

## **Building our Regions**

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# **Signage style guide**

# Building our Regions

## Project signage template instructions

**PLEASE NOTE** - The following dimensions and examples are accurate for a sign measuring **2000mm wide x 1500mm high**.

Other sign dimensions will require recalculation of these dimensions to suit.

Below are the essential elements required for all Building our Regions signage. Specific instructions for each elements such as colour, spacing, alignment, sizing, fonts and Government Crest / Advancing Queensland logo usage can be found on the following pages.

## Essential elements

UNITE & RECOVER LOGO

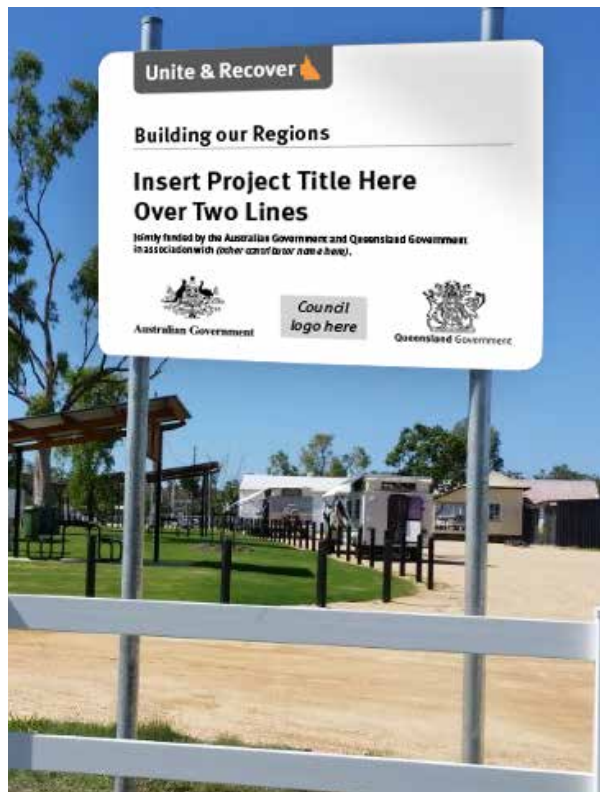
BUILDING OUR REGIONS TITLE

PROJECT TITLE

CONTRIBUTOR STATEMENT

CONTRIBUTOR LOGOS

QUEENSLAND GOVERNMENT CREST



Project signage mockups - artist impression only.

# Building our Regions

## Colour Palette | Typography | Coat of Arms

### COLOUR PALETTE - COLOUR CODES



Grey LIGHT

C: 0 R: 87  
M: 0 G: 87  
Y: 0 B: 86  
K: 80

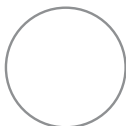
HEX: #575756  
PANTONE 425 C



Orange LIGHT

C: 0 R: 255  
M: 49 G: 153  
Y: 83 B: 51  
K: 0

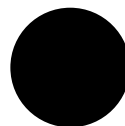
HEX: #FF9933  
PANTONE 1375 C



WHITE

C: 0 R: 255  
M: 0 G: 255  
Y: 0 B: 255  
K: 0

HEX: #FFFFFF  
PANTONE WHITE



BLACK

C: 60 R: 0  
M: 40 G: 0  
Y: 40 B: 0  
K: 100

HEX: #000000  
PANTONE BLACK

### TYPOGRAPHY

As with all other Queensland Government agencies, our preferred typeface is Meta. In all of your applications, use any of the Meta styles below.

**Meta Bold**  
***Meta Bold Italic***

**Meta Medium**  
***Meta Medium Italic***

### COAT OF ARMS

The Queensland Government Coat of Arms is the sole identifier for all our communication and marketing materials.

The mono black **stylised two-line side-stacked logo** on a white background is preferred. Preferred placement is the lower right-hand side of any materials.



Coat of arms - Option 1  
**Stylised two-line side-stacked logo**  
Mono black



Coat of arms - Option 1  
**Minimum clearance zone**  
Width of the shield

### COAT OF ARMS (Joint Australian Government project)

For all joint Australian Government projects, the mono black **stylised one-line stacked logo** on a white background is preferred. Preferred placement is the lower right-hand side of any materials.



