

1. Statement

This standard 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.

This standard identifies the requirements to implement the Department of Health's *Corporate identity (branding), merchandise and publication policy*, and identifies individual positions accountabilities and responsibilities in relations to these requirements.

2. Scope

This standard applies to all employees, contractors and consultants within the Department of Health divisions and commercialised business units. Compliance with this standard is mandatory.

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*.

3. Content

3.1 Corporate identity (branding)

Requirements

- 3.1.1 Internal and external merchandise, and publications must comply with the *Queensland Health editorial style guide*, the *Queensland Government brand guidelines and corporate identity guidelines*.
- 3.1.2 The Queensland Coat of Arms, the core identifier of the Queensland Government, must appear on all merchandise (excluding apparel) and publications produced. There may be exceptions to merchandise, but approval is required by the Integrated Communication's Senior Director or appropriate delegate.
- 3.1.3 To maintain the integrity of the department's corporate identity, materials intended for audiences external to government can either use Queensland Health templates (available at <http://qheps.health.qld.gov.au/corro-templates>) or designed by the Integrated Communication's Graphic Design Team. External graphic design agencies may only be engaged through the

Integrated Communication's Graphic Design Team. The process of engaging external graphic design agencies will be coordinated and managed by the Integrated Communication's Graphic Design Team.

- 3.1.4 Major publications that set out policy, strategic direction or data must be graphically designed—contact the Integrated Communication's Communications Unit via communication@health.qld.gov.au for assistance.

3.2 Merchandise Requirements

Merchandise criteria

3.2.1 Merchandise **will only** be developed if it:

- supports the Department of Health's strategic priorities, or is part of an approved Department of Health communication, marketing, social marketing, education or awareness campaign or activity.
- is a cost effective communication/marketing tool
- is a small expenditure to the overall communication/marketing budget
- is appropriate to the campaign (i.e. toothpaste is used to promote brushing teeth)
- is environmentally friendly, if possible.

3.2.2 Merchandise **may only** be developed for Department of Health staff where it is part of an appropriately approved:

- employee health and wellbeing program
- rewards and recognition program.

Consultation and approval is required by the Integrated Communication's Senior Director or appropriate delegate.

Exemption: corporate retractable badge card holders and lanyards. Refer to Section 3.2—Corporate retractable badge card holders and lanyards.

3.2.3 Merchandise **will not** be developed for one-off events or activities unless approved by the Integrated Communication's Senior Director or appropriate delegate.

3.2.4 The effectiveness of merchandise must be evaluated in line with the associated communication/marketing strategy.

3.2.5 Merchandise must comply with Section 3.1 Corporate identity (branding).

3.2.6 Business areas **must not** reprint or restock merchandise without approval from the Integrated Communication's Senior Director or appropriate delegate.

Approval of merchandise

3.2.7 Business areas must submit a memorandum to the Integrated Communication's Senior Director or appropriate delegate seeking approval for the development of merchandise. The memorandum should include the reason for merchandise and how it supports Section 3.2—Merchandise criteria.

Storage of merchandise

3.2.8 Merchandise must be stored safely and securely.

Corporate retractable badge card holders and lanyards

3.2.9 Business areas are responsible for their own retractable badge card holders and lanyards. These items are not compulsory.

3.2.10 Badge card holders must include the Queensland Coat of Arms and the text 'Queensland Government'.

3.2.11 Lanyards must comply with Safety Notice 8 - SN 03-09 - Lanyards [safe use of].

3.2.12 Lanyards must:

- include the text 'Department of Health' only
- use Meta or Rotis fonts, and
- must be the Queensland Government corporate colour blue (RGB: 0, 60, 105 or CMYK: 100, 55, 10, 48).

3.2.13 Artwork for retractable badge card holders and lanyards can be obtained from the Integrated Communication's Communication Unit via communication@health.qld.gov.au

Health and safety requirements (including sun safety)

3.2.14 Lanyards must comply with Safety Notice 8 - SN 03-09 - Lanyards [safe use of].

3.2.15 Merchandise must comply with Queensland Government and Cancer Council Queensland guidelines:

- Shirts must have a collar and long sleeves. Material must be light weight and made of a closely woven material with a UPF of 50+. Dark colours are recommended.
- Hats must shade face, head, ears and neck—no caps or visors.
 - Broad brimmed hats must have a brim of at least 7.5 cm.
 - Bucket style hats must have a deep crown, an angled brim of at least 6 cm and sit low on the head.
 - Legionnaire style hats must have a flap that covers the neck and overlaps at the sides of the front peak.

