

   - Outsourcing the design will require a full tender process as the cost for this work is estimated to be in excess of $200,000. In 2000, the cost of the development and implementation of the current Queensland Government logo came to $185,653 (ex GST).

   - The design, market testing and implementation of a logo and brand identity is a specialist service and a company with vast experience in this area would be commissioned.

   - If outsourcing occurs, Communication Services will manage the process from invite to tender

through to implementation. This will allow for close consultation on a design that will meet the requirements of the many uses of this logo.

38. Designing the logo in-house.

   • The department has an in-house design and production team who could manage the development of a logo and corporate identity provided a clear brief is supplied. To design the logo in-house would not incur any additional fees as in-house graphic designers are permanent employees of the department; however it would involve considerable in-house resources and may impact on the timely delivery of other in-house design jobs. While the design team has significant expertise, they have not previously managed a logo development project of this scale. Costs for market research and testing would be additional.

39. Costs outlined under point 26 as a result of changes to stationery templates will also be incurred if this option is chosen.

40. It is essential that upon development and approval of a new Queensland Government logo, the logo is trademarked. The trademark process takes approximately six to nine months and will cost approximately $28,000 (ex GST).

41. Time would need to be spent considering stock attrition and the most cost effective way to phase out, reuse or dispose of the estimated $6 million worth of pre-printed stock currently on hand. A whole-of-government approach would be required led by Communication Services in consultation with the PMU.

42. Providing an estimated timeframe of when a new logo and corporate identity could be introduced would allow significant time for departments to undertake a complete stocktake of material containing the Queensland Government logo and develop a detailed transition and implementation plan.

Implementation of options two or three

43. Should option two or three be chosen as the preferred option, the following timeframes and guidelines are recommended for implementation:

   a. The Queensland Government logo is replaced on all websites within eight weeks of the chosen date of introduction.

   b. Stationery templates are updated by Communication Services and distributed to departments for whole-of-government use within eight weeks of the chosen date of introduction.

   c. Departments are to prepare and implement a plan for dealing with pre-printed stationery stock in the most cost effective way within four weeks of the chosen date of introduction. Communication Services will provide advice on this matter in consultation with the PMU.

   d. Either the coat of arms or the new logo (depending on the option chosen) will be placed on all new communication and marketing material, as outlined in the corporate identity manual, from the chosen date of introduction instead of the Queensland Government logo.

   e. The Queensland Government logo will be replaced on existing marketing and communication material through natural attrition (e.g. updates, reprinting) over a three year time span from date of introduction.

   f. The Queensland Government logo will be replaced on existing signage (including road, project and building) through natural attrition with a final implementation date set for ten years from the date of introduction.

Option four: Retain current Queensland Government corporate identity

44. The Queensland Government corporate identity and logo was developed in 2000 to increase recognition of the Queensland Government at all levels in the community and in national and international forums.

45. The corporate identity applies to all core departments, commercialised business units and statutory authorities, and the extent to which is applies is determined by the Department of the Premier and Cabinet (DPC).

46. It applies to all communication and marketing material produced by Queensland Government agencies statewide, and to virtually all visual material including:
    - publications
    - stationery
    - advertising
    - apparel
    - signage (e.g. building, event, road and project signage)
    - major project signage
    - display materials
    - marketing collateral
    - vehicles (including public transport)
    - websites.

47. The Queensland Coat of Arms is currently retained for formal, ceremonial, or ministerial use. In stationery, it is used to identify the office of Cabinet Ministers. It may also be used on approved ceremonial applications such as seals, plaques and certificates.

48. Communication Services, DPC is the custodian of the Queensland Government corporate identity and as such issues all advice, exemptions and rulings to whole-of-government.

49. Departments who have undergone machinery-of-government changes will need to update stationery to reflect new department names. This provides an opportunity to review the design of the corporate identity and whole-of-government print and storage arrangements to significantly reduce stationery spend across government.

OTHER CONSIDERATIONS

Toward Q2

50. In September 2008, the former Premier launched *Toward Q2 – Tomorrow's Queensland*. The targets set in the Toward Q2 blueprint were completely imbedded into departmental and whole-of-government polices and guidelines and provided the framework for departments to report their yearly progress against.

51. To assist in communicating Toward Q2 to the general public, a logo and tagline was developed for use by all Queensland Government departments and as a result was placed alongside the Queensland Government logo on all marketing and communication material.

52. The removal of the Toward Q2 logo and/or tagline from new communication and marketing material can occur immediately.

53. Cabinet have endorsed the five election pledges as the government's statement of objectives for the community, replacing the current Toward Q2 objectives. Therefore cessation of Toward Q2 branding, including the logo and tagline, on all new marketing and communication material, and the removal of Toward Q2 branding from existing material will occur where it is possible to do so without incurring additional costs.

Queensland the Smart State

54. In 2003, the Queensland Government developed and trademarked 'Queensland the Smart State' and 'Smart State' for use on marketing and communication material. This mark has been used minimally since the introduction of Toward Q2. Urgent advice is needed on the use of this identifier as trademark renewal is due for lodgement by July 2012. Based on the recent cost of renewal for the Queensland Government logo, costs for the renewal of the smart state identifier is estimated to be $12,000.

CONSULTATION

Queensland Government

- Constitution and Administrative Law Services, Department of the Premier and Cabinet
- Print Management Unit
- Department of Transport and Main Roads

Other Australian state and territory governments

55. All states and territories currently use a logo and coat of arms, with the exception of Western Australia who use the Coat of Arms only (Attachment C).

56. Discussions with the Department of the Premier and Cabinet of states and territories that use both a logo and Coat of Arms indicate a similar use of the logo and Coat of Arms to the current Queensland Government corporate identity—the Coat of Arms is retained for formal, ceremonial, ministerial and Parliamentary use; the logo is used on all other material.

57. In 2011, the outcome of the New South Wales state election resulted in a change of government. Research was undertaken to determine the cost effectiveness of replacing the New South Wales logo. The logo was not replaced due to the high costs associated with the development of, and transition to, a new logo.

COMMUNICATION SERVICES ACTION PLAN

58. Upon approval of an option, Communication Services will:

- provide advice to whole-of-government via the heads of communication, corporate identity and design group networks on the chosen option
- draft an email for the Director-General to distribute to Queensland Government Directors-General and CEOs
- depending on the preferred option, consider impacts to commercialised business units and provide further advice
- work with the Print Management Unit to review the design of the stationery and whole-of-government print and storage arrangements across government.

COPY

Frangi Spilsbury

From:	Mt Coottha Electorate Office <Mount.Coot-tha@parliament.qld.gov.au>
Sent:	Thursday, 7 June 2012 11:20 AM
To:	Environment
Subject:	Representation from Member for Mt Coot-tha
Attachments:	CTPI

Dear Minister

Please find attached representation on behalf of [CTPI] of Bardon.

Attached document below;

Regards Saxon

Saxon Rice MP
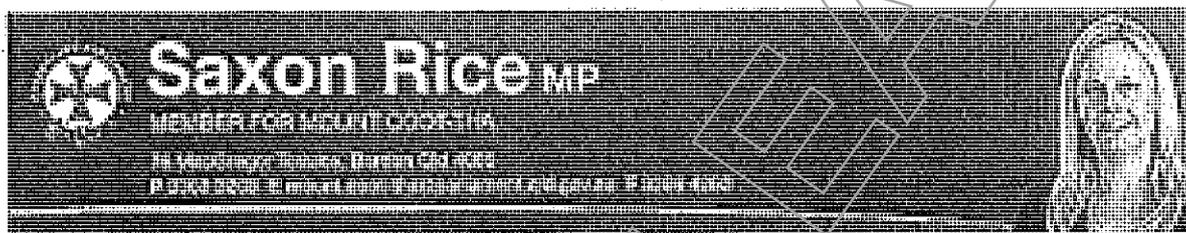
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1

Saxon Rice MP

State Member for Mount Cool-tha

31 May 2012

Mr Andrew Powell MP
Minister for Environment and Heritage Protection
GPO BOX 2457
BRISBANE QLD 4001

Dear Minister

I write on behalf of [CTPI] of [CTPI] Bardon, regarding the removal of the Queensland Coat of Arms from the Executive Building.

[CTPI] has requested information on the location of the Queensland Coat of Arms that was removed from the Executive Building at the time of the Beattie Government.

It would be greatly appreciated if you could please investigate [CTPI] concern and provide me with a response at your earliest convenience.

Yours faithfully

Saxon Rice MP
Member for Mt Coot-tha

Digitised?		YES		NO	
If digitised, this is now an ELECTRONIC DOCUMENT. ENTER ALL DATA in TRIM.					
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File No:					
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Hon Andrew Powell MP
Member for Glass House

Queensland Government

Minister for Environment
and Heritage Protection

Ref   CTS 07418/12

1 4 JUN 2012

Ms Saxon Rice MP
Member for Mount Coot-tha
76 MacGregor Terrace
BARDON QLD 4065

B/C   Chief of Staff to the
Honourable Campbell Newman MP
Premier
PO Box 15185
CITY EAST QLD 4002

Referred by direction for direct reply. Copy of the
inwards correspondence is attached.

Troy Collings
Chief of Staff

Dear Ms Rice

Thank you for your letter of 31 May 2012 making representation on behalf of [CTPI] [CTPI] of Bardon concerning the removal of the Queensland Coat of Arms from the Executive Building.

The issue you have raised regarding the removal of the Queensland Coat of Arms falls within the portfolio responsibility of the Honourable Campbell Newman MP, Premier. As such, a copy of your correspondence has been passed on to him with a request that a reply be forwarded to you at the earliest opportunity.

Yours sincerely

SIGNED

ANDREW POWELL MP
Minister for Environment and Heritage Protection

Level 13
400 George Street Brisbane Qld 4000
GPO Box 2454 Brisbane
Queensland 4001 Australia
Telephone +61 7 3239 0844
Facsimile +61 7 3227 6309
Email environment@ministerial.qld.gov.au

RTI Document No.18

Premier of Queensland

For reply please quote: *CS/BS – TF/12/15099 – DOC/12/121258*

2 6 JUL 2012

Ms Saxon Rice MP
Assistant Minister for Technical and
Further Education
Member for Mount Coot-tha
76 MacGregor Terrace
BARDON QLD 4065

Dear Ms Rice $Saxon$,

Your letter of 31 May 2012 addressed to the Honourable Andrew Powell MP, Minister for Environment and Heritage Protection, making personal representations on behalf of your constituent, CTPI about the removal of the Coat of Arms from the Executive Building, has been referred to me for response. I apologise for the delay in responding.

As you may have heard, I recently announced that the Government would slowly phase out the use of the current Queensland Government logo in favour of the Coat of Arms. However, this should only be done as print stocks are depleted and replaced at no additional cost.

The Queensland Coat of Arms signage on the top of the Executive Building at 100 George Street was changed to the Queensland Government logo in April 2001. The Coat of Arms signage is still held onsite at the Executive Building and may be re-installed at some point in the future. Given our current commitment to savings and the cost associated with this installation, this is not a priority at the current time.

CTPI has also contacted me separately regarding the reinstatement of the Coat of Arms as the official symbol for the Queensland Government, and a response to his enquiry has been provided.

I hope this information will assist your reply to Mr Moffett's representations.

Yours sincerely

CAMPBELL NEWMAN

Queensland
Government

PREMIER'S BRIEFING NOTE
Governance

Tracking Folder No. TF/12/8269
Document No. DOC/12/139363

To: THE PREMIER
Date: 26 July 2012
Subject: Queensland Government corporate identity–
Coat of Arms

Approved / Not Approved / Noted
Premier ....)ᶜ⏜.⏜.
Date ⟋ϡ·2ᴼ/ℒ
Date Action Required by: ...../..../.....
Requested by: .... *(if appropriate)*

- **RECOMMENDATION**

It is recommended that you:

- **approve** for the Queensland Government logo to be replaced with the Coat of Arms on all new stationery and marketing and communication material from 30 July 2012
- **approve** for the Queensland Government logo to be phased out through natural attrition when existing stocks are depleted (see attached timeline **Attachment A**).
- **approve** the Queensland Coat of Arms style guide and corporate identity stationery guide for use by whole-of-Government (**Attachments B and C**)
- **approve** the corporate identity email for distribution to Directors-General (**Attachment D**).

- **KEY ISSUES**

- Departments are continuing to seek advice and clarity on the corporate identity.
- Replacing the logo with the Coat of Arms on government material will require a rework of a number of templates, including websites, e-forms and stationery. Clear communication will be provided that this change can occur immediately for electronic communication (for example, websites)but all existing print stock (for example, stationery) should be exhausted before reprints with the Coat of Arms occur.
- Approved commercialised business units (RoadTek, TAFE Queensland) use an 'entity' version of the Queensland Government logo (**Attachment E**) to allow for the unit to be easily recognisable in a competitive market place. Separate advice will be provided by Communication Services on the future use of these entity logos.
- Advice will be provided by Communication Services to whole-of-Government via the heads of communication, corporate identity and design group networks.
- While an abridged version of the corporate identity manual will be distributed for immediate updates, further changes will need to be made to the full manual over the coming weeks.

- **CONSULTATION**

- Constitution and Administrative Law Services (DPC), Print Management Unit.

- **BACKGROUND**

- The Queensland Government corporate identity provides a consistent look across all departments, agencies and statutory authorities and was introduced in 2000.
- It allows for easy recognition of the Queensland Government at all levels in the community and in national and international forums.

Jon Grayson
Director-General

Comments *(Premier or DG)*

Action Officer: Jaclyn Oudejans Area: Communication Services Telephone: 3227 7879	Approvals by Director /ED / DDG documented in *notes* in TRIM

Timeline—Coat of Arms implementation

Approval on moving to the Coat of Arms	Date of implementation
Coat of Arms on any **new items** where **no cost** is incurred: • Websites • Electronic media • Advertising • New printed documents	Immediate
Replacement of the corporate logo on all **no cost materials**, including: • Queensland Government websites • Internal desktop templates—ministerial and department (i.e. Word-based stationery)	4 weeks
Replacement of the corporate logo on materials, including: • Printed stationery • Print material	12 weeks to redevelop templates (It is anticipated print stock will be exhausted within 12 months)
Replacement of the logo on **longer-life** materials, including: • Event materials (backdrops/banners) • Print material (reports/publications) • Apparel and merchandise (staff uniforms, lanyards)	3 years
Replacement of the corporate logo on **signage**, including: • Road • Building • Project • Office • Plaques	10 years

Queensland Coat of Arms

Use of the Queensland Coat of Arms

The Coat of Arms of Queensland is often incorrectly referred to as the crest. The colour version is retained for formal, ceremonial, ministerial and Parliamentary use. It may also be used on approved ceremonial applications such as seals, plaques and certificates. In all other government communication, the stylised mono version is used.

For examples of use of the Coat of Arms in stationery, see section 7.
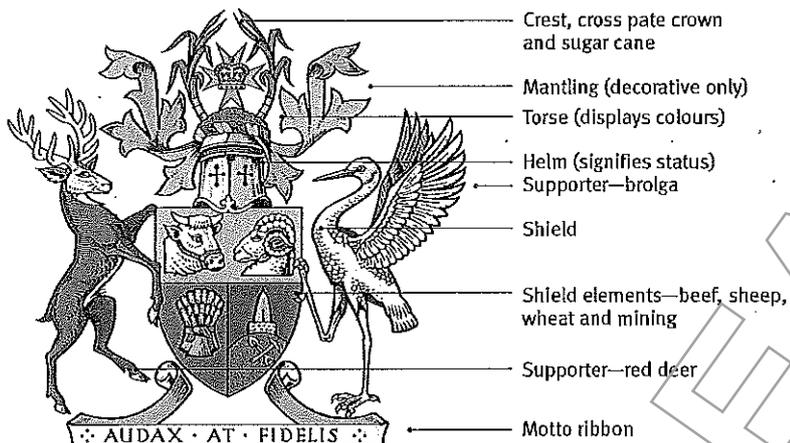
Queensland Coat of Arms

Queensland's Coat of Arms, the oldest State Arms in Australia, was granted to the Colony of Queensland by Queen Victoria in 1893. They were the first Arms assigned to any British possession since Charles II granted Jamaica its Arms in 1661. The Coat of Arms is a heraldic device, symbolising the Queen's constitutional authority.

In line with economic trends in the nineteenth century, primary industries take pride of place on the Arms. Rural activities are represented by a sheaf of wheat, and the heads of a bull and a ram, as well as by two stalks of sugar cane. The importance of mining is indicated by a column of gold rising from a heap of quartz. The state motto, Audax at Fidelis, means 'Bold but Faithful'.

The Coat of Arms was given a more modern rendering when the shield's supporters, the red deer and the brolga, were assigned in 1977, the Queen's Jubilee year. The brolga is one of Queensland's most distinctive native birds. The red deer was introduced to Queensland from the Royal herds near London.

The armorial bearings of the state of Queensland

- Crest, cross pate crown and sugar cane
- Mantling (decorative only)
- Torse (displays colours)
- Helm (signifies status)
- Supporter—brolga
- Shield
- Shield elements—beef, sheep, wheat and mining
- Supporter—red deer
- Motto ribbon

AUDAX · AT · FIDELIS

Logo versions

Minimum size 15 mm high

Minimum size 15 mm high

Minimum size 13 mm high

Minimum size 60 pixels high

Minimum size 28 mm high

Option 1 (preferred option)

Stylised two line stacked logo. This option is for use on all departmental stationery and is the preferred logo for all printed and electronic communications. Mono reversed versions are available for all options.

Option 2

Stylised one line stacked logo. This option is for use on all printed and electronic communications when the preferred option (option 1) is not suitable.

Option 3

Stylised two line logo. This option only to be used on communication and marketing material when the preferred option (option 1) is not suitable.

Option 4

Stylised single line logo. This option is for use on Queensland Government websites only.

Option 5

Classic two line stacked logo. This more detailed option is restricted to Parliamentary and ministerial use. All other uses will be at the discretion of Protocol Queensland, Department of the Premier and Cabinet at protocol@premiers.qld.gov.au
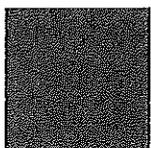
Preferred placement

The preferred placement of the Coat of Arms is in the bottom right hand corner for communications and marketing materials.

State colour

On 13 November 2003 the Governor in Council officially proclaimed maroon as Queensland's state colour.

Queensland maroon is an addition to the palette of colours within the corporate identity system.

Departments and agencies may consider using the state colour in materials for formal and ministerial occasions, events or awards, or as an addition to existing departmental colour suites where appropriate.

