

Queensland Health

Version 1.0

Queensland Health
Capital Project
**Signage
Manual**

February 2023

Site signage requirements for capital infrastructure projects delivered by the Department of Health Queensland.

It is the responsibility of all staff and contracted agencies to adhere to the policy for major capital infrastructure project signage and the requirements outlined in this signage manual.

This ensures a consistent visual identity that also meets Queensland Government and Queensland Health corporate identity requirements.

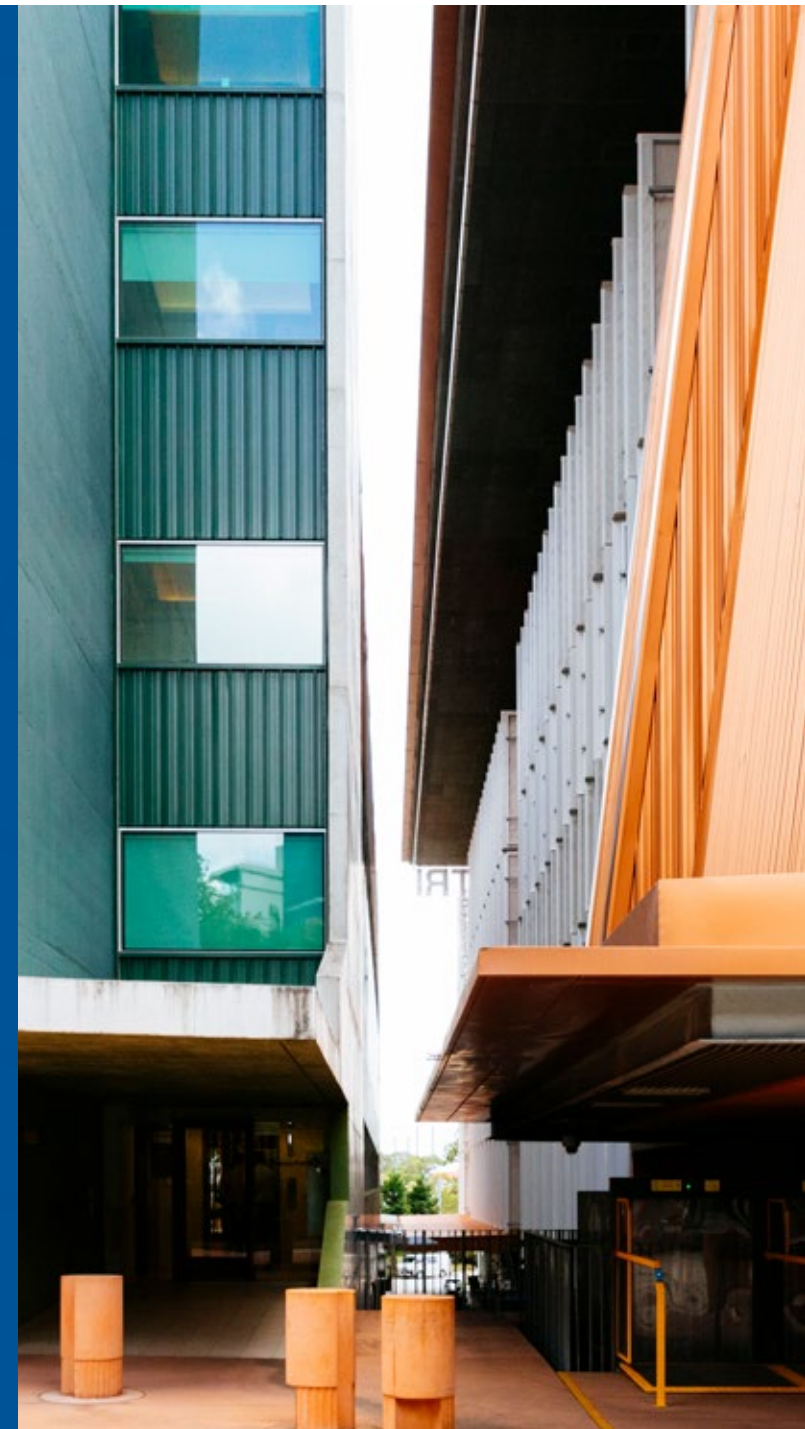
This manual outlines the different types of signage, design elements for each, examples, and approval processes.



Queensland
Government

Contents

Signage	3
General design considerations	3
Queensland Government requirements	4
Coat of arms	4
Queensland wordmark	4
Typefaces / fonts	5
Colour palette	5
Acknowledging funding	6
Signage types	7
Project sign	7
Public interest billboard	8
Project sign and public interest billboard	9
Perimeter signage (hoarding and fencing)	10
Flags / banners / displays	11
Crane signs	11
Summary of design elements	12
Signage approval process and signage	13
Design element by signage type	13





Signage

All Queensland Government major construction projects and major infrastructure developments must acknowledge the government's investment.