- Sunglasses must be close fitting, wrap around style and meet *Australian Standard AS/NZS 1067:2003: Sunglasses and Fashion Spectacles*. Sunglasses must have an eye protection factor rating of 9 or above.
- Sunscreen must be broad spectrum, water resistant and SPF 30+.

3.3 Publications

Requirements

Initiating a publication

- 3.3.1 Approval from the relevant Deputy Director-General, Chief Information Officer, Chief Executive Officer or delegate, must be sought before initiating the development of all major publications.
- 3.3.2 Staff with approval to develop a new major publication must consult with the Integrated Communication's Communication Unit at the start of the project via communication@health.qld.gov.au
- 3.3.3 Staff creating new or updating existing external and/or health (clinical) publications must consult with Integrated Communication's Communication Unit via communication@health.qld.gov.au

Developing a publication

- 3.3.4 All publications must comply with the *Queensland Health editorial style guide*, the *Queensland Government brand guidelines and corporate identity guidelines*.
- 3.3.5 All publications must comply with the relevant Department of Health/Queensland Health template available at <http://qheps.health.qld.gov.au/corro-templates>
- 3.3.6 Content authors must ensure content is accurate and approved prior to publication.
- 3.3.7 All publications must be published online.
- 3.3.8 Approval must be sought from the Integrated Communication's Communication Unit (Manager) should printing for a publication be required. This is to ensure print is the most cost-efficient communication channel.

Intellectual property, licensing and privacy

- 3.3.9 The Australian Government's Open Access and Licensing Framework (AusGOAL) must be applied to all copyright works owned by the department. Licences must be determined and included in accordance with Queensland Health's *Ownership and protection of intellectual property created by Queensland Health employees and others procedure*.
- 3.3.10 A copyright statement must be included in all major publications, and all minor publications where appropriate.

- 3.3.11 Where the department is the sole owner of the intellectual property in the publication, the Creative Commons Attribution (BY) licence statement must be included, unless there is a defensible reason not to do so.
- 3.3.12 Where the department is the joint owner of the intellectual property in the publication, the Creative Commons Attribution (BY) licence statement must include the names of the other intellectual property owners.
- 3.3.13 Individual authors must not be named on public documents that outline a departmental position.
- 3.3.14 Acknowledgement may be appropriate for major research projects or collaborative studies funded or undertaken by the Department of Health. In such instances, work may be attributed to a research team or a small number of identified authors. Attribution issues must be considered on a case-by-case basis and approval must be sought from a Deputy Director-General, Chief Information Officer, Chief Executive Officer or delegate, before publication.
- 3.3.15 All major publications, where appropriate, must include an International Standard Book Number (ISBN) or an International Standard Serial Number (ISSN), available from the Integrated Communication's Communication Unit via communication@health.qld.gov.au
- 3.3.16 The use of intellectual property, privacy details and licensing must comply with the *Queensland Health editorial style guide*.

Cultural appropriateness

- 3.3.17 A publication's content must be culturally appropriate for its audience.
- 3.3.18 Where possible and appropriate, senior Aboriginal and Torres Strait Islander staff or Aboriginal and Torres Strait Islander community leaders must be consulted to identify preferred local terminology and ensure appropriateness of photography (See 3.3 Photography and images for photography requirements).
- 3.3.19 Publication content must be made accessible for all members of the community, including people with a disability and those from a different culture or background. Agencies must request an interpreter accredited by the National Accreditation Authority for Translators and Interpreters (NAATI) at the 'professional interpreter' level as a first preference, and a NAATI accredited 'paraprofessional interpreter' as a second preference, wherever possible.

Photography and images

3.3.20 Photographs used in publications must meet the following requirements:

- have signed consent of all identifiable people
- have signed consent of a parent or guardian for persons under 18 years of age

- photographs of parts of the anatomy may be published without consent, provided the person cannot be identified from the photographs
- cultural references are taken into consideration
- must be free of racist, sexist and discriminatory language or symbols and not contain political bias, political reference or comment.

