Corporate identity (branding), merchandise and publication

1. **Statement**

This policy outlines the requirements of the Department of Health’s corporate identity to support Queensland Government branding requirements, assist with brand recognition and reputation, and ensure the department projects a consistent visual identity internally and externally. All merchandise and publications must adhere to this policy to ensure consistent application of the department’s corporate identity.

2. **Purpose**

The intent of this policy is to ensure:

- staff adhere to the *Queensland Government brand guidelines and corporate identity guidelines*
- the department projects and promotes a single, consistent visual identity
- published documents are of a high standard and that comply with corporate identity
- merchandise developed complies with corporate identity, health and safety requirements (if any), and directly supports the Department of Health’s strategic priorities or key health initiatives/campaigns.

3. **Scope**

This policy applies to all employees, contractors and consultants within the Department of Health divisions and commercialised business units.

**Exception:** to allow for greater flexibility with their branding in commercial markets, commercialised business units do not need to follow the *Queensland Government brand guidelines*, however they still must follow the *Queensland Government corporate identity guidelines*.

4. **Principles**

**Branding**

- **Reputation:** the Department of Health will maintain a single, consistent corporate identity which protects and enhances the department’s reputation.

- **Acceptable use:** staff must adhere to the Department of Health’s *Corporate identity (branding), merchandise and publication standard* which defines acceptable and unacceptable use of the department’s corporate identity.
Merchandise

- **Strategic alignment**: the use of merchandise is aligned to the Department of Health’s strategic priorities or key health initiatives/campaigns.

- **Appropriate**: merchandise has a clearly defined purpose, suitable for its target audience and is relevant to the initiative.

- **Safe**: merchandise used by the Department of Health complies with relevant health and safety requirements.

- **Cost-effective**: the use of merchandise is a cost effective tool for message delivery and expenditure on merchandise is proportionate to the overall campaign or activity budget.

- **Compliant**: the development of merchandise is in line with the *Queensland Government brand guidelines and corporate identity guidelines*.

Publication

- **Clarity**: information about the department is clear, concise and accurate.

- **Compliance**: publications meet the *Queensland Health editorial style guide*, the *Queensland Government brand guidelines and corporate identity guidelines*.

- **Appropriate**: information is culturally appropriate and accessible to all members of the community.

- **Governance and accountability**: publications are appropriately planned, approved, managed and recorded.

5. **Requirements**

All merchandise and publications must comply with the Department of Health’s *Corporate identity (branding), merchandise and publication standard*.

**Version control**

<table>
<thead>
<tr>
<th>Version</th>
<th>Date</th>
<th>Comments</th>
</tr>
</thead>
</table>