

Lady Cilento Children's Hospital Program

Request for action

Office of the Executive Director LCCHP

*PLEASE COMPLETE	
TO:	Fiona Brewin-Brown
FROM:	Craig (via Janine)
DATE SUBMITTED:	21/05/2014
DATE ACTION REQUIRED BY:	22/05/2014
ACTION REQUIRED: (please circle)	<input checked="" type="radio"/> FOR APPROVAL / FOR REVIEW / FOR SIGNATURE / FYI
NOTES:	Hi Fiona, This brief is for reg ^m of a trademark for LCCH name & namestyle (LCCH words & image, words Lady Cilento & image only) as per legal advice Sch. 3(7)
ATTACHMENTS:	<input checked="" type="radio"/> Yes / No

USE BY THE OFFICE OF THE ED, LCCHP ONLY	
DATE SUBMITTED TO ED:	/ /
FURTHER ACTION REQUIRED:	YES / NO
NOTES:	✓
DATE REQUEST COMPLETED:	21/05/14
FILED:	YES / NO

Brief for Approval

Requested by: Executive Director, LCCH Project

Department Minister's office

Department RecFind No:	SS004057
Division/HHS:	SSS Division
File Ref No:	HPID05666

SUBJECT: Lady Cilento Children's Hospital namestyle – procurement and financial delegations

Recommendation/s

It is recommended that the Chief Health Infrastructure Officer:

1. **Approve** in accordance with your type 2 procurement delegation (Authority to approve purchases from a : standing offer arrangement; preferred supplier arrangement; or panel arrangement) the engagement of Minter Ellison Lawyers to undertake legal and trademark registration services for the Lady Cilento Children's Hospital (LCCH).
2. **Note** the Executive Director, LCCH Project (Position Number § [REDACTED], has exercised recurrent financial delegations and approved expenditure of \$ [REDACTED] (including GST) for legal and trademark registration services for the LCCH namestyle by clearing this brief.

Headline issues

3. Post submission of brief HPID05259 (Attachment 1), the Queensland Health Legal Unit instructed the use of Minter Ellison Lawyers for the submission of the trademark registration process for the LCCH – rather than independent procurement from ipaustralia, for a revised cost of \$ [REDACTED]. As such, this brief seeks to amend the original procurement and financial delegations outlined in HPID05259 (previously type four procurement for the provision of services from ipaustralia, at a cost of [REDACTED]).

Background

4. Services will be procured from Minter Ellison Lawyers. The total cost for the provision of legal and trademark registration services is, as per the attached quote, [REDACTED] (including GST) - comprising of [REDACTED] legal fees and \$7,500 trademark registration fees (Attachment 2).

Consultation

5. The provision of advice from the Queensland Health Legal Unit is identified in the headline issues section of this brief.

Attachments

6. Attachment 1 – HPID05259 Lady Cilento Children's Hospital namestyle brief.
7. Attachment 2 – Email re: legal advice and [Sch. 3\(7\)](#) [REDACTED]

Department RecFind No:	SS004057
Division/HHS:	SSS Division
File Ref No:	HPID05666

APPROVED/NOT APPROVED NOTED

GLENN RASHLEIGH
 Chief Health Infrastructure
 Officer

/ /

Chief Health Infrastructure Officer's comments

Briefing note rating

1 2 3 4 (1 = poor and 4 = excellent)

Author	Cleared by: (SD/Dir)
Craig Brown <i>[Signature]</i>	Fiona Brewin-Brown <i>[Signature]</i>
Senior Director, Communications and Engagement	Executive Director, Lady Cilento Children's Hospital Project
Health Infrastructure Branch	Health Infrastructure Branch
07 3020 8708	07 3020 8721
21 May 2014	<i>[Redacted]</i>
	<Date> <i>21/05/14.</i>

23 APR 2014

Attachment 1

Department RecFind No:	BR058954
Division/HHS:	SSS Division
File Ref No:	HPID05259

Briefing Note for Approval

Director-General

Requested by: Executive Director, Lady Cilento Children's Hospital

Action required by: ASAP

SUBJECT: Lady Cilento Children's Hospital namestyle

Proposal

That the Director-General:

Approve the 'paperchain' namestyle, for the identification and promotion of the Lady Cilento Children's Hospital (LCCH) (Attachment 1).

Note the common theme shared between the Lady Cilento Children's Hospital namestyle (Attachment 1) and the Children's Health Queensland (CHQ) graphic device (Attachment 2).

Note that the LCCH namestyle and CHQ graphic device have been approved by the CHQ Board and Chief Executive on 27 February 2014, the Queensland Health Strategic and Online Communications Unit on 25 March 2014 and the Department of Premier and Cabinet on 31 March 2014 (Attachment 3).

Note that in accordance with the Department of Health procurement delegations, the Chief Health Infrastructure Officer, Health Infrastructure Branch has exercised type four procurement delegations to confine offers from the purchase of a sole source of supply, ipaustralia, for the registration of a trademark for the LCCH namestyle.

Note the Executive Director, LCCH Project (Position Number 30494521) has exercised recurrent financial delegations and approved expenditure of [REDACTED] (including GST) for the registration of a trademark for the LCCH namestyle by clearing this brief.

s.73

Provide this brief to the Minister for noting.

Urgency

1. Critical - The LCCH is due to open in late 2014.

Headline Issues

2. The top issues are:

- As the single, specialist children's hospital for the state, the construction of the LCCH represents a significant public investment, and partnership with CHQ. The opening of the new hospital provides a 'once in a lifetime' opportunity to actively promote the state's new paediatric hospital and reinforce the government's investment in child and youth health care services in Queensland.

Blueprint

3. Alignment to the Blueprint for Better Healthcare in Queensland is actively demonstrated through:
 - A collaborative effort and systematic improvement that will provide Queenslanders with a world-class healthcare system and facility.

Department RecFind No:	BR058954
Division/HHS:	SSS Division
File Ref No:	HPID05259

Key issues

4. Approval to use the proposed namestyle for the LCCH as soon as possible would allow for production and implementation of the namestyle on a key internal entry sign at the new hospital (with production to commence immediately) and on all key communication materials including the general public advertising and media campaign.
5. Ensuring the LCCH is easily identifiable in stakeholder communications approximately 4-6 months prior to the planned opening of the hospital is imperative for general public identification of the new hospital, and in the transition of staff and services from the Royal and Mater Children's hospitals.

Background

6. The paper chain of children namestyle, created by external agency GPY&R, fittingly represents the patrons of the hospital while appealing to a younger audience.

Consultation

7. The Strategic and Online Marketing Unit, Office of the Director General has:
 - Provided advice on the program's requirements to adhere to the Queensland Government branding guidelines and approved the use of the CHQ graphic device and LCCH namestyle.
8. The Legal Branch, Department of Health has:
 - Provided advice on [iSch. 3\(7\)](#)
9. The Children's Hospital Foundation and the Queensland Children's Medical Research Institute.

Financial implications

10. To date, the LCCH Project has paid \$24,500 (including GST) for the concept, brand development and design of the LCCH namestyle.
11. The trademark registration cost for the LCCH namestyle and words Lady Cilento is (Attachment 5).

Legal implications

12. [Sch. 3\(7\)](#)

Attachments

13. Attachment 1: Lady Cilento Children's Hospital namestyle implementation overview
- Attachment 2: Children's Health Queensland graphic device implementation overview
- Attachment 3: Department of Premier and Cabinet email approval
- Attachment 4: GIC table
- Attachment 5: Expenditure table

Department RecFind No:	BR068954
Division/HHS:	SSS Division
File Ref No:	HPID05259

Recommendation

That the Director-General:

- ✓ **Approve** the 'paperchain' namestyle, for the identification and promotion of the Lady Cilento Children's Hospital (LCCH) (Attachment 1).
- ✓ **Note** the common theme shared between the Lady Cilento Children's Hospital namestyle (Attachment 1) and the Children's Health Queensland (CHQ) graphic device (Attachment 2).
- ✓ **Note** that the LCCH namestyle and CHQ graphic device have been approved by the CHQ Board and Chief Executive on 27 February 2014, the Queensland Health Strategic and Online Communications Unit on 25 March 2014 and the Department of Premier and Cabinet on 31 March 2014 (Attachment 3).
- ✓ **Note** that in accordance with the Department of Health procurement delegations, the Chief Health Infrastructure Officer, Health Infrastructure Branch has exercised type four procurement delegations to confine offers from the purchase of a sole source of supply, ipaustralia, for the registration of a trademark for the LCCH namestyle.
- ✓ **Note** the Executive Director, LCCH Project (Position Number 30494521) has exercised recurrent financial delegations and approved expenditure of [redacted] (including GST) for the registration of a trademark for the LCCH namestyle by clearing this brief.

✓ s.73 [redacted]

Provide this brief to the Minister for noting.

APPROVED/NOT APPROVED **NOTED**

[Handwritten Signature]
IAN MAYNARD
 Director-General

23 APR 2014

To Minister's Office for Approval
 for Noting

Director-General's comments

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Author	Content verified by: (CEO/DDG/Div Head)	Cleared by: (SD/Dir)	Cleared by: (CEO/DDG/Div Head)	Content verified by: (CEO/DDG/Div Head)
David Rose	Dr Peter Steer	Fiona Brewin-Brown	Glenn Rashleigh	Susan Middleditch
Senior Director, Communications and Engagement	Chief Executive	Executive Director, LCCH Children's Hospital Program	Chief Health Infrastructure Officer	Deputy Director General, System Support Services
Health Infrastructure Branch	Children's Health Queensland	Health Infrastructure Branch	Health Infrastructure Branch	System Support Services
[redacted]	[redacted]	[redacted]	[redacted]	[redacted]
1 April 2014	1 April 2014	2 April 2014	16 April 2014	22 April 2014

attachment 1

Lady Cilento Children's Hospital *namestyle*

as per GPY&R concept



Great state. Great opportunity.

Paperchain of children namestyle

The 'paper chain of children concept' illustrates the inter connectedness of children and Lady Cilento (the adult figure representing Lady Cilento). It also represents how precious and delicate each child is and the pivotal connection between children, their carers and families.

The visual stimuli and colour palette used demonstrate a youthful exuberance while communicating respect for:

- Lady Cilento and her legacy
- the exceptional people and medical expertise – particularly in the combining of the Royal Children's and Mater Children's hospitals
- the warmth of care for ill children and their families.



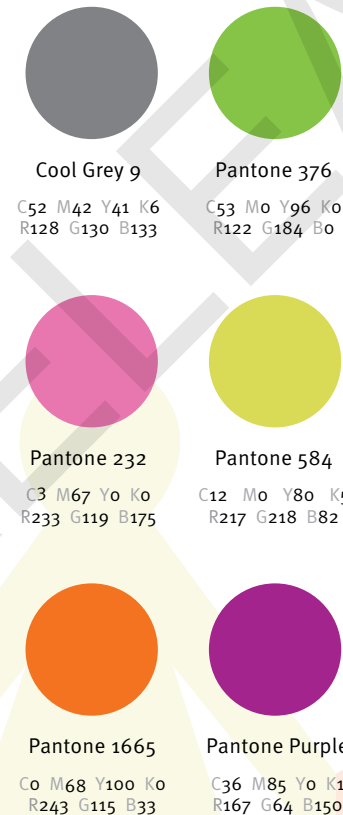
The preference is for the namestyle to appear in the full colour palette wherever possible. If a solid colour enhances visibility, it must be a colour from the specified palette or white (examples above).

Drop shadows can be used when the namestyle is placed over an image, and the addition of the shadow will improve visibility.

The hospital name can be used with, or without, the paperchain graphic. It can also appear in a three line or two line format as shown above.