3.3.21 All photographs used in publications, together with scanned copies of their consent forms, must be sent to images@health.qld.gov.au

3.3.22 Use of photographs must comply with the *Queensland Health editorial style guide*.

3.3.23 Authors should source their own photographs and images before contacting Integrated Communication's Communications Unit for assistance with graphic design.

3.3.24 Images can be sourced via the Queensland Government Image Library. For assistance contact images@health.qld.gov.au

Corporate identity and logo

3.3.25 Please refer to Section 3.1 Corporate identity (branding).

Use of external graphic design agencies

3.3.26 Please refer to Section 3.1 Corporate identity (branding).

3.3.27 Where external graphic design agencies are engaged, a contract must be agreed that ensures the department:

- owns all artwork and copyright (including intellectual property) produced in the project
- has the right to reproduce, re-format or alter all design work without payment or reference.

Referencing, citing and bibliographies

3.3.28 All publications must appropriately acknowledge any sources (books, journals, websites, emails, etc) that were used to prepare the material being published.

3.3.29 Reference lists included in publications must include only those works cited in the text of the document. Where used, reference lists must appear at the end of the published material with the entries listed numerically and in the same order that they have been cited in the text.

3.3.30 Bibliographies, where relevant, must list sources not cited in the text but which are relevant to the subject and were used for background reading. A bibliography should be arranged alphabetically and by author or title (where no author is given).

Final approval to publish

3.3.31 Approval of final text, accessibility, branding and editorial style guiding for all major publications must be sought from the relevant Deputy Director-General, Chief Information Officer, Chief

Executive Officer or delegate, and the Integrated Communication's Senior Director or appropriate delegate before it is published.

Legal deposit

3.3.32 All major publications published in Queensland must be deposited within one month of publication with the State Librarian and the Librarian of the Parliamentary Library, in accordance with the *Queensland Libraries Act 1988*.

3.3.33 All major publications published in print in Queensland must be deposited with the National Library of Australia under the *Copyright Act 1968 (Cth)*.

4. Related legislation and documents

- Code of Conduct for the Queensland Public Service
- Queensland Government brand guidelines and corporate identity guidelines
- The Department of the Premier and Cabinet writing style guide
- Queensland Government sponsorship framework
- Queensland Government Photography Information
- Queensland Health editorial style guide
- Queensland Health Procurement policy and procedures
- Queensland Health Safety Notice 8—SN 03-09 —Lanyards [Safe Use Of]
- Queensland Health Intellectual property policy
- Queensland Health Ownership and Protection of Intellectual Property Created by Queensland Health Employees and Others Procedure
- Department of Health Web publishing policy
- Department of Health Events and sponsorship management policy
- Department of Health Social marketing, education, awareness campaigns and general awareness policy
- Financial Management Practice Manual
 - Circular 8/2010 Delegation to Accept Gifts and Benefits
 - Circular No.7/2010 Gifts and Benefits
- Guidelines for Aboriginal and Torres Strait Islander Terminology
- Cultural Diversity Queensland information sheets
- Cancer Council Queensland guidelines
- *Australian Standard AS/NZS 1067:2003: Sunglasses and Fashion Spectacles*

- Australian Governments Open Access and Licensing Framework (AusGOAL)
- *Disability Services Act 2006*
- *Queensland Libraries Act 1988*
- *Right to Information Act 2009*
- *Information Privacy Act 2009*
- *Copyright Act 1968 (Cth)*

