Signage

Government signage generally falls into the following categories:

- project signs
- major project/infrastructure onsite signs
- front office and front of building signs
- internal signs (including information and directional signs)
- government vehicle signs and plant livery
- plaques.

There are a number of important factors to consider when producing signage:

- the scale of the project and how it impacts and benefits the community
- how the project aligns with government priorities
- best placement/position for maximum visibility (adhering to Australian road safety standards and local regulations)
- best production options e.g. entry sign, crane banner, protective netting branding
- most cost-effective, durable and reusable options
- integration with other onsite and associated marketing
- adequate acknowledgement of other organisations where required.

The Coat of Arms, and partner logos (when required) should be of sufficient size to allow easy recognition and readability, considering the type of sign, its positioning and visibility.

Authorisation statements and signage

Advertising, promotional or information products, including signage of this nature, may require an authorisation statement. While an authorisation will only be compulsory if the material is intended or likely to affect voting in an election, the placement and content of signage will guide whether an authorisation statement is required. Most signage referenced in this section will not be affected by this policy—as standard government signage is unlikely to be affected during a caretaker or election period. For example, it would be reasonable to conclude that a plaque or sign on a building indicating who owns or opened the building would not be viewed as political.

An overview of these requirements is provided in the Election Law Authorisation Guidelines August 2013.

Signage placed within six metres of a building that is likely to be used as a polling booth for a federal or state election could be seen to influence or affect voting and so must have an ‘authorised by’ statement. In Queensland, venues designated as likely polling booths can include state schools, government office buildings, Magistrates Court and Queensland Government Agent Program (QGAP) buildings.

The authorisation statement needs to be applied on signage considered to be advertising. This will primarily be, but not limited to, billboard advertising for most departments.

When the authorisation statement is included on a relevant piece of signage, the ‘authorised by’ statement must contain the street and place of the authoriser, the name and place of the sign printer or producer and the date of the sign production or installation, i.e. Authorised by the Queensland Government, George Street, Brisbane. Printed by XYZ Printer, Brisbane, January 2014.

Text size should be proportionate to the entire signage size and be clearly visible and legible.

For more information, please contact your corporate identity coordinator and review and familiarise yourself with the caretaker conventions.
Project signs

These signs can include:

• project name and content to identify that it is a Queensland Government project
• a summary of anticipated benefits the project will bring
• market price (if appropriate)
• anticipated opening (if appropriate)
• phone number, email or internet address maintained by the project sponsor to facilitate engagement with the community and to provide further information.

Contact details such as a website or contact number are sufficient for further information. Department names and department-specific taglines should not be included.

Projects with funding from external organisations

• If there are other organisations providing funding for the project, their logos should sit to the direct left of the Coat of Arms.

Projects with Australian Government funding (less than 50 per cent)

• If the project has received less than 50 per cent Australian Government funding and requires the use of the Australian Government logo, it must sit to the direct left of the Coat of Arms. Please note the one line stacked Coat of Arms is the preferred option when displayed alongside the Australian Government logo.

Queensland Government
Building Project
Insert name of project here
www.xxx.gov.au

Projects with funding from external organisations

Queensland Government project

Project name

Client
For more information call 0000 0000
Contractor Licence No.
Design and construction Authority
www.xxx.gov.au

Queensland Government

Australian Government

Queensland Government
Projects with Australian Government funding (50 per cent or more)

- If the project is Queensland Government-driven but has received at least 50 per cent funding from the Australian Government, the Queensland Government one line stacked and complementary Australian Government one line stacked logos are used. The logos should be placed in the bottom right and left hand corners, respectively.

Projects delivered under specific Australian Government initiatives that require acknowledgement

- If the project has been jointly funded by the Queensland Government and the Australian Government under an Australian Government initiative that requires specific acknowledgement, for example National Disaster Relief and Recovery Arrangements (NDRRA), a funding statement must be provided.

The statement should read as follows:

“Delivered in partnership under the National Disaster Relief and Recovery Arrangements”.

- The statement should sit at an appropriate distance from the Coat of Arms and other logos.

- If the Australian Government initiative has its own brand, for example, the Nation Building initiative, then a statement is not required—the initiative logo, plus Australian Government logo will suffice.

If an artist’s impression of the project at completion is available, a reproduction of this could also be considered for inclusion on the sign.
**Major project/infrastructure onsite signage**

All Queensland Government major construction projects and major infrastructure developments must acknowledge the government’s investment.

This acknowledgement is managed through onsite signage and an integrated marketing and communication strategy. Both would form part of the overall project plan and may specify a project look and feel that would need to be reflected on all materials.

Project managers, in conjunction with the department’s communication unit, should develop effective onsite signage and consider a range of other tools to inform the community about the project/infrastructure.

The Coat of Arms must be displayed on all materials associated with the major project or major infrastructure development. Department names should not be used. The Coat of Arms is the official identifier for the Queensland Government and provides sufficient recognition.

