

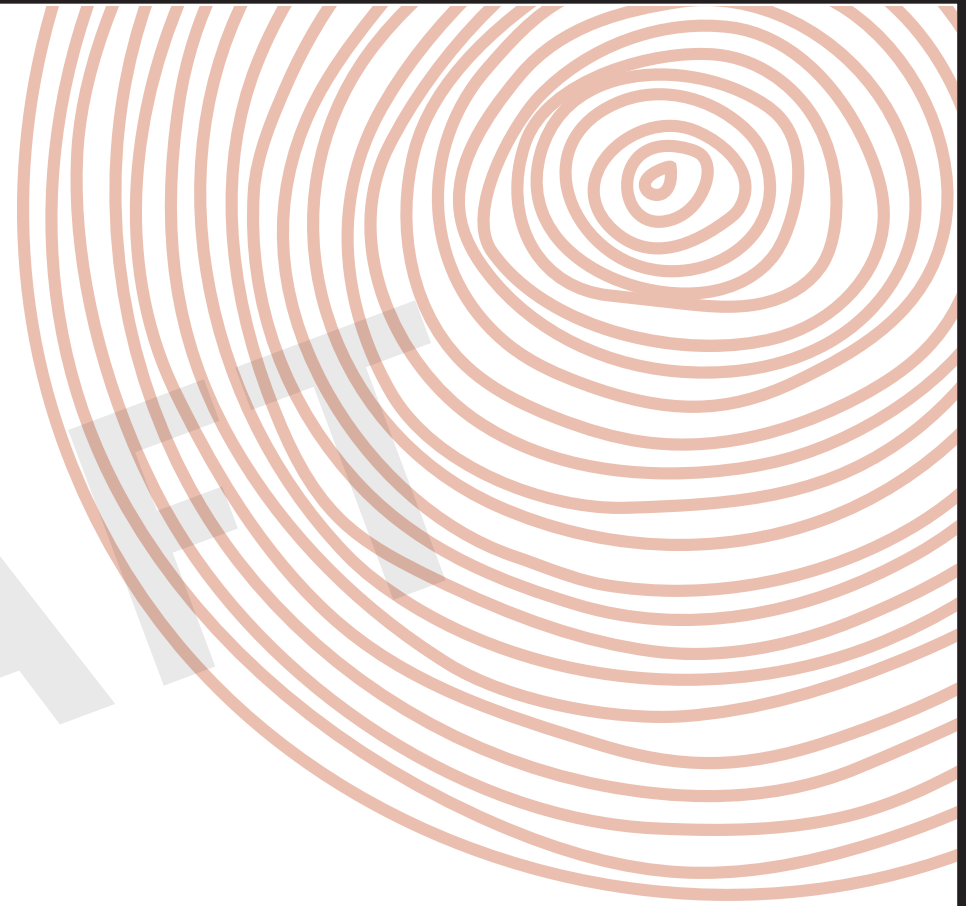
Queensland Family & Child Commission

Style Guide



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Queensland Family and Child Commission (QFCC)

The QFCC works collaboratively to influence change so Queensland is a safe place where children, young people and their families thrive in supportive communities.

We keep a check on the system through reviews, research and by listening to children, families and communities. We then use that information to educate the sector and the broader community about how to keep children safe and well, so every child can reach their full potential.

Our vision

We work collaboratively to influence change so Queensland is a safe place where children, young people and their families thrive in supportive communities.

Our priorities

Promotion and advocacy: raising awareness about the value of giving young people a voice and advocate on behalf of children, young people and families by identifying current issues and promoting youth-driven solutions.

Research: promoting a research agenda and provide relevant information and advice on policy and practice.

Provide oversight: monitoring, reviewing, evaluating and reporting on the performance and outcomes of the child protection and family support systems, and by making sure reform initiatives are effectively evaluated.

Improvements: work with our partners to strengthen the capability, capacity and culture of the child protection and family support system, enabling sustainable improvements in services.

Educate: parents, families, communities and professionals about how they can keep children and young people safe, and about the services available to strengthen and support Queensland families.

