

Major capital infrastructure project signage

Department of Health Policy

QH-POL-466

1. Statement

This policy outlines the requirements of site signage associated with the Department of Health Queensland's capital infrastructure projects to ensure a consistent visual identity, in-line with the Queensland Government and Queensland Health corporate identity requirements.

2. Purpose

The intention of this policy is to ensure all site signage associated with infrastructure projects delivered under the Queensland Health Capital Program, is designed in accordance with the [Queensland Health Capital Project Signage Manual 2023](#).

This manual has consulted the requirements outlined under the Queensland Government Corporate Identity System, including appropriate application of the Queensland wordmark visual identity and the Coat of Arms.

3. Scope

This policy applies to preconstruction and construction signage on infrastructure projects delivered under the Queensland Health Capital Program.

This policy does not apply to building or wayfinding signage. Information on building and wayfinding signage can be found in the [Queensland Health Corporate Identity Guidelines](#).

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

The policy applies to Hospital and Health Services when delivering projects under the Queensland Health Capital Program.

4. Principals

- Clarity – Government signage informs the local and broader community of the Governments' undertakings, and equally signals commitment, improvement, and progress.

- Consistency – consistent Queensland Government signage ensures a uniform internal and external visual identity across all Queensland Government projects.

5. Requirements

5.1 All major infrastructure project onsite signage delivered under the Queensland Health Capital Program must comply with:

5.1.1 Queensland Health Capital Project Signage Manual 2023.

5.2 Signage should not be used for a project where:

- 5.2.1 It would compromise the Government's reputation and/or
- 5.2.2 In circumstances where drawing public attention to government projects using signage is not appropriate. Such circumstances include sensitive procurement, where signage may put vulnerable people at risk, or stigmatise sections of the community.

5.3 Signage requirements:

- 5.3.1 The Coat of Arms must be displayed on all materials associated with the major project or major infrastructure development. Department names should never be used.
- 5.3.2 The Coat of Arms should always sit at the bottom right-hand corner of the signage to align with the whole-of-government brand.
- 5.3.3 The Australian Government Crest must appear to the left of the Coat of Arms when the Australian Government have committed funding to the project.
- 5.3.4 If other organisations are providing funding to the project, their logo should sit to the left of the Coat of Arms.
- 5.3.5 The Contractor logo, if required, should sit to the direct left of the Coat of Arms.
- 5.3.6 The Queensland Wordmark visual identity (Queensland | Good jobs. Better services. Great lifestyle) should be applied to infrastructure signage as a supporting element to the Coat of Arms (unless space does not permit). The preferred placement is the top right of the communication material. It should never be placed in the footer. It is not a logo, and should not appear alongside, or instead of the Coat of Arms.
- 5.3.7 Where a project contractor logo appears on site signage, the Coat of Arms should appear.
- 5.3.8 When the Queensland Government is the majority funder, the Coat of Arms should feature more prominently than the logos or identifiers of partners.

- 5.3.9 The project name, where applicable, should be clearly visible on all signage (excluding crane).
- 5.3.10 The tagline 'building a healthier Queensland' should be used on all signage, except perimeter and crane signs. The only exception is satellite hospitals, where the tagline 'care closer to home' should be used.
- 5.3.11 Contact details for the project should be included on all project signs and combination public interest and project billboards.
- 5.3.12 The authorisation statement must be used on all paid billboard advertising.
- 5.3.13 A website to provide further information in relation to the project should be included on public interest billboards, flags, banners and displays.
- 5.3.14 At least 50 per cent of all banners, mesh netting and temporary fences should include signage.

5.4 The Project Director shall ensure:

- 5.4.1 Queensland Health Capital Project Signage Manual 2023 is included in all construction contractor contract documentation.
- 5.4.2 All site project signage follows the correct briefing and approval process as outlined on page 13 of the Queensland Health Capital Project Signage Manual 2023.

6. Supporting documents

- [Queensland Health Capital Project Signage Manual 2023.](#)
- [Queensland Health Corporate Identity Guidelines.](#)

Version control

Version	Date	Comments
2	16 February 2023	Update to Major capital infrastructure project onsite signage policy to consider new whole-of-government branding requirements.