Authorisation statements are not required for this type of signage unless it is paid advertising, for example, a billboard.

**Onsite signage requirements**

All onsite signage and branding requirements must be stipulated in the project contract. Onsite signage can be included on: entry signs, electronic boards, crane banners, protective netting, vehicle signage, promotional banners, mesh fencing, and bunting.

- Ensure the size of onsite signage is proportionate with the size of the site.
- Onsite signage must face the most public aspect of the site to allow for maximum visibility.
- The name of the Queensland Government initiative, where applicable, must be clearly visible.
- At least 50% of all banners, mesh netting and temporary fences should include signage.
- Whenever the project contractor’s logo appears onsite, the Coat of Arms should appear.
- Where the Queensland Government is the majority funder, the Coat of Arms should feature more prominently than the logos or identifiers of partners.

**Placement guidance**

The Coat of Arms should always sit at the bottom right hand corner to align with the whole-of-government brand. Contractor logos should sit to the direct left of the Coat of Arms.

Specific project alliance identification requirements will be determined on a case by case basis, especially where tiered levels of funding require recognition. This should not change the positioning of the Coat of Arms.

Where an alliance identification has been approved, only that identification is to be used with the Coat of Arms. Where there are multiple contractors and no single identification is in place, the Queensland Government’s representation must equal that of the collective contractors’ representation.

The only exception to these requirements is where another organisation, for example the Australian Government or the local Parents and Community (P&C), provides a significant funding contribution. In this case all funding organisations must have equal representation on all materials. This policy should work in conjunction with other signage requirements, for example the Nation Building program.

**Grants programs**

Queensland Government funding of major infrastructure programs under grants programs will need to include appropriate onsite recognition.

Capital grants projects will also need to include appropriate signage, which needs to be considered during initial contract negotiation. Queensland Government recognition should be proportionate to funding.

Consideration should be given to the type, size, number, placement and longevity of the signage and onsite branding materials.

For more information or advice, please contact your departmental corporate identity coordinator. Otherwise, contact DPC via corporate.id@premiers.qld.gov.au
Checklist
Project managers should ensure you:

- liaise with your department’s communication unit prior to the preparation of the project contract
- receive approval from your department’s communication unit for the proposed onsite recognition, contract clause and signage corporate identity requirements
- consider the scale of the project and how it impacts and benefits the community
- consider how the project aligns with government priorities and include key messages where appropriate
- include the name of the Queensland Government initiative, where applicable
- identify cost effective, durable and reusable options
- consider the best signage production options e.g. entry sign, electronic board, crane banner, protective netting, vehicle signage, promotional banners, mesh fencing, bunting
- ensure the minimum onsite signage requirements noted on page 4 are met
- signage must be positioned for maximum visibility (adhering to Australian road safety standards and local regulations)
- provide agreed acknowledgement of other organisations where required
- identify the preferred communication channels for the local community
- identify any connection to existing government activities to avoid duplication and minimise costs
- include the Queensland Government Coat of Arms.

Major projects and major infrastructure signage examples
(please note these examples are not set templates)

**Pacific Highway Upgrade**
Springwood - Loganholme
Cost: $42 Million
Completion: Dec 13

**Eastern Busway**
Cost: $465.8 million
Including property acquisition to Cavendish Road
Completion: Early 2014
1800 194 476

**Kurilpa Bridge**
Opening September 2014
Major projects and major infrastructure signage examples
(please note these examples are not set templates)

Mesh fencing

A Queensland Government initiative

Perimeter fencing

Queensland Children's Hospital
1800 285 839
Major projects and major infrastructure signage examples
(please note these examples are not set templates)

Billboards

Robina Hospital Expansion
179 more beds by mid 2014

www.buildinghealth.qld.gov.au

Project sign

we’re building Gold Coast University Hospital
...right here
opening in December 2013

Front office and front of building signs

Only the Coat of Arms should be used on front office and front of building signs. This includes co-location of offices involving different entities, departments or agencies. Particular attention is needed for alignment of text and headings in close proximity to the Coat of Arms. Left alignment of text should align with the left hand side of the symbol.
Internal signs

The Coat of Arms and branding should not appear on internal signage within a government building. Departments or business units should be identified as text-only headings.

Where co-location with a non-Queensland Government entity occurs, departments and agencies should be listed under the Coat of Arms.

If individual units or branches require directional signage, they should be listed below the department or business unit heading with appropriate directional indicators.
Government vehicle and plant livery

Generally government vehicle and plant livery requirements are covered by the following categories:

- motor vehicles
- trucks and equipment
- marine craft
- aircraft
- construction plant.

The size of the Coat of Arms must be sufficient to allow easy and ready recognition. The Coat of Arms should be adapted to reflect appropriate proportions of the vehicle, based on contemporary practices and taste.

