visitor information

SIGNAGE IDENTITY

The italicised ‘i’ symbol, in its various forms, is a valuable asset of accredited Visitor Information Centres throughout Queensland and the integrity of this symbol must be protected at all times.

This manual has been created to demonstrate the correct use of the symbol in signing and general print applications.

The following information contains the guidelines required for the use of symbol elements and should be retained as an official reference document.

Accredited Visitor Information Centres in Queensland may use this symbol at any time for any use, as long as the image is in keeping with these guidelines.

The master artwork material supplied is intended to service all known requirements. Should alternative applications be required, enquiries should be forwarded in writing, to:

Partnerships
Tourism and Events Queensland
GPO Box 328
BRISBANE QLD 4001
or to
vic.secretariat@queensland.com

This publication is based on work completed by Tourism Alliance Victoria. Tourism and Events Queensland gratefully acknowledges the assistance of Tourism Alliance Victoria and Tourism Victoria in making this information available.

This publication was updated by Tourism and Events Queensland, September 2016.

COPYRIGHT AND TRADE MARK

The use of the italicised ‘i’ symbol, in all forms, is restricted to accredited Queensland Visitor Information Centres only.

Non-accredited centres are not permitted to use this symbol.

For accredited centres, please take care to avoid any misinterpretation of the symbol. It is in your best interests to ensure that this symbol is used by accredited centres only. Any incorrect use, or unauthorised use, should be reported to Tourism and Events Queensland.

Similarly, any proposed use of the elements other than shown must be referred to Tourism and Events Queensland for prior approval.

Contact:
Partnerships
Tourism and Events Queensland
GPO Box 328
BRISBANE QLD 4001
vic.secretariat@queensland.com
07 3535 3535

The italicised ‘i’ symbol (by itself and with the accompanying text “Visitor Information”) are registered Trade Marks of Tourism Victoria. Unauthorised use of these Trade Marks may give rise to action for infringement under the Trade Marks Act 1995.

*Accredited Visitor Information Centres are those which have satisfied all requirements of the Queensland Visitor Information Centre (VIC) Signage Policy.
# Index

<table>
<thead>
<tr>
<th>CHAPTER</th>
<th>PAGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Queensland Accredited Visitor Information Centre</td>
<td>1</td>
</tr>
<tr>
<td>Brand and Communication Objectives</td>
<td></td>
</tr>
<tr>
<td>2. ‘i’ Symbol Format &amp; Clear Space</td>
<td>2</td>
</tr>
<tr>
<td>(application of ‘i’ symbol only)</td>
<td></td>
</tr>
<tr>
<td>3. Site Signs Clear Space</td>
<td>3</td>
</tr>
<tr>
<td>(horizontal &amp; vertical formats for the application of building signs)</td>
<td></td>
</tr>
<tr>
<td>4. Colour Reproduction</td>
<td>5</td>
</tr>
<tr>
<td>(specifications for all signing and printing applications)</td>
<td></td>
</tr>
<tr>
<td>5. Typefaces</td>
<td>7</td>
</tr>
<tr>
<td>(primary &amp; support typefaces for all signing &amp; printing applications)</td>
<td></td>
</tr>
<tr>
<td>6. Signwriters Grid</td>
<td>9</td>
</tr>
<tr>
<td>(application for painting requirements of site signs)</td>
<td></td>
</tr>
<tr>
<td>7. Stationery, Decals &amp; Stickers</td>
<td>11</td>
</tr>
<tr>
<td>(for use on letterheads, decals and stickers)</td>
<td></td>
</tr>
<tr>
<td>8. Other Applications - Small Use</td>
<td>12</td>
</tr>
<tr>
<td>(specifications for small scale reproduction of ‘i’ symbol)</td>
<td></td>
</tr>
<tr>
<td>9. Other Applications - Heritage Buildings</td>
<td>12</td>
</tr>
<tr>
<td>(requirements for further design work for buildings with a heritage listing)</td>
<td></td>
</tr>
<tr>
<td>10. Other Applications - Road Sign Application</td>
<td>12</td>
</tr>
<tr>
<td>(reference to Queensland Department of Main Roads and Local Government applications for road signs)</td>
<td></td>
</tr>
<tr>
<td>11. Incorrect Use</td>
<td>13</td>
</tr>
<tr>
<td>(incorrect applications for ‘i’ symbol and signing uses)</td>
<td></td>
</tr>
<tr>
<td>12. Colour Sheet</td>
<td>15</td>
</tr>
<tr>
<td>(to be used when reproducing the ‘i’ symbol)</td>
<td></td>
</tr>
<tr>
<td>13. Simple and inexpensive tips for promoting VICs</td>
<td>16</td>
</tr>
<tr>
<td>14. Visual overview - Creative Examples</td>
<td>17</td>
</tr>
<tr>
<td>(advertising, digital and print)</td>
<td></td>
</tr>
<tr>
<td>15. Templates (outdoor)</td>
<td>20</td>
</tr>
<tr>
<td>Billboards</td>
<td></td>
</tr>
</tbody>
</table>
brand and communication