LCCH colour palette

The colour pallet is bright, fun and compliments the Lady Cilento Children's Hospital building exterior and interior palettes. Queensland Government green (Pantone 376) is also included.



LCCH font usage

META NORMAL

Lady Cilento Children's Hospital
abcdefghijklmnopqrstuvwxyz 1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ

META BOOK

Lady Cilento Children's Hospital
abcdefghijklmnopqrstuvwxyz 1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ

META MEDIUM

Lady Cilento Children's Hospital
abcdefghijklmnopqrstuvwxyz 1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ

META BOLD

Lady Cilento Children's Hospital
abcdefghijklmnopqrstuvwxyz 1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ

ROTIS SERIF REGULAR

Lady Cilento Children's Hospital
abcdefghijklmnopqrstuvwxyz 1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ

ROTIS SERIF BOLD

Lady Cilento Children's Hospital
abcdefghijklmnopqrstuvwxyz 1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ

The Queensland Government fonts are Meta and Rotis Serif. These are to be used for all LCCH materials as per the *Queensland Government Style Guide*.

Some examples of Meta and Rotis are displayed above.

In-house work that is not for the general public may use Arial as a substitute for Meta. Arial font should be used for forms and on templates in Word and PowerPoint.

A4 fact sheet

Children's Health Queensland Hospital and Health Service

Lady Cilento Children's Hospital **Car parking and access**

When the Lady Cilento Children's Hospital opens in late 2014 it will have dedicated car parking and easy public transport access for families, staff, visitors and volunteers.

To cater for an increase in traffic within the precinct, a variety of parking and access options will be available, no matter how staff, patients or visitors choose to arrive at the Lady Cilento Children's Hospital (LCCCH).

Traffic solutions

To keep traffic moving smoothly within the precinct, Graham Street will be realigned prior to the hospital's opening to create an efficient and safe intersection where Dock, Vulture, Stanley and Graham streets meet. This new intersection will allow traffic to turn right from Graham Street into Stanley and Vulture streets, and traffic to turn right from Vulture Street into Graham Street.

Arriving by public transport

South Brisbane is well serviced by bus, train and ferry services all within an easy walk of the hospital.

Bus: The Mater Hill Busway Station, part of Translink's South East Busway, is located on Stanley Street, soon from the LCCCH.

Train: The South Bank Train Station is about 350m from the hospital. There are also regular services to the Roma Street Transit Centre, which is only two stops from South Bank. Trains also run frequently between South Bank Station and the Gold Coast.

CityCat and City Ferry: There are three ferry terminals located along South Bank—approximately 500m from the hospital.

Arriving by car or bicycle

Car parking

More than 2000 car spaces will be available in the precinct for staff, patients, families and visitors. Locations include: 650+ spaces in the Lady Cilento Children's Hospital basement 1500+ spaces in the Mater's Hancock Street car park.

The basement car park will be mainly for cars by families. The first of its four levels will have 23 disabled car parks with a height restriction of 2.3 metres to cater for wheelchair accessible vehicles. This car park will be operated by Mater Health Services. Other currently established public parking in the precinct include the Mater Medical Centre car park, the Mater Hill car park and the South Bank Parklands car park. A small number of car parking spaces will also be available in the Academic and Research Facility.

Set down areas

The Lady Cilento Children's Hospital will have two set down areas—one at the main entrance on Raymond Terrace, and the other adjacent to emergency on Stanley Street. The set down area at the main hospital entrance on Raymond Terrace will be for general set-down and taxi drop-off and pick-up, and the set down area on Stanley Street will be for emergency access only. These set down areas will provide easy off-street access to the hospital without disrupting traffic flow within the precinct.

Bicycle

More than 70 bicycle racks will be available to staff in the basement of the hospital, plus another 37 on level 2 of the adjacent Academic and Research Facility. Staff will also have access to secure facilities including showers, lockers and toilets. Visitors will have access to bicycle racks at both the Stanley Street and Raymond Terrace entrances of the Lady Cilento Children's Hospital. Additional bicycle storage space will be available for both staff and visitors in the retail courtyard of the Academic and Research Facility.

Contact us

For information about the Lady Cilento Children's Hospital email building@chq.health.qld.gov.au, phone 07 3020 8799 or visit www.health.qld.gov.au/childrenshospital

Great state. Great opportunity.



Poster

Children's Health Queensland Hospital and Health Service



Lady Cilento Children's Hospital

Delivering family-centred care to Queensland

Great state. Great opportunity.



Advertising

Children's Health Queensland Hospital and Health Service

help us celebrate!



Lady Cilento Children's Hospital

Come and help us celebrate a new era in children's healthcare with the opening of the Lady Cilento Children's Hospital.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Curabitur pellentesque placerat lectus, eget semper velit.

Ut viverra ullamcorper risus, non volutpat dui sagittis interdum. Proin at scelerisque diam.

Duis bibendum orci eget cursus posuere. Donec cursus turpis ut mauris varius dictum hendrent et nibh fringilla ipsum tincidunt quis.

Great state. Great opportunity.



The above examples show the namestyle principles and elements, along with those of the Queensland Government, for tier three publications. The examples are possible interpretations and are not intended as the definitive styles.

Pull-up banners

Signage



Authorised by the Queensland Government, George Street, Brisbane. Printed by XYZ printer, Brisbane. August 2014



The above examples show the namestyle principles and elements, along with those of the Queensland Government. The examples are possible interpretations and are not intended as the definitive styles.

All signage will correspond with the *Queensland Government Branding Guidelines* and the *Queensland Health Capital Works Signage Manual* requirements.

LADY CILENTO CHILDREN'S HOSPITAL: BUILDING DULUX PAINT COLOURS

DOH RTI 4751

Exterior

Level 1

Level 2

Level 3

Level 4

Level 5

Level 6

Level 7

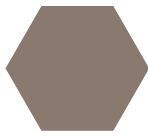
Level 8



Mali
C59 M58 Y63 K39
R66 G59 B53



Brown Fox
C54 M55 Y60 K28
R84 G73 B66



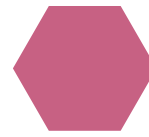
Sea Elephant
C45 M48 Y52 K11
R118 G101 B91



Money Banks
C31 M8 Y78 Ko
R174 G190 B73



Discover Deco
C71 M15 Y80 K1
R74 G147 B76



Likedy Lick
C21 M75 Y29 Ko
R180 G73 B112



Blue Sail
C86 M57 Y8 Ko
R36 G88 B154



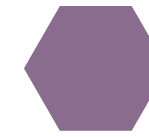
Sharp Yellow
C6 M22 Y76 Ko
R66 G59 B53



Sunlounge
C8 M49 Y82 Ko
R218 G126 B51



Guild Grey
C56 M43 Y40 K7
R101 G108 B114



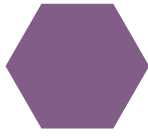
Dr Who
C50 M62 Y25 K3
R118 G87 B124



Mud skipper
C40 M41 Y49 K5
R137 G121 B105



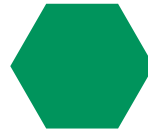
Easily Suede
C26 M29 Y36 Ko
R177 G157 B139



Hyssop
C55 M71 Y24 K4
R108 G73 B118



Kiwi Fruit
C35 M17 Y76 Ko
R160 G170 B77



Peatmoss
C89 M16 Y84 K3
R6 G132 B71



Watermelon Pink
C15 M54 Y18 Ko
R198 G117 B147



Magnetic Blue
C95 M61 Y16 K2
R5 G80 B138



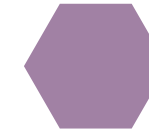
Pale Buttercup
C3 M16 Y51 Ko
R243 G202 B100



Exotic Flower
Co M38 Y67 Ko
R255 G156 B76



Water Worn
C39 M28 Y27 Ko
R144 G151 B156



Rhinestone
C40 M53 Y17 Ko
R141 G108 B148



Green Stain
C80 M38 Y73 K26
R43 G85 B61



Kilarney
C69 M29 Y70 K10
R73 G118 B79



Pitcher
C25 M4 Y23 Ko
R181 G209 B188



Avocado Cream
C25 M11 Y60 Ko
R186 G191 B108



Dirosset
C57 Mo Y41 Ko
R90 G202 B160



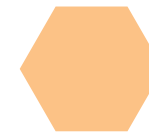
Hydrangea Pink
C3 M26 Y4 Ko
R231 G182 B202



Hideout
C63 M29 Y10 Ko
R83 G137 B183



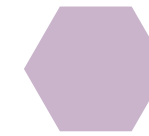
Lemon Rose
C2 M6 Y31 Ko
R66 G59 B53



Yellow Warbler
Co M27 Y51 Ko
R255 G181 B111



Grey Pail
C22 M15 Y15 Ko
R186 G191 B194



Extraordinaire
C20 M29 Y6 Ko
R187 G164 B195



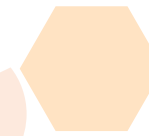
Rockmelon Rind
C14 M3 Y30 Ko
R214 G223 B174



Sweet Aqua
C28 Mo Y19 Ko
R170 G231 B208



Blue Veil
C24 M7 Y4 Ko
R177 G206 B227



Tunisian Stone
Co M11 Y24 Ko
R254 G221 B179

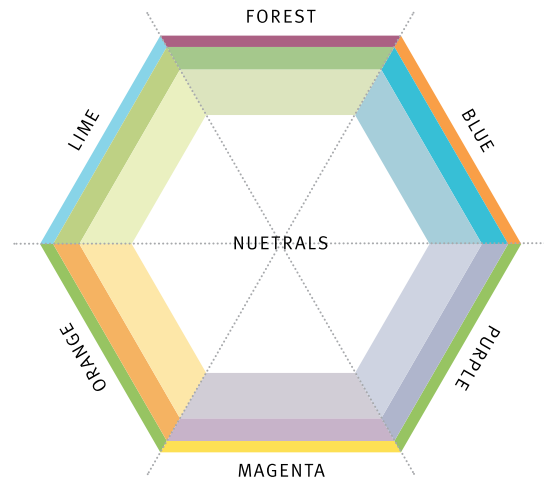


Prudence
C12 M16 Y3 Ko
R210 G197 B217

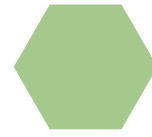
LADY CILENTO CHILDREN'S HOSPITAL: INTERIOR BUILDING COLOUR WHEEL

DOH-RTI 4751

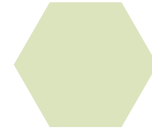
Interior colour wheel



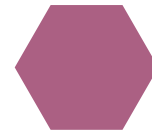
Forest



Leticiaz
C38 M6 Y57 Ko
R151 G190 B118



Rockmelon Rind
C14 M3 Y30 Ko
R214 G223 B174



Befitting
C34 M73 Y28 K2
R150 G73 B112

Orange



Egyptian Gold
C2 M33 Y70 Ko
R239 G163 B76

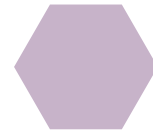


Lemon Delicious
C1 M7 Y40 Ko
R251 G225 B149



Spring Sprout
C45 M4 Y80 Ko
R138 G186 B74

Magenta



Bashful
C21 M29 Y8 Ko
R184 G163 B191



Feminity
C17 M16 Y9 Ko
R198 G193 B205



Fluffy Duckling
C2 M8 Y79 Ko
R252 G217 B57

Lime



Young Leaf
C28 M5 Y61 Ko
R178 G200 B110



Spring Kiss
C9 M0 Y31 Ko
R229 G237 B175



Blue Booties
C43 M0 Y7 Ko
R123 G205 B228

Blue



Santorini
C66 M1 Y15 Ko
R58 G179 B205



June
C34 M71 Y11 Ko
R151 G197 B211



Quince Jelly
C0 M44 Y81 Ko
R248 G140 B48

Purple



Wild Phlox
C31 M24 Y9 Ko
R160 G166 B194



Iced Lavender
C18 M12 Y5 Ko
R195 G200 B217



Spring Sprout
C45 M4 Y80 Ko
R138 G186 B74

The Forest Green palette has been used in :
 • Short Stay Unit
 • Volunteer Services
 • Central Resources Service
 • 3B Outpatients (surgical)
 • PICU HDU
 • Day Medical / Renal
 • 6B Oral Health Unit