Depending on the colour of the vehicle, the Coat of Arms should appear in either black, white or maroon.

Motor vehicles

For sedans and 4WD vehicles, the minimum symbol size is 150mm (w) x 140mm (h).

Placement should fulfil the requirement for easy and ready recognition. Generally this will be on front doors or side panels.

Either the two-line stacked, or side stacked version of the Coat of Arms can be used depending on placement, always ensuring maximum visibility.

Note: Vehicles and plant equipment used by the Queensland Police Service, the Queensland Ambulance Service and the Queensland Fire and Rescue Authority will maintain their existing livery.

If department or service identification is required, a name identifier may be placed on the side back panel of a vehicle. Cost effectiveness should be taken into consideration when placing a name identifier on a government vehicle.
**Truck and equipment**

- Decals intended for outdoor use should specify high quality cast vinyl (lifespan up to seven years).
- Intermediate quality vinyls (outdoor rating up to five years) may be suitable for passenger vehicle signage (i.e. sedans and 4WDs).
- White backgrounds are preferred. Clear backgrounds (i.e. windows) should be avoided as they deteriorate in long-term situations.
Marine craft
Placement and size of the Coat of Arms should allow easy and ready recognition.

Note: marine craft operated by the Queensland Police Service will maintain their existing livery. Marine craft operated by the Queensland Boating and Fisheries Patrol or other government departments or agencies will maintain their existing livery and integrate it with new corporate identity.

Aircraft
Aircraft in the mainstream government fleet will carry the Coat of Arms positioned appropriately on the sides of the aircraft.

Emergency service aircraft should carry the Coat of Arms in conjunction with agency identification.
**Plaques**

All departments and agencies must follow the required **plaque approval process** (see overleaf for more information) and plaque layouts (below).

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**The Building Name**

Major Brisbane Hospital and Adjacent Complex

Major Brisbane Hospital and Adjacent Hospital; and Well Being Service Districts

was officially opened by

The Honourable John Smith MP
Premier of Queensland

on

25 July 2013

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In situations involving external entities, the business relationship format should be used as a guide for placement of respective logos.

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**Business relationship format**

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**The Building Name**

Major Brisbane Hospital and Adjacent Complex

Major Brisbane Hospital and Adjacent Hospital; and Well Being Service Districts

was officially opened by

The Honourable John Smith MP
Premier of Queensland

and

the Honourable Brent Stowers MP
Federal Minister of Planning

on

25 July 2013
Plaque approval process and checklist

Step one: plaque requirements
Building project manager to liaise with all stakeholders to identify plaque requirements. This includes building name, date of opening, attending officials, funding partners and company logos.

☐ Have you contacted the relevant stakeholders?
☐ Have you identified the plaque requirements of all stakeholders?

Step two: plaque protocol
Once plaque requirements have been identified, the project manager should consult the department’s relevant events or protocol unit to obtain protocol advice, such as the correct titles and the naming hierarchy of attending officials.

If your department does not have a protocol unit, you may seek advice from Protocol Queensland, Department of the Premier and Cabinet.

☐ Have you contacted the relevant Queensland Government department’s events or protocol unit to obtain advice?

Step three: corporate identity
Once protocol requirements have been addressed, the project manager should consult the department’s corporate identity coordinator to obtain advice, such as the placement of company logos alongside the Coat of Arms. It is at this stage that a plaque layout may be developed. Please refer to the templates provided on page 36.

If the plaque does not comply with the provided templates, the corporate identity coordinator may seek additional advice from Communication Services, Department of the Premier and Cabinet.

☐ Have you contacted the relevant Queensland Government department for corporate identity advice regarding placement and use of the Coat of Arms?

Step four: approval
When all protocol and corporate identity requirements for the plaque have been addressed, it is the responsibility of the project manager to seek ministerial-level approval within their own department, prior to the production and/or installation of the plaque.

For significant building openings and when the Premier of Queensland is named on a plaque, it is the responsibility of the Minister’s Office to seek additional advice and approval from the Premier’s Office. It is the responsibility of the project manager to provide any supporting documentation, such as protocol or corporate identity consultation, funding information or project details, for this approval.

Final plaque approval must be provided at ministerial level. Departmental officers within protocol or communication units do not have designated authority to approve the production of a plaque, but are limited to the approval of protocol or corporate identity requirements, respectively.

In the event that a plaque is produced and no individual Queensland Government department is involved, approval must be sought from Communication Services, Department of the Premier and Cabinet, who will seek final approval from the Premier’s Office.

☐ Have you received content approval from all stakeholders involved?
☐ Have you received corporate identity approval from the corporate identity coordinator of the relevant Queensland Government department?
☐ Have you received final ministerial approval, or Premier’s Office approval?

Step five: plaque production
On receipt of final approval from the Minister’s Office (or Premier’s Office where applicable) the project manager may authorise the production and/or installation of the plaque.