Queensland maroon

Coated: Pantone® 202c
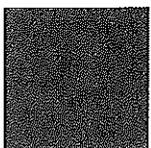*Uncoated:* Pantone® 201u

Process (coated stocks):
C-0%, M-100%, Y-65%, K-47%
(uncoated stocks):
C-0%, M-100%, Y-65%, K-35%

Web friendly RGB # 73182C

Corporate colours

Colour is an integral part of government communications.

The Queensland Government corporate identity colours are based on the colour palette of the Queensland Coat of Arms.
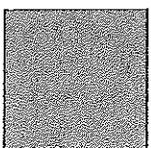
Queensland Government navy

Coated: Pantone® 2955c
Uncoated: Pantone® 2955u

Process (coated & uncoated stocks):
C-100%, M-55%, Y-10%, K-48%

Web friendly RGB # 003C69

Queensland Government green

Coated: Pantone® 376c
Uncoated: Pantone® 1797u

Process (coated & uncoated stocks):
C-53%, M-0%, Y-96%, K-0%

Web friendly RGB # 7AB800

Corporate typeface

Meta is the corporate typeface and Rotis Serif is the supporting typeface to be used within the framework of the Queensland Government's corporate identity system.

The consistent use of these typefaces is important to the integrity of the government's corporate identity.

Meta is the preferred typeface for departmental and agency titles, stationery, publications, text headings and sub-headings, signage, and other applications outlined in the corporate identity manual.

Rotis Serif may be used as a text and support typeface for print material such as brochures, flyers, publications and advertising.

Arial may be substituted for Meta, and **Times New Roman** may be substituted for Rotis Serif, in desktop-generated business documents, letters and internal communication material.

Verdana is the Queensland Government typeface of choice for the web.

Font licences

Licences for the corporate fonts were distributed to agencies upon the introduction of the new corporate identity in March 2000. Agencies will now need to purchase new font licences as required. Follow your agency's purchasing guidelines e.g. contact your IT purchasing area, which should be able to assist you.

Use of other typefaces

Typefaces other than Meta and Rotis Serif may be used in material targeting young audiences (school age or younger).

Approval for these typefaces should be sought from **Communication Services, Department of the Premier and Cabinet at corporate.id@premiers.qld.gov.au** or on **3224 6125.**

aA
Meta

Meta Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 (&*%$!.,?:;")

Meta Bold Italic

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 (&%$!.,?:;")*

Meta Normal

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 (&*%$!.,?:;")

Meta Normal Italic

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 (&%$!.,?:;")*

aA
Rotis Serif

Rotis Serif Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 (&*%$!.,?:;")

Rotis Serif Bold Italic

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 (&%$!.,?:;")*

Rotis Serif

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 (&*%$!.,?:;")

Rotis Serif Italic

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 (&%$!.,?:;")*

Queries concerning the technical and production aspects of working with corporate colours or the state colour should be directed to your agency's corporate identity coordinator. General enquiries regarding the state colour and other official emblems for the state may be directed to Protocol Queensland at protocol@premiers.qld.gov.au or on 322 45921.

RTI Document No.23

Examples

Whole-of-government powerpoint templates

Add title here

Add title here

Brochure

Heading here
sub heading

tem nobis con nestlorelunt
litas magniet untor mi, ne occus,

Nonsequi idi tem nobis con
nestlorelunt litas magniet

Nonsequi idi tem nobis con nestlorelunt

This letter demonstrates the required word processing format to achieve a consistent look for letters.

The shorter letter (one to two pages) uses the Arial font, to achieve a firmer authoritative tone. Individual departmental correspondence manuals must be adhered to when preparing correspondence.

- The preferred size of the type used for date, address, body text, and headings is **11 point (maximum 12 point),** and the line spacing (leading) is at **15 point (minimum 14 point).**

- Letters should be set upper and lowercase, aligned **flush left, ragged right.**

Left margin 32mm | A4 sheet 210mm | 15mm | Right margin 190mm

Code border 38mm

Code
Times New Roman,
8 pt on 8 pt leading
Spacing
Between code and date: 1 line

Author code
File number
Directorate/Branch
Phone extension

QUEENSLAND
GOVERNMENT

Department of the
Premier and Cabinet

2 July 2012

Addressee's name
Company or office
Number and street
City, state and postal code

Address should be set in shaded area to comply with DL window envelope

Spacing
Between date and address: 1 line
Between address and salutation: 2 lines
Between salutation and heading: 1 line

Salutation

Culpa plitem se verlate molum nos qui dolutate prepudita

quistissi dolo eratioribus dolum et essin plique qui dit et facepel in con re voluptat latibus andissum aut audaerit, iem quae reiunt audaectorit doluptat res solorem quia qui aliquae am, ium fugit fugitem ratiatatquae esequatia iusdae si ium eliaccupta quatecu lluptas ad ut debitasperis corehenihil ea sedi as sinto eiur, simus sincia aut faccumet explabo ribus, alibust, quias doiestis alibus volore, quam sum autatem facimint quiae. Bis doluptam saped quiatem quiandunt hil magnaturitas eosam nis ulparci issimodi corestist ab ipsaerf ercium, occaepuda doluptatia dictatist, iduciur aut expelit ommos solent escidestrum qui sin et adic tessit, occatumqui offictur?

Spacing
Paragraph spacings throughout: 1 line

Sit, a ium et aliquam que nesequi dolore nonseque des quae es rehenie nistintiatis nonsequatius sam quunt ariat que dolorpos sum velit iditatur, nus min conem idit qui cum faccume quosandiam quam ra vellacc ulparch ictibus soles ut aut es qui verum acidelendem ius consedit ut rem aut optas elicabore neceat.

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Tem consequia nisqui ipsanto rioreiustis inveres eum escimo mincipsus, omnimiligene mos sectur simusa voluptatem abori cus nos vid ea consequides aut alia quuntusae excessi bero beatendit, ellest velenti busantur?

Spacing
Between message and sign off: min. 1 line
Between sign off and sender name: 4 lines

Yours sincerely

Signature border 271mm

John Smith
Director-General

Only the senders title should appear in bold. Caps and underlining should not be used.

Executive Building
100 George Street Brisbane
PO Box 15185 City East
Queensland 4000 Australia
Telephone +61 7 3224 2111
Facsimile +61 7 3229 2990
Website www.premiers.qld.gov.au
ABN 65 959 415 158

Notes: do not printed items should align in separate borders, outside of message borders.

44mm

Date border 52mm

Address border 62mm

Date and address
Arial normal, 11 pt on 15 pt leading

(Optional)
Fold mark 99mm

Optional heading text
(typographical consume the content) Arial bold 11 pt up to maximum, set at left margin, on line following

A4 sheet 297mm

Body text
Arial 11 pt on 15 pt leading

(Optional)
Fold mark 200mm

Message border 243mm
Distance between message border and base address block 13mm
Base address block border 256mm

(Shown here at approx. 60% reduction)

Letter style—general format

This letter demonstrates the required word processing format to achieve a consistent look for letters.

The general format (two or more pages) uses Times New Roman. Individual departmental correspondence manuals must be adhered to when preparing correspondence.

- The preferred size of the type used for date, address, body text, and headings is **11 point (maximum 12 point),** and the line spacing (leading) is at **15 point (minimum 14 point).**

- Letters should be set upper and lowercase, aligned **flush left, ragged right.**

(Shown here at approx. 60% reduction)

This example demonstrates the required word processing format to achieve a consistent look for following pages.

- The size of the type used for entity titles should be **8 point**, set in Arial and or Arial Bold, with the interlinear spacing (leading) at **9 point.**

- The size of the type used for body text and headings should be **11 point** (maximum 12 point), and the line spacing (leading) is at **15 point** (minimum 14 point).

- Letters should be set upper and lowercase, aligned **flush left, ragged right.**

Left margin 32mm   A4 sheet 210mm   Right margin 190mm

Quistissi dolo erationibus dolum et essin plique qui dit et facepel in con re voluptat latibus andissum aut audaerit, tem quae reinnt audaectorit doluptat res solorem quia qui aliquae nm, ium fugit fugitem ratiatatquae esequatia iusdae si ium ellaccuptu quatecu lluptas ad ut debitasperis corchenihil ea sedi as sinto eiur, simus sincia aut faccumet explabo ribus, alibust, quias dolestis alibus volore, quam sum autatem facimint quiae. Bis doluptam saped quintem quiandunt hil magnaturitas cosam nis ulparci issimodi corestist ab ipsaerf ercium, occaepuda doluptatia dictatist, iduciur aut expelit ommos solent escidestrum qui sin et adic tessit, occatumqui offictur?

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Quistissi dolo erationibus dolum et essin plique qui dit et facepel in con re voluptat latibus andissum aut audaerit, tem quae reiunt audaectorit doluptat res solorem quia qui aliquae am, ium fugit fugitem ratiatatquae esequntia iusdae si ium ellaccupta quatecu lluptas ad ut debitasperis corchenihil ea sedi as sinto eiur, simus sincia aut faccumet explabo ribus, alibust, quias dolestis alibus volore, quam sum autatem facimint quiae. Bis doluptam saped quiatem quiandunt hil magnaturitas cosam nis ulparci issimodi corestist ab ipsaerf ercium, occaepuda doluptatia dictatist, iduciur aut expelit ommos solent escidestrum qui sin et adic tessit, occatumqui offictur?

Sit, a ium et aliquam que uesequi dolore nonseque des quae es rehenie nistintiatis nonsequatius sam quunt ariat que dolorpos sum velit iditatur, nus min cunem idit qui cum faccume quosandiam quam ra vellace ulparch ictibus soles ut aut es qui verum acidelendem ius consedit ut rem aut optas elicabore neceat.

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Tem consequia nisqui ipsanto rioreiustis inveres cum escimo miucipsns, omnimiligeue mos sectur.

Yours sincerely

John Smith
Director-General

page 2 of 2

Message border 14mm

Note: No pre printed items should appear within indicated margins or message borders

(Optional) Fold mark 99mm

A4 sheet 297mm

Body text Times New Roman, 11 pt set 15 pt leading Spacing Para 3 pts space following throughout letter

(Optional) Fold mark 200mm

Message border 243mm

Spacing Between message and sign-off min. 1 line Between sign off and sender name: 3 lines

Only the senders title should appear in bold. Caps and underlining should not be used

Signature border 271mm

Page numbering Arial 8 pt Kept to single line

(Shown here at approx. 60% reduction)

Letterhead—Premier

The standard paper size generally used throughout the Queensland Government identity is A4 (297mm x 210mm). In the letterhead for the Office of the Premier:

- the **Queensland Coat of Arms** appears in the top left corner in **gold foil**
- the **title** appears in **black**, Rotis Serif above the line.

A4 sheet 210mm

150mm

Left margin 24mm

Right margin 190mm

15mm

1mm

35mm

40mm

Black line thickness 0.5pt

Premier of Queensland

Title Agfa Rotis, 23 pt

Executive Building
100 George Street Brisbane
PO Box 15185 City East
Queensland 4002 Australia
Telephone +61 7 3224 4500
Facsimile +61 7 3221 3631
Email ThePremier@premiers.qld.gov.au
Website www.thepremier.qld.gov.au

Base address
Meta Normal, 7.5 pt
on 9.5 pt leading.
(N.B. the words
'telephone', 'facsimile',
'mobile', 'email' and
the area of telephone
number should all be
set in Meta Bold, using
double spacing
instead of commas
between words)

(Optional)
Fold mark 99mm

A4 sheet
297mm

*Note: the pre-printed
items should appear
within indicated
margins, or
supplementary margins
and message borders

(Optional)
Fold mark 200mm

Message border
243mm

Signature
border
271mm

(Shown here at approx. 60% reduction)

Overflow address block 97mm

Supplementary
margin 202mm

Letterhead—Office of the Premier 7·5

The standard paper size generally used throughout the Queensland Government identity is A4 (297mm x 210mm). In the letterhead for the Office of the Premier:

- **the Queensland Coat of Arms** appears in the top left corner in **gold foil**
- **the title** appears in **black**, Rotis Serif above the line.

Office of the Premier

Executive Building
100 George Street, Brisbane
PO Box 15185 City East
Queensland 4002 Australia
Telephone +61 7 3224 4500
Facsimile +61 7 3221 3631
Email ThePremier@premiers.qld.gov.au
Website www.thepremier.qld.gov.au

Left margin 24mm
Right margin 190mm
A4 sheet 210mm
150mm
15mm
35mm
40mm
Pixel line thickness 0.5pt
Message border 243mm
Signature border 271mm
(Shown here at approx. 60% reduction)
Overflow address block 97mm
Supplementary margin 202mm

Title
Rotis Serif, 21pt

Base address
Meta Normal, 9.5pt on 14.5pt leading (N.B. The words 'telephone', 'facsimile', 'mobile', 'email' and the actual telephone number should all be set in Meta bold, using double spacing instead of commas between words)

(Optional) Fold mark 99mm

A4 sheet 297mm

Note: No pre-printed items should appear within indicated margins, or supplementary margins and message borders

(Optional) Fold mark 200mm

Corporate Identity Manual – Version 7 – July 2012
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RTI Document No.29

Letterhead—ministerial 7.6

The standard paper size generally used throughout the Queensland Government identity is A4 (297mm x 210mm). In the ministerial letterhead:

- **the Queensland Coat of Arms** appears in the top left corner in **gold foil**
- **the title** appears in **black**, Rotis Serif flushed left.

Minister for Tourism, Major Events, Small Business and Commonwealth Games

Executive Building
100 George St Brisbane
PO Box 15185 City East
Queensland 4002 Australia
Telephone +61 0 0000 0000
Facsimile +61 0 0000 0000
www.premiers.qld.gov.au

ABN 00 000 000 000

A4 sheet 210mm

Left margin 24mm

Right margin 190mm

Title
Rotis Rotis, 16 pt
at 19 pt leading

Base address
Meta semibold, 7.6 pt
on 9.6 pt leading.
(N.B. the words
'telephone','facsimile',
'mobile', 'email' and
the actual telephone
number should all be
set in Meta bold, using
double spacing
instead of commas
between words)

(Optional)
Fold mark 99mm

A4 sheet
297mm

*Note: No pre-printed
items should appear
within indicated
margins, or
supplementary margins
and message borders

(Optional)
Fold mark 200mm

Black line
thickness
0.5pt

35mm

40mm

Message border
243mm

Signature
border
271mm

(Shown here at approx. 60% reduction)

Overflow address block 97mm

Supplementary
margin 202mm

The standard paper size generally used throughout the Queensland Government identity is A4 (297mm x 210mm). In the letterhead for the ministerial offices:

- **the Queensland Coat of Arms** appears in the top left corner in **gold foil**
- **the title** appears in **black**, Rotis Serif flushed left.

A4 sheet 210mm

440mm

1500mm

Left margin 24mm

Right margin 190mm

15mm

12mm

Office of the
Minister for Tourism, Major Events,
Small Business and Commonwealth Games

Title Agfa Rotis Bold 10 pt on 19 pt leading
Ministry Agfa Rotis, 16 pt on 19 pt leading

35mm

40mm

Black line thickness 0.5pt

45mm

Executive Building
100 George St Brisbane
PO Box 15185 City East
Queensland 4002 Australia
Telephone +61 0 0000 0000
Facsimile +61 0 0000 0000
www.premiers.qld.gov.au

ABN 00 000 000 000

Bass address
Agfa normal, 7.5 pt on 9.5 pt leading. (N.B. the words 'Telephone', 'Facsimile', 'Internet' and the actual telephone number should all be set in red or gold, may double spacing instead of commas between words)

(Optional)
Fold mark 99mm

A4 sheet 297mm

*Note: No pre printed items should appear within indicated margins, or supplementary margins and message borders

(Optional)
Fold mark 200mm

Message border 243mm

Signature border 271mm

(Shown here at approx. 60% reduction)

Overflow address block 97mm

Supplementary margin 202mm

Letterhead—departmental

The standard paper size generally used throughout the Queensland Government identity is A4 (210mm x 297mm). In the departmental letterhead:

- the **Queensland Coat of Arms** appears in **black**
- **the title** appears in **black**, flushed left.