The Orange palette has been used in :
 • Medical Imaging
 • Pharmacy
 • Respiratory & Sleep
 • Health Info Services
 • Inpatients: CYHMS, Medical, Surgical, Neurosciences

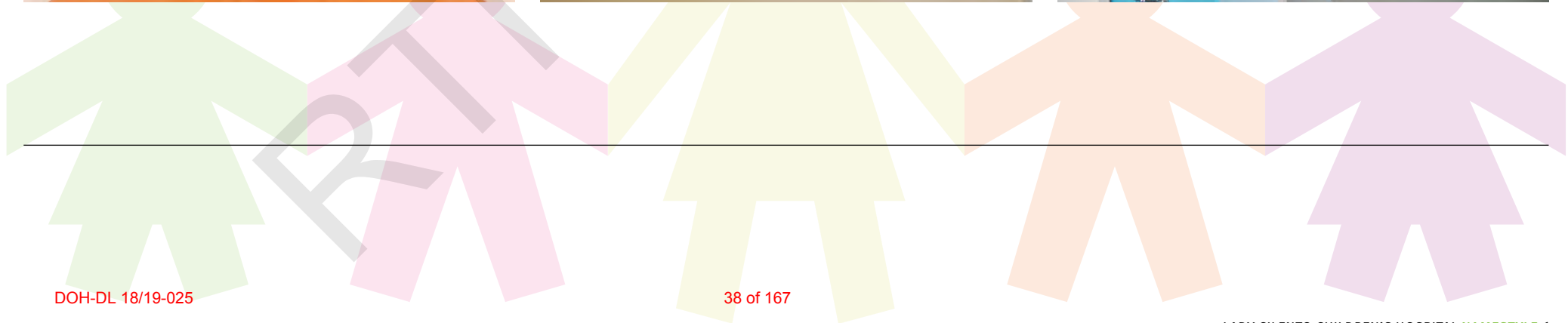
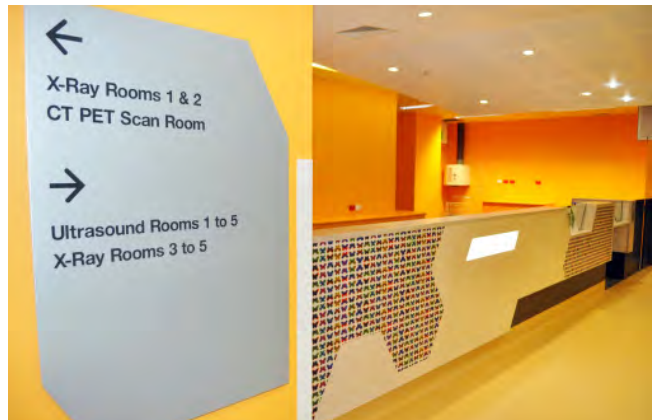
The Magenta palette has been used in :
 • Emergency Short Stay
 • Emergency Admin
 • Operating Suite
 • Quiet Suite
 • 6G Outpatients

The Lime palette has been used in :
 • Family Resource Centre
 • PICU HDU
 • Outpatients (ENT&Audio)
 • Emergency Accom.
 • Allied Health
 • Inpatients: Rehabilitation, Medical, Surgical, Neurosciences

The Blue palette has been used in :
 • Emergency Triage
 • 2D Outpatients (Opha)
 • 2E Outpatients (General)
 • 3C Outpatients
 • Operating Suite
 • 6C Outpatients (Nuero)
 • 6D Outpatients (CD)
 • CYMHS
 • Inpatients: Babies, Cardiac, Oncology
 • Clinical Directorate

The Purple palette has been used in :
 • Emergency
 • Book Bunker, Clown Docs
 • 3D Outpatients (Cardiac)
 • 5D Outpatients (36hr)
 • 5E Outpatients (Burns)
 • CYMHS
 • Inpatients: Babies, Cardiac, Oncology
 • Clinical Directorate

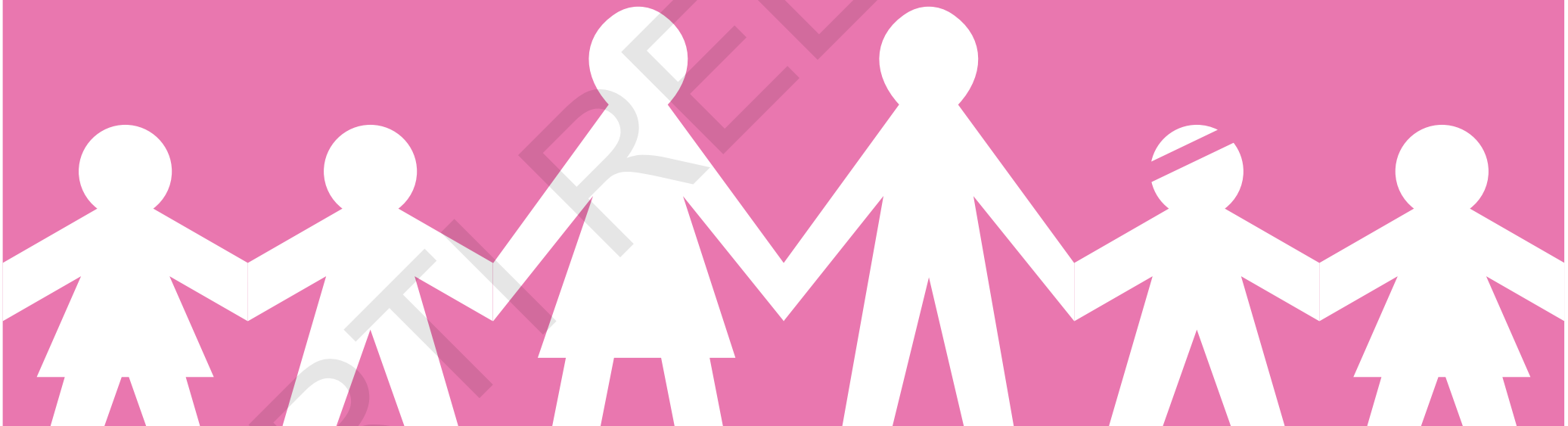
Photos of internal fit-out to date (examples for colour comparison)



attachment 2

Children's Health Queensland *graphic device*

as per GPY&R concept



Great state. Great opportunity.

CHQ graphic device and colour palette

The Children's Health Queensland 'paperchain' graphic device illustrates the interconnectedness of children, their families and health care.

The 'paperchain' adult and child like figures in the device represent Children's Health Queensland's ethos to provide the best possible care for children, young people and families across Queensland.

The bandaged child, positioned second from the right, is a reminder that Children's Health Queensland's fundamental aim is quality care for ill children*.

The colours used in the graphic device reflect a positive outlook, the vibrancy of children and a focus on service delivery that is youthful and forward thinking.

The use of this graphic device across Children's Health Queensland materials would assist patients, families and the wider community to identify child and youth specific healthcare services across Queensland (including those provided as part of community, youth and mental health services).

*The bandaged child in the paperchain also features in the Lady Cilento Children's Hospital's namestyle to ensure a congruent connectivity between Children's Health Queensland and the Lady Cilento Children's Hospital.



The graphic device will always appear in the specified four colour palette or as a solid colour (two examples shown above) from the palette. It can also be reversed out, or printed in mono black, when required.

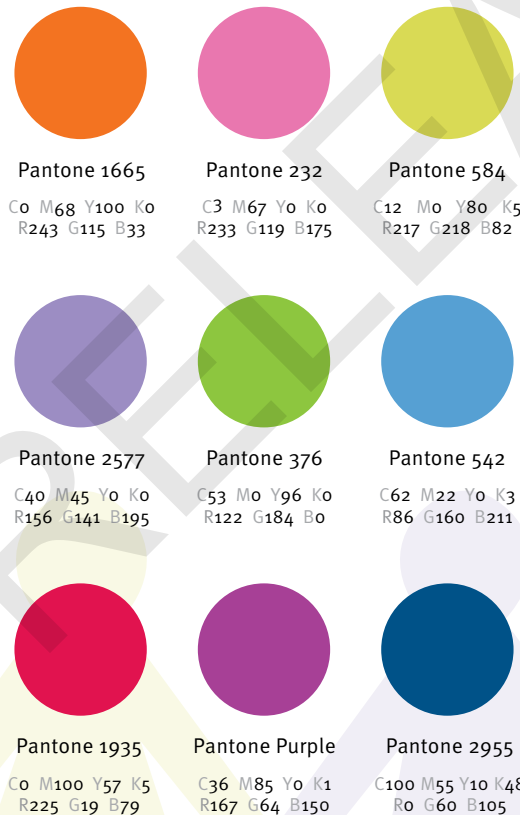
DOH-DL 18/19-025

Swapping the location of the four colours in the graphic device is NOT permitted.

Drop shadows can be used when the device is placed over an image, and the addition of the shadow will improve visibility.

CHQ colour palette

The colour pallet is bright, fun and compliments the Lady Cilento Children's Hospital colour palette. The palette also includes the Queensland Government green and navy. As well as the primary device palette, there is a secondary palette for additional versatility.



40 of 167

CHQ font usage

META NORMAL

Children's Health Queensland
abcdefghijklmnopqrstuvwxyz 1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ

META BOOK

Children's Health Queensland
abcdefghijklmnopqrstuvwxyz 1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ

META MEDIUM

Children's Health Queensland
abcdefghijklmnopqrstuvwxyz 1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ

META BOLD

Children's Health Queensland
abcdefghijklmnopqrstuvwxyz 1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ

ROTIS SERIF REGULAR

Children's Health Queensland
abcdefghijklmnopqrstuvwxyz 1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ

ROTIS SERIF BOLD

Children's Health Queensland
abcdefghijklmnopqrstuvwxyz 1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ

The Queensland Government fonts are Meta and Rotis Serif. These are to be used for all CHQ materials as per the *Queensland Government Style Guide*.

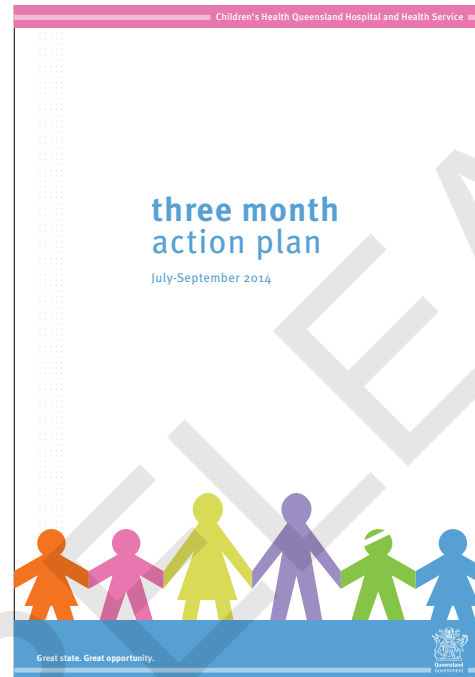
Some examples of Meta and Rotis are displayed above.

In-house work that is not for the general public may use Arial as a substitute for Meta. Arial font should be used for forms and on templates in Word and PowerPoint.