This is managed through site signage, and when required, an integrated marketing and communication strategy.

This manual should be used by staff to ensure a consistent approach to the way site signage is developed and approved.

It covers pre-construction and construction signage, not building and wayfinding signage. For information on building and wayfinding signage, refer to [Queensland Health branding and corporate identity guidelines](#).

General design considerations

Important factors to consider when producing signage are:

- scale of the project and how it impacts and benefits the community
- how the project aligns with government priorities
- best placement/position for maximum visibility (adhering to Australian road safety standards and local regulations)
- best production options e.g., entry sign, crane banner, protective netting branding
- most cost-effective, durable, and reusable options
- integration with other onsite and associated marketing
- adequate acknowledgement of other organisations where required.

Queensland Government requirements

Coat of Arms

The Coat of Arms is the official identifier of the Queensland Government and must be displayed on all materials associated with the major project or major infrastructure development.

Department names should not be used.

The Coat of Arms should always sit at the bottom right-hand corner to align with the whole-of-government brand. Contractor or partner logos should sit to the direct left of the Coat of Arms.

Two-line side-stacked logo

(Preferred option)

Stylised two line side-stacked logo. This landscape version is the preferred design.



Stacked logo

The stacked logo can be used as an alternative where space is an issue.



Queensland wordmark

The Queensland wordmark visual identity:

Queensland | Good jobs. Better services. Great lifestyle

was developed to ensure consistency across Queensland Government communication materials.

The wordmark reflects the government's direction and vision for the future and must be applied to infrastructure signage as a supporting element to the Coat of Arms.

The preferred placement is the top right of communication material. It should never be placed in the footer.

It replaced *Unite and Recover* in October 2022.



Typefaces and fonts

Meta is the primary font and should be used where possible. Rotis Serif is a supporting typeface to be used within the framework of the corporate identity system.

All signage should always use the corporate fonts **Meta** and/or **Rotis**.

Primary

Meta

**AaBbCcDdEeFfGgHhIijjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
0123456789**

Supporting

Rotis Serif

AaBbCcDdEeFfGgHhIijjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
0123456789

Rules for Meta numbers – Tabular lining

To ensure all numbers have a common baseline and common height, be sure to use Tabular Lining when you use numbers.

✔ 1234567890

✘ 1234567890

Colour palette

Maroon is the primary colour for the Queensland wordmark. This colour should be dominant in your artwork.



CMYK 7 / 99 / 44 / 31
RGB 167 / 2 / 64
HTML #a70240

Acknowledging funding from external organisations

If the Queensland Government is the major funding partner (50 per cent or more), the Coat of Arms should be more prominent than other partner logos. The Queensland wordmark should be applied.

Funding from another partner, including the Australian Government

If the project is Queensland Government driven, but has received at least 50 per cent funding from the Australian Government, the Queensland Government one line stacked logo, and complementary Australian Government one line stacked logo, should be used. The logos should be placed in the bottom right and left hand corners, respectively.

If other organisations are providing funding for the project, their logo should sit to the direct left of the Coat of Arms.

The Queensland wordmark should be applied, if space permits, to the top left or top right of the sign.

For further clarification see the [Queensland Health Brand Guidelines](#) or contact design@health.qld.gov.au



Signage types

All on site signage and branding requirements must be stipulated in the project contract.

It can include entry signs, electronic and print billboards, crane banners, protective netting, vehicle signage, promotional banners, mesh fencing, and bunting.

The size of site signage must be proportionate with the size of the site and:

- face the most public aspect of the site to allow for maximum visibility.
- ensure the name of the initiative is clearly visible.
- be included on banners, mesh netting and temporary fences.
- Include the Coat of Arms, whenever the project contractor or partner logo appears.

Project sign

The project sign is the most prominent sign at the front of a construction site, and **must include**:

- the project name or initiative
- contact details – a website or phone number are sufficient
- the Queensland Government wordmark
- the Coat of Arms
- contractor or partner logos if required

Other information, such as the project deadline, cost or builder are **not required**, but **can be** included *if needed*.

Example A



Public interest billboard

A public interest billboard is a large outdoor advertising structure, typically found in high traffic areas, such as alongside busy roads. They are highly visible and not necessarily located on site.

The authorisation statement only needs to be applied on a public interest billboard *if it is paid advertising*.

When the authorisation statement is included on a relevant piece of signage, the 'authorised by' statement must include the street and place of the authoriser the name and place of the sign printer or producer and the state of the sign production or installation, i.e., Authorised by the Queensland Government, William Street, Brisbane, Printed by XYZ printer, Brisbane, November 2022.