OBJECTIVES

The network of Queensland accredited Visitor Information Centres endeavours to uphold the following messages in all communications so as to strengthen the brand image.

To communicate that Queensland accredited Visitor Information Centres:
- Promote objective, high quality information and advice on what to see and do, and represent a wide range of tourism products within the area
- Meet high professional standards of operations and service in order to be accredited
- Provide booking assistance for a wide range of accommodation, attractions, tours and transport
- Are represented by the blue and yellow italicised i and are located throughout Queensland
- Are welcoming, genuine and helpful

Further information

Tourism and Events Queensland’s Industry Innovation Team can be contacted in relation to marketing ideas and information or for any questions regarding the use of the symbol at vic.secretariat@queensland.com
symbol format

& CLEAR SPACE

2. ‘i’ Symbol Format & Clear Space

The ‘i’ symbol is the integral element of the overall identity.

The prominent application on signs of the italicised ‘i’ will alert visitors to accredited Visitor Information Centres providing excellence in information provision.

The ‘i’ symbol can be used on its own by individual Visitor Information Centres for their own print requirements, i.e. brochures and advertisements.

To ensure the ‘i’ symbol is positioned correctly, it should always appear with minimum standards of clear space.

The clear space, as indicated by ‘1.0 unit’ shall not be less than the dimension from the bottom of the symbol to outer edge of the blue field.

When the ‘i’ symbol accompanies type or other elements a further clear space of not less than ‘2.0 units’ shall be recognised outside the blue field.

Where deviation from the clear space is required to meet specific design parameters, prior approval must be sought from Tourism and Events Queensland, who will supply the relevant master artwork.
3. Building or Site Signs
   Horizontal & Vertical Format

   The 'i' symbol and logotype form a distinctive identity for use in all signing and three-dimensional applications.

   There are two identity applications, a horizontal format and a vertical format. These two formats enable every possible use.

   The horizontal format is the preferred use of the identity, with the 'i' symbol right justified.

   The vertical format, once again with the 'i' symbol right justified, should only be used where space constraints do not allow the use of the preferred format.

   The relationship between the symbol and logotype has been determined and must not be altered under any circumstances.

   Should alternative applications be required, enquiries should be forwarded, in writing, to Tourism and Events Queensland.
Clear Space - Building or Site Signs  
Horizontal & Vertical Format

To ensure all elements of the building or site signs are positioned correctly within their own fields, the elements should always appear with minimum standards of clear space.

The clear space, as indicated by ‘X = 1.0 unit’ shall not be less than the cap height of the support typeface.

Where deviation from the clear space is required to meet specific design parameters, prior approval must be sought from Tourism and Events Queensland, who will supply the relevant master artwork.
4. Colour Reproduction

‘i’ Symbol
The colour of the ‘i’ symbol is always yellow out of a blue background. This colour combination must never be reversed to appear as a ‘negative’ image, nor should the symbol appear in other colours, be contained within another shape or be altered in any way.

Logotype - Primary Typeface
The preferred colour for the Visitor Information Centre Identity logotype is blue on a yellow background.

Logotype - Support Typeface (refer page 8)
The preferred colour for this application is blue on a white background.