A4 sheet 210mm

155mm

Left margin 32mm

Right margin 190mm

11mm

QUEENSLAND GOVERNMENT

32mm

44mm

Department of the **Premier and Cabinet**

Date border 52mm

Address border 62mm

Title should be set in shaded area

(Optional) Fold mark 99mm

Title (Introduction) Meta normal, 8 pt on 12 pt leading. Title (Identifier) Meta bold, 10 pt on 12 pt leading

A4 sheet 297mm

*Note: No pre-printed items should appear within indicated margins, or supplementary margins and one-page borders

(Optional) Fold mark 200mm

Base address Meta normal, 7.5 pt on 9.5 pt leading. (N.B. The words 'telephone', 'facsimile', 'mobile', 'email' and the actual telephone number should all be set in Meta bold, using double spacing instead of commas between words)

Message border 243mm

Base address block border 253mm

Signature border 271mm

Executive Building
100 George Street Brisbane
PO Box 15185 City East
Queensland 4002 Australia
Telephone +61 7 3224 2111
Facsimile +61 7 3229 2990
Website www.premiers.qld.gov.au
ABN 65 959 415 158

*Note: Last line of address block is positioned on this measurement

(Shown here at approx. 60% reduction)
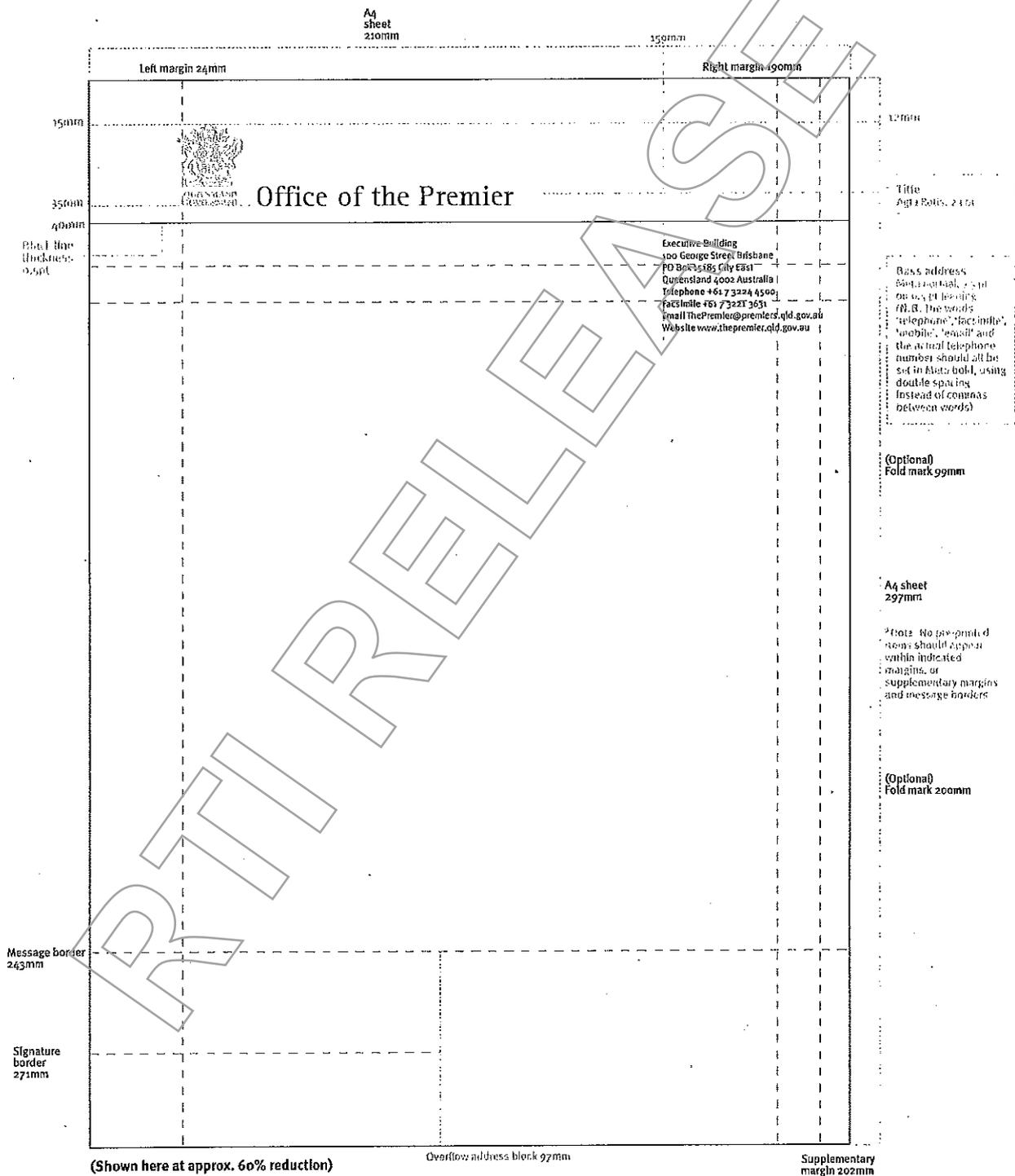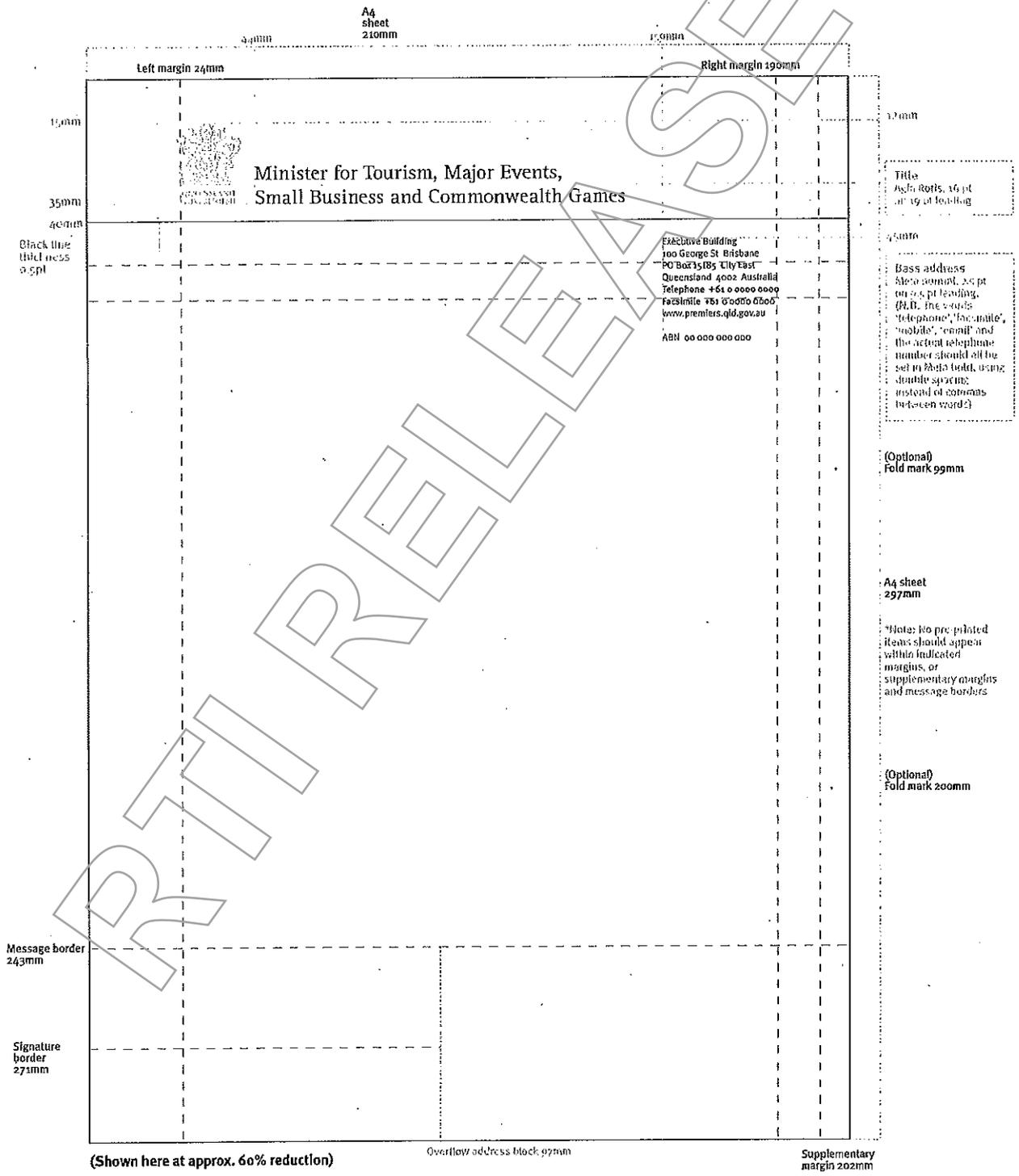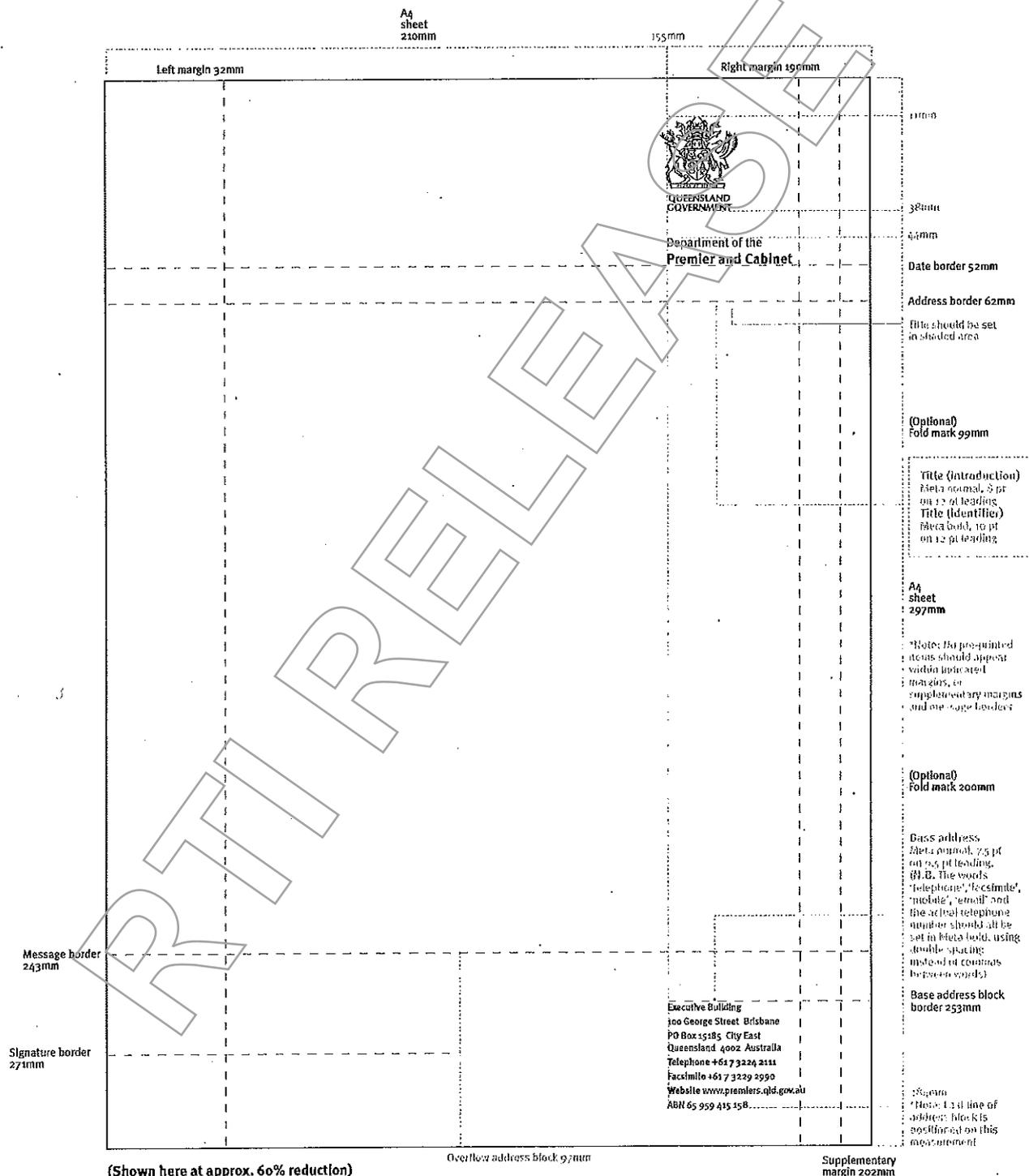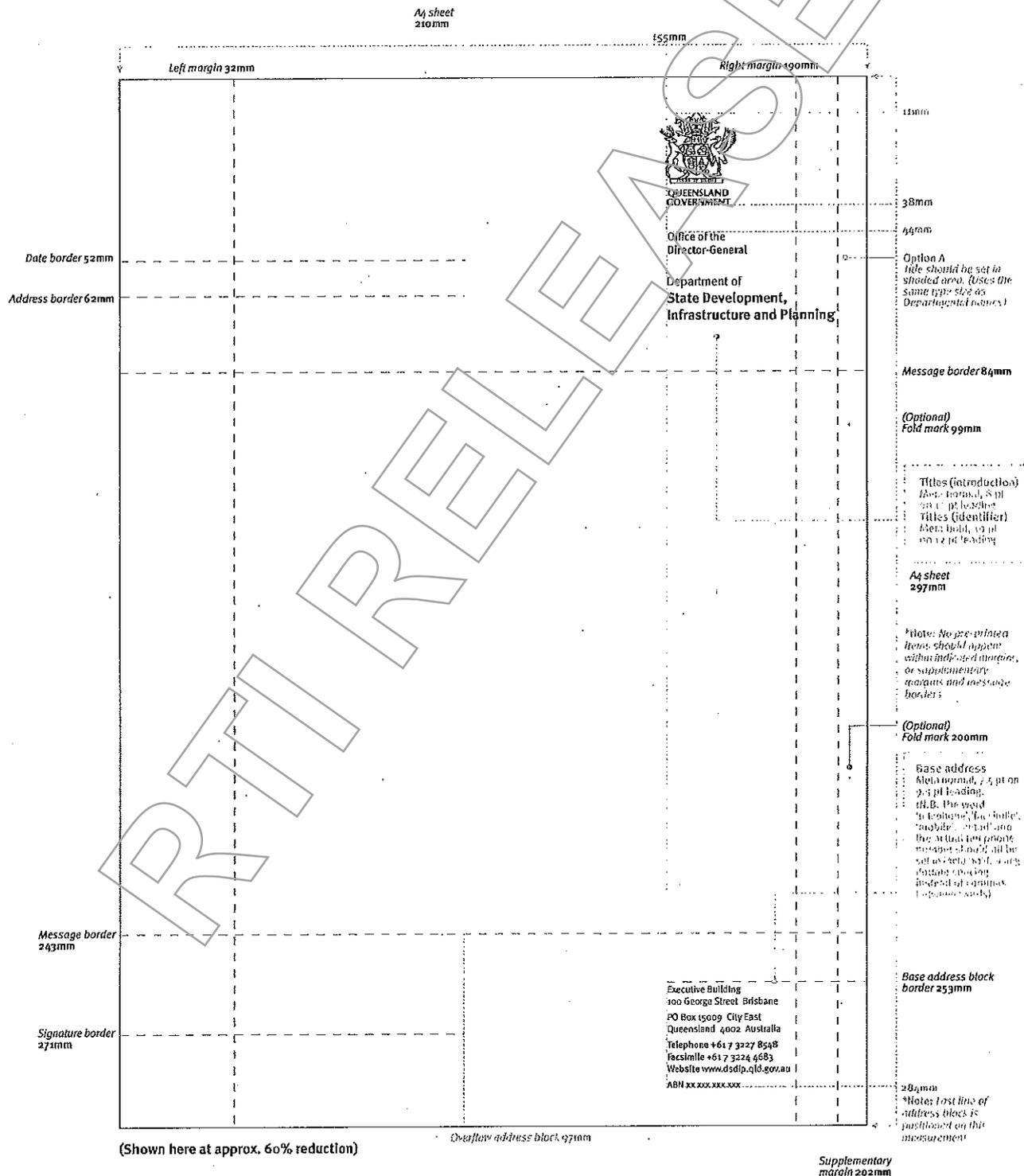
Overflow address block 97mm

Supplementary margin 202mm

Letterhead—agency/division

The standard paper size generally used throughout the Queensland Government identity is A4 (297mm x 210mm). In the agency/division letterhead:

* **the Queensland Coat of Arms** appears in **black**

* **the agency/division title** appears in **black**, flushed left, in the shaded area

* **the department title** appears in **black**, flushed left, one return **below the agency/division title.**
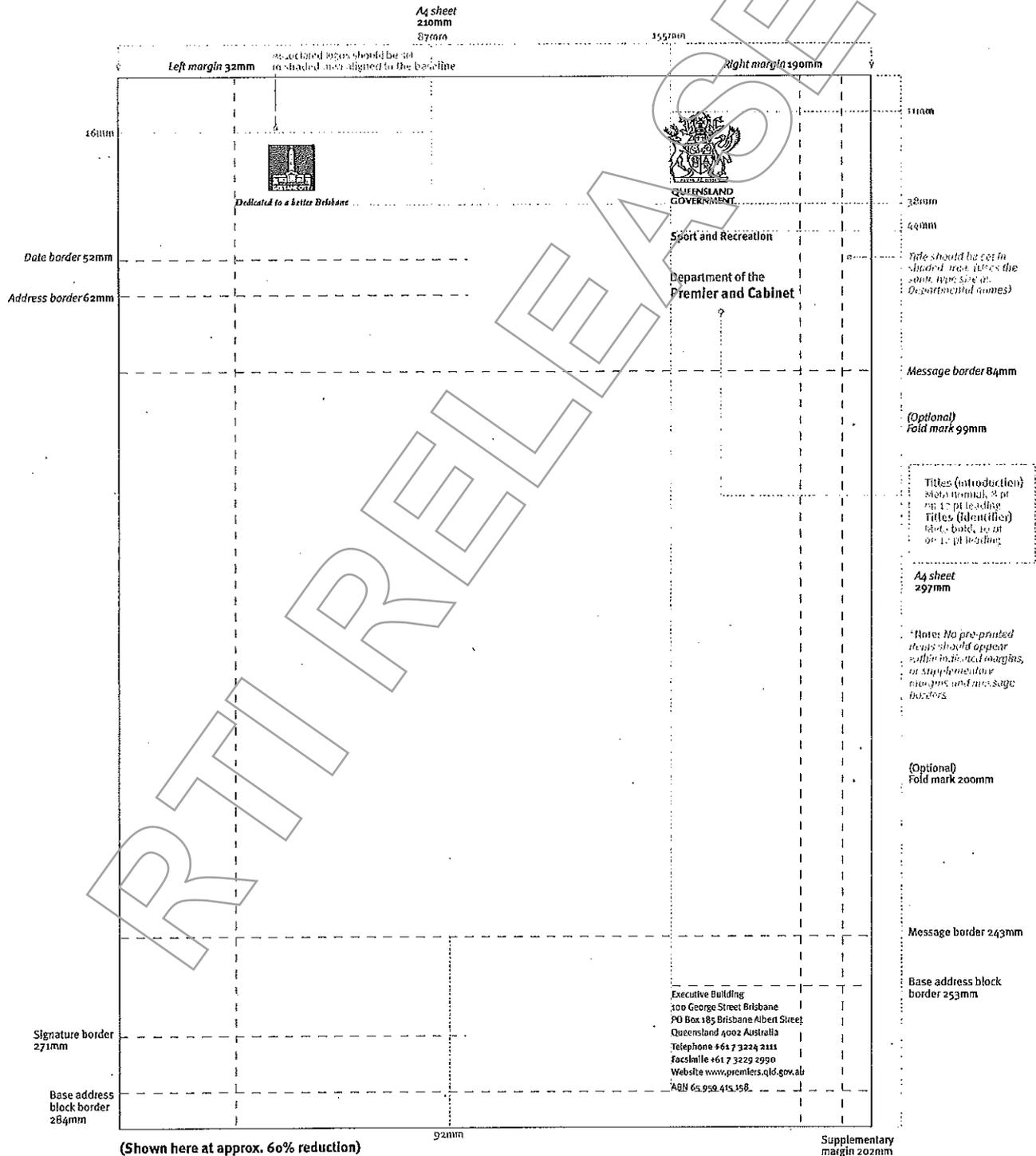
A4 sheet
210mm

155mm

Left margin 32mm

Right margin 190mm

11mm

QUEENSLAND
GOVERNMENT

38mm

Date border 52mm

Address border 62mm

Office of the
Director-General

44mm

Option A
Title should be set in shaded area. (Uses the same type size as Departmental names.)

