get
ready
QUEENSLAND

GET READY QUEENSLAND
BRANDING GUIDELINES
AND KEY MESSAGES FOR COUNCILS

November 2021 | Version 1.3

Queensland
Government

HOW TO USE
THESE GUIDELINES

THESE GUIDELINES HAVE BEEN CREATED TO INTRODUCE AND EXPLAIN HOW BEST TO USE OUR IDENTITY SYSTEM.

These guidelines outline how to best use the elements within our identity system – namestyle, sub categories, colour palette, photography and icons. These elements make up the core of our identity through visual language.

While we encourage you to follow these guidelines closely, we also admire creativity within the parameters defined in this nametsyle identity system. Adhering to the guidelines will better enable you to communicate your message in a unique way that is personalised to Get Ready Queensland.

THIS IS OUR STORY

ABOUT US...

Get Ready Queensland is about building our resilience to deal with the extreme weather and natural disasters that are a part of living in our state. Its aim is to make Queensland Australia's most disaster resilient state.

Resilience is about more than just good preparation or effective responding: it needs a mindset that accepts extreme weather is a part of living in Queensland and prepares to handle it accordingly.

The Queensland Government is determined to do all it can to foster this new mindset. Our strategy includes a new public education campaign, an annual week of community events focused on getting ready for extreme weather, and a $2 million local government funding program to help councils deliver local initiatives that not only make their communities safer, but help everyone bounce back more quickly after a natural disaster.

The Get Ready Queensland program is managed by the Queensland Reconstruction Authority, the state's permanent disaster recovery agency. This guide sets out the namestyle and corporate identity guidelines, and key messages for the Get Ready Queensland program.

Resources and information for councils is available at **qra.qld.gov.au/funding/get-ready-queensland-councils**

For further information, please email the Get Ready Queensland team at **getready@qra.qld.gov.au** or phone **(07) 3008 7233**.

MASTER NAMESTYLE

FRIENDLY, MODERN AND CLEAN.

The updated Get Ready Queensland namestyle uses solid colours and soft rounded corners to create a clean and modern aesthetic. The revised speech bubble reinforces the positive benefits of conversation and connection to the community. There are two primary applications for the namestyle — reverse and keyline. The Get Ready Queensland identity should be used within the following guidelines to ensure our identity remains strong through visual language.

NAMESTYLE GUIDELINES

1x · 1x · 1x · 1x

get ready QUEENSLAND

CLEAR SPACE

Clear space should remain around the Get Ready Queensland namestyle on all applications. The height of 1x can be compared to the height of the letter 'a' in 'ready'.

The Get Ready Queensland namestyle logos are available for download via zip file at **qra.qld.gov.au/funding/get-ready-queensland-councils**

MONO

The mono namestyle is to be used sparingly and only if required for the designed application.

REVERSE MONO

The reverse mono namestyle is to be used sparingly and only if required for the designed application.

25mm

MINIMUM SIZE

The minimum size is to be adhered to for all applications to ensure legibility.

CO-BRANDING
GOVERNMENT LOGO

WHERE POSSIBLE, THE QUEENSLAND GOVERNMENT LOGO (COAT OF ARMS) SHOULD ALSO BE USED ON GET READY QUEENSLAND PROGRAM FUNDED COMMUNICATION AND MARKETING MATERIALS.

In line with the Queensland Government corporate identity guidelines, the Queensland Government logo should be placed at the bottom right hand corner for communication and marketing materials.

The Queensland Government logo should be used on materials where space and sizing permits. The minimum size of the Queensland Government logo is 20mm in height. The Get Ready Queensland team acknowledges it is not possible to include logos on some smaller merchandise items.

Please note the logo is not permitted to be used on any apparel.

To access the Queensland Government logo or for any questions around the use of the logo please contact Get Ready Queensland team on **(07) 3008 7233** or email **getready@qra.qld.gov.au**

QUEENSLAND GOVERNMENT COAT OF ARMS

The Queensland Government Coat of Arms has several logo options. Get Ready Queensland uses the stylised two-line stacked logo and minimum size logo from the Queensland Government Coat of Arms Guidelines.

The minimum size logo should only be used for situations where a smaller logo is required.

STYLISED TWO-LINE STACKED

MINIMUM SIZE
20mm high

MINIMUM SIZE LOGO

MINIMUM SIZE
7mm high

BUSHFIRES

GET READY
FOR BUSHFIRES

Bushfires can strike any part of Queensland but being aware and prepared can protect you, your family and your property.

For more information go to getready.qld.gov.au or qfes.qld.gov.au

GET READY NAMESTYLE

The Get Ready Queensland namestyle should be placed at the top right of the layout.

QUEENSLAND GOVERNMENT COAT OF ARMS

The Queensland Government Coat of Arms should be displayed bottom right.