Printing - PMS Colour Reproduction (Pantone)
When applied to a print medium, the identity should be reproduced in the two PMS colours:

Blue PMS 293 Yellow PMS 109

Printing - Process Colour Reproduction
If PMS colours are not available (i.e. in process colour reproduction), the identity should be reproduced as a combination of:

PMS 293 - 100% Cyan, 56% Magenta
PMS 109 - 95% Yellow, 9% Magenta

Vinyl - Signing Applications
When applied to signs, the identity can be cut from self-adhesive vinyl. The corresponding vinyl specifications are:

PMS 293 - Blue (006) PMS 109 - Bo Canary (982)
Colour Reproduction

Paint - Specifications
The identity may also be painted for sign applications. A paint application of the identity may be developed for external or internal use.

As there are many variables for a paint base, the colours should always be matched to:

Blue - PMS 293
Yellow - PMS 109

Single Colour - ‘i’ Symbol

The ‘i’ symbol is the only element which can be reproduced in black and white. If production constraints preclude the use of colour or where the background colour is unsympathetic, the identity should be reproduced in a single colour.

This should be white reversed out of black.

Blue   - PMS 293
Canary - PMS 109
Black - PMS Black
5. Typefaces

Typographical Rules

Setting is always to be in capitals and lower case. The use of words in all capitals must be kept to a minimum. Words should not be underlined.

Primary Typeface

The identity typeface is Gill Sans Condensed, of which Bold is the only acceptable weight.

This typeface is used on the typographic panel of the identity only.

No wording other than 'Visitor Information' can be produced in this specific typeface.
Support Typeface

The support typeface is able to be used in one style only: Gill Sans Roman.

Gill Sans Roman is used for support statements only, such as town names, product identification,

Gill Sans Roman is used for support bodies of text in printed media such as brochure text.
6. Signwriters Grid - Site Signs

When photographic enlargements are not practical a signwriters grid, as shown, must be used to construct the symbol and logotype.

The position of all elements within this grid must not be changed.
signwriter’s grid
7. Stationery, Decal and Sticker Applications

The logo could be used in any of the above formats on stationery/letterhead, decals and stickers.

Should any alternative applications be required, enquiries should be forwarded, in writing, to Tourism and Events Queensland.
8. Small Use

Reproduction of the two colour ‘?’ symbol at small sizes may result in loss of detail, recognition and colour. For this reason recommendations need to be made for this application.

**The recommended minimum size is 5mm square in full colour.**

If smaller sizes are necessary, for example in the case of mapping, a single colour should be used, preferably black.

9. Heritage Site Applications

There may be a number of situations where heritage and historical restrictions will not allow the simple application of a sign on sites coming under the jurisdiction of heritage listings.

For various reasons, the sign design may not be complementary to the existing building or structure.

In this instance the Visitor Information Centre will need to seek approval of design refinements through Tourism and Events Queensland.

10. Road Sign Application

Road signs must comply with local council requirements in the case of local roads and the Queensland Department of Transport and Main Roads requirements in the case of state-controlled roads.

Specific sign design features are required to conform with the generic provisions outlined in Part 6 (Service and Tourist Signs) of the Manual of Uniform Traffic Control Devices (MUTCD). Examples of signs developed in accordance with the MUTCD are depicted above.

For further information on road sign use please contact either your local council of the Queensland Department of Transport and Main Roads representative in your area.
II. Incorrect Use

‘i’ Symbol

To achieve consistency and preserve the value of the identity, it is important to use it correctly.

Above and on the following page are some examples of incorrect use to be avoided.

incorrect use

‘i’ SYMBOL

Single PMS Blue 293 colour must not be used without yellow

Solid yellow ‘i’ must only be used on a solid blue background

Incorrect PMS colours must not be used

Introduction of any other colours is not permitted

Single black keyline is not permitted

Greyscale ‘i’ must not be used on a black field

Greyscale field must not be used with a black ‘i’ symbol
incorrect use

SITE SIGN

A white 'i' symbol is not acceptable

Type is only to be reproduced in blue, other colours are not acceptable

Introduction of any other colours is not permitted
Please note: If scanning in the colour logos from this sheet, ensure that you colour correct logos so they are in the correct Pantone, Process or RGB colour. Please see page 6 of this document for more details. Ideally scan in the black and white logos from this sheet and drop in colour.
simple and inexpensive tips
FOR PROMOTING VICS

Consider the following ideas for marketing and promotion of your VIC.