The purpose of this Style Guide

A strong brand with supporting visual identity provides instant recognition and familiarity with the community and other stakeholders.

This guide ensures the QFCC brand and visual identity is accurately and consistently implemented across all traditional and digital marketing and communication materials and content.

Seeking brand approvals

Consistency is key when it comes to building a strong and reputable brand.

It is important to consult with the Advocacy and Media team and seek approval when using the graphic devices outlined in this style guide, or when producing communication materials, traditional or digital, with an external vendor.

Logo

The QFCC is primarily recognised by the use of the type-based logo, which is the organisational name in the predetermined state government endorsed typeface. It should be left or right aligned (not centred) and have adequate space surrounding before another design element is introduced.

Two orientations are provided to allow for the logo to be used in a variety of contexts. The logo can be used in colour palette grey, black (mono) or reversed (white).

This element cannot be edited or altered in any way.

Stacked

Queensland
Family & Child
Commission

Inline

Queensland **Family & Child** Commission

Coat of Arms (CoA)

For Queensland Government agencies and Statutory Bodies, the Queensland Government Crest or *Coat of Arms* is an identifying symbol.

While the QFCC type-based logo does not always need to appear alongside the CoA, the CoA must be included on all QFCC materials, particularly for external audiences, except in cases where the space is too small to meet minimum size requirements. In these instances, the CoA should not be used.

The two line stacked crest (below) is the preferred CoA to be used at a minimum height of 20mm, with a minimum 7mm space from the edge of the page. Left and right minimum space is 3mm and top and bottom minimum space is 4mm.

The CoA should always be bottom right aligned and only be used in mono or reversed. This element cannot be edited or altered in any way.

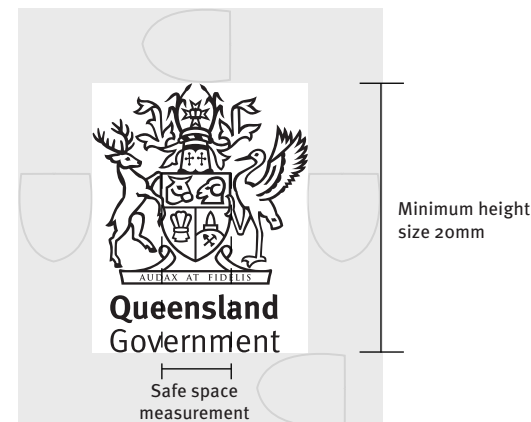
For more information on the CoA visit: <http://marketing.govnet.qld.gov.au/corporate-identity/qgov-coat-of-arms.aspx>

Minimum size



Reversed

Preferred



Safe space



Reversed

Visual identity

The visual identity or ‘circles’ is a symbol that supports who we are as an organisation and what kind of feeling we’d like to invoke in our audiences.

The inner circle represents children while the truncated, outer circle represents the embracing and protection of children. The style of the circle illustration is hand drawn and a nod to Australia’s Indigenous heritage.

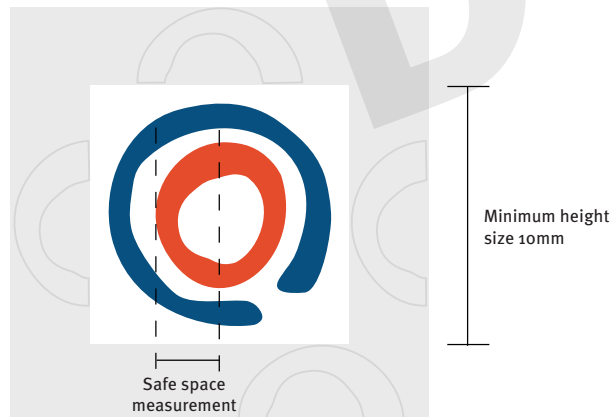
The visual identity should be included in the header or footer of communication pieces, on the left-hand side. The circles can be implemented in full colour using the primary palette, in partial or full reversed, and should not be displayed at less than 10mm high.

Preferred



The visual identity should be applied to suitable communication pieces.

