



# GET READY QUEENSLAND **BRANDING GUIDELINES** CO-BRANDING FOR COUNCILS

July 2024



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# OVERVIEW

Local Governments are required to acknowledge Get Ready Queensland (GRQ) on initiatives funded or partially funded by the Get Ready Queensland Grants Program.

There are three ways you can apply the GRQ namestyle and the Queensland Government Coat of Arms to communications materials to meet your GRQ funding obligations:

- 1. Use the latest GRQ collateral** available for download at [getready.qld.gov.au/council-hub](http://getready.qld.gov.au/council-hub)
- 2. Request a council co-branded collateral package** from GRQ. Email [getready@qra.qld.gov.au](mailto:getready@qra.qld.gov.au) to order.
- 3. Follow the advice in this brand guide** to develop a new item. Email a proof PDF to [getready@qra.qld.gov.au](mailto:getready@qra.qld.gov.au) for approval, prior to final production.

Please email the Get Ready Queensland Team at [getready@qra.qld.gov.au](mailto:getready@qra.qld.gov.au) if you have any questions about branding.

# GET READY QUEENSLAND NAMESTYLE

## STANDARD

For use on dark backgrounds



## KEYLINE

For use on white/light backgrounds



## SPECIAL USE

Restricted to:

- engraving
- etching
- single colour screen-printing



## NAMESTYLE SPECIFICATIONS

### CLEAR SPACE

The clear space requirement is determined by the height of 1x and is measured from the height of the letter 'a' in 'ready'.



### PLACEMENT

The Get Ready Queensland namestyle is placed at the top right of the layout.

### OPTIMAL SIZE

To determine the optimal width of the namestyle for each application, measure the diagonal length of the layout and divide by 8.

#### For example

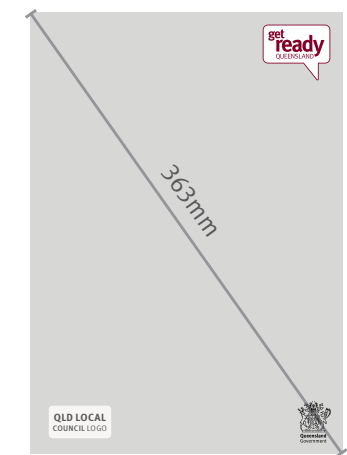
An A4 page measured diagonally is 363mm, divided by 8 = 45.3mm width

### MINIMUM SIZE

Using the same equation, divide by 15.

#### For example

An A4 page measured diagonally is 363mm, divided by 15 = 24.2mm width



A4  
210 x 297mm

# CO-BRANDING GOVERNMENT LOGO

The Queensland Government logo (Coat of Arms) is used on Get Ready Queensland-funded materials where space permits.

## QUEENSLAND GOVERNMENT COAT OF ARMS

The preferred option is the stylised two-line stacked version, followed by the stylised two-line side-stacked version, depending on layout of the visual space.

### TWO-LINE STACKED



MIN SIZE  
20mm high

### TWO-LINE SIDE-STACKED



Queensland  
Government

MIN SIZE  
15mm high

### MINIMUM SIZE

The minimum size logo is used for small format materials such as online communications and mobile adverts.



Queensland  
Government

MIN SIZE  
7mm / 50px high

### PLACEMENT

The Coat of Arms is placed at the bottom right of the layout.

Please note the Coat of Arms is not permitted to be used on any apparel.

To access the Queensland Government logo or for any questions around the use of the logo please contact the Get Ready Queensland Team at [getready@qra.qld.gov.au](mailto:getready@qra.qld.gov.au)

# ACKNOWLEDGEMENT STATEMENT

The acknowledgement statement is to be included in media releases, related website and event promotion print materials that are funded under the program. The statement is to be displayed on signage at community engagement events, workshops and school programs.




**“This [insert name of item] was developed thanks to support from the Queensland Government’s Get Ready Queensland program. For more information, visit [getready.qld.gov.au](http://getready.qld.gov.au).”**

The acknowledgement statement is to be included in media releases, related website content, and/or where the Coat of Arms cannot be used and there is space for text.