Example B

Building a healthier Queensland

WE ARE UPGRADING Redland Hospital

OPENING 2024

A \$25 million investment to deliver an additional 28 hospital beds.

metrosouth.health.qld.gov.au

Contractor or partner logo

Queensland Government

Queensland Government wordmark

Forecast completion *optional*

Contractor or partner logos *if required*

Image *optional*

Coat of Arms

Funded by the Queensland Government.

Tagline

Project name or initiative

Investment/benefit statement

Contact details

Authorisation statement

Building a healthier Queensland

WE ARE EXPANDING Redland Hospital

OPENING 2024

A \$62 million investment to deliver additional overnight beds and a new Intensive Care Unit.

metrosouth.health.qld.gov.au

Contractor or partner logo

Australian Government

Queensland Government

Joint funded by the Queensland Government and Federal Government.

Project sign and public interest billboard (combined)

A combination project sign and public interest billboard combines the elements of a public interest billboard. They are usually located on sites where there is high visibility and public exposure.

They usually include:

- the project name or initiative
- contact details – a website or phone number are sufficient
- the Queensland Government wordmark
- the Coat of Arms
- partner logos if required
- tagline
- investment and benefit statement
- image

Example C

Building a healthier Queensland

WE ARE UPGRADING
Redland Hospital

A \$25 million investment to deliver an additional 28 hospital beds.

Project Manager: Hutchinson Builders
Forecast Completion: 2023
For further information: Name and number

Contractor or partner logo

Queensland Government

Queensland Government wordmark

Partner logos if required

Image optional

Coat of Arms

Funded by the Queensland Government.

Building a healthier Queensland

WE ARE EXPANDING
Redland Hospital

A \$62 million investment to deliver additional overnight beds and a new Intensive Care Unit.

Project Manager: ADCO Constructions Pty Ltd
Forecast Completion: 2024
For further information: Name and number

Contractor or partner logo

Australian Government

Queensland Government

Tagline

Project name or initiative

Investment/benefit statement

Contact details

Queensland Government wordmark

Coat of Arms

Joint funded by the Queensland Government and Federal Government.

Perimeter signage (hoarding and fencing)

Perimeter signage usually consists of hoarding, which is a banner or printed mesh attached to temporary fencing.

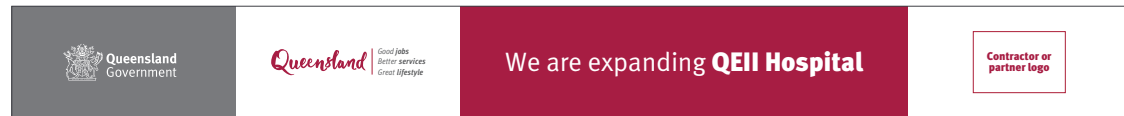
For the contractor, it usually serves a dual purpose – to promote the construction company on site and create a safety barrier or fencing that restricts public access.

A variety of materials can be used for perimeter signage and the choice of material is optional, but at a minimum must include the Coat of Arms, Queensland Wordmark, the name of the project and partner logos (if stipulated in the agreement).

Example D



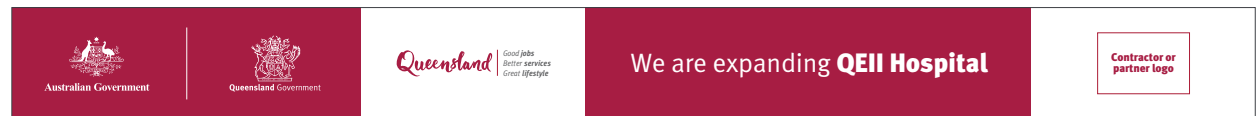
Funded by the *Queensland Government*.



Funded by the *Queensland Government*.



Funded by the *Queensland Government*, without partner logo and project name, similar to billboard design.



Joint funded by the *Queensland Government* and *Federal Government*.

Flags / banners / displays

Flags, banners, and displays are used to provide a short message to passers-by. An example is a banner for an overhead walkway.

Displays, pull-up banners, and corflutes may also be used at launches and public information sessions. These should at a minimum include the Coat of Arms and Queensland Government wordmark, the name of the project and a call-to-action where further information on the project can be found, such as a website.

Crane signs

Crane signs may be used on projects where site cranes are highly visible to the public. However, if the contractor erects signage on any crane, the Queensland Government Coat of Arms and wordmark, must also be included.