Minimum size



Safe space

Reversed



Full



Partial

Typeface

Meta is the corporate typeface and Rotis Serif is the supporting typeface. Meta is the preferred typeface for titles, stationery, publications, text headings and subheadings, signage and other applications outlined in this style guide.

Rotis Serif may be used as a text and support typeface for print materials, such as brochures, fliers, publications and advertising. Arial may be substituted for Meta and Calibri may be substituted for Rotis Serif.

Verdana is the preferred typeface for the web.

The consistent use of these typefaces is important to the integrity of the government's corporate identity.

Meta Normal

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890-=!@#\$%^&*()_+

Meta Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890-=!@#\$%^&*()_+

Font sizes

- Word documents and email content should be 11pt, for readability.
- Smallest font size should be 8pt.

Meta in mixed weight should be used for publication titles, signage, stationery, text headings and subheadings. The bold section, Family & Child, is the key message in the heading. Meta can also be used for body text, but only for short blocks.

Rotis Serif

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890-=!@#\$%^&*()_+

Rotis Serif Bold




ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890-=!@#\$%^&*()_+

Colour Palette





Each of the colours in the QFCC palette have precise print and web colour references. Since some software programs make colour conversions that aren't quite correct, you should never use colour

references or values from files that have been automatically converted between colour modes. Instead, use the exact colour values listed here.

Primary















		
Aqua	Orange	Grey
C65 R68 M4 G186 Y16 B210 K0	C0 R246 M45 G147 Y91 B33 K0	C72 R77 M59 G83 Y50 B87 K31
PMS 631 HEX 3bbdd4	PMS 1505 HEX fa9e30	PMS 445 HEX 475259

Secondary

			
Light magenta	Sunset orange	Light yellow	Dark teal
C19 R203 M43 G146 Y1 B193 K0	C1 R228 M80 G76 Y91 B44 K2	C1 R244 M21 G190 Y91 B43 K2	C99 R0 M71 G81 Y27 B127 K10
HEX 5289c8	HEX e44c2c	HEX f4be2b	HEX 00517f

Indigenous motif palette

Tertiary

					SAND AND SEA
R75 G124 B167	R117 G163 B176	R170 G204 B205	R213 G226 B235	R204 G196 B173	
					LAND AND BUSH
R170 G176 B143	R95 G120 B111	R191 G131 B80	R184 G110 B84	R231 G194 B76	
				DREAMTIME	
R239 G209 B194	R233 G191 B176	R184 G196 B215	R101 G109 B164		

Indigenous Motif

The Indigenous motif was designed in connection with the Families are First initiative. The artwork represents the sharing of Aboriginal and Torres Strait Islander stories about life and culture.

The different formations and patterns represent the different (and sometimes shared) life experiences we bring. The bright colours reflect the vibrancy of Aboriginal and Torres Strait Islander people and the cultural wealth we have been granted.

About the Artist

Tyrown Waigana is a professional artist with a Bachelor of Arts (graphic design and illustration) from Curtin University. Ty's heritage can be traced to the Noongar people of southwest Western Australia and Saibai Island in the Torres Strait. Ty is a prolific young artist and created the prestigious National NAIDOC poster for 2020. Saltwater People engaged Ty to create the artwork for the QFCC.



The motif, in its entirety, should be used to promote the Families are First program only, as indicated by the licensing agreement with Saltwater People.

Indigenous Motif

cont.

The full motif can be used on white or solid backgrounds in palette colours.
A mini motif can be used when there are size restrictions.



Mini motif



Full motif



The motif, in its entirety, should be used to promote the Families are First program only, as indicated by the licensing agreement with Saltwater People.