**“Supported by the Queensland Government’s Get Ready Queensland program. For more information, visit [getready.qld.gov.au](http://getready.qld.gov.au).”**

# APPLICATION OF CO-BRANDING ELEMENTS

 Required
  Not required

	 	 Queensland Government	Call to action <a href="http://getready.qld.gov.au">getready.qld.gov.au</a>
<b>Event Collateral</b> e.g. marquees, tablecloths, bunting	✓	✓	✓
<b>Community Engagement</b> e.g. events, workshops, school programs	✓	✓	✓
<b>Display Material</b> e.g. Large-format signage, pull-up banners, flags	✓	✓	✓
<b>Merchandise</b> e.g. fridge magnets, water bottles, tote bags, lanyards	✓	✓	✓
<b>Print Materials</b> e.g. factsheets, brochures, postcards	✓	✓	✓
<b>Apparel</b> e.g. polo shirts, hats	✓	✗	✓
<b>Social Media</b>	✓	✗	✗
<b>Paid Advertising – Press/Print</b> e.g. press adverts, out of home, radio, press, TVC	✓	✓	✓
<b>Paid Advertising – Digital</b> e.g. digital/online adverts	✓	✓	✓

**This table is to be used as a guide only.** Branding requirements may vary depending on the output specifications. The Queensland Government Coat of Arms should be used where possible to acknowledge Get Ready grant funding source. Refer to page 4 for acknowledgement statement usage. Refer to page 7 for social media handle and hashtag usage.

For support, please email the Get Ready Queensland Team at [getready@qra.qld.gov.au](mailto:getready@qra.qld.gov.au) if you have any questions.

# KEY MESSAGES

## 3 STEPS TO GET READY

- Getting ready is easy and it doesn't have to cost a lot of money.
- Just doing small things can ensure your home and family stay safe and comfortable when severe weather hits.
- There are 3 Steps to Get Ready
  - 1. Understand your risk** – impacts from severe weather are different for everyone. Learn about what can happen where you live and how it could affect your family.
  - 2. Have a plan** – make a household emergency plan so your family knows what to do and who to contact in severe weather. It takes just a few minutes and will give you peace of mind that your information is in one place.
  - 3. Pack a kit** – grab a few extra items next time you are at the supermarket to make an emergency kit.
- These are the basics, but you can think about what items your family might use if you had to stay at home for three days.
- To be ready for severe weather, there are other things you can do as well:
  - » **Clean up** – check around the house and yard and make sure your home will hold-up against the elements.
  - » **Sign-up** – subscribe to mobile weather alerts from the Bureau of Meteorology or your local council so you can act quickly if severe weather is predicted.
  - » **Get covered** – Check your insurance so you know your property can be fixed or replaced if it is damaged.
- Get Ready Queensland has useful information and tips on our website, so be sure to visit [getready.qld.gov.au](http://getready.qld.gov.au)

# VIDEO CONTENT

Acknowledge Get Ready Queensland in closing frames on digital, video and animation content.

## VIDEO CLOSING FRAME

- GRQ standard namestyle for dark backgrounds
- Queensland Government logo



VIDEO CLOSING FRAME  
EXAMPLE

# SOCIAL MEDIA

## SOCIAL HANDLES

Social media content should include the relevant handle/s and hashtags on all project-related social media posts:

- @getreadyqueensland
- #getreadyqueensland

## SOCIAL TILES

GRQ offers a variety of pre-designed social media tiles suitable for all hazards, these are accessible through the Council Hub (see examples below).

If you plan to create your own social media tiles, please make sure to send your proofs to the Get Ready Queensland Team at [getready.qld.gov.au](http://getready.qld.gov.au) for approval before they are released to the public.