HOW WE USE
CO-BRANDING

THE GET READY QUEENSLAND PROGRAM ENCOURAGES ALL COUNCILS TO LOCALISE PROGRAM MESSAGES BY CO-BRANDING MARKETING AND ADVERTISING MATERIALS.

Co-branding materials involves using the Get Ready Queensland namestyle, the Queensland Government crest and your council logo together on campaign materials.

If you would like to add your council logo to an existing generic campaign material, or if you would like to create a new campaign material from scratch, please contact the Get Ready Queensland team on **(07) 3008 7233** or email **getready@qra.qld.gov.au**

Please note, any council logo should be proportionate to the Queensland Government logo.

CO-BRANDING

GET READY NAMESTYLE

The Get Ready Queensland namestyle should be placed at the top right of the layout.

BRAND SPECIFIC HEADLINES

The headline section can also be used to connect brands verbally.

CYCLONES

GET TOGETHER
TOWNSVILLE

We can't avoid cyclone season in Queensland but we can be prepared. Make sure your family and friends stay connected.

SUPPORTED BY

Visit our website for more information and prepare your "What-if" plan.

getready.qld.gov.au

PREPAREDNESS ICON

Relevant preparedness icon to be placed here.

QUEENSLAND GOVERNMENT CREST

The Queensland Government Crest should be displayed bottom right.

PARTNER LOGO

The Council logo should be placed bottom left.

CO-BRANDING

get ready QUEENSLAND

FLOODS

GET READY
FOR FLOODING

getready.qld.gov.au

Visit our website for more information and prepare your "What-if" plan.

Queensland Government

get ready QUEENSLAND

WHAT'S IN YOUR
EMERGENCY KIT?

getready.qld.gov.au

Important documents in sealed bags or scanned to a USB

Torch

A first aid kit with essential medicine and scripts

Non-perishable food and a can opener

At least three days worth of water

Essential toiletries

A battery operated radio

Spare batteries and power bank

Sturdy gloves

In an emergency
dial 000

Queensland Government

PARTNER LOGO

The Council logo should be placed bottom left.

PARTNER LOGO

The Council logo should be placed bottom left.

SUB CATEGORIES

OUR POINT OF DIFFERENCE.

The sub categories are a key element to create tailored messaging within our new identity. Aided by a colour system, they help us to define the various categories, give their own space to shine and highlight disaster events that are most important to Queensland.

SUB CATEGORY DEVICE

The sub category device should sit vertically alongside the main heading block in the applicable category colour.

PREPAREDNESS ICON

The featured prepareness icon/s should appear in the correct sub category palette.

HEADLINE COLOUR

The main headline should be in the correct category colour from the sub category.

ALIGNMENT BAND

The alignment band is used to frame the collateral and anchor important elements. It should be featured in the correct sub category colour.

CYCLONES

GET READY FOR CYCLONES

We can't avoid cyclone season in Queensland but we can be prepared. Make sure your family and friends stay connected.

Visit our website for more information and prepare your "What-if" plan.

getready.qld.gov.au

COLOUR PALETTE

BRIGHT AND BOLD.

The Get Ready Queensland palette has two main categories — the Get Ready Maroon used for the name style, and the sub categories palette.

COLOUR PALETTE
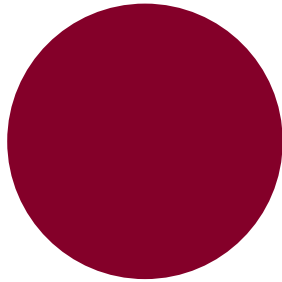
GET READY MAROON
PANTONE 202
CMYK 9 100 64 48
RGB 134 38 51
#862633
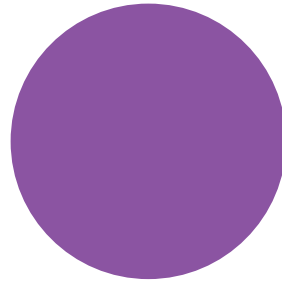
CYCLONES
PANTONE 2088 C
CMYK 52 79 0 0
RGB 168 61 224
#A83DE0
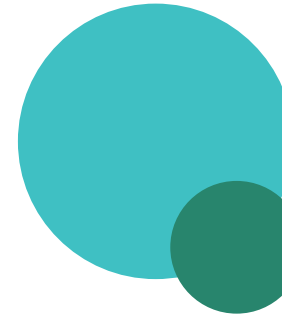
STORM SURGE
PANTONE 2399 C
CMYK 66 0 27 0

WEB SAFE
RGB 40 133 109
#28856D
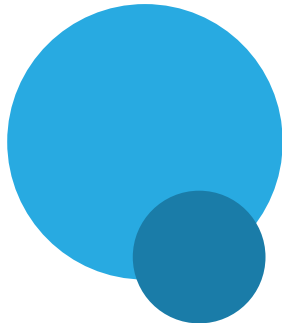
STORMS
PANTONE 299 C
CMYK 70 15 0 0