Indigenous Motif - Elements

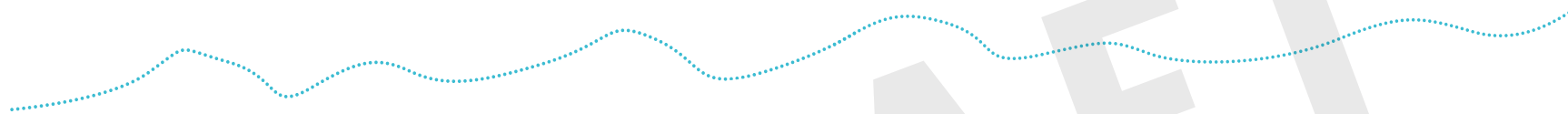
1. **Culture**
Represented by a coral circular shape with reoccurring circles. This shows how the many layers and depth of Indigenous culture.
2. **Identity**
A shape that resembles a shield (and Indigenous wood carving techniques) symbolises you should be confident and protect your identity.
3. **Strength**
Correlating squares held together to display cultural strength.
4. **Hope**
This element resembles a feather and is synonymous with hope.
5. **Family**
Clustering dots forming circles represent family member, with the child in the centre. This is to remind young people, how many people are supporting them.
6. **Responsibility**
The three lines represent your duty, influence and accountability, and how they align with self.
7. **Cultural Obligations**
A protective barrier symbolises our responsibility to retain our culture and protect it from people misusing it.



Graphic Elements - Linear

The wave graphic elements provide a distinguishing thread for external audiences across communication channels and collateral. They symbolise a positive flow of energy and movement across the organisation.

The wave elements can only use colours from the palette or in a reversed state (on a solid background) and cannot be stretched or distorted.



Dotted wave



Solid wave



Multiple waves



Support meeting with Multiple waves

Graphic Elements - Symbolic

These graphic elements can be used to accent designed communication materials. It is important to consider the cultural meaning of the symbolic graphic elements before implementing.

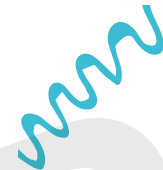
They can be used on white backgrounds or reversed on solid, brand palette backgrounds.



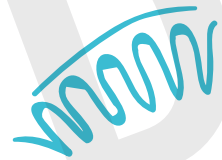
Family



Calm water 1



Calm water 2



Rough water 1



Rough water 2



Full potential



People



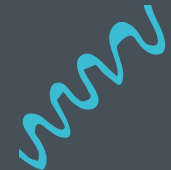
Support meeting



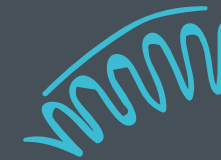
Family



Calm water 1



Calm water 2



Rough water 1



Rough water 2



Full potential



People



Support meeting

Graphic Elements - Organic

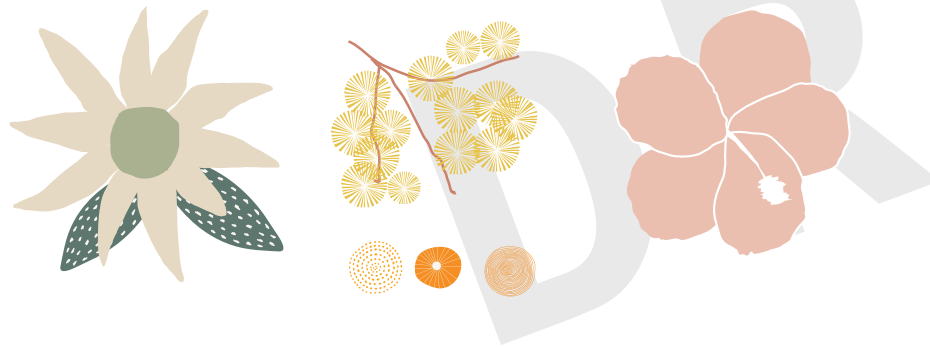
These organic graphic illustrations can be integrated into communication collateral where visual engagement is important.

The organic illustrations symbolise life, energy and growth, and aim to draw connections for external audiences across communication channels and collateral.