A4 document cover



A4 document cover



A4 newsletter



The above examples show the graphic device principles and elements, along with those of the Queensland Government, for tier one publications. The examples are possible interpretations and are not intended as the definitive styles.

DOH-DL 18/19-025

The above newsletter example demonstrates the CHQ brand being used by a service area to communicate to patients and families.

A4 fact sheet



Poster



Pull-up banners



The above examples show the graphic device principles and elements, along with those of the Queensland Government, for tier two publications. The examples are possible interpretations and are not intended as the definitive styles.

DOH-DL 18/19-025

The above poster example demonstrates supporting partnership acknowledgement.

From: [REDACTED]
To: [Janine Crawford](#)
Cc: [REDACTED]; [Craig Brown](#)
Subject: RE: Status of LCCH trade marks (ME Ref: 1074331) [ME-ME.FID2614313]
Date: Friday, 12 December 2014 10:39:16 AM
Attachments: [image001.jpg](#)
[image002.jpg](#)

Hi Janine

We are pleased to advise that we have received the certificates of registration for all three LCCH trade marks. The original certificates along with our standard reporting correspondence will be sent to you by courier today.

Kind regards

[REDACTED]

[REDACTED]
t +61 3 [REDACTED] f +61 [REDACTED]
Minter Ellison Lawyers Rialto Towers • 525 Collins Street • Melbourne • VIC 3000
[REDACTED] www.minterellison.com

Intellect_e-signature_v4

Our office will close at 5pm on Wednesday 24 December 2014 and reopen on Monday 5 January 2015.

These dates coincide with the New Zealand Patent and Trademark Office Closure dates.

The Australian Patent and Trade Mark Office reopens on Friday **2 January 2015** and we will have staff available that day to process urgent instructions.

Sch. 3(7)

MinterEllison

L A W Y E R S

LEVEL 22 WATERFRONT PLACE 1 EAGLE STREET BRISBANE
 PO BOX 7844 WATERFRONT PLACE BRISBANE QLD 4001 AUSTRALIA
 DX 102 BRISBANE www.minterellison.com
 T +61 7 3119 6000 F +61 7 3119 1000

TAX INVOICE

Attention: Janine Crawford
 Children's Health Queensland Hospital and Health
 Service
 Royal Children's Hospital
 Herston Road
 HERSTON QLD 4029
 AUSTRALIA

Date 15 December 2014
 Invoice Number 10087005
 Our Ref 1074331
 ABN 91 556 716 819

Description Trade mark advice
Your Ref QHID 5-2943

Australian Dollars

Professional fees

Professional fees - taxable

Related services & expenses

Charges - non taxable

Plus GST

Total amount payable on receipt of invoice

AUD

For terms and conditions please see reverse
For details and breakdown please see attachment

MINTER ELLISON LEGAL GROUP AND ASSOCIATED OFFICES
 ADELAIDE AUCKLAND BEIJING BRISBANE CANBERRA DARWIN GOLD COAST HONG
 KONG LONDON MELBOURNE PERTH SHANGHAI SYDNEY ULAANBAATAR
 WELLINGTON

IMPORTANT INFORMATION

If you have any queries about this invoice, please contact Shyama Jayaswal on +61 (3) 8608 2502.

If we cannot resolve your concerns about our charges, you may be able to:

- (a) apply for an assessment of legal costs under Division 7 of Part 2.3 of the Legal Profession Act 2007 (Qld) (Act) within 12 months after the invoice is given to you by us; or if we do not give you an invoice, our charges are paid; and/or
- (b) apply to set aside the Costs Agreement under section 328 of the Act.

You may be able to apply for an assessment of legal costs after the end of the period in certain circumstances. Remedies available if a complaint is made after more than 6 years may be limiting in certain circumstances.

If an invoice remains unpaid for 30 days after you receive it, we may charge interest from that date to the date we receive payment at the Reserve Bank of Australia's cash rate target at the date we gave you the invoice plus 2%.

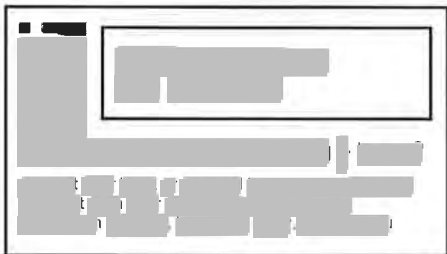
The fact sheets, 'Legal costs - your right to know', and 'Your right to challenge our legal costs' contain information about rights which may be available to you. They are available from the Legal Services Commissioner upon request.

Related services & expenses have been reduced to allow for any tax input credit available to us.

In our opinion, the supply of related services and expenses referred to as 'not subject to GST' are GST free. If it is later determined that GST is payable on these related services and expenses, it will be charged in addition to the amount stated.

We will retain your papers (except documents deposited for safe custody) relating to your matters for a minimum of 7 years. We may then destroy them without reference to you.

PAYMENT OPTIONS



[Redacted text block]

[Redacted text block]

ATTACHMENT TO TAX INVOICE

Children's Health Queensland Hospital and Health Service

Date

15 December 2014

Matter 1074331**Description** Trade mark advice**Lawyer Details**

Initials	Name	Title	Time (hours)	Total
SUJ	[REDACTED]	Special Counsel	[REDACTED]	[REDACTED]
LYW	[REDACTED]	Paralegal	[REDACTED]	[REDACTED]
Total Time			AUD	[REDACTED]

Narration Details

Date	Initials	Narration	Time (hours)	Rate / hour	Total
Lady Cilento Children's Hospital					
13/11/14	LYW	Reporting of acceptance of the trade mark; attending to payment of the official registration fee; future reporting certificate of registration; entering details of the trade mark registration onto our database for renewal purposes (fixed fee).	[REDACTED]	[REDACTED]	[REDACTED]
13/11/14	SUJ	Receiving and checking notification confirming the acceptance of the trade mark application; future receiving and checking registration certificate; reviewing and settling correspondence reporting acceptance and subsequent registration (fixed fee).	[REDACTED]	[REDACTED]	[REDACTED]
Total For Lady Cilento Children's Hospital			[REDACTED]	[REDACTED]	[REDACTED]
LCCH full logo					
13/11/14	LYW	Reporting of acceptance of the trade mark; attending to payment of the official registration fee; future reporting certificate of registration; entering details of the trade mark registration onto our database for renewal purposes (fixed fee).	[REDACTED]	[REDACTED]	[REDACTED]
13/11/14	SUJ	Receiving and checking notification confirming the acceptance of the trade mark application; future receiving and checking registration certificate; reviewing and settling correspondence reporting acceptance and subsequent registration (fixed fee).	[REDACTED]	[REDACTED]	[REDACTED]
Total For LCCH full logo			[REDACTED]	[REDACTED]	[REDACTED]
the Paperchain logo					
13/11/14	LYW	Reporting of acceptance of the trade mark; attending to payment of the official registration fee; future reporting certificate of registration; entering details of the trade mark registration onto our database for renewal purposes (fixed fee).	[REDACTED]	[REDACTED]	[REDACTED]

MINTER ELLISON LEGAL GROUP AND ASSOCIATED OFFICES
ADELAIDE AUCKLAND BEIJING BRISBANE CANBERRA DARWIN GOLD COAST HONG
KONG LONDON MELBOURNE PERTH SHANGHAI SYDNEY ULAANBAATAR
WELLINGTON

Date	Initials	Narration	Time (hours)	Rate / hour	Total
13/11/14	SUJ	Receiving and checking notification confirming the acceptance of the trade mark application; future receiving and checking registration certificate; reviewing and settling correspondence reporting acceptance and subsequent registration (fixed fee).			
Total For the Paperchain logo					
Total Time				AUD	

Charges Details

Narration	Total
Government registration fee for Australian trade mark no 1620380 Paperchain logo in class 5	1,500.00
Government registration fee for Australian trade mark no 1620378 LADY CILENTO CHILDREN'S HOSPITAL in class 5	1,500.00
Government registration fee for Australian trade mark no 1620379 LCCH full logo in class 5	1,500.00
Total Charges	AUD 4,500.00



Official Receipt

PO Box 200 Woden ACT 2606 AUSTRALIA Tel: 1300 651 010 ABN: 38 113 072 755

This is your official receipt. We recommend that you print or save this page and retain it for your records.

Saving this page in a Portable Document Format (PDF) is another useful way of retaining the information for your records.

Note: Amounts include GST where applicable. Under division 81 of *A New Tax System (Goods and Services Tax) Act 1999*, GST is not payable on the purchase of any statutory items from IP Australia.

Service Request Type Trade Marks Registration

Application Number 1620378

IP Australia Batch Reference STBM-0000470004

Submitted By Minter Ellison

Customer number RKD7719143329

Your Reference LCCH regn fees LW

Date/Time submitted 28/11/2014 10:27 AM

Amount Paid (AU) \$1,500.00

List of Registrations

IP RIGHT NUMBER	SERVICE REQUEST TYPE	OWNERS	PAYMENT DUE DATE	NUMBER OF CLASSES	FEE
1620378	Trade Marks Registration	The State of Queensland acting through Queensland Health	25 Mar 2015	5	\$1,500.00

Total Fee (AU) : \$1,500.00



Australian Government
IP Australia

Official Receipt

PO Box 200 Woden ACT 2606 AUSTRALIA Tel: 1300 651 010 ABN: 38 113 072 755

This is your official receipt. We recommend that you print or save this page and retain it for your records.

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Note: Amounts include GST where applicable. Under division 81 of *A New Tax System (Goods and Services Tax) Act 1999*, GST is not payable on the purchase of any statutory items from IP Australia.

Service Request Type Trade Marks Registration

Application Number 1620379

IP Australia Batch Reference STBM-0000470004

Submitted By Minter Ellison

Customer number RKD7719143329

Your Reference LCCH regn fees LW

Date/Time submitted 28/11/2014 10:27 AM

Amount Paid (AU) \$1,500.00

List of Registrations

IP RIGHT NUMBER	SERVICE REQUEST TYPE	OWNERS	PAYMENT DUE DATE	NUMBER OF CLASSES	FEE
1620379	Trade Marks Registration	The State of Queensland acting through Queensland Health	25 Mar 2015	5	\$1,500.00

Total Fee (AU) : \$1,500.00



Official Receipt

PO Box 200 Woden ACT 2606 AUSTRALIA Tel: 1300 651 010 ABN: 38 113 072 755

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Saving this page in a Portable Document Format (PDF) is another useful way of retaining the information for your records.

Note: Amounts include GST where applicable. Under division 81 of *A New Tax System (Goods and Services Tax) Act 1999*, GST is not payable on the purchase of any statutory items from IP Australia.

Service Request Type Trade Marks Registration

Application Number 1620380

IP Australia Batch Reference STBM-0000470004

Submitted By Minter Ellison

Customer number RKD7719143329

Your Reference LCCH regn fees LW

Date/Time submitted 28/11/2014 10:27 AM

Amount Paid (AU) \$1,500.00

List of Registrations

IP RIGHT NUMBER	SERVICE REQUEST TYPE	OWNERS	PAYMENT DUE DATE	NUMBER OF CLASSES	FEE
1620380	Trade Marks Registration	The State of Queensland acting through Queensland Health	25 Mar 2015	5	\$1,500.00

Total Fee (AU) : \$1,500.00

Lady Cilento Children's Hospital trade mark notification to QH_CHQ 151214
 From: Janine Crawford
 Sent: Monday, 15 December 2014 10:35 AM
 To: Anne Walsh; Melissa Hagan; Paul Vardon; Craig Brown; Phillip Stork; Kathryn Huggard
 Cc: ED-ESO-LCCHP; Mohida Hussain
 Subject: Lady Cilento Children's Hospital trade marks
 Attachments: TM_LCCH words_1620378.pdf; TM_LCCH words_nstyle_1620379.pdf; TM_LCCH namestyle 1620380.pdf; 141215_CHQ_Style guide.pdf

Hi Anne, Melissa, Paul, Kathryn, Phillip and Craig

Please find attached a copy of the trademark certificates for the Lady Cilento Children's Hospital:

* 1620378 Lady Cilento Children's Hospital (text)
 * 1620379 Lady Cilento Children's Hospital (text) and namestyle
 * 1620380 Lady Cilento Children's Hospital namestyle.