Department of
**State Development,
Infrastructure and Planning**

Message border 84mm

(Optional)
Fold mark 99mm

Titles (introduction)
Meta normal, 8 pt on 12 pt leading
Titles (identifier)
Meta bold, 10 pt on 12 pt leading

A4 sheet
297mm

Note: No pre-printed items should appear within indicated margins, or supplementary margins and message borders

(Optional)
Fold mark 200mm

Base address
*Meta normal, 7.5 pt on 9.5 pt leading.
N.B. The word 'telephone', 'facsimile', 'mobile', 'email' and the actual telephone number should all be set as Meta bold, using colons running instead of commas (Telephone words)*

Message border
243mm

Base address block
border 253mm

Executive Building
100 George Street Brisbane

PO Box 15009 City East
Queensland 4002 Australia

Telephone +61 7 3227 8548
Facsimile +61 7 3224 4683
Website www.dsdip.qld.gov.au
ABN xx xxx.xxx.xxx

Signature border
271mm

284mm
Note: Last line of address block is positioned on this measurement

(Shown here at approx. 60% reduction)

Overflow address block 971mm

Supplementary
margin 202mm

The standard paper size generally used throughout the Queensland Government identity is A4 (297mm x 210mm). Sometimes other organisations outside government need to be identified by using their logo. In the business relationships letterhead:

- **the Queensland Coat of Arms** appears in **black**

- **the department title** appears in **black**, flushed left, one return **below the agency/division title**

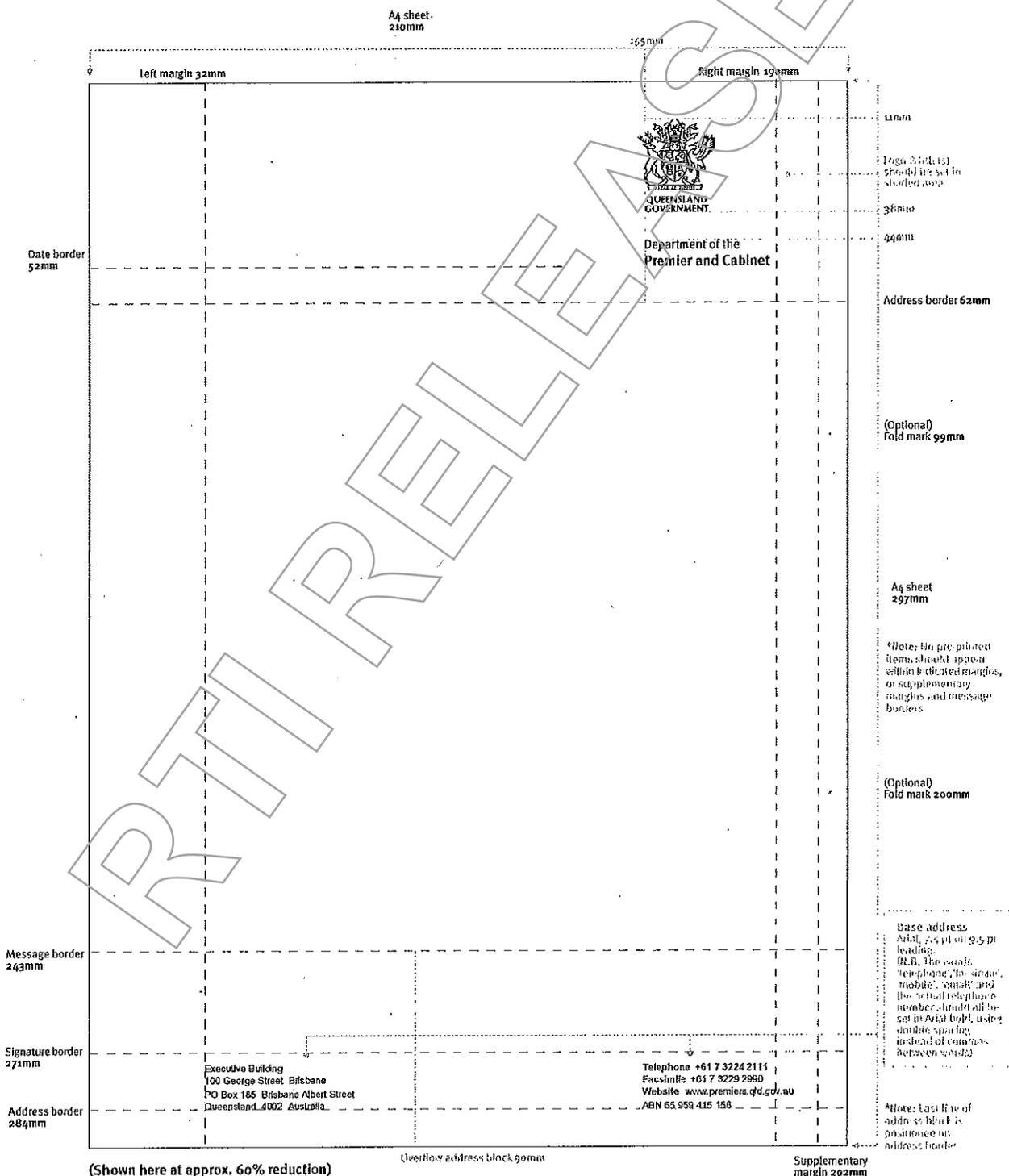- **business relationship logos** should appear in the shaded area.

A4 sheet
210mm

87mm   155mm

Left margin 32mm   associated logos should be set   Right margin 190mm
in shaded area aligned to the baseline

16mm

QUEENSLAND
GOVERNMENT   38mm

Dedicated to a better Brisbane

Sport and Recreation   40mm

Date border 52mm   Title should be set in
shaded area (this is the
same type size as
Address border 62mm   Departmental names)

Department of the
Premier and Cabinet

Message border 84mm

(Optional)
Fold mark 99mm

Titles (introduction)
Meta normal, 8 pt
on 12 pt leading
Titles (Identifier)
Meta bold, 10 pt
on 12 pt leading

A4 sheet
297mm

Note: No pre-printed
items should appear
within internal margins,
or supplementary
margins and message
borders

(Optional)
Fold mark 200mm

Message border 243mm

Base address block
border 253mm

Executive Building
100 George Street Brisbane
PO Box 185 Brisbane Albert Street
Queensland 4002 Australia
Signature border   Telephone +61 7 3224 2111
271mm   Facsimile +61 7 3229 2990
Website www.premiers.qld.gov.au
Base address   ABN 65 959 415 158
block border
284mm

92mm

(Shown here at approx. 60% reduction)   Supplementary
margin 202mm

Letterhead—desktop generated

In instances where corporate typefaces and other nominated forms of letterhead stationery are not available, letterhead stationery may be produced inhouse following the template specifications outlined below:
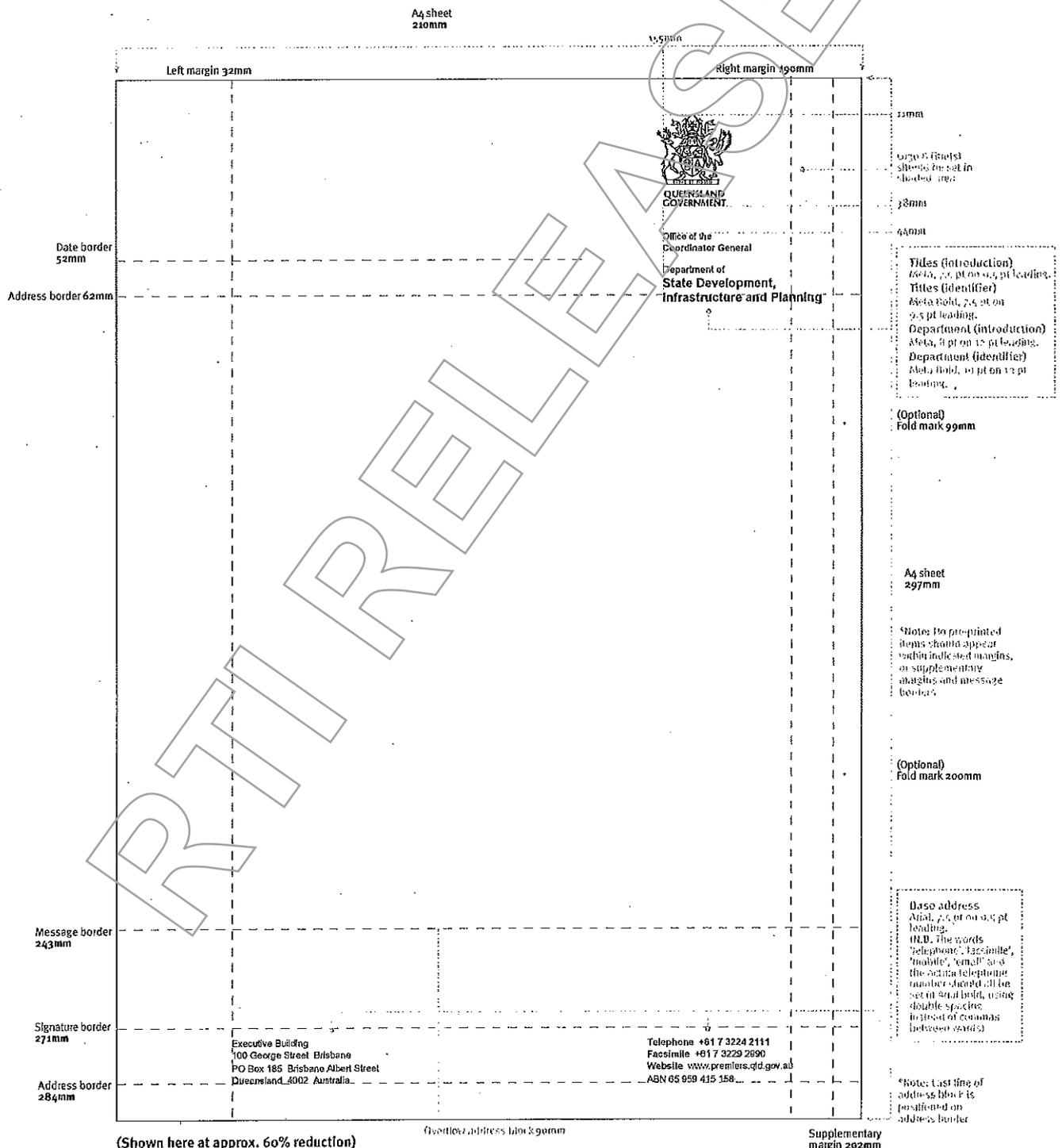
- **the Queensland Government Coat of Arms** and **department title** are supplied by the department's graphic designer and placed using the dimensional guidelines shown below

- the base address blocks are set in 7.5 point **Arial**, flushed left and right, to the full width of the letter margins.
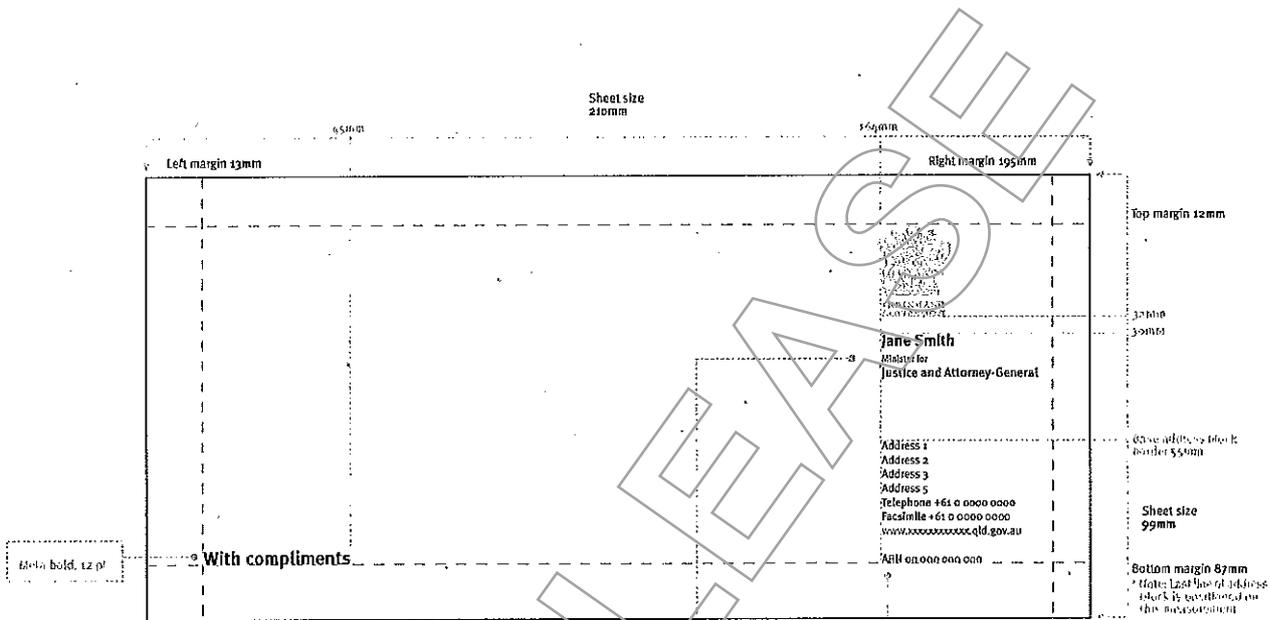
A4 sheet
210mm

165mm

Left margin 32mm

Right margin 19mm

Date border 52mm

QUEENSLAND GOVERNMENT

Department of the Premier and Cabinet

1.1mm

Logo & other items should be set in shaded area

38mm

44mm

Address border 62mm

(Optional) Fold mark 99mm

A4 sheet 297mm

*Note: No pre-printed items should appear within indicated margins, or supplementary margins and message borders.

(Optional) Fold mark 200mm

Message border 243mm

Signature border 271mm

Base address Arial, 7.5 pt on 9.5 pt leading. (N.B. The words 'Telephone', 'facsimile', 'mobile', 'email' and the actual telephone number should all be set in Arial bold, using double spacing instead of commas between words)

Address border 284mm

Executive Building
100 George Street Brisbane
PO Box 185 Brisbane Albert Street
Queensland 4002 Australia

Telephone +61 7 3224 2111
Facsimile +61 7 3229 2990
Website www.premiers.qld.gov.au
ABN 65 959 415 158

*Note: Last line of address block is positioned on address border

(Shown here at approx. 60% reduction)

Overflow address block 90mm

Supplementary margin 202mm

Letterhead—desktop generated agency/division 7.13

In instances where corporate typefaces and other nominated forms of letterhead stationery are not available, letterhead stationery may be produced inhouse following the template specifications outlined below:

- the **Queensland Government Coat of Arms** and **department title** are supplied by the department's graphic designer and placed using the dimensional guidelines shown below

- the base address blocks are set in 7.5 point **Arial**, flushed left and right, to the full width of the letter margins.

A4 sheet
210mm

Left margin 32mm

Right margin 190mm

11mm

Logo & line(s) should be set in shaded area

18mm

44mm

QUEENSLAND GOVERNMENT

Office of the Coordinator General

Department of **State Development, Infrastructure and Planning**

Titles (introduction)
Meta, 7.5 pt on 9.5 pt leading.
Titles (identifier)
Meta Bold, 7.5 pt on 9.5 pt leading.
Department (introduction)
Meta, 9 pt on 12 pt leading.
Department (identifier)
Meta Bold, 10 pt on 12 pt leading.

(Optional)
Fold mark 99mm

Date border
52mm

Address border 62mm

A4 sheet
297mm

*Note: No pre-printed items should appear within indicated margins, or supplementary margins and message border.

(Optional)
Fold mark 200mm

Message border
243mm

Base address
Arial, 7.5 pt on 9.5 pt leading.
(N.B. The words 'Telephone', 'Facsimile', 'mobile', 'email' and the actual telephone number should all be set in Arial bold, using double spacing instead of commas between words)

Signature border
271mm

Executive Building
100 George Street Brisbane
PO Box 185 Brisbane Albert Street
Queensland 4002 Australia

Telephone +61 7 3224 2111
Facsimile +61 7 3229 2990
Website www.premiers.qld.gov.au
ABN 65 959 415 158

Address border
284mm

*Note: Last line of address block is positioned on address border.

(Shown here at approx. 60% reduction)

Overflow address block 90mm

Supplementary margin 202mm

Corporate Identity Manual – Version 7 – July 2012
© The State of Queensland   (Department of the Premier and Cabinet)
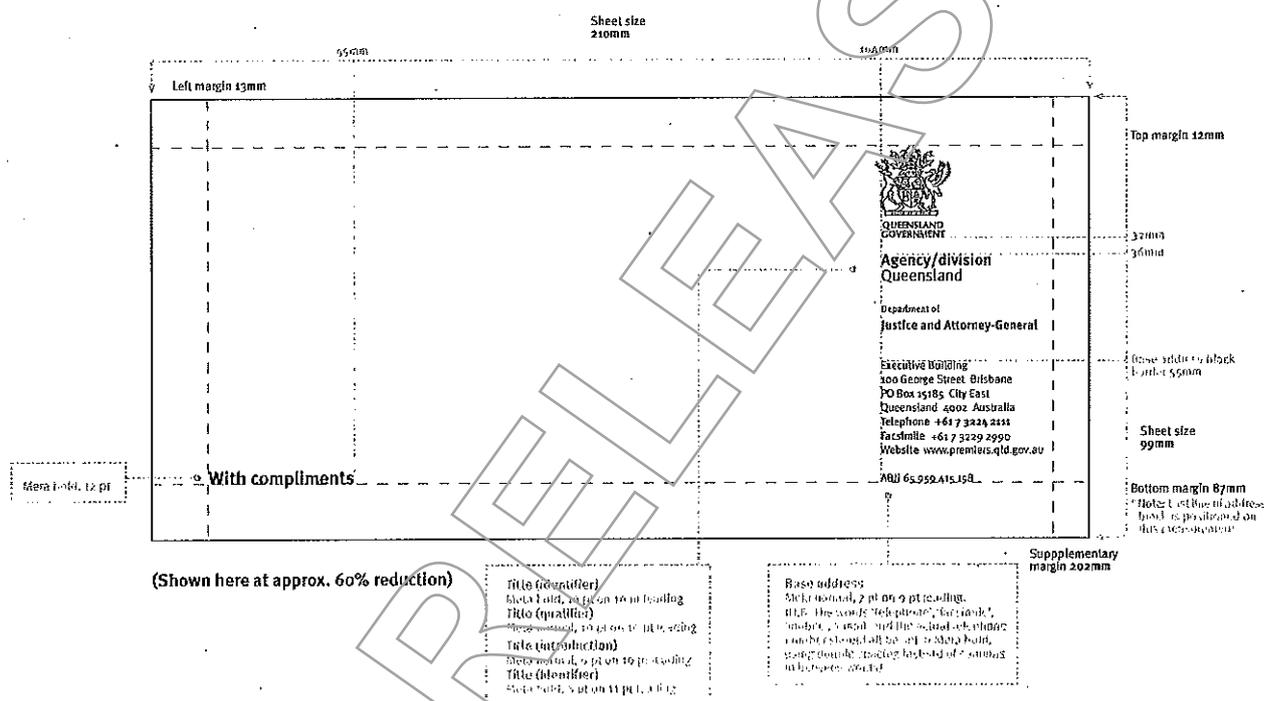
The standard dimensions for the with compliments slip to be used throughout the Queensland Government identity is DL (99mm x 210mm). In the with compliments slip for the Premier:

- **the Queensland Coat of Arms** appears in the top right corner in **gold foil**
- **the title** appears in **black**.