# GRQ COLLATERAL

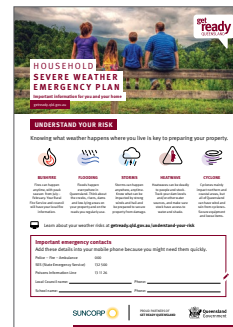
The Get Ready Queensland Council Hub provides councils with access to download GRQ collateral for communications and marketing requirements. Refer to the website for each new project to ensure you are using the latest content and guidelines.

Items available include:

- Household emergency plan
- Posters
- Pull-up banners
- Checklists
- Signage for disaster trailers / vehicles
- Social media tiles
- Word documents
- Presentation slides

The Council Hub also includes disaster dashboards for each Local Government Area, featuring localised information about weather events, road closures and power outages.

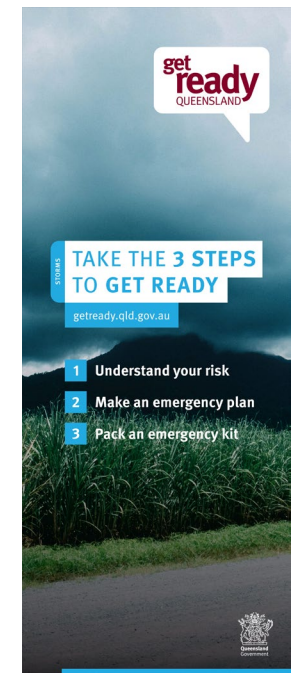
## EMERGENCY PLAN



## POSTERS



## PULL-UP BANNERS



Access the latest Get Ready Queensland collateral available for download at [getready.qld.gov.au/council-hub](http://getready.qld.gov.au/council-hub) (no password required)



# CO-BRANDED COLLATERAL PACKAGE

Email [getready@qra.qld.gov.au](mailto:getready@qra.qld.gov.au) to discuss your co-branded collateral requirements and order your kit.

## THE LOCAL PERSPECTIVE

To create a council co-branded collateral package, we can replace the Get Ready Queensland photography with images from your council photo library displaying the following characteristics:

- Aligned with either of the GRQ photography categories, Positive Resilience or Active Emergency
- Bold, clear single central theme, uncluttered composition
- Comfortable clear space for block headline, body text and logos
- Not posed or overly staged

### Technical aspects:

- Ensure you have permission to use any images showing people's faces or identity
- High resolution for print: minimum 300dpi for hand-held items, minimum 150dpi for large format
- Full colour

We will also require vector format files of your council logo.

Email the Get Ready Queensland Team at [getready@qra.qld.gov.au](mailto:getready@qra.qld.gov.au) to discuss your co-branded collateral requirements and order your package.

## PULL-UP BANNERS



Council logo with localised, council-supplied imagery



Council logo with GRQ imagery

## POSTERS



Council logo with localised, council-supplied imagery



Council logo with GRQ imagery

## SOCIAL MEDIA TILE



Council logo with localised, council-supplied imagery

# CO-BRANDED EXAMPLES

## ADVERTISING EXAMPLES

### PRESS ADVERTS



Heading  
**HEADLINE HEADLINE**

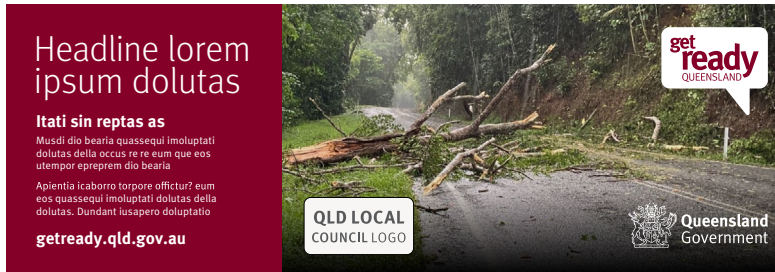
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[getready.qld.gov.au](http://getready.qld.gov.au)

QLD LOCAL  
COUNCIL LOGO

Queensland  
Government



Headline lorem ipsum dolutas

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[getready.qld.gov.au](http://getready.qld.gov.au)

QLD LOCAL  
COUNCIL LOGO

Queensland  
Government



Headline lorem ipsum

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[getready.qld.gov.au](http://getready.qld.gov.au)

QLD LOCAL  
COUNCIL LOGO

Queensland  
Government

All examples for guidance only.