The trademarks are registered until 1 May 2024.

The Children's Health Queensland style guide (page 7) [attached] has been updated to reflect the inclusion of the trademark registration symbol ® (as per attached correspondence - now that the trademark has registered the ® may be used with the mark in Australia).

Original certificates are kept on file QCOS/023753 (part 3) Community Relations Project, Queensland Children's Hospital Project, LCCH Branding. The ® symbol may now be used in the upper right hand corner of the trademark.

Further information on the management of the trademarks
<http://www.ipaustralia.gov.au/manage-your-ip/>

Many thanks for your assistance in the early parts of this process. A special thanks to Kathryn and Premiers for their assistance with approvals.
 Kind regards

Janine Crawford
 Marketing & Communications (Contractor)
 Lady Cilento Children's Hospital Project
 Health Infrastructure Branch | System Support Services
 Department of Health | Queensland Government
 Level 5, 199 Grey St, South Brisbane QLD 4001
 P: 07 3020 8724 M: [REDACTED]
 E: janine.crawford@health.qld.gov.au | www.health.qld.gov.au
 I acknowledge the Traditional Owners on whose land I work and live.
 I pay my respects to Elders past, present and future.

From: [REDACTED]
 Sent: Friday, 3 October 2014 11:46 AM
 To: Janine Crawford
 Cc: Anne Walsh; Melissa Hagan; Paul Vardon; Robert Cooper; [REDACTED]
 Craig Brown
 Subject: Formal acceptance - Lady Cilento Children's Hospital trade mark applications (ME
 ref: 1074331) [ME-ME.FID2614313]

Dear Janine

We attach our standard correspondence reporting the formal acceptance of the following trade marks:

Lady Cilento Children's Hospital trade mark notification to QH_CHQ 151214

- * Australian trade mark for LADY CILENTO CHILDREN'S HOSPITAL (word) (application no. 1620378);
- * Australian trade mark for LCCH full logo (application no. 1620379); and
- * Australian trade mark for the Paperchain logo (application no. 1620380).

Please do not hesitate should you have any questions. We will otherwise keep you informed as to the progress of these applications.

Kind regards

[Redacted signature]

[Redacted block]

Sch. 3(7)

[Large redacted area]

12 December 2014

LEVEL 23 RIALTO TOWERS 525 COLLINS STREET MELBOURNE
GPO BOX 769 MELBOURNE VIC 3001 AUSTRALIA
DX 204 MELBOURNE www.minterellison.com
T +61 3 8608 2000 F +61 3 8608 1000

BY COURIER

Janine Crawford
Senior Advisor, Marketing & Communications
Lady Cilento Children's Hospital Project
Health Infrastructure Branch | System Support Services
Department of Health | Queensland government
Level 5
199 Grey Street
South Brisbane QLD 4001

Dear Janine

**The State of Queensland acting through Queensland Health
Australian Trade Mark Registration No. 1620378 for LCCH
in classes 35, 36, 41, 42 and 44
Certificate of registration**

We enclose the Certificate of Registration in respect of the above trade mark.

Sch. 3(7)

Sch. 3(7)



If you wish to discuss any of these requirements with us, or if we can assist you in anyway, please contact us.

Yours sincerely



Partner responsible: _____
enclosure

RTIR



Australian Government

IP Australia



ABN 38 113 072 755

Discovery House, Phillip ACT 2606
PO Box 200, Woden ACT 2606
Australia

P 1300 651 010
Int +61 2 6283 2999
www.ipaustralia.gov.au

3 December 2014

MINTER ELLISON
Attn. [REDACTED]
Rialto Towers
525 Collins Street
MELBOURNE VIC 3000

CERTIFICATE OF REGISTRATION

RE: Trade Mark no. 1620378 in the name of The State of Queensland acting through Queensland Health

Your ref: LADY CILENTO CHILDREN'S LW

The Certificate of Registration for this trade mark is enclosed.

Now that your trade mark is registered it is your responsibility to protect it from infringement or removal action. Information on protecting your trade mark can be found at www.ipaustralia.gov.au under 'Managing your trade mark'.

If you have any enquiries, please contact the Customer Support Centre on: Phone 1300651010



Australian Government

IP Australia

DOH RTI 4751

CERTIFICATE OF REGISTRATION OF TRADE MARK

No. 1620378

I, **Victor Portelli, Registrar of Trade Marks** hereby certify -

that the trade mark represented on this certificate was filed as Trade Mark No. 1620378 on **1 May 2014**. It is due for renewal on **1 May 2024** and **The State of Queensland acting through Queensland Health ACN/ARBN 663 291 694 of Queensland Health Lady Cilento Children's Hospital GPO Box 48 BRISBANE QLD 4001 AUSTRALIA** has been entered in the Register of Trade Marks as the owner of the trade mark.

The trade mark is registered in the following class/es: **35, 36, 41, 42, 44**

LADY CILENTO CHILDREN'S HOSPITAL

The goods and/or services for which the trade mark is registered, plus any endorsement, additional owners or other information relating to the registration, are listed on the attached pages.

*Given under my hand and the seal of the Trade
Marks Office on 3 December 2014*



**Victor Portelli
REGISTRAR OF TRADE MARKS**



CERTIFICATE OF REGISTRATION OF TRADE MARK ATTACHMENT

No. 1620378

The trade mark is registered for the following goods and/or services:

Charitable services; advertising; business administration; business advisory services; business consultancy services relating to management and promotion of fund raising campaigns; business consultancy services relating to the marketing of fund raising campaigns; business management; business planning; office functions; promotional and advertising services; advertising and promotion of hospitals and medical services; advertising, promoting, publicising or otherwise representing the interests or concerns of others; organising and conducting volunteer programmes; provision of information, including online, in relation to the aforementioned services being services in class 35

Fundraising; charitable collections; charitable fundraising; charitable services, namely financial services; financial services; financial sponsorship; monetary transaction services; fundraising services for the benefit of children and children's medical and hospital services being services in class 36

Entertainment; sporting and cultural activities; organising charitable fundraising events, being the provision of entertainment, sporting and cultural services; charitable services, namely academic mentoring, education and training; education; educational and training services, including medical and health education services; electronic publication of information on a wide range of topics, including online and over a global computer network; organising, conducting, providing educational, training and instructional services, including educational courses, seminars, lectures, tutorials and colloquiums, conferences, congresses and symposia (including such services provided via a computer network); library and online library services; providing facilities and services for study, education, instruction, teaching and training; information and advisory services for all of the aforesaid being services in class 41

Medical, clinical, scientific and technological research services and design relating thereto; medical laboratory services; clinical trials; scientific and technological services; organising, conducting, providing and providing information in relation to research and development, including pure and applied research and development and research and development relating to medicine and paediatrics; organising, conducting, providing and providing information in relation to research and development for commercial organisations, public bodies and individuals being services in class 42

Medical and healthcare services; surgery; hospital services; medical clinics; pharmacy services and other services relating to the operation of hospitals and provision of medical and hospital care; medical advisory and information services, including such services provided online; advisory and information services relating to medical and healthcare services, including such services provided online; advisory services relating to medical problems; charitable services, namely providing medical services; health care consultancy services (medical); medical assistance; medical care services; medical diagnostic services (testing and analysis); medical examination of individuals; medical services; provision of medical facilities; provision of medical services; provision of medical treatment; hospitals; counselling services in this class; nursing; hospital nursing home services; respite care; palliative care services; advocacy services relating to health issues; dentistry; x-ray services; pathology services; medical diagnostic services (testing and analysis); rental of hospital equipment, medical equipment and instruments; rescue operations; personal care services (medical nursing, health, hygiene and beauty care); location of emergency health care; provision of exercise facilities for health rehabilitation services; rehabilitation services; occupational health and safety services being services in class 44

12 December 2014

LEVEL 23 RIALTO TOWERS 525 COLLINS STREET MELBOURNE
GPO BOX 769 MELBOURNE VIC 3001 AUSTRALIA
DX 204 MELBOURNE www.minterellison.com
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BY COURIER

Janine Crawford
Senior Advisor, Marketing & Communications
Lady Cilento Children's Hospital Project
Health Infrastructure Branch | System Support Services
Department of Health | Queensland government
Level 5
199 Grey Street
South Brisbane QLD 4001

Dear Janine

**The State of Queensland acting through Queensland Health
Australian Trade Mark Registration No. 1620380 for LCCH Paperchain logo
in classes 35, 36, 41, 42 and 44
Certificate of registration**

We enclose the Certificate of Registration in respect of the above trade mark.

Sch. 3(7)


Sch. 3(7)



If you wish to discuss any of these requirements with us, or if we can assist you in anyway, please contact us.

Yours sincerely



Partner responsible: 
enclosure

RTI RELEASE



Australian Government

IP Australia



ABN 38 113 072 755

Discovery House, Phillip ACT 2606
PO Box 200, Woden ACT 2606
Australia

P 1300 651 010

Int +61 2 6283 2999

www.ipaustralia.gov.au

3 December 2014

MINTER ELLISON

Attn. [REDACTED]

Rialto Towers

525 Collins Street

MELBOURNE VIC 3000

CERTIFICATE OF REGISTRATION

RE: Trade Mark no. 1620379 in the name of The State of Queensland acting through Queensland Health

Your ref: LCCH full logo / LW

The Certificate of Registration for this trade mark is enclosed.

Now that your trade mark is registered it is your responsibility to protect it from infringement or removal action. Information on protecting your trade mark can be found at www.ipaustralia.gov.au under 'Managing your trade mark'.

If you have any enquiries, please contact the Customer Support Centre on: Phone 1300651010





Australian Government

IP Australia

DOH RTI 4751

CERTIFICATE OF REGISTRATION OF TRADE MARK

No. 1620379

I, **Victor Portelli, Registrar of Trade Marks** hereby certify -

that the trade mark represented on this certificate was filed as Trade Mark No. 1620379 on **1 May 2014**. It is due for renewal on **1 May 2024** and **The State of Queensland acting through Queensland Health ACN/ARBN 663 291 694 of Queensland Health Lady Cilento Children's Hospital GPO Box 48 BRISBANE QLD 4001 AUSTRALIA** has been entered in the Register of Trade Marks as the owner of the trade mark.

The trade mark is registered in the following class/es: **35, 36, 41, 42, 44**



The goods and/or services for which the trade mark is registered, plus any endorsement, additional owners or other information relating to the registration, are listed on the attached pages.