Sheet size
210mm

45mm

164mm

Left margin 13mm

Top margin 12mm

32mm

36mm

Premier of Queensland

Title should be set in shaded area

Base address block
border 62mm

Executive Building
100 George Street Brisbane
PO Box 15185 City East
Queensland 4002 Australia
Telephone +61 7 3224 4500
Facsimile +61 7 3221 3631
Email ThePremier@premier.qld.gov.au
Website www.thepremier.qld.gov.au

Sheet size
99mm

Meta bold, 12 pt

With compliments

Bottom margin 87mm
Note: Last line of address block is positioned on this rule increment

Supplementary margin 202mm

(Shown here at approx. 60% reduction)

Title
Meta bold, 10 pt on 12 pt leading

Base address
Meta normal, 7 pt on 9 pt leading.
n.b. The words 'telephone', 'facsimile', 'mobile', 'email' and the actual telephone number should all be set in Meta bold, using double spacing instead of commas in between words)

With compliments—ministerial offices 7.15

The standard dimensions for the with compliments slip to be used throughout the Queensland Government identity is DL (99mm x 210mm).
In the with compliments slip for ministerial offices:

- **the Queensland Coat of Arms** appears in the top right corner in **gold foil**
- **the ministerial title** appears in **black.**

Sheet size
210mm

Left margin 13mm

Right margin 195mm

Top margin 12mm

Jane Smith
Minister for
Justice and Attorney-General

Address 1
Address 2
Address 3
Address 5
Telephone +61 0 0000 0000
Facsimile +61 0 0000 0000
www.xxxxxxxxxxx.qld.gov.au

ABN 00 000 000 000

Meta bold, 12 pt

With compliments

Base address block border 55mm

Sheet size
99mm

Bottom margin 87mm

Supplementary margin 202mm

(Shown here at approx. 60% reduction)

Minister (name) Meta bold, 10 pt on 10 pt leading
Minister (title) Meta normal, 6 pt on 7.5 pt leading
Department (title) Meta bold, 9 pt on 9.5 pt leading

Base address
Meta normal, 7 pt on 9 pt leading.
(N.B. The words 'telephone', 'facsimile', 'mobile', 'email' and the actual telephone numbers should all be set in Meta bold, using double spacing instead of commas in between words)

Sheet size
210mm

Left margin 13mm

Top margin 9mm

Office of the
Minister for Justice
and Attorney-General

Address 1
Address 2
Address 3
Address 5
Telephone +61 0 0000 0000
Facsimile +61 0 0000 0000
www.xxxxxxxxxxx.qld.gov.au

ABN 00 000 000 000

Meta bold, 12 pt

With compliments

Base address block border 55mm

Sheet size
99mm

Bottom margin 87mm

Supplementary margin 202mm
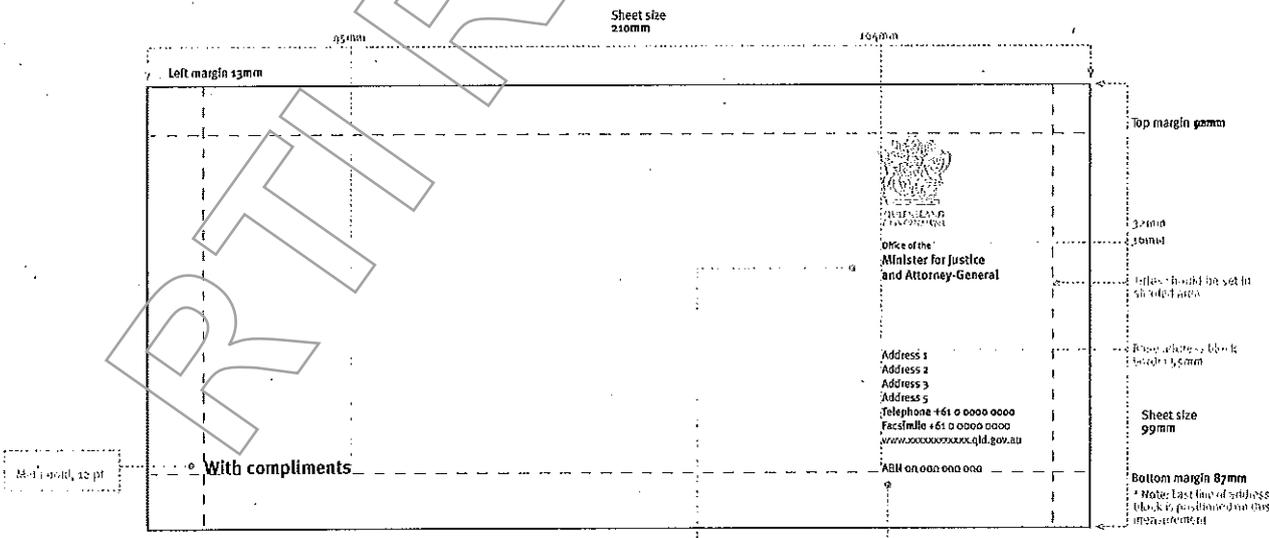
(Shown here at approx. 60% reduction)

Title (introduction) Meta normal, 6 pt on 6.5 pt leading
Title (identifier) Meta bold, 8 pt on 9.5 pt leading

Base address
Meta normal, 7 pt on 9 pt leading.
(N.B. The words 'telephone','facsimile', 'mobile', 'email' and the actual telephone number should all be set in Meta bold, using double spacing instead of commas in between words)

With compliments—departmental

The standard dimensions for the with compliments slip to be used throughout the Queensland Government identity is DL (99mm x 210mm).
In the departmental with compliments slip:

- **the Queensland Coat of Arms** appears in **black**
- **the title** appears in **black**.

(Shown here at approx. 60% reduction)
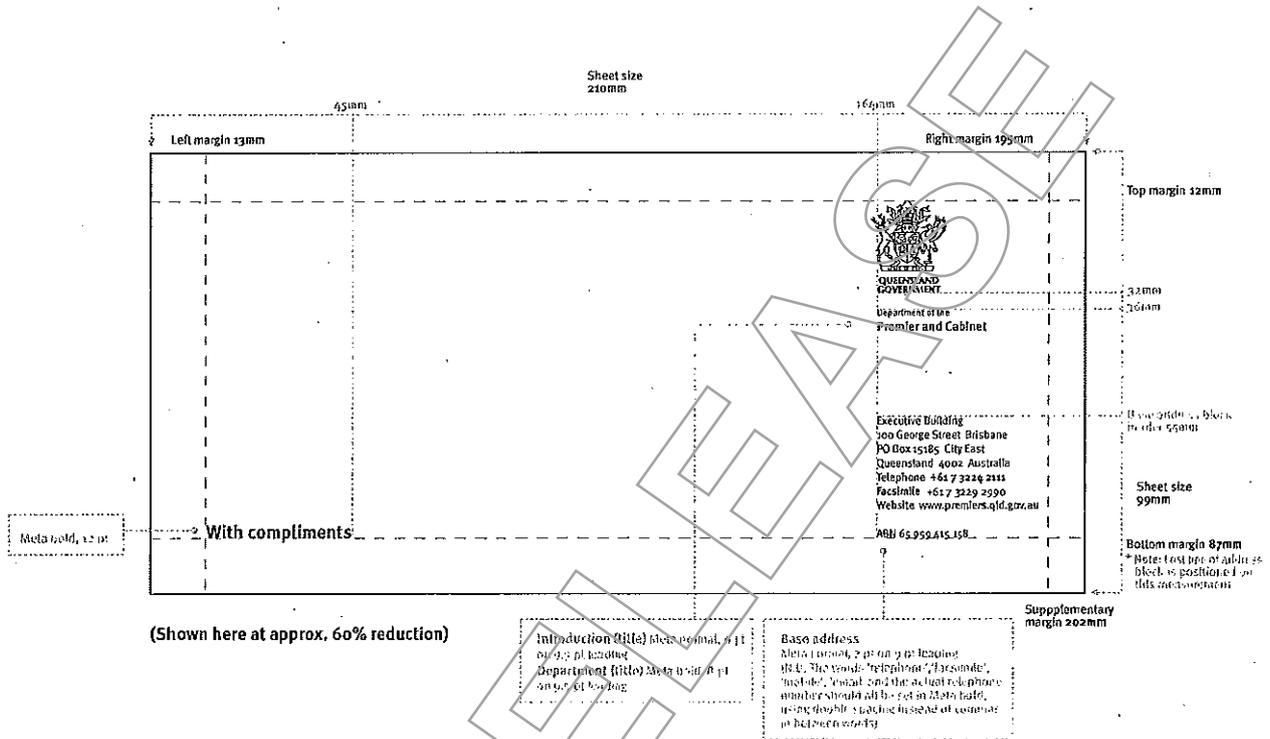
The standard dimensions for the with compliments slip to be used throughout the Queensland Government identity is DL (99mm x 210mm). In the agency/division with compliments slip:

- **the Queensland Coat of Arms** appears in **black**

- **the agency/division title** appears in **black**, flushed left.

- **the department title** appears in **black**, flushed left, one return below the agency/division title. A minimum spacing of one line (10 point leading) must be preserved between the department title and the agency/division title.

Sheet size
210mm

Left margin 13mm

Top margin 12mm

QUEENSLAND GOVERNMENT

32mm
36mm

Agency/division
Queensland

Department of
Justice and Attorney-General

Executive Building
100 George Street Brisbane
PO Box 15185 City East
Queensland 4002 Australia
Telephone +61 7 3224 2111
Facsimile +61 7 3229 2990
Website www.premiers.qld.gov.au

ABN 65 959 415 158

Base address to block border 55mm

Sheet size
99mm

Bottom margin 87mm

With compliments

(Shown here at approx. 60% reduction)

Supplementary margin 202mm

Title (identifier)
Title (qualifier)
Title (introduction)
Title (identifier)

Base address

Business card—Premier

The standard dimensions for the business card to be used throughout the Queensland Government identity is 55mm x 90mm.

In the business card for the Premier:

- **the Queensland Coat of Arms** appears in the top right corner in **gold foil.**
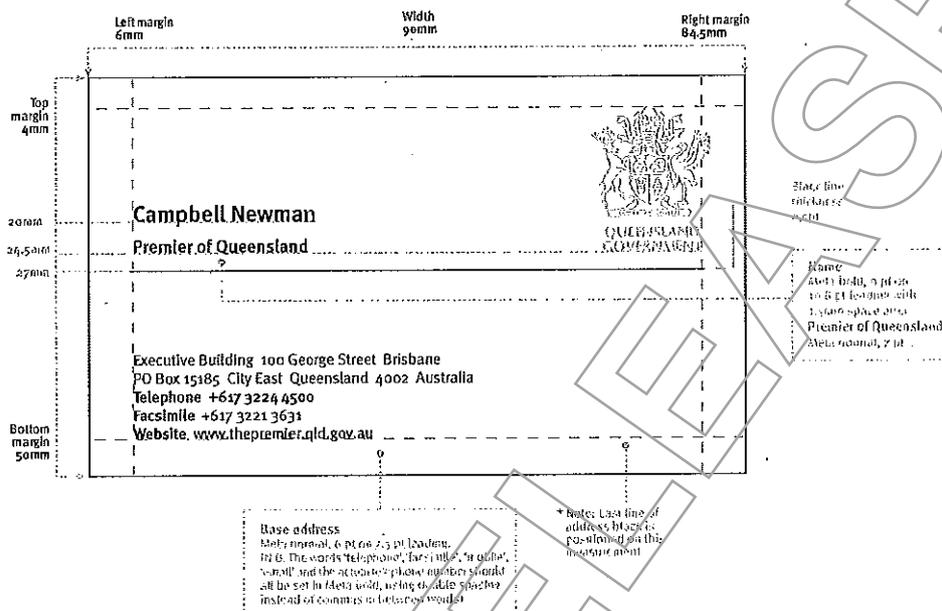
Left margin 6mm

Width 90mm

Right margin 84.5mm

Top margin 4mm

20mm

26.5mm

27mm

Bottom margin 50mm

Campbell Newman

Premier of Queensland

Executive Building 100 George Street Brisbane
PO Box 15185 City East Queensland 4002 Australia
Telephone +617 3224 4500
Facsimile +617 3221 3631
Website. www.thepremier.qld.gov.au

Base address

* Note: Last line of address block is positioned on this measurement

The standard dimensions for the business card to be used throughout the Queensland Government identity is 55mm x 90mm.

In the business card for ministers, assistant ministers and ministerial offices:

- **the Queensland Coat of Arms** appears in the top right corner in **gold foil.**

Jane Smith BE(Hon) MPhil

Member for Electorate
Minister for Department of Transport and Main Roads

Level 13 Capital Hill Building 85 George Street Brisbane
GPO Box 1549 Brisbane Queensland 4001 Australia
Telephone +617 3306 7117
Mobile +61 477 337 990
Email director-general@tmr.qld.gov.au
Website www.tmr.qld.gov.au

Jane Smith BE(Hon) MPhil

Principal Media Advisor
Office of the Minister for Department of
Transport and Main Roads

Level 13 Capital Hill Building 85 George Street Brisbane
GPO Box 1549 Brisbane Queensland 4001 Australia
Telephone +617 3306 7117
Mobile +61 477 337 990
Email director-general@tmr.qld.gov.au
Website www.tmr.qld.gov.au

Business card—departmental

Use of this application is restricted solely to departments.

Business cards are considered stationery items, not promotional materials. As a result no information and/or graphics may be displayed on the back of business cards.

There are two exemptions to this directive.

1. Commercialised business units such as GoPrint and QBuild are allowed to print information on the reverse side.

2. Queensland Government employees who are engaged in business activities with, and/or are travelling to overseas countries may produce business cards with their details translated on the reverse. The translated version should appear in the same format as the English version on the front.

The standard dimensions for the business card to be used throughout the Queensland Government identity is 55mm x 90mm. In the department business card:

- **the Queensland Coat of Arms** appears in **black**

- **the department title** appears in bold underneath the title and business unit of the business card holder.

Business card—agency/division

Business cards are considered stationery items, not promotional materials. As a result no information and/or graphics may be displayed on the back of business cards.

There are two exemptions to this directive.

1. Commercialised business units such as GoPrint and QBuild are allowed to print information on the reverse side.

2. Queensland Government employees who are engaged in business activities with, and/or are travelling to overseas countries may produce business cards with their details translated on the reverse. The translated version should appear in the same format as the English version on the front.

The standard dimensions for the business card to be used throughout the Queensland Government identity is 55mm x 90mm. In the agency/division business card:

- the **Queensland Coat of Arms** appears in **black**

- the **agency/division title** appears in meta normal underneath the title/position of the business card owner

- the **department/office title** appears in meta. bold underneath the agency/division title.