5. Definitions

Term	Definition
Corporate identity	Corporate identity is the visual representation of an organisation, designed to increase recognition and to strategically build consistent and positive perceptions of that organisation.
Merchandise	<p>Any product that has one or more of the following must be classified as 'merchandise':</p> <ul style="list-style-type: none"> • distributed free of charge to internal and/or external audiences • branded with any Queensland Government logo/s • contains a printed message and/or call to action • produced in a limited supply to support a communication initiative • created for marketing and/or promoting Department of Health/ Queensland Health and its services. <p>Merchandise does not include:</p> <ul style="list-style-type: none"> • uniforms, staff recognition badges or printed materials, such as posters, brochures, certificates or fact sheets • Department of Health lanyards, business cards or retractable badge card holders. <p>Balloons must not be purchased.</p>
Event	Any gathering, meeting, seminar, conference, festival, exhibition or sporting event held to mark a special occasion that is deemed to have a marketing or promotional intent.
Social marketing	The systematic application of marketing, along with other concepts and techniques, to achieve specific behavioural goals for a social good.
Campaign	In the context of marketing, a campaign is a communications approach that employs a creative strategy through a combination of media aimed at addressing a marketing opportunity or problem.
Cost-effective	Returning a benefit that justifies the initial investment, and is considered proportionate to the overall budget.
Major publications	<p>For the purpose of this standard, major publications include:</p> <ul style="list-style-type: none"> • annual reports (must include financials), reports and strategic plans developed for public or internal distribution • financial reports, budget documents developed for public or internal distribution • year in review/final reports (does not include financials) • discussion papers and guidelines developed for public or internal distribution • statutory guidelines developed for public or internal distribution • publications developed for public or internal distribution that address issues considered publicly contentious.

Minor publications	<p>For the purpose of this standard, minor publications include:</p> <ul style="list-style-type: none"> • internal and external information brochures, leaflets, fact sheets, flyers, posters and screensavers • internal and external conference, seminar or presentation materials (including PowerPoint slides and event programs) • internal and external electronic documents published on the internet, intranet or on CD-ROM • other forms of multimedia. <p>Publications do not include:</p> <ul style="list-style-type: none"> • medical or technical documents not intended for external audiences • ministerial and departmental correspondence • media releases, speeches and briefing notes • meeting minutes.
General publications	For the purpose of this standard, general publications refers to business-as-usual documents, such as discussion papers, information sheets and PowerPoint presentations aimed at an internal audience.
External publications	An external publication is any publication, either print or electronic, that is distributed or made available to audiences outside of the Department of Health.
Health (clinical) publications	For the purpose of this standard, health (clinical) publications are publications which are for clinicians or health practitioners.
Content	The content of a publication includes text, illustrations, photographs, graphics, tables, diagrams and maps.
Plain English	<p>Plain English should always be used for all departmental writing material for both internal and external communications. Plain English:</p> <ul style="list-style-type: none"> • is easy to understand in one reading because it is concise and to the point • avoids jargon and technical language where possible • enables clear understanding of departmental policies and services • saves time and money because it's quick and easy to understand and act on • is supported by businesses and governments worldwide.
Intellectual property	<p>Intellectual property (IP) is a valuable asset covering a wide range of intangible material, including inventions, literary and artistic works, computer programs, databases, broadcasts, films, sound recordings, trade marks and designs.</p> <p>Department of Health IP generally comes under one of five categories: copyright, patents, trademarks, designs and trade secrets, though material can belong to more than one category.</p>
Bibliography	A bibliography is a separate list from the reference list and should be arranged alphabetically by author or title (where no author is given). A bibliography lists sources not cited in the text but which are relevant to the subject and were used for background reading.
ISBNs	International Standard Book Numbers (ISBNs) are 13-digit numbers that identify book and book-like products published globally. While ISBNs are not mandatory, they are best practice and useful for tracking and recording published works globally.
ISSNs	An International Standard Serial Number (ISSN) is a unique code for the identification of serial publications (e.g. annual report). It can be used wherever information on serials needs to be recorded or communicated. The ISSN is the serials equivalent of the ISBN.

Legal deposit

Legal deposit is a statutory provision obliging publishers to deposit copies of published works in national and state libraries. A work can be defined as a book, periodical, newspaper, pamphlet, sheet of letterpress, sheet music, map, plan, chart and table.

The Queensland *Libraries Act 1988* requires material published in Queensland to be deposited within one month of publication with the State Librarian and the Librarian of the Parliamentary Library. Legal deposit is also required with the National Library of Australia under the *Copyright Act 1968 (Cth)*.

RTI

Right to Information (RTI) legislation is the Queensland Government's approach to giving the community greater access to information. The Right to Information reforms of 2009 aim to make more information available, provide equal access to information across all sectors of the community, and provide appropriate protection for individuals' privacy.

Version control

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1	11 May 2015	Policy Rationalisation Project – new document