Example E

Queensland Government wordmark

Image *optional*

Tagline

Project name or initiative

Investment/benefit statement

Coat of Arms

Builders logo

Queensland | Good jobs | Better services | Great lifestyle



Building a healthier Queensland

**QEI
HOSPITAL
Expansion**

A \$22.4 million upgrade to deliver 26 new beds, modular administration accommodation, a car parking plan and more.

metrosouth.health.qld.gov.au

Contractor or partner logo



Summary of design elements

Design element	Example
Queensland Health project name / descriptor	<ul style="list-style-type: none"> • New Bundaberg Hospital • Queensland Cancer Centre • Cairns Hospital Expansion • Bribie Island Satellite Hospital • We are expanding QEII Hospital
Investment and benefit statement	<ul style="list-style-type: none"> • A \$250 million refurbishment and new surgical centre that will deliver around 96 beds. • A \$300 million expansion that will deliver around 93 additional beds.
Tagline	<p>For all infrastructure (except Satellite Hospitals)</p> <ul style="list-style-type: none"> • Building a healthier Queensland <p>Satellite Hospitals</p> <ul style="list-style-type: none"> • Care closer to home
Contact details	<ul style="list-style-type: none"> • Phone • Email or website
Coat of Arms	The Coat of Arms is to remain at the bottom right on all collateral as per the Queensland Government corporate identity guidelines.
Acknowledgement	Acknowledging funding from another organisation, including the Australian Government: see page 3 .

Design element	Example
Queensland Wordmark	<p>The preferred placement of the Queensland wordmark is the top right of communication material. The wordmark should never be placed in the footer.</p> <p>The Queensland wordmark is not a logo and should not appear alongside, or instead of the Coat of Arms.</p>
Authorisation statement	Authorised by the Queensland Government, William Street, Brisbane, Printed by XYZ printer, Brisbane, November 2022.
Website	<p>Where information on the project can be accessed online:</p> <ul style="list-style-type: none"> • health.qld.gov.au • health.qld.gov.au/widebay • darlingdowns.health.qld.gov.au
Contractor or partner logo	A contractor or partner logo may need to be included. Logo requirements are usually stipulated in the contact. They should be placed to the direct left of the Coat of Arms.
Imagery	The current template for specific signage allows for a single image. It's recommended a generic image be used, that has been approved by the Health Capital Division or Hospital and Health Services. The use of artist impressions, plans or perspectives are not recommended. All approved imagery and templates are on the Queensland Health Asset Library .

Signage approval process and signage

Step one

Identify signage requirements/minimum standards

Project Director/Officer determines signage requirements, specifications, and content for the specific capital works project.

Using the table on [page 14](#) as a guide, this means determining:

- The number and types of signs that are needed
- The design element to be included, and the supporting text (this includes words, images, benefit statement and/or branding requirements for the project e.g., sign size/s, contractor, or other logos (excluding crest and wordmark).

Step two

Brief design request to Strategic Communication Branch or HHS

The number and types of signs, the information to be included on the sign and partner logos, using the design element by signage type table on [page 14](#) as a guide and deadline by which the files need to be sent to the printer.

If you are a project officer in a HHS, with access to a designer:

- Brief the request to your designer, sharing the templates located on the asset library.
- Send final artwork to HCDCommunication@health.qld.gov.au for approval.

If you are a project officer located in HCD, or in HHS without access to a designer:

- Brief the request to HCDCommunication@health.qld.gov.au.
- HCD Communication to provide final approved artwork to project team to submit to preferred printer.

All requests should be submitted to the designer to allow sufficient time for development and approval (allow a minimum of 4-weeks before print deadline).



Design element by signage type

Information that will be included on signage may vary by project. This table has been designed to highlight what information/element is compulsory and what is optional. The examples provided on [pages 7 - 11](#) include all compulsory, and optional elements.

Design element	Signage type				
	Project sign	Public interest billboard	Combination public interest and project billboard	Perimeter signage	Flags, banners, and displays
Queensland Health project name / descriptor	✓	✓	✓	✓	✓
Investment and benefit statement	✗	Optional	Optional	✗	Optional
Tagline	✓	✓	✓	✗	✓
Contact details	✓	✗	✓	✗	✗
Project manager	Optional	✗	Optional	✗	✗
Principal contractor*	Optional	✗	Optional	✗	✗
Architect	Optional	✗	Optional	✗	✗
Forecast completion	Optional	Optional	Optional	✗	✗
Coat of Arms	✓	✓	✓	✓	✓
Queensland Wordmark	✓	✓	✓	✓	✓
Authorisation statement	✗	✓	✗	✗	✗
Website	Optional	✓	Optional	✗	✓
Imagery	Optional	Optional	Optional	✗	Optional
Example	A	B	C	D	E

*A contractor or partner logo may need to be included. Logo requirements are usually stipulated in the contract. Any partner or contractor logo should be placed to the direct left of the Coat of Arms.

Contact us

If you have any questions about the Queensland Health brand guidelines, please contact the [Queensland Health Design team](#).

Read more about the [Department of Premier and Cabinet guidelines](#).