Envelope—DL

The dimensions for the DL envelope with and without window to be used for the Queensland Government identity is 110mm x 220mm. On the DL envelope:

- **Queensland Government Coat of Arms** appears in the top left corner in **black**
- **white is the preferred envelope colour.**

Envelope—C5

The dimensions for the C5 envelope to be used for the Queensland Government identity is 162mm x 230mm. Placement of the elements of this envelope onto larger envelopes is based on dimensions and margin specifications shown below. On the C5 envelope:

- **the Queensland Coat of Arms** appears in the top left corner in **black**

- **white is the preferred envelope colour.**

(Shown here at approx. 50% reduction)
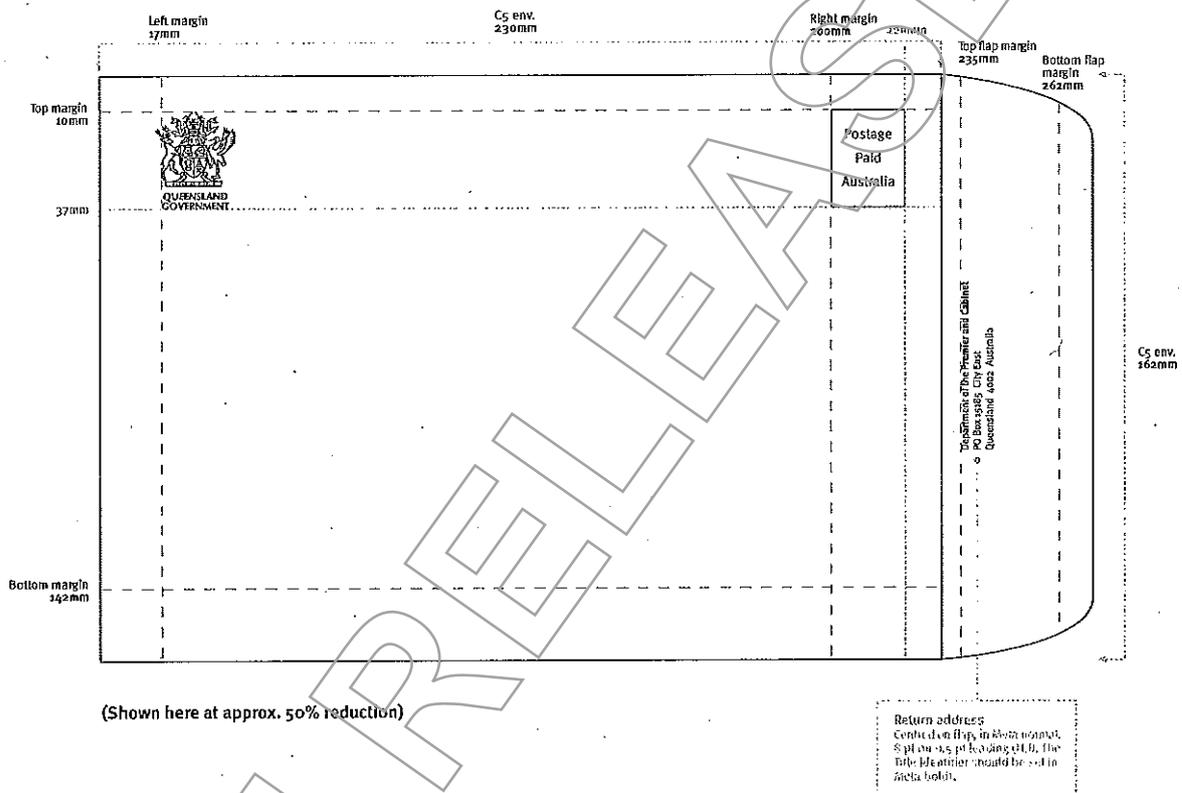
Envelope—C4

The dimensions for the C4 envelope to be used for the Queensland Government identity is 230mm x 324mm. Placement of the elements of this envelope onto larger envelopes is based on dimensions and margin specifications shown below. On the C4 envelope:

- **the Queensland Coat of Arms** appears in the top left corner in **black**

- **white is the preferred envelope colour.**
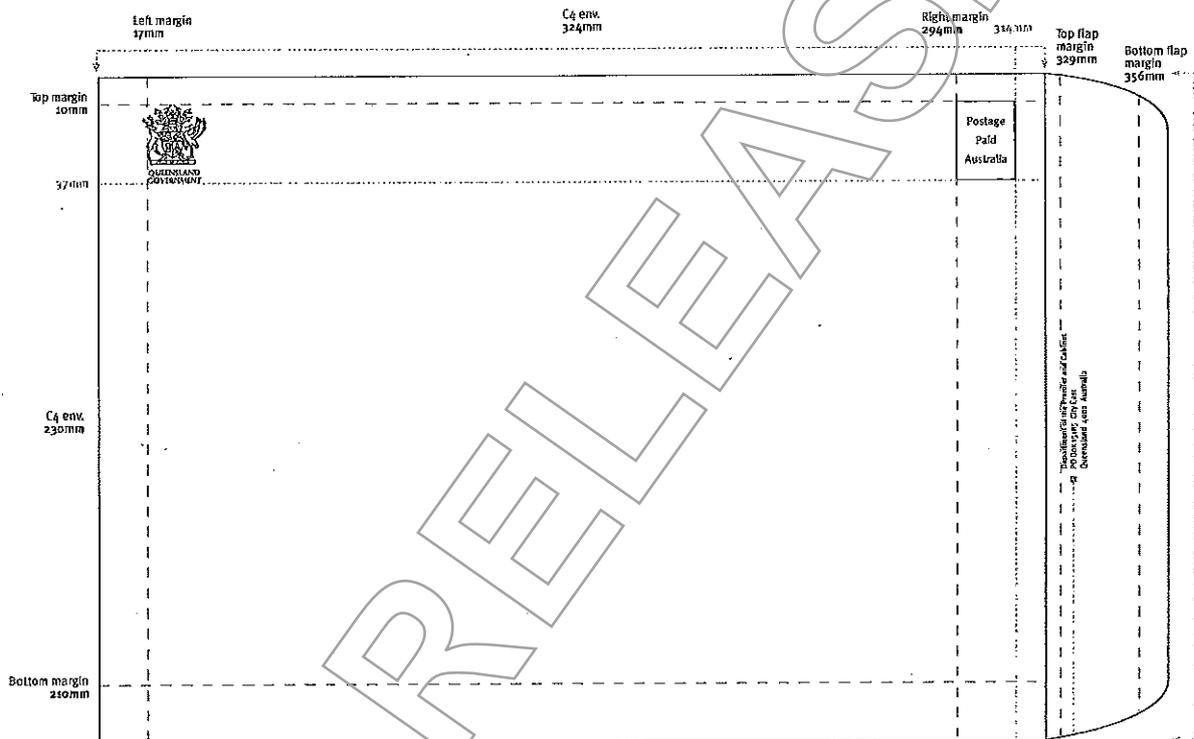
(Shown here at approx. 40% reduction)

Facsimile

The standard paper size for the facsimile sheet used throughout the Queensland Government identity is A4 (210mm x 297mm). In the facsimile sheet:

- **the Queensland Coat of Arms** appears in the top right corner in **black**

- **the name identifier** appears in the top left corner in plain text.

A4 sheet
210mm

Left margin
25mm

Right margin
185mm

Top margin
16mm

Department of State Development, Infrastructure and Planning

Fax

To		Fax
Subject		
Reference		
From		
Telephone		Fax
Email		
Date		Pages (incl. this)

Department name
Meta Normal, 12 pt
on 13.5 pt leading

Document title
Meta bold, 40 pt

Details
Arial bold, 10 pt
on 14 pt leading

A4
sheet
297mm

line thickness
0.5pt

Note/disclaimer
Arial italic, 8 pt on
8.5 pt leading

Important notice about confidentiality: This facsimile is intended only for the addressee and may contain confidential information. You are notified that any transmission, distribution or photocopying of this facsimile is prohibited. The confidentiality attached to this facsimile is not waived, lost or destroyed by reasons of a mistaken delivery to you. If you have received this facsimile in error please notify us immediately by telephone.

P.O. Box 15185 City East Queensland

Bottom margin
285mm

(Shown here at approx. 60% reduction)

The standard dimensions for the note to be used throughout the Queensland Government identity is 210mm x 148mm. In the note:

- the **Queensland Coat of Arms** appears in the top left corner in **gold foil**, only for Ministers, Assistant Ministers and ministerial offices

- on departmental notes **the Queensland Coat of Arms** appears in **black**

- **the title** for the Premier or Minister appears in **black**

- **agency names** are added in a form adapted from the appropriate A4 letterhead.

A5 sheet
148mm

Left margin
14.5mm

Right margin
133.5mm

Top margin
8mm

Minister for Tourism, Major Events, Small Business and Commonwealth Games

Title
Agfa Rotis regular,
10.5 pt on
11 pt leading

25mm

28.5mm

Black line
thickness
0.5pt

Note from the Minister

34mm

Note from...
Meta normal, 11 pt

A5 sheet
210mm

Bottom margin
194mm
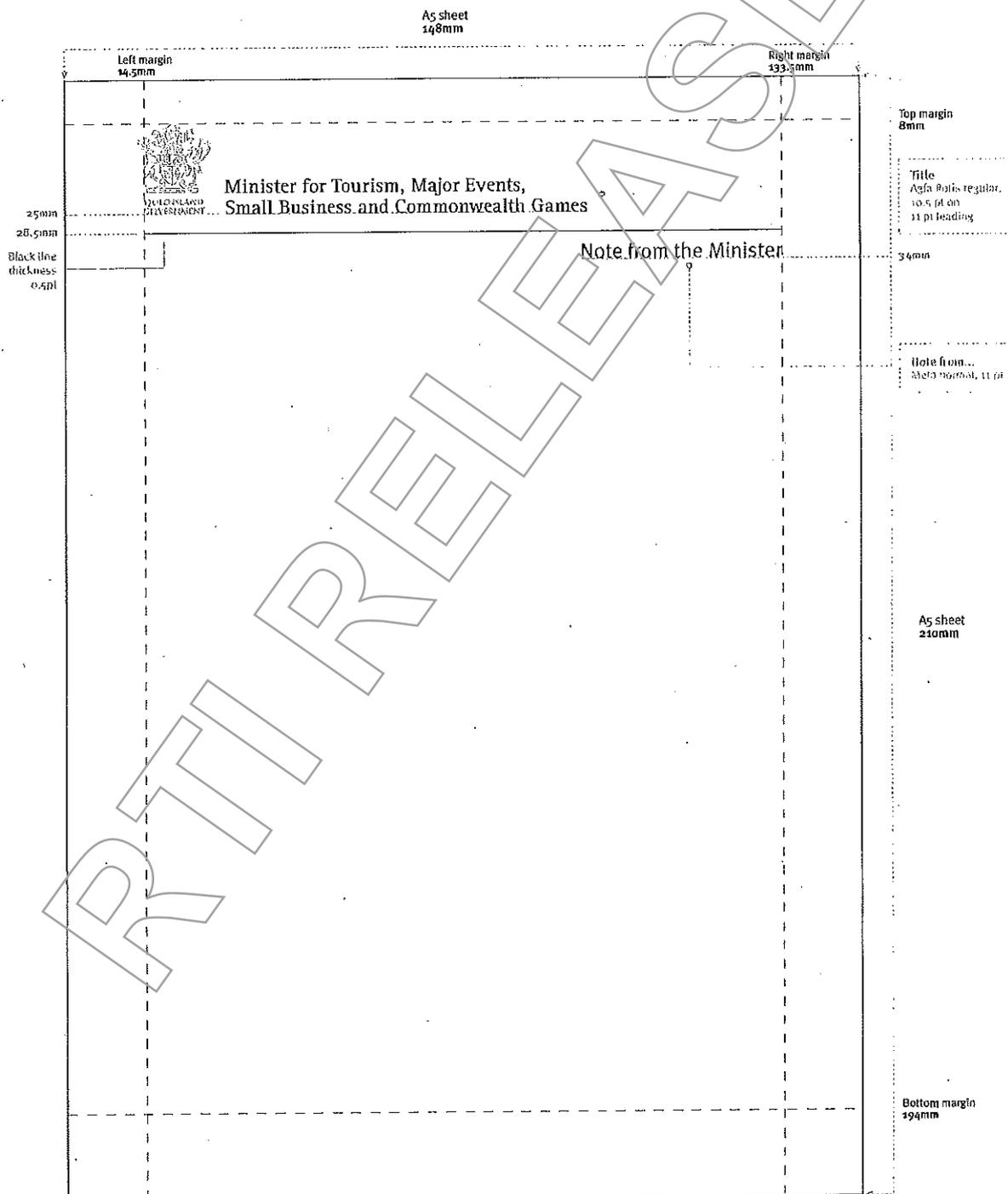
(Shown here at approx. 80% reduction)

Form

7.29

The standard dimensions for many forms to be used throughout the Queensland Government identity are A4 (210mm x 297mm). On most forms:

- **the Queensland Coat of Arms** appears in **black**
- as preferred for fax forms, solid black and white or single colour.

A4 sheet
210mm

Left margin 10mm
Right margin 10mm

Top margin
12mm

Department name
Meta bold 12 pt
on 13.5 pt leading

QUEENSLAND GOVERNMENT

Department of Employment,
Economic Development and Industry

Advertised Position Application

Main heading
Arial/Meta bold, 18 pt
on 10.5 pt leading

Privacy Disclaimer: The collection of personal information on this form is authorised under the *Public Service Act 1996*. Your personal information will not be disclosed to other parties without your consent unless required to do so by law. Use of personal information on this form is restricted to those involved in the authorisation and processing of this form.

Disclaimer
Meta normal,
7 pt on 8.5 pt leading

Important Information: Please complete all sections of this form, indicating 'N/A' where not relevant.

Vacancy details

Job ad reference   Job title   Closing date
                                                             /   /

Organisational unit   Agency

Location

Applicant details
Work eligibility:

☐ Australian citizen
☐ Australian resident
☐ New Zealand citizen
☐ New Zealand resident

Current working visa ☐▶ Permit expiry date   Other visa ☐▶ Permit expiry date
                          /   /   /   /

Title   First name   Middle name   Last name

Contact address

Suburb   State   Postcode

Email address (if you would like email correspondence then provide an email address otherwise leave blank)

Work number (discretion will be exercised)   Home number   Mobile number
(   )   (   )

Main categories
Arial/Meta bold, 11 pt
on 12.5 pt leading

Sub categories
Arial/Meta Bold, 9 pt
on 10.5 pt leading

Qualifying text
Arial/Meta Bold, 9 pt
on 10.5 pt leading

A4 sheet
297mm

Where did you find out about this position?
Internet   ☐ Smart jobs and careers   ☐ CareerOne   ☐ MyCareer   ☐ Seek   ☐ Other
Print media ☐ The Courier-Mail - Qld Goverment Section ☐ The Courier-Mail - other ☐ Regional Newspaper
           ☐ The Australian/Weekend Australian   ☐ Other newspaper
Other   ☐ Government Gazette (Qld)   ☐ Recruitment Agency   ☐ Word-of-mouth

None of the above ☐▶
please specify

Equal Employment Opportunity/Diversity information

Please indicate if you belong to any of the following groups.
Note: The completion of this section is voluntary and the information is treated confidentially. This information is used for statistical purposes only.

☐ People with a disability   ☐ Aboriginal people   ☐ Women
☐ People from a non English   ☐ Torres Strait Islander people   ☐ Australian South Sea Islander
  speaking background

Notes
Arial/Meta normal,
8 pt on 9.5 pt leading

Bottom margin
285mm

Page 1 of 2

(Shown here at approx. 60% reduction)

Papers

The following papers are recommended stocks for stationery.

Ministerial stationery (letterhead and with compliments slips)

- 100gsm Saxton Vellum Brilliant White (Doggetts or Spicers)

This stock should be used to ensure consistency of ministerial stationery.

Departmental stationery (letterhead and with compliments slips)

- 80gsm Precision (Spicers)

These stocks are laser compatible, have good opacity, are high quality medium-low priced and are commonly available.

Business cards

- 250/300gsm Monza Satin Recycled (Spicers)

This stock is a commonly available medium-low priced stock that is compatible with digital printing techniques allowing for cost-effective printing of small print runs and variable information.

For reply please quote: *CS/JO – TF/12/8269 – DOC/12/139366*

Dear Colleague

I am writing to you in regard to the Queensland Government corporate identity and the recent discussions surrounding the use of the Queensland Government logo and Coat of Arms.

The Premier has approved a phased approach to move from the Queensland Government logo to the Queensland Coat of Arms as the government's identifier on any **new** stationery and marketing and communication material developed by core departments and agencies.

Any existing material should be phased out through natural attrition and via the most cost effective means. Departments must exhaust any existing stocks prior to purchasing new materials, and update the Coat of Arms on items such as stationery and e-forms when other changes are required in order to avoid unnecessary spend.

A timeline has been created as a guide for departments to follow when transitioning from the logo to the Coat of Arms. This timeline is attached. It is important to note that this is a guide and that any transition from the Queensland Government logo to the Coat of Arms should occur in line with the most cost effective methods.

Communication Services within my department are the custodians of the Queensland Government corporate identity. The team have developed a Coat of Arms style guide and have updated the stationery guide for use by whole-of-Government. I have attached these guides for your reference.

Some departments will have commercialised business units within their portfolios that use an entity version of the Queensland Government logo. Separate advice around the use of these logos will be provided in due course.

An email will be sent to your heads of communication advising them of this decision and to provide instructions on where to download the necessary files and guidelines.

Any questions on the transition and use of the Coat of Arms can be directed to Communication Services by email at corporate.identity@premiers.qld.gov.au or on telephone (07) 3224 6125.

Yours sincerely

Jon Grayson
Director-General

Natasha Neale

Subject: FW: Queensland Government Corporate Identity
Attachments: Implementation timeline - Coat of Arms.docx; Qld Coat of Arms Style Guide 2012
_Final.pdf; QG stationery guidelines.pdf

From: Jon Grayson
Sent: Thursday, 23 August 2012 3:22 PM
To: Ian Maynard; David Edwards (State Development, Infrastructure and Planning); Barry Broe (Coordinator-General); Graeme Newton (QRA); Helen Gluer (Treasury); Tony O'Connell (Health); Julie Grantham (Education, Training and Employment); Bob Atkinson (Queensland Police); Kelvin Anderson (Community Safety); Terry Ryan; Michael Caltabiano (Transport and Main Roads); 'Neil CASTLES (Works)'; Jack Noye (DAFF); Andrew Chesterman (Environment and Heritage); 'Hunt, Dan'; Jon Black (Energy and Water Supply); Stephen Johnston (Local Government); Margaret Allison (Communities, Child Safety and Disability); Phillip Reed (Science, IT, Innovation and Arts); John Glaister (Parks, Recreation, Sport and Racing); Richard Eden (Tourism and Major Events); Debbie Best (ATSI and Multicultural Affairs)
Cc: Brie-Anna Cargill (Parks, Recreation, Sport and Racing); Daniel De Wit (QldRA); Danielle Fletcher (Science, IT, Innovation and Arts); Debby Laing (Natural Resources and Mines); Emma Kinnane (Communities); Jasmine Love (Justice); Jodie Anderson (Environment and Heritage Protection); Karen Goddard (Housing and Public Works); Katrina Johnson (Tourism and Major Events); Kim Vella (Natural Resources and Mines); Kym Asprey (Local Government); Leah Serdiuk (Queensland Police); Lisa Pennisi; Lynette Williams (ATSI and Multicultural Affairs); Lynn Pramberg; Rachael Georgieff (Energy and Water Supply); Rebecca Stewart (DAFF); Renee Russ (Justice); Roslyn Raleigh (State Development, Infrastructure and Planning); Sarah Hayes (Transport and Main Roads); Serena Baker (Treasury); Siobhan Speak (Coordinator General); Trish Nielsen (Health); Vicki Puplett (Community Safety); Sharon Bailey; Sue Orreal; Barbara Tollenaere; Katherine Williams; Jaclyn Oudejans
Subject: Queensland Government Corporate Identity

Dear colleagues

I am writing to you in regard to the Queensland Government corporate identity and the recent discussions surrounding the use of the Queensland Government logo and Coat of Arms.

The Premier has approved a phased approach to move from the Queensland Government logo to the Queensland Coat of Arms as the government's identifier on any new stationery and marketing and communication material developed by core departments and agencies.

Any existing material should be phased out through natural attrition and via the most cost effective means. Departments must exhaust any existing stocks prior to purchasing new materials, and update the Coat of Arms on items such as signage and e-forms when other changes are required in order to avoid unnecessary spend.

A timeline has been created as a guide for departments to follow when transitioning from the logo to the Coat of Arms. This timeline is attached. It is important to note that this is a guide and that any transition from the Queensland Government logo to the Coat of Arms should occur in line with the most cost effective methods.

Communication Services within my department are the custodians of the Queensland Government corporate identity. The team have developed a Coat of Arms style guide and have updated the stationery guide for use by whole-of-Government. I have attached these guides for your reference.

Some departments will have commercialised business units within their portfolios that use an entity version of the Queensland Government logo. Separate advice around the use of these logos will be provided in due course.