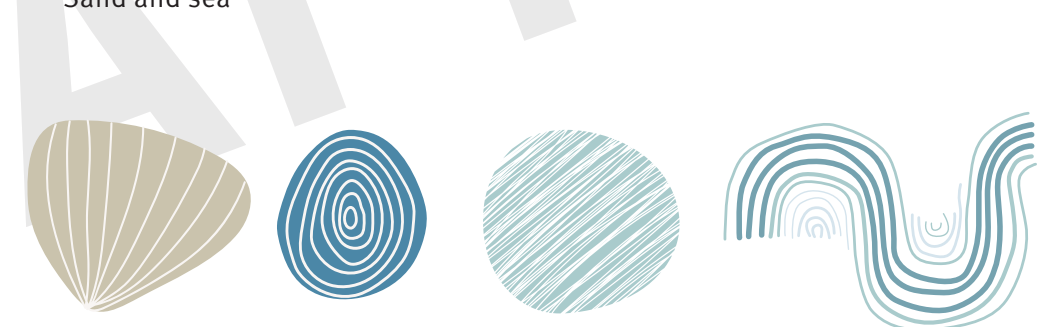
The graphics can be included as individual accents, patterns or as a grouped feature.

The graphic elements can only use colours from the palette or reversed and cannot be stretched or distorted.

Land and bush



Sand and sea



Dreamtime



Corporate Templates

A suite of branded corporate templates are available in Microsoft Word and PowerPoint programs for organisational use. These templates are suitable for internal and external audiences.



PowerPoint



Document Title
Sub heading

Soluptatetet ipisqui id
pos conia nus comm
turehente conem et ve
eius dit et moditas alia

Aut ditatem et, optis rem rae se natenit
quam, tes re eumquam eossieribus sit fugia
sim eos ditatis alitatum quam reremped
quatende et hic tempor adis re num.

Re mod que eicae porere culluptatio
explatus reperia im dist, anda nonsern
amendici corem esequati officiderrum
vellandanime rem experes dolum remquat.

Emporepe volorem.

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Documents

Corporate Stationery

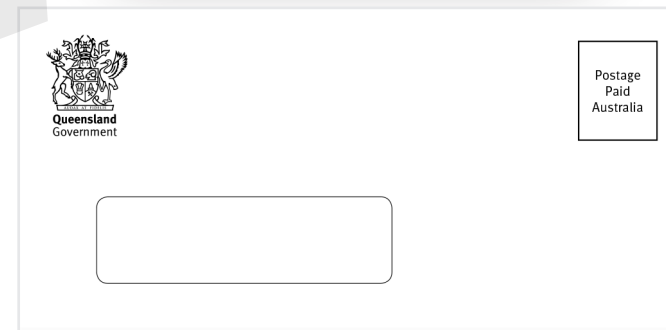
Corporate stationery must carry the QFCC type-based logo and Government CoA. Please contact the Corporate Services team for any stationery requirements.



Letterhead



With compliments slip



Envelope



Business card

Name badges and promotional

Name badges must display the CoA (minimum size 20mm) on the right hand side and name centred and in 20pt Meta Normal. The slightly cropped QFCC design element must sit on the top left-hand-side with the type-based logo centred below the name.

Promotional items should display the visual identity, logo and the CoA and must be approved by the Advocacy and Media team.



Child Death Review Board (CDRB) Sub-Brand

The CDRB was established in response to the government’s commitment to introduce a revised external and independent model for reviewing child deaths. Due to its independence, the CDRB has its own sub-brand to indicate this unique function. A sub-brand is a brand within a brand that has a unique personality with different expectations and objectives from the parent brand.

The CDRB has a defined namestyle and visual identity that should be applied to relevant content, communication pieces, publications and digital channels.

Where the minimum size is exceeded, the QFCC organisational name should be removed to avoid illegibility.

The CDRB namestyle should only be applied using the sub-brand’s navy blue, black or reversed. The namestyle can be positioned where best suited within the design layout.

Namestyle

**Child Death
Review Board**

Queensland Family & Child Commission

Minimum size



Reversed



Child Death Review Board (CDRB) Sub-Brand cont.

