

QTIC RACQ People's Choice Category Award Logo

STYLE GUIDE



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About This Guide

This guide is designed to help strengthen our brand, by applying a standardised visual language across all of our communications whether it be digital or in print.

Following these guidelines is one way we can ensure our message is consistent and recognised, which in turn establishes a successful brand.

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01 LOGOTYPE

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1.1 THE LOGO

The Logo is the focal point of any brand identity and is the key to the brands recognition.

All elements & colours of the logo have been specifically designed to sit together and may not be separated and or changed.

There are 2 colour variations of the logo – a black version and a white version (as shown). The white version is considered to be the priority logo, and should be given first preference to its use. It can be overlaid over photos or coloured backgrounds, or stand alone on white.

The logo size should never be used smaller than 35mm.



1.2 LOGO VARIATIONS

There are some circumstances where the feature logo option is not viable. In these situations there are 2 alternatives that can be used – a black version and a mono version (as shown).

When the logo is used in print material it should always be included in the artwork as vector files (AI or eps).

When the logo is used in digital artwork it should always appear as png or jpeg files only.



1.3 LOGO DON'TS

To maintain consistency we need to make sure our logo does not appear incorrectly. We want to present a strong and confident award by maintaining one single identity.

Any variation from the approved configurations will weaken the visual impact and effectiveness of our identity.

- Do not alter the logo's proportions as these elements have been specifically designed to be symmetrical.
- Never separate the logos elements.
- Do not attempt to redraw or modify the logo in any way.
- Do not attempt to change the colour values of any elements within the logo.
- The logo size should never be used smaller than 35mm.



— ★ ★ ★ ★ —
**PEOPLE'S
CHOICE**
CATEGORY

Do not separate elements



Do not obstruct logo or add additional elements



Do not alter colours & contents



Do not alter shape



Ensure logo meets the minimum size requirements

1.4 SUPPORTING LOGOS

As supporters of the Award, the logo should also be accompanied by the Queensland Industry Council logo and the Queensland Tourism Awards Sponsors logo lockup.

On promotional material, this can be presented in way of a baseplate (see sample shown).



Supporting logos



Example baseplate

02 COLOUR

02 COLOUR

2.1 Primary Colour Palette

2.2 Colour Breakdowns

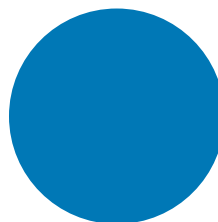
2.1 PRIMARY COLOUR PALETTE

The colours chosen has been derived from the colours used in the Queensland Tourism Awards logo. Consistent use of these colours will help develop a strong identity and create an association with the QTA.

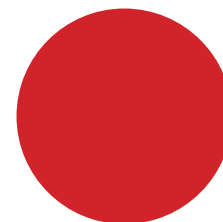
2.2 COLOUR BREAKDOWNS

A colour palette has been developed to cover all uses of the logo – on either print or digital material.

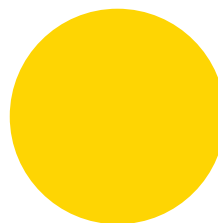
To ensure consistent reproduction, here are breakdown values for reproducing each of the colours in 4 colour process (CMYK) for print, for use on-screen (RGB), and the hexadecimal colour code for coding.



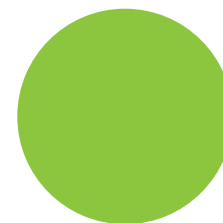
C100 M30 Y0 K15
R0 G120 B182
#0078b5



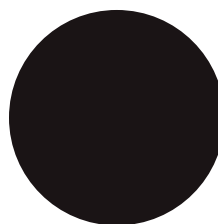
C15 M100 Y100 K0
R210 G35 B42
#d12229



C0 M14 Y100 K0
R255 G214 B0
#ffd600



C50 M0 Y100 K0
R141 G198 B63
#8cc63e



C10 M10 Y10 K100
R0 G0 B0
#000000

03 TYPOGRAPHY

03 TYPOGRAPHY

3.1 Type Palette

3.1 TYPE PALETTE

The primary typographic palette consists of one font family: Titillium.

This font has been chosen because it offers a variation in weight and personality.

No other fonts should be used.

Titillium Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 &!\$(:;)

Titillium Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 &!\$(:;)

Titillium Semi Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 &!\$(:;)

Titillium Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 &!\$(:;)