An email will be sent to your heads of communication advising them of this decision and to provide instructions on where to download the necessary files and guidelines.

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Any questions on the transition and use of the Coat of Arms can be directed to Communication Services by email at corporate.id@premiers.qld.gov.au or on telephone (07) 3224 6125.

Kind regards

Jon Grayson
Director-General
Department of the Premier and Cabinet

☎ (07) 322 44728
✆ jon.grayson@premiers.qld.gov.au
Executive Building | Level 15 | 100 George Street | Brisbane
PO Box 15185 | City East | Queensland 4002

Please consider the environment before printing this email

Natasha Neale

From:	Katherine Williams
Sent:	Thursday, 23 August 2012 3:44 PM
To:	'Lauren.Leggate@datsima.qld.gov.au'; 'carolyn.varley@daff.qld.gov.au'; 'louise.morland@daff.qld.gov.au'; 'Chau.Nguyen@ccypcg.qld.gov.au'; Gabrielle Roberts; Martin King; 'Joseph.Begley@communities.qld.gov.au'; 'Phil.Nickerson@dcs.qld.gov.au'; 'Troy.davies@dcs.qld.gov.au'; 'Ross.McSwain@dcs.qld.gov.au'; 'tracey.g.walker@dete.qld.gov.au'; 'christopher.brandt@dete.qld.gov.au'; 'julian.elliott@dnrm.qld.gov.au'; 'nathalie.sengers@ehp.qld.gov.au'; 'megan@eventsqld.com.au'; 'paul.hauenschild@publicworks.qld.gov.au'; Paul Holmes; 'Chris.bishop@dlgp.qld.gov.au'; 'nathalie.sengers@ehp.qld.gov.au'; 'julian.elliott@dnrm.qld.gov.au'; 'lrobertson@ombudsman.qld.gov.au'; Katherine Williams; Sarah M. Brehaut (Comm_Serv); John Gardiner; Jaclyn Oudejans, Lara McKay; Prue Laven; Adeline Yuksel; 'naomi_ford@health.qld.gov.au'; 'Anne_Harvey1 @health.qld.gov.au'; Kym Charlton; 'Kelly.simonj@police.qld.gov.au'; 'kathy.parton@qldra.org.au'; Andrew Morrissy; Cara SWANN; Sandra Mclean; Anna Neuendorf; 'lynn.snoddy@deedi.qld.gov.au'; 'louise.morland@deedi.qld.gov.au'; 'antonino.z.tranchida@tmr.qld.gov.au'; 'kerry.l.grisan@tmr.qld.gov.au'; 'elizabeth.m.gehde@tmr.qld.gov.au'; 'carolyn.varley@daff.qld.gov.au'; 'kerri.anderson@tq.com.au'; Natasha Neale; 'Kasey.Donald@deedi.qld.gov.au'; 'Paul.rees@dsdip.qld.gov.au'; 'Chris.bishop@dlgp.qld.gov.au'; 'louise.morland@daff.qld.gov.au'; 'bruce.wallace@tq.com.au'; Peggy McPhee; 'Kelly Nicolle'
Cc:	Corporate ID
Subject:	Queensland Government corporate identity

Dear colleagues

I can confirm the Premier has approved a phased approach to move from the Queensland Government logo to the Queensland Coat of Arms as the government's identifier.

The Coat of Arms is to be used on any **new** stationery and marketing and communication material developed by core departments and agencies.

Existing material should be exhausted and/or phased out through natural attrition and via the most cost effective means. Updating the Coat of Arms on items such as signage and e-forms should occur only when other changes are required in order to avoid unnecessary spend.

The attached timeline has been provided to Directors-General as a guide for departments to follow when transitioning from the logo to the Coat of Arms, with a note that the transition should first and foremost occur in line with most cost effective methods.

Implementation
timeline - Coat...

A short style guide has been developed for the use of the Coat of Arms. This guide, as well as the Coat of Arms files and the stationery section of the corporate identity manual, are available for download via:
http://premiers.govnet.qld.gov.au/corporate-id/index.html

A few things to note:
- The Coat of Arms is different from the version distributed to departments previously—the Queensland Government font has changed.
- The Coat of Arms should directly replace the Queensland Government logo—all other corporate identity guidelines still apply.
- Meta and Rotis will remain as the primary fonts for the Queensland Government.

1

- The style guide includes details on the new Queensland Government primary corporate colours for use by all agencies. A more detailed branding guideline for the Queensland Government is currently in development and will be distributed in due course.
- Updates to the remaining sections of the corporate identity manual are currently underway.
- Commercialised business units with prior approval to use an entity logo may continue to use these logos until further advice is provided. However cost saving measures should be implemented by these units when producing or ordering any new material.

Lastly, could I please ask you all to review the attached corporate identity coordinators list and update your department's details by **COB Friday 31 August** and return to corporate.id@premiers.qld.gov.au. The team will schedule a meeting with the coordinators early September to discuss the updates and address any concerns.

Corporate ID
coordinators cont..

Should you have any questions on the transition and use of the Coat of Arms, please contact the team at corporate.id@premiers.qld.gov.au or on telephone (07) 3224 6125.

Kind regards,
Katherine

Katherine Williams
Acting Director, Communication Services
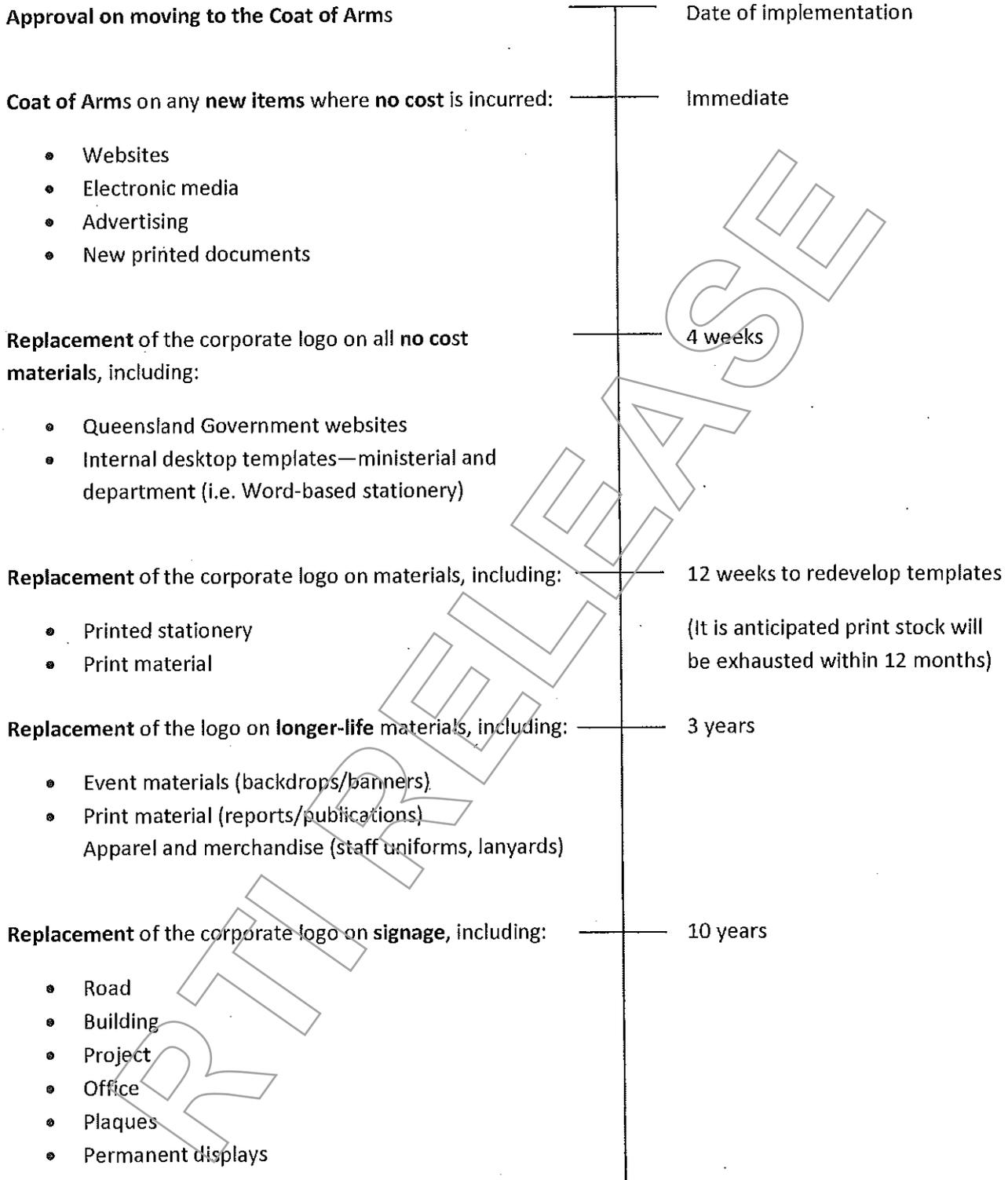Department of the Premier and Cabinet
P: 340 55220
M CTPI
F: 3225 8614
E: katherine.williams@premiers.qld.gov.au

2

Timeline—Coat of Arms implementation

Approval on moving to the Coat of Arms   Date of implementation

Coat of Arms on any new items where no cost is incurred: Immediate

- Websites
- Electronic media
- Advertising
- New printed documents

Replacement of the corporate logo on all no cost materials, including: 4 weeks

- Queensland Government websites
- Internal desktop templates—ministerial and department (i.e. Word-based stationery)

Replacement of the corporate logo on materials, including: 12 weeks to redevelop templates

- Printed stationery   (It is anticipated print stock will
- Print material   be exhausted within 12 months)

Replacement of the logo on longer-life materials, including: 3 years

- Event materials (backdrops/banners)
- Print material (reports/publications)
  Apparel and merchandise (staff uniforms, lanyards)

Replacement of the corporate logo on signage, including: 10 years

- Road
- Building
- Project
- Office
- Plaques
- Permanent displays

Corporate identity coordinator—role and responsibility

As the nominated representative for their departments, the corporate identity coordinators have an important role to play in managing and advising on the use of the Queensland Government brand.

The following list provides a guideline for the requirements of a corporate identity coordinator:

- Attend whole-of-government corporate identity meetings.
- Report back to relevant department staff on the outcomes of the corporate identity meetings. (Tip: Coordinators should maintain their own department mailing list to forward on relevant correspondence and information received from DPC.)
- First point of contact for all department enquiries and requests regarding the corporate identity.
- Liaison point between the department and Communication Services, DPC. (Any enquires received by Communication Services from department staff will be directed back to the relevant corporate identity coordinator for managing.)
- Provide accurate advice to department staff on the corporate identity.
- Contact Communication Services, DPC if support is required to answer a department enquire and to seek approval on requests for exemption from corporate identity guidelines.

Queensland Government corporate identity coordinators list

Department	Subsite (if applicable)	Contact	Email address	Phone
Department of Communities, Child Safety and Disability Services	Child Safety	Kym McGowan	Kym.McGowan@communities.qld.gov.au;	
	Communities	Vicki Zillmann	vicki.zillmann@communities.qld.gov.au;	
Department of Tourism, Major Events, Small Business and the Commonwealth Games	Tourism			
	Major Events			
	Small Business			
	Commonwealth Games			
Department of Community Safety	Community Safety			
	Corrective Services	Scott Zurvas	Scott.zurvas@dcs.qld.gov.au;	
	Emergency Services	Sonja Harvey	Sonja.harvey@dcs.qld.gov.au;	
Department of Education, Training and Employment	Education and Training	Ross Booker	ross.booker@deta.qld.gov.au;	
		Patrick Falzon	Patrick.FALZON@dete.qld.gov.au;	
	TAFE Queensland	Alison Werner	Alison.Werner@deta.qld.gov.au;	
Department of Energy and Water Supply	Energy	Natalie Moore	Natalie.moore@deedi.qld.gov.au;	
	Water Supply			
Department of Local Government				
Department of Aboriginal and Torres Strait Islander and Multicultural Affairs				
Department of Agriculture, Fisheries and Forestry	Primary Industries and Fisheries	Wade Milne	wade.milne@deedi.qld.gov.au	
	Forest Products	Cameron Coward	Cameron.coward@derm.qld.gov.au	
Department of Science, Information Technology, Innovation and the Arts	Information Technology			
	Arts	Julie Geiser	Julie.geiser@arts.qld.gov.au	
	Science			
	Innovation			
Department of Natural Resources and Mines	Resource Management (nee. NRW)	Helen Sykes		
	Mines			
Department of Environment and	Heritage Protection			

Department	Agency/Division	Name	Email
Heritage Protection	Environment (nee. EPA)	Murray Willson	murray.willson@derm.qld.gov.au
	Environment	Karen Stobbs	Karen.stobbs@epa.qld.gov.au;
Department of National Parks, Recreation, Sport and Racing	Parks Division	Michael Gilsenan	michael.gilsenan@derm.qld.gov.au;
	Recreation		
	Sport and Racing		
Queensland Health	Health	Joan Queitzsch	Joan_Queitzsch@health.qld.gov.au;
Department of State Development, Infrastructure and Planning	State Development, Infrastructure and Planning	Carolyn Ryan	Carolyn.Ryan@dlgp.qld.gov.au
Department of Justice and Attorney General	Department of Justice and Attorney General	Alicia Annable	alicia.annable@justice.qld.gov.au;
		Russell Morris	russell.morris@justice.qld.gov.au;
	Queensland Public Trustee	Carly Nicolaides	carly.nicolaides@pt.qld.gov.au;
		Stella Mitchell	Stella.mitchell@pt.qld.gov.au;
Queensland Police	Queensland Police	Matthew Rigby	rigby.matthewt@police.qld.gov.au;
Department of Housing and Public Works	Public Works	Matt Palmer	matt.palmer@publicworks.qld.gov.au;
	Public Works	Caitlin Peacock	Caitlin.PEACOCK@publicworks.qld.gov.au
	Project Services	Jessica Fazakarley	jessica.fazakarley@projectservices.qld.gov.au
		Caitlin Peacock	caitlin.peacock@projectservices.qld.gov.au
		Paul Hauenschild	paul.hauenschild@projectservices.qld.gov.au
	Housing	Tracy Young	tracy.young@housing.qld.gov.au;
	Print Management Unit	Mark Muller	mark.muller@qgcpo.qld.gov.au;
		Debbie Grant	debbie.grant@qgcpo.qld.gov.au;
		Paul Daybell	Paul.DAYBELL@qgcpo.qld.gov.au
	Shared Service Agency	Linda Skopp	linda.skopp@ssa.qld.gov.au;
Department of Transport and Main Roads	Transport and Main Roads	Kerry Grisan	Kerry.l.grisan@tmr.qld.gov.au;
		Shannan Kuun	Shannan.z.Kuun@tmr.qld.gov.au;
		Melissa Jenkinson	Melissa.s.jenkinson@tmr.qld.gov.au
		Liz Taylor	Elizabeth.L.Taylor@tmr.qld.gov.au
Department of Treasury and Trade	Trade Queensland	Jasna Bogdan	Jasna.Bogdan@trade.qld.gov.au;
	Office of Fair Trading	Michelle Lodge	michelle.lodge@deedi.qld.gov.au;
	Treasury	Peter Henning	Peter.Henning@treasury.qld.gov.au

DPC contacts (FYIs)

Department of the Premier and Cabinet			
Communication Services	Sandra Sumina-MacLennan	sandra.sumina-maclennan@premiers.qld.gov.au;
Communication Services	Belinda Moffat	belinda.moffat@premiers.qld.gov.au;
Communication Services	Alana O'Sullivan	Alana.osullivan@premiers.qld.gov.au;
Communication Services	Amelia Tishler	Amelia.tishler@premiers.qld.gov.au;
Contracts and Advertising Management	Liz Pini	liz.pini@premiers.qld.gov.au;
Contracts and Advertising Management	Leah Thomas	leah.thomas@premiers.qld.gov.au;
Contracts and Advertising Management	Wendy Bell	Wendy.bell@premiers.qld.gov.au;
Procurement and Contract Services	Karen Finch	Karen.finch@premiers.qld.gov.au;

Natasha Neale

From:	Jaclyn Oudejans
Sent:	Thursday, 23 August 2012 3:54 PM
To:	'Kym.McGowan@communities.qld.gov.au'; 'vicki.zillmann@communities.qld.gov.au'; 'Scott.zurvas@dcs.qld.gov.au'; 'Sonja.harvey@dcs.qld.gov.au'; 'ross.booker@deta.qld.gov.au'; 'Patrick.FALZON@dete.qld.gov.au'; Alison Werner; 'Natalie.moore@deedi.qld.gov.au'; 'wade.milne@deedi.qld.gov.au'; 'Cameron.coward@derm.qld.gov.au'; 'Julie.geiser@arts.qld.gov.au'; 'murray.willson@derm.qld.gov.au'; 'Karen.stobbs@epa.qld.gov.au'; 'michael.gilsenan@derm.qld.gov.au'; 'Joan_Queitzsch@health.qld.gov.au'; 'Carolyn.Ryan@dlgp.qld.gov.au'; 'alicia.annable@justice.qld.gov.au'; 'russell.morris@justice.qld.gov.au'; 'carly.nicolaides@pt.qld.gov.au'; 'Stella.mitchell@pt.qld.gov.au'; 'rigby.matthewt@police.qld.gov.au'; 'matt.palmer@publicworks.qld.gov.au'; 'Caitlin.PEACOCK@publicworks.qld.gov.au'; 'jessica.fazakarley@projectservices.qld.gov.au'; 'caitlin.peacock@projectservices.qld.gov.au'; 'paul.hauenschild@projectservices.qld.gov.au'; Tracy Young; 'mark.muller@qgcpo.qld.gov.au'; 'debbie.grant@qgcpo.qld.gov.au'; 'Paul.DAYBELL@qgcpo.qld.gov.au'; 'linda.skopp@ssa.qld.gov.au'; 'Kerry.I.grisan@tmr.qld.gov.au'; 'Shannan.z.Kuun@tmr.qld.gov.au'; 'Melissa.s.jenkinson@tmr.qld.gov.au'; 'Elizabeth.L.Taylor@tmr.qld.gov.au'; 'Jasna.Bogdan@trade.qld.gov.au'; 'michelle.lodge@deedi.qld.gov.au'; 'Peter.Henning@treasury.qld.gov.au'
Cc:	Sean McCafferty; Brione Sargent; Angela Spiegel; Natasha Neale; CS Design; Liz Pini; Leah Thomas; Wendy Bell; Karen Finch; Rod Moreno; Antonia Curcuruto; CS Online; Corporate ID; Prue Laven; Renaye Rostagno; Nicky Fairbrother; Protocol
Subject:	Corporate identity update

Dear colleagues

The Premier has approved a phased approach to move from the Queensland Government logo to the Queensland Coat of Arms as the government's identifier.