**Councils are not permitted to run locally-led campaigns simultaneously with the statewide GRQ campaign, without written approval from QRA.**

Get Ready Queensland's statewide campaign runs from early October to mid-November each year. Please contact the Get Ready Queensland Team for more information.

## ADVERTISING EXAMPLES

### DIGITAL ADVERTS



Headline headline  
getready.qld.gov.au

#getreadyqueensland

QLD LOCAL  
COUNCIL LOGO

get ready  
QUEENSLAND

Queensland  
Government



#getreadyqueensland

get ready  
QUEENSLAND

*Get ready for storm season*  
getready.qld.gov.au

QLD LOCAL  
COUNCIL LOGO

Queensland  
Government



get ready  
QUEENSLAND

**Headline**  
Doluptatecae  
Itatus, ut aliatur.

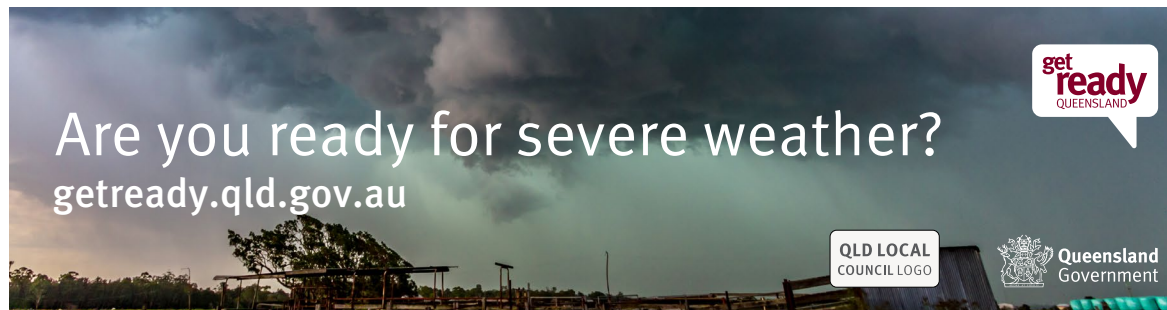
getready.qld.gov.au  
#getreadyqueensland

QLD LOCAL  
COUNCIL LOGO

Queensland  
Government

## ADVERTISING EXAMPLES

### OUT OF HOME ADVERTISING (BILLBOARDS)





# DISPLAY MATERIAL

## TEAR DROP FLAGS, PULL-UP BANNERS, LARGE FORMAT SIGNAGE



Signage for display at events funded by GRQ.

# SOCIAL MEDIA

## ORGANIC SOCIAL MEDIA TILES



## PAID ADVERTISING – BOOSTED SOCIAL MEDIA



## EVENT COLLATERAL

### TABLECLOTH



### MARQUEE



# APPROVALS

## ROLE OF GET READY QUEENSLAND

The role of GRQ includes overseeing and determining suitable placements for GRQ identifiers and the Queensland Government Coat of Arms.

For any enquiries regarding the GRQ identifier and Queensland Government Coat of Arms, please email the Get Ready Queensland Team at [getready@qra.qld.gov.au](mailto:getready@qra.qld.gov.au)

## ROLE OF COUNCILS

It is the responsibility of all Councils receiving Get Ready Queensland funding to make sure the appropriate GRQ identifier and the Queensland Government Coat of Arms are correctly implemented within the scope of their GRQ project deliverables.

# MEDIA PROTOCOL

Councils and State Government agencies undertaking media for the Get Ready Queensland program are required to send details of any scheduled media releases and/or media events to the Get Ready Queensland Team at [getready@qra.qld.gov.au](mailto:getready@qra.qld.gov.au)





**Get Ready Queensland**  
**Queensland Reconstruction Authority**

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Tel 1800 110 841

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[getready@qra.qld.gov.au](mailto:getready@qra.qld.gov.au)