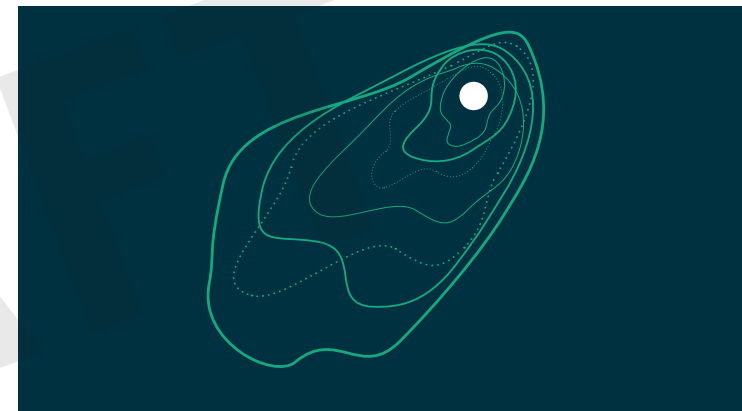
The core element of the CDRB visual identity is the oyster graphic.

The decorative element can be enlarged and truncated, flipped or rotated to create individualised visual appeal for unique communication pieces.

The oyster can be applied in any palette colour and where possible, used on the navy blue background, especially for document covers. When applied to a white background, the pearl should be applied in the brand light ivory, if visible.

The primary and secondary colour palettes are unique to the sub-brand however the typeface styling should be inline with the standard government brand as outlined on page 9.

Preferred



Colour Palette

Primary



C100 R0
M11 G49
Y20 B60
K82

PMS 547 C
HEX #00313C



C80 R0
M7 G169
Y65 B128
K0

PMS 339 C
HEX #00A980

Secondary



C100 R0
M0 G106
Y67 B82
K40

PMS 3298 C
HEX #006A52



C33 R168
M0 G211
Y20 B196
K0

PMS 4162 C
HEX #A8D3C4



C21 R195
M11 G198
Y32 B168
K0

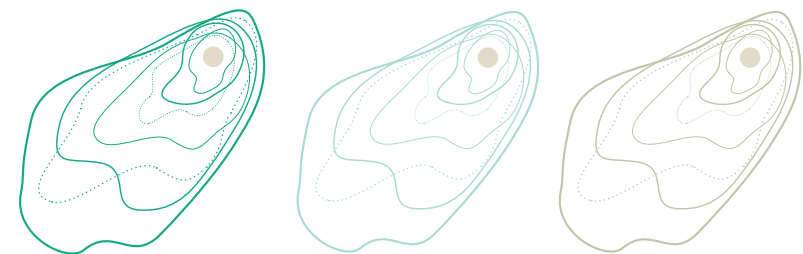
PMS 5803 C
HEX #C3C6A8



C12 R214
M10 G210
Y14 B196
K0

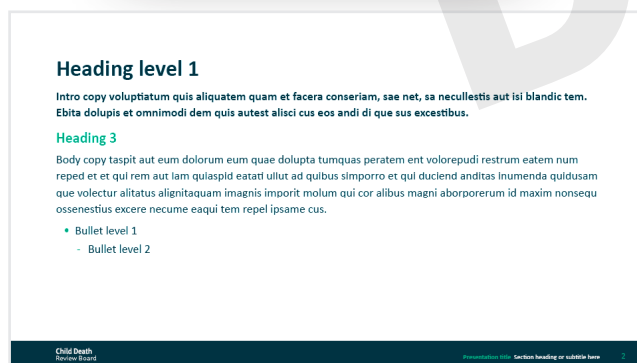
PMS 7527 C
HEX #D6D2C4

Secondary



Child Death Review Board (CDRB) Sub-Brand cont.

The CDRB brand is fluid, allowing for greater flexibility in design and document styling. A suite of CDRB branded templates are available for internal and external organisational use.



PowerPoint



Publications



Documents

Youth Advisory Council (YAC) Sub-Brand

The YAC has its own design treatment that is external to the QFCC core brand. This sub-brand allows the YAC to have its own sense of identity as its function is different to the organisation's.

The YAC has a defined namestyle that should be applied to all communication pieces developed for the Council.

ASAP is the typeface applied to create the namestyle and the style is bold.

Namestyle

Youth Advisory Council

Youth Advisory Council Queensland Family and Child Commission

Typeface

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

234567890(\$£€.,!?)