• Promote the ‘i’ symbol to your local community and local industry. Include it in all Regional Tourism Organisation, Local Tourism Organisation and Local Government Authority publications and promotional materials.

• Include the ‘i’ symbol in Regional Tourism Organisation, Local Tourism Organisation and Local Government Authority visitor guides, maps and websites.

• Make the most of the benefits of being part of brand nationally recognised by visitors as providing quality advice on the local and regional area.

• Keep in contact with local media and pursue opportunities to run stories on your VIC and the network of accredited Visitor Information Centres throughout Queensland.

• Encourage local event organisers to promote your VIC on any event promotional material. You will be promoting their event so ask them to promote you!

• Feature the logo and branding colours throughout your centre (on uniforms, badges, brochure stands, information counters, etc).

• Send Tourism and Events Queensland photos and stories about your VIC. They can then be included in enewsletters such as VIC Network Update and TEQ Industry News. Even a sentence or two on a positive experience in your VIC is welcomed.

• Establish links with other accredited centres to share operational and promotional ideas. Refer your visitors to other accredited VICS and they in turn will promote you.

• If you are looking to use an image in your promotional activity use an image that also showcases your destination. These can be sourced from Tourism and Events Queensland’s Image Gallery (visuals.queensland.com) or from your Regional Tourism Organisation.

• To reinforce and increase recognition of the VIC brand (and the ‘i’ symbol) with visitors, use the following brand guidelines when producing any ad, brochure, billboard etc.

• Positive and cheerful staff is always one of the smartest marketing tactics!

Further, if you have any ideas on how to market the network of accredited Queensland Visitor Information Centres, please contact Tourism and Events Queensland’s Partnerships Team at vic.secretariat@queensland.com
visual overview

CREATIVE EXAMPLES

14. Visual Overview – Creative Examples

This section shows examples of how the accredited Visitor Information Centres Brand has been utilised by Tourism and Events Queensland to promote the network of Queensland accredited Visitor Information Centres.

Advertising – Digital web banners

Tourism and Events Queensland has created digital web banners featuring the Brand. These have featured on Tourism and Events Queensland’s consumer website and other popular travel websites. Available in sizes 160x600 (vertical) and 480x60 (horizontal) and .gif and .swf formats these are available for Visitor Information Centres to use. Please contact the Partnerships Team at vic.secretariat@queensland.com
Can help you around Queensland

When holidaying in Queensland, keep an eye out for the yellow on blue italicised ‘i’ sign. Staff at accredited Visitor Information Centres can give you friendly advice on where to stay and what to do, and help book your accommodation and activities. The ‘i’ sign means they’re accredited and offer professional standards of operation and service. So drop in for maps, brochures and easy information access ‘on the go’.

For centre locations and contact details visit queenslandholidays.com.au/vics

Advertising – Print

Tourism and Events Queensland promotes the network of Queensland accredited Visitor Information Centres in print activities.
Can help you throughout Queensland

Accredited Visitor Information Centres offer friendly, professional holiday advice and booking assistance.

Whilst holidaying in Queensland keep an eye out for the Designate. Accredited Visitor Information Centres are in 114 locations around Queensland. They really know Queensland and can give great advice on where to stay, what to do and what’s on plus can help with booking accommodation and activities. So drop in for maps, brochures, info – or just to have a chat!

For centre contact details visit queensland.com/vics or download the free This is Queensland app.
15. Billboards

The following are recommended billboard creative layouts which Visitor Information Centres may refer to when designing their own billboards. Centres can show this creative to their designer and adjust it suit their needs. Alternatively the master artwork is available from Tourism and Events Queensland.

Tips for creating a billboard

- Billboards are viewed quickly, generally by vehicles travelling at speed. A general rule of thumb is you should be able to read it in less than 6 seconds.
- Keep words to a minimum and don’t clutter the space available.
- Keep directions basic and memorable, drivers can’t write and drive at the same time. Don’t include phone numbers.
- Messages should be simple and obvious make sure the symbol is prominent.