*Given under my hand and the seal of the Trade
Marks Office on 3 December 2014*



Victor Portelli
REGISTRAR OF TRADE MARKS



CERTIFICATE OF REGISTRATION OF TRADE MARK ATTACHMENT

No. 1620379

The trade mark is registered for the following goods and/or services:

Charitable services; advertising; business administration; business advisory services; business consultancy services relating to management and promotion of fund raising campaigns; business consultancy services relating to the marketing of fund raising campaigns; business management; business planning; office functions; promotional and advertising services; advertising and promotion of hospitals and medical services; advertising, promoting, publicising or otherwise representing the interests or concerns of others; organising and conducting volunteer programmes; provision of information, including online, in relation to the aforementioned services being services in class 35

Fundraising; charitable collections; charitable fundraising; charitable services, namely financial services; financial services; financial sponsorship; monetary transaction services; fundraising services for the benefit of children and children's medical and hospital services being services in class 36

Entertainment; sporting and cultural activities; organising charitable fundraising events, being the provision of entertainment, sporting and cultural services; charitable services, namely academic mentoring, education and training; education; educational and training services, including medical and health education services; electronic publication of information on a wide range of topics, including online and over a global computer network; organising, conducting, providing educational, training and instructional services, including educational courses, seminars, lectures, tutorials and colloquiums, conferences, congresses and symposia (including such services provided via a computer network); library and online library services; providing facilities and services for study, education, instruction, teaching and training; information and advisory services for all of the aforesaid being services in class 41

Medical, clinical, scientific and technological research services and design relating thereto; medical laboratory services; clinical trials; scientific and technological services; organising, conducting, providing and providing information in relation to research and development, including pure and applied research and development and research and development relating to medicine and paediatrics; organising, conducting, providing and providing information in relation to research and development for commercial organisations, public bodies and individuals being services in class 42

Medical and healthcare services; surgery; hospital services; medical clinics; pharmacy services and other services relating to the operation of hospitals and provision of medical and hospital care; medical advisory and information services, including such services provided online; advisory and information services relating to medical and healthcare services, including such services provided online; advisory services relating to medical problems; charitable services, namely providing medical services; health care consultancy services (medical); medical assistance; medical care services; medical diagnostic services (testing and analysis); medical examination of individuals; medical services; provision of medical facilities; provision of medical services; provision of medical treatment; hospitals; counselling services in this class; nursing; hospital nursing home services; respite care; palliative care services; advocacy services relating to health issues; dentistry; x-ray services; pathology services; medical diagnostic services (testing and analysis); rental of hospital equipment, medical equipment and instruments; rescue operations; personal care services (medical nursing, health, hygiene and beauty care); location of emergency health care; provision of exercise facilities for health rehabilitation services; rehabilitation services; occupational health and safety services being services in class 44

The trade mark is subject to the following endorsements:

It is a condition of registration that, in use, the cross device contained within the trade mark will be rendered in colours other than red on a white or silver background, or white or silver on a red background.

12 December 2014

LEVEL 23 RIALTO TOWERS 525 COLLINS STREET MELBOURNE
GPO BOX 769 MELBOURNE VIC 3001 AUSTRALIA
DX 204 MELBOURNE www.minterellison.com
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BY COURIER

Janine Crawford
Senior Advisor, Marketing & Communications
Lady Cilento Children's Hospital Project
Health Infrastructure Branch | System Support Services
Department of Health | Queensland government
Level 5
199 Grey Street
South Brisbane QLD 4001

Dear Janine

**The State of Queensland acting through Queensland Health
Australian Trade Mark Registration No. 1620380 for LCCH Paperchain logo
in classes 35, 36, 41, 42 and 44
Certificate of registration**

We enclose the Certificate of Registration in respect of the above trade mark.

Sch. 3(7)

Sch. 3(7)



If you wish to discuss any of these requirements with us, or if we can assist you in anyway, please contact us.

Yours sincerely



Partner responsible: [Redacted]
enclosure

RTI R

PLEASE



Australian Government

IP Australia



ABN 38 113 072 755
Discovery House, Phillip ACT 2606
PO Box 200, Woden ACT 2606
Australia

P 1300 651 010
Int +61 2 6283 2999
www.ipaustralia.gov.au

3 December 2014

MINTER ELLISON
Attn. [REDACTED]
Rialto Towers
525 Collins Street
MELBOURNE VIC 3000

CERTIFICATE OF REGISTRATION

RE: Trade Mark no. 1620380 in the name of The State of Queensland acting through Queensland Health

Your ref: LADY CILENTO Paper Chain LW

The Certificate of Registration for this trade mark is enclosed.

Now that your trade mark is registered it is your responsibility to protect it from infringement or removal action. Information on protecting your trade mark can be found at www.ipaustralia.gov.au under 'Managing your trade mark'.

If you have any enquiries, please contact the Customer Support Centre on: Phone 1300651010





Australian Government

IP Australia

DOH RTI 4751

CERTIFICATE OF REGISTRATION OF TRADE MARK

No. 1620380

I, **Victor Portelli, Registrar of Trade Marks** hereby certify -

that the trade mark represented on this certificate was filed as Trade Mark No. 1620380 on **1 May 2014**. It is due for renewal on **1 May 2024** and **The State of Queensland acting through Queensland Health ACN/ARBN 663 291 694 of Queensland Health Lady Cilento Children's Hospital GPO Box 48 BRISBANE QLD 4001 AUSTRALIA** has been entered in the Register of Trade Marks as the owner of the trade mark.

The trade mark is registered in the following class/es: **35, 36, 41, 42, 44**



The goods and/or services for which the trade mark is registered, plus any endorsement, additional owners or other information relating to the registration, are listed on the attached pages.

Given under my hand and the seal of the Trade Marks Office on 3 December 2014



Victor Portelli
REGISTRAR OF TRADE MARKS



CERTIFICATE OF REGISTRATION OF TRADE MARK ATTACHMENT

No. 1620380

The trade mark is registered for the following goods and/or services:

Charitable services; advertising; business administration; business advisory services; business consultancy services relating to management and promotion of fund raising campaigns; business consultancy services relating to the marketing of fund raising campaigns; business management; business planning; office functions; promotional and advertising services; advertising and promotion of hospitals and medical services; advertising, promoting, publicising or otherwise representing the interests or concerns of others; organising and conducting volunteer programmes; provision of information, including online, in relation to the aforementioned services being services in class 35

Fundraising; charitable collections; charitable fundraising; charitable services, namely financial services; financial services; financial sponsorship; monetary transaction services; fundraising services for the benefit of children and children's medical and hospital services being services in class 36

Entertainment; sporting and cultural activities; organising charitable fundraising events, being the provision of entertainment, sporting and cultural services; charitable services, namely academic mentoring, education and training; education; educational and training services, including medical and health education services; electronic publication of information on a wide range of topics, including online and over a global computer network; organising, conducting, providing educational, training and instructional services, including educational courses, seminars, lectures, tutorials and colloquiums, conferences, congresses and symposia (including such services provided via a computer network); library and online library services; providing facilities and services for study, education, instruction, teaching and training; information and advisory services for all of the aforesaid being services in class 41

Medical, clinical, scientific and technological research services and design relating thereto; medical laboratory services; clinical trials; scientific and technological services; organising, conducting, providing and providing information in relation to research and development, including pure and applied research and development and research and development relating to medicine and paediatrics; organising, conducting, providing and providing information in relation to research and development for commercial organisations, public bodies and individuals being services in class 42

Medical and healthcare services; surgery; hospital services; medical clinics; pharmacy services and other services relating to the operation of hospitals and provision of medical and hospital care; medical advisory and information services, including such services provided online; advisory and information services relating to medical and healthcare services, including such services provided online; advisory services relating to medical problems; charitable services, namely providing medical services; health care consultancy services (medical); medical assistance; medical care services; medical diagnostic services (testing and analysis); medical examination of individuals; medical services; provision of medical facilities; provision of medical services; provision of medical treatment; hospitals; counselling services in this class; nursing; hospital nursing home services; respite care; palliative care services; advocacy services relating to health issues; dentistry; x-ray services; pathology services; medical diagnostic services (testing and analysis); rental of hospital equipment, medical equipment and instruments; rescue operations; personal care services (medical nursing, health, hygiene and beauty care); location of emergency health care; provision of exercise facilities for health rehabilitation services; rehabilitation services; occupational health and safety services being services in class 44

Children's Health Queensland style guide

Version 1: effective 1 August 2014. Review date: August 2015.



Contents

- 1. Introduction..... 3
 - 1.1 What is corporate identity? 3
 - 1.2 What is the Children’s Health Queensland style guide? 3
 - 1.3 Children’s Health Queensland branding elements 4
- 2. Queensland Government Coat of Arms 5
 - 2.1 Coat of Arms usage and variations 5
 - 2.2 Queensland Government fonts 5
 - 2.2.1 Internet/online fonts 6
- 3. Children’s Health Queensland brand 6
 - 3.1 Children’s Health Queensland ‘paper chain’ graphic device 6
 - 3.1.1 Paper chain graphic device sizing and clearance 6
 - 3.1.2 Paper chain graphic device colour variations 6
 - 3.2 Children’s Health Queensland tagline 6
 - 3.3 Lady Cilento Children’s Hospital namestyle 7
 - 3.3.1 Namestyle clearance 7
 - 3.3.2 Namestyle variations 7
 - 3.4 Honeycomb hive support pattern 8
 - 3.5 Colour palettes 9
- 4. Children’s Health Queensland publication layouts 10
 - 4.1 External communication materials 10
 - 4.1.1 Children’s Health Queensland external publication examples 10
 - 4.1.2 Lady Cilento Children’s Hospital external publication examples 11
 - 4.2 Internal communication materials 12
 - 4.2.1 Children’s Health Queensland internal publication examples 12
 - 4.2.2 Facility and Service identifiers 12
 - 4.2.3 Lady Cilento Children’s Hospital internal publication examples 13
- 5. Images and photography 14
 - 5.1 Images and photography 14
 - 5.2 Photo consent and usage 14
- 6. Quick Response (QR) code 15
- 7. Further assistance/key contacts 15



1. Introduction

1.1 What is corporate identity?

Corporate identity is the visual representation of an organisation, designed to increase recognition and build a strong, consistent and professional appearance across a wide range of communication and media tools.

Corporate identity may consist of a logo, colour palette, typography and other graphic elements.

In August 2012, the Queensland Government determined that its main identifier would be the Queensland Government Coat of Arms, supported by a new corporate identity. The Coat of Arms style guide and *Queensland Government Brand Guidelines* can be viewed online at <http://premiers.govnet.qld.gov.au/corporate-id/guide.html>

The whole-of-government corporate identity applies to all Queensland Government departments and agencies that produce internal and external communication and marketing material on behalf of the state. This includes Queensland hospital and health services.

1.2 What is the Children's Health Queensland style guide?

In January 2012, the Department of Premier and Cabinet provided approval for hospital and health services to establish their own graphical brand to distinguish the health service as its own entity, while maintaining adherence to the Queensland Government brand guidelines.

In April 2014, the Department of Premier and Cabinet approved the use of a Children's Health Queensland (CHQ) graphic device and namestyle for the Lady Cilento Children's Hospital (LCCH).

The Children's Health Queensland style guide complements the *Queensland Government Brand Guidelines*, and provides advice on Children's Health Queensland's visual identity.

The purpose of this style guide is to ensure CHQ presents a consistent and unified corporate identity. It provides staff and external contributors with the tools necessary to successfully interpret and apply CHQ's corporate style.

The guide also provides examples of how the Children's Health Queensland identity can be applied to various external and internal communication formats for Children's Health Queensland; the Lady Cilento Children's Hospital; Child, Youth and Mental Health Service and; Child, Youth and Community Health Service publications.

The development of quality and effective communication requires planning and professional expertise. The Children's Health Queensland Communications and Engagement Unit is always happy to provide advice and guidance on print, new media, digital and creative design as well as appropriate procurement and printing arrangements.

Reminder: all publications targeted externally—to the general public—**must** be approved for use by the Children's Health Queensland Communications and Engagement Unit.



1. Introduction *continued*

1.3 Children's Health Queensland branding elements

In April 2014, the Department of Premier and Cabinet approved the use of the Children's Health Queensland graphic device and Lady Cilento Children's Hospital namestyle to identify paediatric hospital and health services across Queensland.

Under a Department of Premier and Cabinet directive, no alternative logos or namestyles may be created for departments, units, divisions or special projects. This includes service lines and clinical areas within Queensland Government health facilities.

