

Corporate identity (branding), merchandise and publication

Policy

QH-POL-289:2015

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

Version	Date	Comments
1	11 May 2015	Policy Rationalisation Project – new document