Colour Palette



C86 R74
M92 G57
Y19 B125
K6



C50 R122
M0 G205
Y24 B202
K0



C6 R243
M14 G209
Y93 B41
K0



C34 R165
M42 G134
Y100 B47
K9

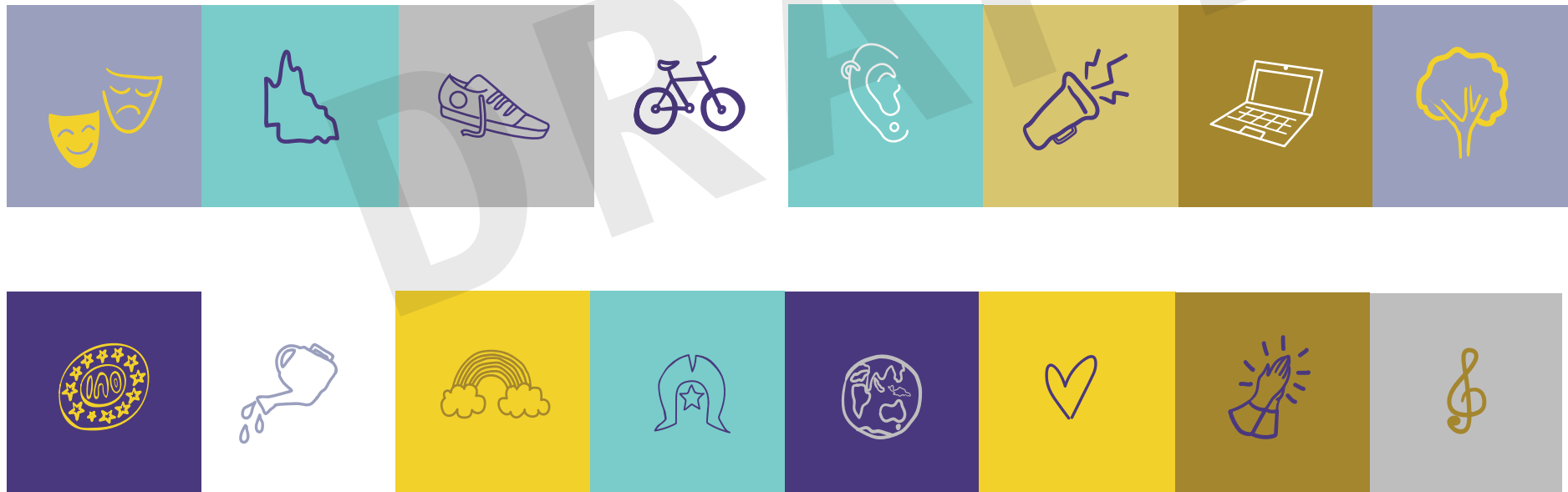
Youth Advisory Council (YAC) Sub-Brand

cont.

The QFCC Youth Advisory Council's graphic elements are to be applied, where suitable, on communication pieces developed for the Council.

The graphic elements can only use colours as displayed and cannot be stretched or distorted.

The graphic elements symbolise youth, life, fun and energy. Applying these elements across the YAC communications provides the YAC it's own identity outside of the QFCC.



Photographs

Photographs are an important part of building and enhancing a brand. They help to convey what the organisational priorities and values are to the audience.

Photographs used in QFCC communications should:

- be modern, warm, light, positive and family-orientated
- reflect the diverse family types across Queensland eg. single parents, blended families, Indigenous, culturally and linguistically diverse
- not show faces when the subject matter refers to child death, instead, child-related images such as shoes, toys, backpacks, or a non-identifying part of a children should be used
- not been stretched, distorted or blurry
- contain no identifying brands or company logos
- not be clipart, cartoons or low quality.

If a photo or illustration is required to support your publication or communication materials, please connect with the Advocacy and Media team for assistance.

Only photographs of people who have signed a consent form or that have been purchased from a pre-approved stock imagery library can be used.

Permission must be sought to use photographs that have been sourced externally and may require a copyright statement eg. 'Image courtesy of Queensland Tourism'.



Division:	Advocacy, Media and Engagement
Approved by:	Executive Group
Approval Date:	26 April, 2022
Date of Review:	April 2023

Luke Twyford
Principal Commissioner
Queensland Family and Child Commission



DRAWING

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