







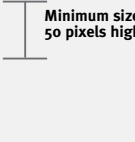











# Queensland Government Coat of Arms

The preferred colour for the Coat of Arms is maroon. However option 4 and 5 should be in black or white.

## Logo versions

			<p><b>Option 1</b></p> <p><b>Stylised</b> two line side stacked logo.</p>
			<p><b>Option 2</b></p> <p><b>Stylised</b> two line stacked logo.</p>
			<p><b>Option 3—Online logo</b></p> <p><b>Stylised</b> single line logo. This option is for use on Queensland Government websites <u>only</u>.</p>
			<p><b>Option 4</b></p> <p><b>Stylised</b> one line stacked logo. This is the preferred option when displayed alongside the Australian Government logo.</p>
			<p><b>Option 5—Minimum size logo</b></p> <p>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.</p>
			<p><b>Option 6</b></p> <p><b>Classic</b> 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 DPC at <a href="mailto:corporate.id@premiers.qld.gov.au">corporate.id@premiers.qld.gov.au</a></p>

## 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.

## Queensland Government Coat of Arms cont.

The minimum clearance zone around the Coat of Arms is the width of the shield as per the examples below.



## Corporate typeface

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

The consistent use of these typefaces is important to the integrity of the corporate identity system.

**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 for body copy and as a 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 web.

### Font licences

Licences for the corporate fonts were distributed to agencies upon the introduction of the new corporate identity system in March 2000. Agencies will 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, DPC** at [corporate.id@premiers.qld.gov.au](mailto:corporate.id@premiers.qld.gov.au) or on **3224 6125**.

## Maroon colour breakdown



### Maroon

Coated: Pantone® 207c  
Uncoated: Pantone® 207u

Process (coated stocks):  
C-5%, M-100%, Y-45%, K-22%

Web friendly RGB #A70240

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

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

### Rotis Serif Italic

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