The Coat of Arms is to be used on any **new** stationery and marketing and communication material developed by core departments and agencies.

Existing material should be exhausted and/or phased out through natural attrition and via the most cost effective means. Updating the Coat of Arms on items such as signage and e-forms should occur only when other changes are required in order to avoid unnecessary spend.

A short style guide has been developed for the use of the Coat of Arms. This guide, as well as the Coat of Arms files and the stationery section of the corporate identity manual, are available for download via: http://premiers.govnet.qld.gov.au/corporate-id/index.html

A few things to note:
- The Coat of Arms is different from the version distributed to departments previously—the Queensland Government font has changed.
- The Coat of Arms should directly replace the Queensland Government logo—all other corporate identity guidelines still apply.
- Meta and Rotis will remain as the primary fonts for the Queensland Government.
- The style guide includes details on the new Queensland Government primary corporate colours for use by all agencies. A more detailed branding guideline for the Queensland Government is currently in development and will be distributed in due course.
- Updates to the remaining sections of the corporate identity manual are currently underway.
- Commercialised business units with prior approval to use an entity logo may continue to use these logos until further advice is provided. However cost saving measures should be implemented by these units when producing or ordering any new material.

A whole-of-government corporate identity meeting will be scheduled for early September to discuss the updates and address any concerns.

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In the meantime, should you have any questions on the transition and use of the Coat of Arms, please contact us at corporate.id@premiers.qld.gov.au or call 3224 6125.

Kind regards,

Jaclyn Oudejans
Team Leader, Communication and Marketing
Communication Services
Department of the Premier and Cabinet
T: 322 **77879**
E: jaclyn.oudejans@premiers.qld.gov.au

Brione Sargent

From:	Corporate ID
Sent:	Friday, 24 August 2012 3:26 PM
To:	Corporate ID; 'Robyn.Oberg@communities.qld.gov.au'
Subject:	Communities: RE: Queensland Government corporate identity:BS

Hi Robyn,

Thanks for the email - your query has been forward to Corporate ID for response. As per the initial email, material will be phased out using a cost conscious approach, so any items such as banners, signage etc that is already produced does not need to be automatically changed and should only be done when other changes/new material is necessary. Please refer to the timeline provided in the initial email for further detail on the changeover period for various government collateral.

Many thanks
Bree

Bree Sargent
Communication Services
x44265
brione.sargent@premiers.qld.gov.au

From: Robyn Oberg [mailto:Robyn.Oberg@communities.qld.gov.au]
Sent: Friday, 24 August 2012 10:54 AM
To: Katherine Williams
Subject: RE: Queensland Government corporate identity

Hello Katherine

Can I confirm that we can continue to use banners that feature the old Qld Govt corporate logo until such time as we need /have funds available to replace the banners? Also, has there been a directive that we are no longer to produce plaques for openings?

Thanks for your help.

Robyn Oberg | Manager
Communication Services | Corporate Services | Department of Communities, Child Safety and Disability Services
T: 07 3224 6988 | M CTPI | F: 07 3234 1874

From: Katherine Williams [mailto:Katherine.Williams@premiers.qld.gov.au]
Sent: Thursday, 23 August 2012 3:44 PM
To: Lauren Leggate; 'carolyn.varley@daff.qld.gov.au'; 'louise.morland@daff.qld.gov.au';
'Chau.Nguyen@ccypcg.qld.gov.au'; Gabrielle A Roberts; Martin King; Joseph Begley; 'Phil.Nickerson@dcs.qld.gov.au';
'Troy.davies@dcs.qld.gov.au'; 'Ross.McSwain@dcs.qld.gov.au'; 'tracey.g.walker@dete.qld.gov.au';
'christopher.brandt@dete.qld.gov.au'; 'julian.elliott@dnrm.qld.gov.au'; 'nathalie.sengers@ehp.qld.gov.au';
'megan@eventsqld.com.au'; 'paul.hauenschild@publicworks.qld.gov.au'; Paul Holmes;
'Chris.bishop@dlgp.qld.gov.au'; 'nathalie.sengers@ehp.qld.gov.au'; 'julian.elliott@dnrm.qld.gov.au';
'lrobertson@ombudsman.qld.gov.au'; Katherine Williams; Sarah M. Brehaut (Comm_Serv); John Gardiner; Jaclyn
Oudejans; Lara McKay; Prue Laven; Adeline Yuksel; 'naomi_ford@health.qld.gov.au';
'Anne_Harvey1@health.qld.gov.au'; Kym Charlton; 'Kelly.simonj@police.qld.gov.au'; 'kathy.parton@qldra.org.au';
Andrew Morrissy; Cara SWANN; Sandra Mclean; Anna Neuendorf; 'lynn.snoddy@deedi.qld.gov.au';
'louise.morland@deedi.qld.gov.au'; 'antonino.z.tranchida@tmr.qld.gov.au'; 'kerry.l.grisan@tmr.qld.gov.au';

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'elizabeth.m.gehde@tmr.qld.gov.au'; 'carolyn.varley@daff.qld.gov.au'; 'kerri.anderson@tq.com.au'; Natasha Neale;
'Kasey.Donald@deedi.qld.gov.au'; 'Paul.rees@dsdip.qld.gov.au'; 'Chris.bishop@dlgp.qld.gov.au';
'louise.morland@daff.qld.gov.au'; 'bruce.wallace@tq.com.au'; Peggy McPhee; _nicole.kelly
Cc: Corporate ID
Subject: Queensland Government corporate identity

Dear colleagues

I can confirm the Premier has approved a phased approach to move from the Queensland Government logo to the Queensland Coat of Arms as the government's identifier.

The Coat of Arms is to be used on any new stationery and marketing and communication material developed by core departments and agencies.

Existing material should be exhausted and/or phased out through natural attrition and via the most cost effective means. Updating the Coat of Arms on items such as signage and e-forms should occur only when other changes are required in order to avoid unnecessary spend.

The attached timeline has been provided to Directors-General as a guide for departments to follow when transitioning from the logo to the Coat of Arms, with a note that the transition should first and foremost occur in line with most cost effective methods.
A short style guide has been developed for the use of the Coat of Arms. This guide, as well as the Coat of Arms files and the stationery section of the corporate identity manual, are available for download via:
http://premiers.govnet.qld.gov.au/corporate-id/index.html

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- The style guide includes details on the new Queensland Government primary corporate colours for use by all agencies. A more detailed branding guideline for the Queensland Government is currently in development and will be distributed in due course.

- Updates to the remaining sections of the corporate identity manual are currently underway.

- Commercialised business units with prior approval to use an entity logo may continue to use these logos until further advice is provided. However cost saving measures should be implemented by these units when producing or ordering any new material.

Lastly, could I please ask you all to review the attached corporate identity coordinators list and update your department's details by **COB Friday 31 August** and return to corporate.id@premiers.qld.gov.au. The team will schedule a meeting with the coordinators early September to discuss the updates and address any concerns.
Should you have any questions on the transition and use of the Coat of Arms, please contact the team at corporate.id@premiers.qld.gov.au or on telephone (07) 3224 6125.

Kind regards,
Katherine

Katherine Williams
Acting Director, Communication Services
Department of the Premier and Cabinet
P: 340 55220
M: CTPI
F: 3225 8614
E: katherine.williams@premiers.qld.gov.au

Brione Sargent

From: Corporate ID
Sent: Friday, 14 September 2012 11:03 AM
To: 'Restelli, Nicole'; Corporate ID
Subject: DAFF: RE: Embroidery on work shirts: BS

Hi Nicole,

Thanks for the email. You are more than welcome to proceed with getting new shirts made up with the Coat of Arms on it, provided that this is a necessary purchase – i.e. you don't have old shirts with the former QG logo you can use.

The Coat of Arms is very much being introduced on a phased, cost conscious basis, and we do not encourage the printing of new material with the Coat of Arms unless necessary.

If you do need to produce these shirts, please use a logo from http://premiers.govnet.qld.gov.au/corporate-id/download.html

We will be provided further advice on the application of the Coat of Arms on items like shirts, in the next month. If you are able to hold off until then we will have more information available then for departments.

Cheers
Bree

Bree Sargent
Communication Services
x44265
brione.sargent@premiers.qld.gov.au

From: Restelli, Nicole [mailto:Nicole.Restelli@daff.qld.gov.au]
Sent: Wednesday, 12 September 2012 2:11 PM
To: Corporate ID
Subject: Embroidery on work shirts-DAFF

Hello,

` was wanting to make shirts that had the new logo on it for an event, along with other people in the office. Are we able to get them done as it would be a waste of time to have the old logo printed on?

Thanks

Nicole Restelli

Inspector
Animal Biosecurity and Welfare (Capricornia)
Biosecurity Queensland

Queensland Department of Agriculture, Fisheries and Forestry
Landsborough Highway (PO Box 519), Longreach, QLD, 4730
Telephone: 07 4650 1236 **Facsimile:** 07 4650 1233
Mobile: CTPI
Email: nicole.restelli@daff.qld.gov.au

ISSUES

1. Approved commercialised business units (e.g. Qbuild, Roadtek, TAFE Queensland) use an 'entity' version of the logo where the text 'Queensland Government' is replaced with the entity name. This allows for the unit to be easily recognisable in the market place. Careful consideration is needed to determine the best course of action for commercialised business units should the corporate identity change.

   ACTION: Separate advice will need to be provided by Communication Services.

2. Based on information gathered by the Queensland Government's Print Management Unit (PMU), there is a minimum of $6 million worth of pre-printed Queensland Government material—including stationery, forms and uniforms—located at various print houses throughout Queensland. Wastage costs will need to be considered as well as an appropriate and cost effective method of reuse and/or disposal of this stock. Wastage costs are incurred when stock becomes obsolete as the agency is required to purchase the stock from the warehouse provider prior to disposal. Departments would be asked to carefully consider stock attrition and develop and implement a staged approach to diminishing these high levels of pre-printed stock.

   The PMU estimate it will take approximately two years for the pre-printed material to be exhausted.

   ACTION: Advice and timeframes to be provided by Communication Services in consultation with the PMU.

3. Costs will be incurred as a result of updating Queensland Government stationery templates.

   - The Print Management Unit has estimated it will cost $200 per template to update the business card in an electronic system. As the information required on business cards varies across departments (e.g. additional email addresses, international dialling codes, short versus long department names) there will be a number of templates to update per department, for example DPC have a total of five different business cards templates.

4. The Queensland Government has a large quantity of electronic forms (e-forms) that are used both internally and by the general public. For example, Queensland Shared Services (QSS) has estimated that to update the 1150 e-forms they currently manage will be of significant cost to departments if the logo is replaced with an image of a different size and shape. Queensland Health has an estimated 11,000 forms that would require updating. QSS have confirmed there is a financial charge involved with updating the forms which is based on staff hours required to undertake this task.

5. Full implementation is expected to take a minimum of 10 years. A transition period of three years is achievable for items with a short shelf life, such as some publications, stationery templates, documents and event signage.

OPPORTUNITIES

6. Sch. 3-7

   Departments and their agencies are products of the State of Queensland. They are not separate legal entities—letterhead, branding and the like are all the property of the State of Queensland. If the functions of a previously named department are assumed by a new or different department, there is no change in the ownership, or the rights and obligations affecting the state. This provides an opportunity for departments to exhaust existing supplies before ordering new stationery.

IMPLEMENTATION

The Queensland Coat of Arms will replace the Queensland Government logo as the government's identifier as of Monday 9 July 2012.

The table below outlines the timeframes for the implementation and transition of this logo change. The timeframes are to be calculated from Monday 9 July 2012.

Communication Services will issue advice to whole-of-government around the replacement of the Queensland Government logo with the Queensland Coat of Arms. For all items listed below, departments must factor in natural attrition and exhaust existing stock supplies.

Item	Timeframe
Queensland Government websites	4 weeks
Ministerial stationery—desktop templates (e.g. letterhead as word documents)	4 weeks
Departmental stationery—desktop templates (e.g. letterhead as word documents)	4 weeks
Ministerial stationery (e.g. business cards, letterhead, with comp slips, note paper)	8 weeks
Departmental stationery (e.g. business cards, letterhead, with comp slips, note paper)	8 weeks
Departmental e-forms (e.g. license renewal) *Refer to issue four on previous page*	3 years
Advertising	Immediate
Electronic media	Immediate
Event materials (e.g. backdrops, banners)	3 years Immediate for all new material
Print material (e.g. documents, reports, publications)	3 years Immediate for all new material and reprinting
Ministerial or ceremonial print material (e.g. swearing-in booklet)	Immediate
Apparel and merchandise (e.g. staff uniforms, lanyards)	3 years Immediate for all new items
Ministerial office signage	3 years Immediate for all new signage
Signage (e.g. road, building, project, office, plaques, displays)	10 years Immediate for all new signage

COMMUNICATION SERVICES ACTION PLAN

1. Upon approval of an option, Communication Services will:

    ⊕ provide advice to whole-of-government via the heads of communication, corporate identity and design group networks on the chosen option

    ⊕ draft an email for the Director-General to distribute to Queensland Government Directors-General and CEOs

    ⊕ consider impacts to commercialised business units and provide further advice

    ⊕ work with the Print Management Unit to review the design of the stationery and whole-of-government print and storage arrangements across government.

2. Departments are to prepare and implement a plan for dealing with pre-printed stationery stock in the most cost effective way within four weeks of the chosen date of introduction. Communication Services will provide advice on this matter in consultation with the PMU.

Queensland Coat of Arms

Logo versions

Option 1 (preferred option)

Minimum size 20 mm high

Stylised two line stacked logo. This option is for use on all departmental stationery and is the preferred logo for all printed and electronic communication.

Option 2

Minimum size 18 mm high

Stylised one line stacked logo. This option is for use on all printed and electronic communication when the preferred option (option 1) is not suitable. This is the preferred option when displayed alongside the Australian Government logo.

Option 3

Minimum size 15 mm high

Stylised two line side stacked logo. This option is only to be used on communication and marketing material when the preferred option (option 1) is not suitable.

Option 4

Minimum size 50 pixels high

Stylised single line logo. This option is for use on Queensland Government websites only.

Option 5—Minimum size logo

Minimum size 7 mm high

Options 1, 2 and 3 must not appear below their minimum set sizes. Where this is not possible option 5 must be used to ensure the legibility of both the symbol and text.

Option 6

Minimum size 28 mm high

Classic two line stacked logo. This more detailed option is restricted to parliamentary and ministerial use. All other uses will be at the discretion of the Department of the Premier and Cabinet at corporate.id@premiers.qld.gov.au

Preferred placement

The preferred placement of the Coat of Arms is in the bottom right hand corner for communication and marketing materials.
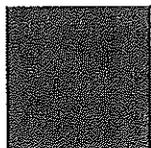
To ensure clear visibility, the Coat of Arms should be placed on a solid colour or clear background. The Coat of Arms symbol cannot be used on its own by departments, ie. elements may not be separated.

State colour

On 13 November 2003 the Governor in Council officially proclaimed maroon as Queensland's state colour.

Queensland maroon is an addition to the palette of colours within the corporate identity system.

Departments and agencies may consider using the state colour in materials for formal and ministerial occasions, events or awards, or as an addition to existing departmental colour suites where appropriate.

Queensland maroon

Coated: Pantone® 202c
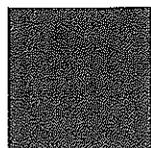*Uncoated:* Pantone® 201u

Process (coated stocks):
C-0%, M-100%, Y-65%, K-47%
(uncoated stocks):
C-0%, M-100%, Y-65%, K-35%

Web friendly RGB # 73182C

Corporate colours

Colour is an integral part of government communication.

The Queensland Government corporate identity colours are based on the colour palette of the Queensland Coat of Arms.
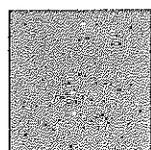
Queensland Government navy

Coated: Pantone® 2955c
Uncoated: Pantone® 2955u

Process (coated & uncoated stocks):
C-100%, M-55%, Y-10%, K-48%

Web friendly RGB # 003C69

Queensland Government green

Coated: Pantone® 376c
Uncoated: Pantone® 1797u

Process (coated & uncoated stocks):
C-53%, M-0%, Y-96%, K-0%

Web friendly RGB # 7AB800

Corporate typeface

Meta is the corporate typeface and Rotis Serif is the supporting typeface to be used within the framework of the Queensland Government's corporate identity system.

The consistent use of these typefaces is important to the integrity of the government's corporate identity.

Meta is the preferred typeface for departmental and agency titles, stationery, publications, text headings and sub-headings, signage, and other applications outlined in the corporate identity manual.

Rotis Serif may be used as a text and support typeface for print material such as brochures, flyers, publications and advertising.

Arial may be substituted for Meta, and **Times New Roman** may be substituted for Rotis Serif, in desktop-generated business documents, letters and internal communication material.

Verdana is the Queensland Government typeface of choice for the web.

Font licences

Licences for the corporate fonts were distributed to agencies upon the introduction of the new corporate identity in March 2000. Agencies will now need to purchase new font licences as required. Follow your agency's purchasing guidelines e.g. contact your IT purchasing area for assistance.

Use of other typefaces

Typefaces other than Meta and Rotis Serif may be used in material targeting young audiences (school age or younger).

Approval for these typefaces should be sought from **Communication Services, Department of the Premier and Cabinet at corporate.id@premiers.qld.gov.au** or on **3224 6125.**

aA
Meta

Meta Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 (&*%$!.,?:;")

Meta Bold Italic

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 (&%$!.,?:;")*

Meta Normal

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 (&*%$!.,?:;")

Meta Normal Italic

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 (&%$!.,?:;")*

aA
Rotis Serif

Rotis Serif Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 (&*%$!.,?:;")

Rotis Serif Bold Italic

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 (&%$!.,?:;")*

Rotis Serif

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 (&*%$!.,?:;")

Rotis Serif Italic

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 (&%$!.,?:;")*

Queries concerning the technical and production aspects of working with corporate colours or the state colour should be directed to your agency's corporate identity coordinator. General enquiries regarding the state colour and other official emblems for the state may be directed to Protocol Queensland at protocol@premiers.qld.gov.au or on 322 45921.

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