Departments, units, divisions, clinical areas and specialised services are able to use a text based identifier in conjunction with Queensland Government and Children's Health Queensland branding elements (see 4.2.2).

Branding elements must never be redrawn or modified outside the specific guidelines.

The use of the Queensland Government, Children's Health Queensland and Lady Cilento Children's Hospital graphics, names and associated imagery in the creation of any publications (digital and print) must be approved by Children's Health Queensland Communications and Engagement Unit prior to print and distribution.

Failure to gain appropriate approval for the use of the name and imagery associated with the Queensland Government, Children's Health Queensland (Hospital and Health Service) and the Lady Cilento Children's Hospital may breach trademark and/or infringe copyright laws.

All Children's Health Queensland communication and promotional items (both print and online) must abide by the Queensland Government branding guidelines, as well as the *Children's Health Queensland style guide*.

As such publications must include/use:

- 1 Queensland Government **Coat of Arms** (see 2.1)
- 2 Queensland Government tagline – **'Great state. Great opportunity.'** (as required)
- 3 Queensland Government typefaces/fonts (see 2.2)
- 4 the **Children's Health Queensland Hospital and Health Service** header bar
- 5 Children's Health Queensland colour palette (see 3.5)
- 6 Children's Health Queensland **graphic device** (pictured, see 3.1) or Lady Cilento Children's Hospital **namestyle** (see 3.3)
- 7 Children's Health Queensland tagline – **'the best care for our kids'** (as required, see 3.2).

The Queensland Government's corporate identity guidelines can be viewed online at:

<http://premier.govnet.qld.gov.au/corporate-id/guide.html>



2. Queensland Government Coat of Arms

The Queensland Government Coat of Arms is the main identifier for the Queensland Government and must appear on all advertisements, communication and marketing materials distributed by departments or facilities. It must always appear as per the original artwork and must never be stretched, distorted or pixelated.

The Coat of Arms directly replaces the previous Queensland Government branding. Existing materials that carry superseded branding should be exhausted and/or phased out through natural attrition via the most cost-effective means.

2.1 Coat of Arms usage and variations

The Queensland Coat of Arms should always appear in Queensland green (Pantone® 376c), Queensland navy (Pantone® 2955c), solid black, or white (reverse) on a solid colour or colour/design that ensures clear visibility.

There are six variations of the Coat of Arms which can be used for various purposes and mediums. The preferred and most widely used option is the two-line stacked arrangement shown below.

The minimum size of the preferred version should be 20mm high. The preferred placement is the bottom right-hand corner of documents.



For more details on crest variations, usage and to obtain downloadable files, see the Queensland Government corporate identity guidelines page on the Department of the Premier and Cabinet's intranet site <http://premiers.govnet.qld.gov.au/corporate-id/index.html>

2.2 Queensland Government fonts

Meta is the preferred typeface for all Queensland Government printed material as outlined in the corporate identity guidelines. Examples of Meta are shown below, italic versions are also available.

Meta Normal
 abcdefghijklmnopqrstuvwxyz 1234567890
 ABCDEFGHIJKLMNOPQRSTUVWXYZ

Meta Book
 abcdefghijklmnopqrstuvwxyz 1234567890
 ABCDEFGHIJKLMNOPQRSTUVWXYZ

Meta Medium
 abcdefghijklmnopqrstuvwxyz 1234567890
 ABCDEFGHIJKLMNOPQRSTUVWXYZ

Meta Bold
 abcdefghijklmnopqrstuvwxyz 1234567890
 ABCDEFGHIJKLMNOPQRSTUVWXYZ

The text used in the Lady Cilento Children's Hospital namestyle is an extended version of Meta approved for use by the Department of Premier and Cabinet. Please contact the Children's Health Communications and Engagement Unit should you require a copy of the namestyle.

Arial may be substituted for Meta in desktop-generated business documents, letters and internal communication when the corporate typeface is unavailable. Examples of Arial are shown below, italic versions are also available.

Arial Regular
 abcdefghijklmnopqrstuvwxyz 1234567890
 ABCDEFGHIJKLMNOPQRSTUVWXYZ

Arial Bold
 abcdefghijklmnopqrstuvwxyz 1234567890
 ABCDEFGHIJKLMNOPQRSTUVWXYZ

2.2.1 Internet/online fonts

Verdana is the Queensland Government typeface for web. Examples of Verdana are shown below, italic versions are also available.

Verdana Regular
 abcdefghijklmnopqrstuvwxyz
 1234567890
 ABCDEFGHIJKLMNOPQRSTUVWXYZ

Verdana Bold
 abcdefghijklmnopqrstuvwxyz
 1234567890
 ABCDEFGHIJKLMNOPQRSTUVWXYZ

3. Children's Health Queensland brand

3.1 Children's Health Queensland 'paper chain' graphic device

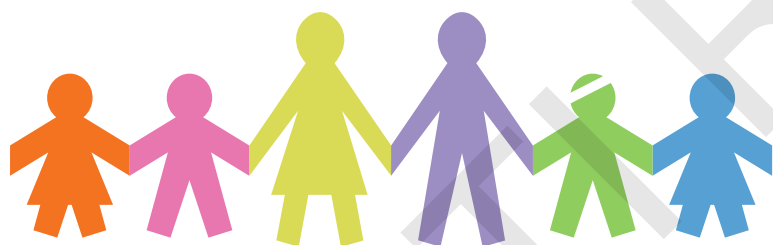
The Children's Health Queensland (CHQ) 'paper chain' graphic device illustrates the interconnectedness of children, their families and health care.

The 'paper chain' adult and child figures in the device represent Children's Health Queensland's purpose to provide the best possible family-centred care for children, young people and families across Queensland. The bandaged child, positioned second from the right, is a reminder that Children's Health Queensland's fundamental aim is quality care for sick and injured children.

The colours used in the graphic device reflect a positive outlook, the vibrancy of children and a focus on service delivery that is youthful and forward thinking.

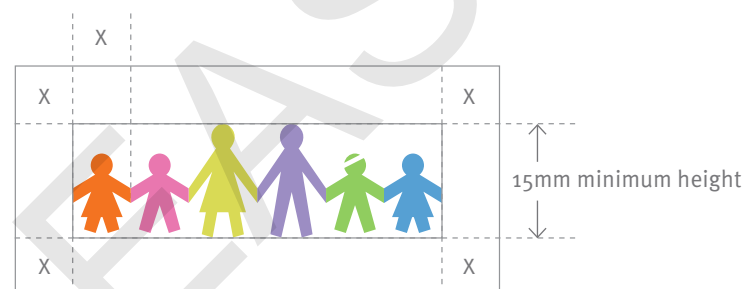
The use of this graphic device across Children's Health Queensland materials will assist patients, families and the wider community to identify child and youth specific healthcare services across Queensland (including those provided as part of community, youth and mental health services).

The Lady Cilento Children's Hospital features a variation of the paper chain in its namestyle to ensure connectivity to the Children's Health Queensland graphic device.



3.1.1 Paper chain graphic device sizing and clearance

The minimum size is 15mm high. The clear space around the graphic device is determined by the width of the child figures in the paper chain.



3.1.2 Paper chain graphic device colour variations

The placement of the paper chain figure colours (see palette page 9) may not be altered in any way. The paper chain graphic device may be reversed where the visibility will not be compromised. When using the paper chain for mono press publications, use 100% black. Any other applications of the palette to the graphic device must have prior written consent from the Children's Health Queensland Communications and Engagement Unit.



3.2 Children's Health Queensland tagline

The Children's Health Queensland tagline is 'the best care for our kids'. It must appear at a minimum size of 11pt meta font, all lowercase with no punctuation. Treatments such as italics or underlining may not be applied to the tagline.

3. Children's Health Queensland brand *continued*

3.3 Lady Cilento Children's Hospital namestyle

The Lady Cilento Children's Hospital (LCCH) 'paper chain' concept illustrates the inter connectedness of children and Lady Cilento (the adult figure representing Lady Cilento). It also represents how precious and delicate each child is and the pivotal connection between children, their carers and families.

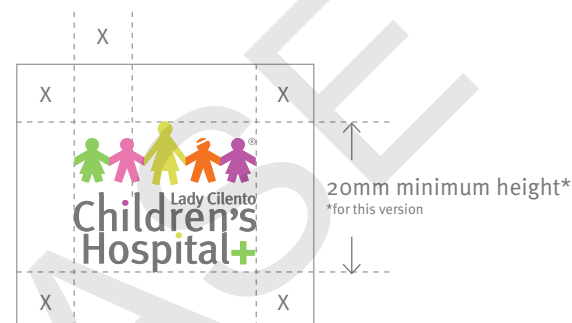
The visual stimuli and colour palette used demonstrate a youthful exuberance while acknowledging:

- Lady Cilento and her legacy
- the exceptional people and medical expertise – particularly in the combining of the Royal Children's and Mater Children's hospitals
- the warmth of care for sick and injured children and their families.



3.3.1 Namestyle clearance

The clear space around the paper chain is determined by the width of the child figures in the paper chain.



3.3.2 Namestyle variations

The namestyle can be used in four different styles, illustrated right. Wherever possible, option 1 should be used.

In all variations of the namestyle, the placement of the figure colours (see palette page 9) may not be altered in any way.

When using the namestyle for mono press publications, use 100% black (illustrated at option 1b).

All variations of the namestyle can be reversed where the visibility will not be compromised (illustrated at option 1c).

Please note

The cross device contained within the LCCH namestyle may not be rendered in red on a white or silver background; or as white or silver on a red background. To do so would contravene the *Geneva Conventions Act 1957*.

Option 1 (preferred option)

Minimum size: 20mm high.



1a



1b



1c

Option 2

Minimum size: 5mm high.

Lady Cilento Children's Hospital®

Option 3

Minimum size 10mm high.

Lady Cilento
Children's Hospital®

3. Children's Health Queensland brand *continued*

3.4 Honeycomb hive support pattern

A flourish of activity and a play on the natural environment, this concept expresses an energetic and vibrant – child-like – integration with the built environment.

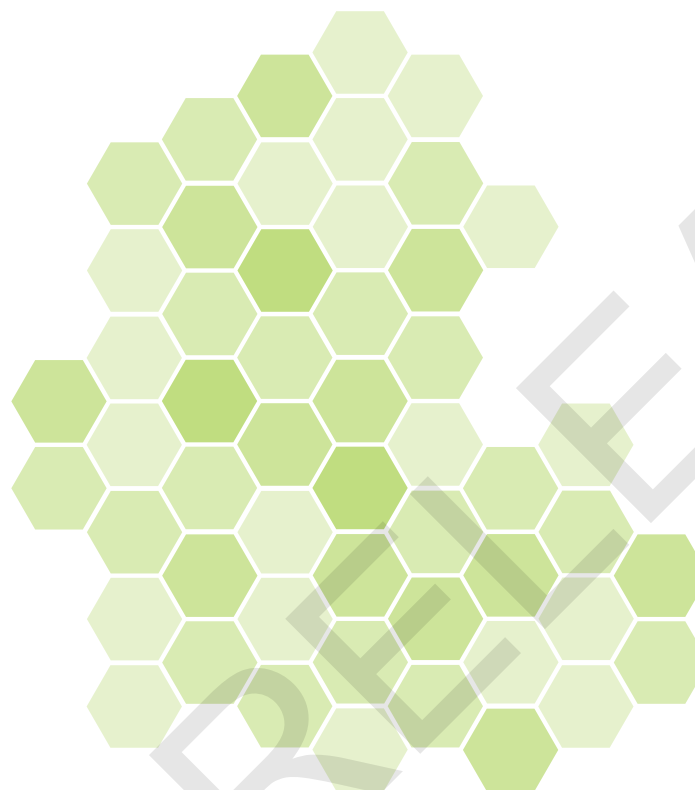
The hexagonal, honeycomb lattice cells symbolise community connectedness and pay homage to the architectural tree concept design of the Lady Cilento Children's Hospital – highlighting both the community-and-hospital based service delivery modes.