Coat of arms - Option 4  
**Stylised one-line stacked logo**  
Mono black



Coat of arms - Option 4  
**Minimum clearance zone**  
Width of the shield

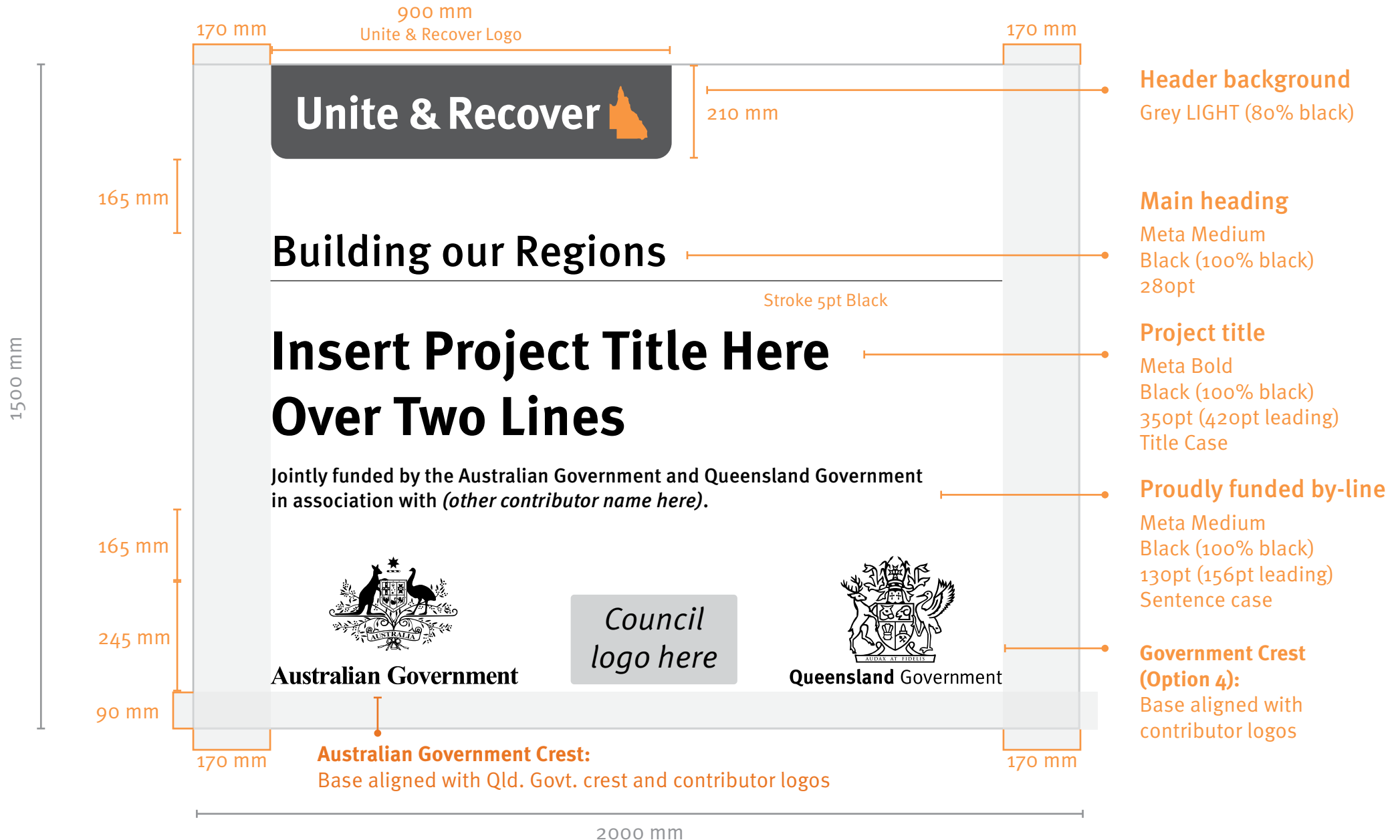
# Signage sample

The example below relates to measurements of **2000mm (wide) x 1500mm (high)**



# Signage sample - Joint Australian Government project

The example below relates to measurements of **2000mm (wide) x 1500mm (high)**



# Signage sample - Road project signage application

The example below relates to measurements of **2000mm (wide) x 1500mm (high)**