The honeycomb pattern and hexagonal shapes also feature on glass panels and in the reception areas in the new hospital. These reception areas are key focal points for patients and their families, or hives of activity in the hospital tree branches.

Children's Health Queensland branding includes the honeycomb hexagonal shapes as a secondary pattern graphic to support the primary paper chain graphic device.

The Lady Cilento Children's Hospital includes both the hexagon shapes and illustrative creatures and elements from nature. The use of the creatures and natural elements is for exclusive use in the hospital branding.

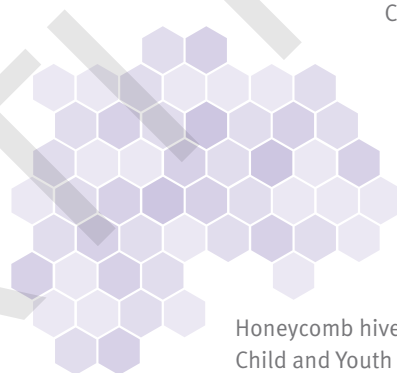
The Child and Youth Mental Health Service and the Child and Youth Community Health Service may use the honeycomb hive hexagonal shapes in their identified colour (see page 9).



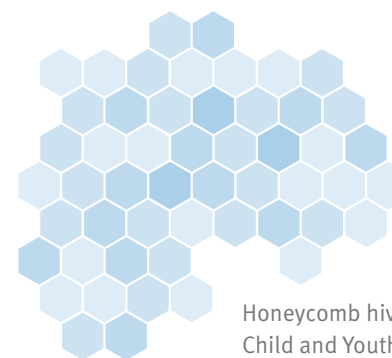
CHQ honeycomb hive pattern



LCCH pattern with creatures and elements from nature



Honeycomb hive pattern in Child and Youth Mental Health Service purple



Honeycomb hive pattern in Child and Youth Community Health Service blue

3. Children's Health Queensland brand *continued*

3.5 Colour palettes

Children's Health Queensland (CHQ) colour palette

The colour palette is bright, fun. It utilises Pantone 376 (Queensland Government green) as the main colour and includes the Queensland Government navy (2955). Cool grey has been added as a neutral tone.



Pantone 376
C53 M0 Y96 K0
R122 G184 B0



Pantone Purple
C36 M85 Y0 K1
R167 G64 B150



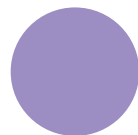
Pantone 1665
C0 M68 Y100 K0
R243 G115 B33



Pantone 232
C3 M67 Y0 K0
R233 G119 B175



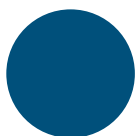
Pantone 584
C12 M0 Y79 K6
R217 G218 B82



Pantone 2577
C40 M45 Y0 K0
R156 G141 B195



Pantone 542
C62 M22 Y0 K3
R86 G160 B211



Pantone 2955
C100 M55 Y10 K48
R0 G60 B105



Pantone 1935
C0 M100 Y57 K5
R225 G19 B79



Cool Grey 9
C52 M42 Y41 K6
R128 G130 B133

Lady Cilento Children's Hospital (LCCH) colour palette

The LCCH colour palette complements, and draws from, the CHQ palette. A scan of the blonde timber used in the hospital building has been added as a neutral tone.



Pantone 376
C53 M0 Y96 K0
R122 G184 B0



Pantone Purple
C36 M85 Y0 K1
R167 G64 B150



Pantone 1665
C0 M68 Y100 K0
R243 G115 B33



Pantone 232
C3 M67 Y0 K0
R233 G119 B175



Pantone 584
C12 M0 Y79 K6
R217 G218 B82



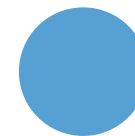
Cool Grey 9
C52 M42 Y41 K6
R128 G130 B133



Blonde timber scan

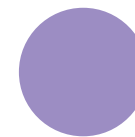
Child and Youth Community Health Service (CYCHS)

The primary colour used to identify CYCHS on external (public) publications is Pantone 542 (see compositions at left). The CHQ colour palette should be used for internal documents.



Child and Youth Mental Health Service (CYMHS)






The primary colour used to identify CYMHS on external (public) publications is Pantone 2577 (see compositions at left). The CHQ colour palette should be used for internal documents.



Internal publications only

Pillars of excellence *colour palette*

Children's Health Queensland currently uses defined colours to identify its five pillars of excellence for internal communication purposes.

-  People – Pantone 232
-  Service – Pantone 2955
-  Safety and Quality – Pantone 1935
-  Value – Pantone Purple
-  Research and Education – Pantone 1655

These colours are used as the identifying colour on internal documents specific to the pillar area. The Children's Health Queensland green should be used as the departmental colour in footers.

4. Children’s Health Queensland publication layouts *continued*

4.1 External communication materials

Any communication material that is prepared for the general public, **must** be approved prior to print and distribution through the Children’s Health Queensland Communications and Engagement Unit.

Failure to gain appropriate approval for the use of the name and imagery associated with the Queensland Government and Children’s Health Queensland (Hospital and Health Service) may breach trademark and/or infringe copyright laws, or render your resource unusable.

Please contact the Children’s Health Queensland Communications and Engagement Unit via CHQ_Comms@health.qld.gov.au

4.1.1 Children’s Health Queensland external publication examples

Examples of Children’s Health Queensland external publications. These examples are not intended as the definitive layouts.



A4 multi-page brochure cover



A4 fact/info sheet



A3 poster



Pull-up banner

4. Children's Health Queensland publication layouts *continued*

4.1.2 Lady Cilento Children's Hospital external publication examples

Examples of Lady Cilento Children's Hospital external publications. These examples are not intended as the definitive layouts.



A4 multi-page brochure cover



A4 fact/info sheet



A3 poster



Pull-up banner

4. Children's Health Queensland publication layouts *continued*

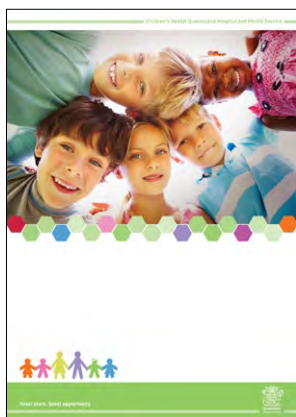
4.2 Internal communication materials

This section contains examples of Children's Health Queensland's internal templates currently available electronically via: <http://qheps.health.qld.gov.au/childrenshealth/html/chq-tmpl-guide.htm>

When using the templates please do not alter the background graphics.

Please contact the Children's Health Queensland Communications and Engagement Unit via CHQ_Comms@health.qld.gov.au with any queries regarding the internal templates.

4.2.1 Children's Health Queensland internal publication examples



A4 booklet cover–portrait



A4 shell



A3 poster–portrait



PowerPoint cover

4.2.2 Facility and service identifiers

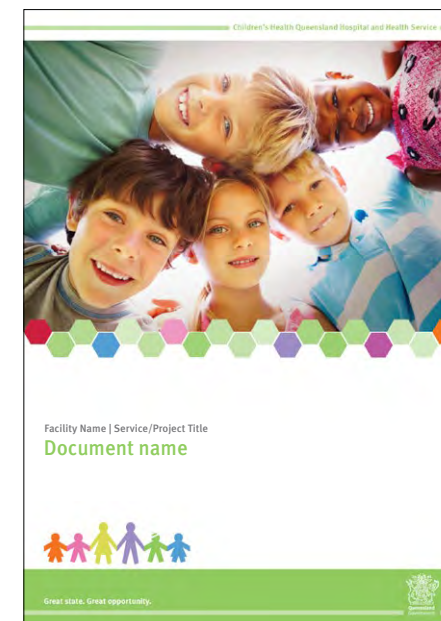
Facility and service identifiers are available to support individual communication requirements in addition to the Children's Health Queensland and Queensland Government branding elements.

The corporate typeface and identity guidelines apply to all service and facility identifiers. Facility and service identifiers are to be in text form only. Graphics and 'logos' are not permitted. Use Meta wherever possible, substitute with Arial font when Meta is unavailable.

An example of service and facility identifier:

Facility Name | Service/Project Title

two spaces each side of the | symbol



Example on a booklet cover

4. Children's Health Queensland publication layouts *continued*

4.2.3 Lady Cilento Children's Hospital internal publication examples

This section contains examples of Lady Cilento Children's Hospital internal templates currently available electronically via: <http://qhps.health.qld.gov.au/childrensheath/html/chq-tmpl-guide.htm>



A4 booklet cover–portrait



A4 shell



PowerPoint cover



A3 poster–portrait

5. Images and photography

5.1 Images and photography

Imagery is an important part of the Children's Health Queensland brand and plays a pivotal role in visual identity.

All communications should convey Children's Health Queensland as an exceptional paediatric health care organisation committed to its vision of the best possible health care for every child and young person, in every family, in every community, in Queensland.

A consistent style and quality of photography strengthens the Children's Health Queensland brand.

Photography used in Children's Health Queensland publications should:

- clearly communicate the Children's Health Queensland brand (who we are and what we offer)
- reflect Children's Health Queensland's values; in particular, the core value of patient and family-centred care
- convey the Children's Health Queensland personality – friendly, caring, trustworthy, respectful and professional.

Each image should encompass the elements and values of Children's Health Queensland.

Children's Health Queensland imagery is:

- high quality
- colourful (naturally lit, where possible), vibrant and engaging
- natural and candid in style (avoid *posed* photography)
- genuine (wherever possible, photographs should feature real employees and people in real environments)
- focused on faces (where appropriate)
- appropriate for the audience
- culturally sensitive and respectful
- inclusive.

Clip art is NOT Children's Health Queensland's style

The use of clip art can make materials look unprofessional and undermines the ability to professionally represent the Children's Health Queensland brand, values or personality. Clip art should be avoided in all internal and external communications.

To ensure imagery reflects the Children's Health Queensland brand and photographic style please contact the Children's Health Queensland Communications and Engagement Unit for advice. If the Communications and Engagement Unit can not access suitable images via the image library, advice can be provided on photography guidelines; purchasing imagery from commercial image libraries; and/or commissioning photography services.

5.2 Photo consent and usage

All images and photographs used in communication and promotional materials must have appropriate consent for use.

Where the person can be identified, a *Queensland Government Photo Consent Form* must be completed and signed by the person in the image.

If the photo or image has been provided by the Children's Health Queensland Communications and Engagement Unit directly, it will already have the appropriate consent and acknowledgement.

Each time an image or photo is reproduced, you should liaise with the Children's Health Queensland Communications and Engagement Unit prior to publication. Specific images in the collection have usage and copyright restrictions.

All requests for photos and images should be directed through CHQ_Comms@health.qld.gov.au



6. Quick Response (QR) code



A Quick Response (QR) code is a two dimensional bar code that can be read using smartphones and dedicated QR reading devices. It links directly to text, emails, websites, phone numbers and more.

External communication materials may include the Children's Health Queensland Quick Response code if space and design allow.

The approved Children's Health Queensland Quick Response code links directly to the Children's Health Queensland internet site.

www.health.qld.gov.au/childrenshealth

7. Further assistance/key contacts

The Children's Health Queensland Communications and Engagement Unit manage the application of Children's Health Queensland branding. All enquiries should be directed to CHQ_Comms@health.qld.gov.au





Lady Cilento
Children's
Hospital+



RTI RELEASE

Lady Cilento
Children's
Hospital+