WEB SAFE
RGB 26 124 168
#1A7CA8
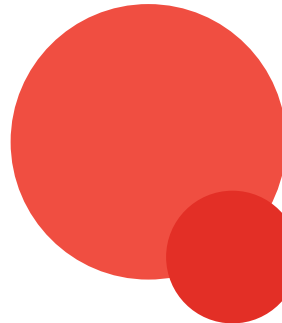
BUSHFIRES
PANTONE 2033 C
CMYK 0 85 78 0

WEB SAFE
RGB 227 47 38
#E22F23
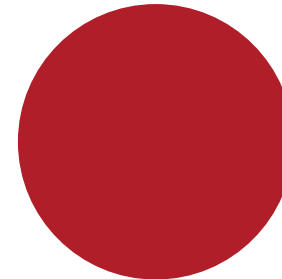
EARTHQUAKE
PANTONE 187 C
CMYK 21 100 94 13
RGB 175 30 41
#AF1E29
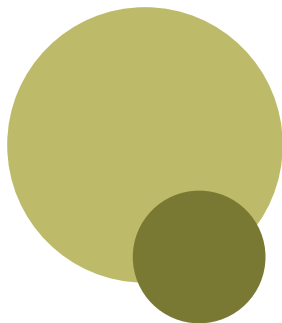
LANDSLIDE
PANTONE 5777 C
CMYK 29 18 72 0

WEB SAFE
RGB 122 121 52
#7A7934

TSUNAMI
PANTONE 632 C
CMYK 73 16 20 0

WEB SAFE
RGB 38 107 115
#266B73
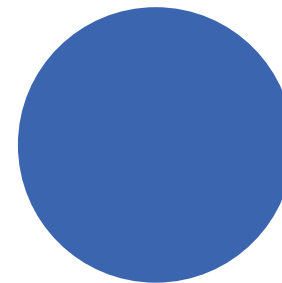
FLOOD
PANTONE 7683 C
CMYK 83 64 0 0
RGB 0 97 237
#3D65AF

PREPAREDNESS
ICONS

HIGHLIGHT AND CLARIFY.

The preparedness icons are devices aimed to give further focus to specific actions. Highlighting and clarifying important planning steps within Get Ready Queensland.

PREPAREDNESS ICONS

THE BENEFIT OF PLANNING AND ACTION

The icons have features such as the action arrow to show the process and benefit of planning, preparing and communicating.

The icons are to be used to give further focus to specific actions within each sub category.
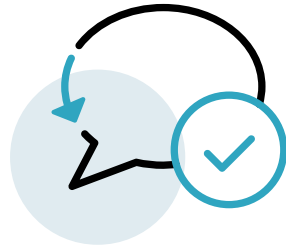
UNDERSTAND

PLAN

PREPARE
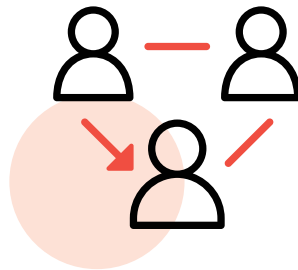
CONNECT

TUNE-IN

EMERGENCY KIT

PHOTOGRAPHY
GUIDELINES

LET THE PHOTOS TELL THE STORY.

Our hero photography is distinctive imagery that allows us to tell our stories and create a unique visual appearance for external communications.

There are two categories of hero photography for Get Ready Queensland – Positive Resilience and Active Emergency. Dramatic local images that focus firmly on the reality and consequence of an impending natural disaster or weather event. Images that focus on themes of resilience, community spirit and the positive outcomes of planning, preparation and recovery.

Images from the Get Ready Queensland library are available to councils to be used on Get Ready Queensland materials. The images are available at **qra.qld.gov.au/funding/get-ready-queensland-councils**

SUB CATEGORIES HEROES
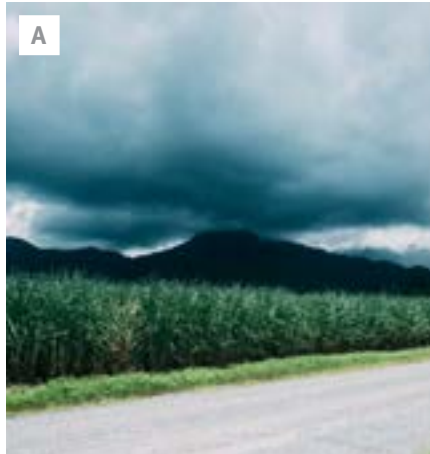
IMAGE A   GetReady-2019-0021   IMAGE B   GetReady-2019-0025   IMAGE C   GetReady-2019-0022
IMAGE D   GetReady-2019-0023   IMAGE E   GetReady-2019-0024   IMAGE F   GetReady-2019-0048

BUSHFIRES/LANDSLIDE/EARTHQUAKE

IMAGE A	GetReady-2019-0005	IMAGE B	GetReady-2019-0045	IMAGE C	GetReady-2019-0007	IMAGE D	GetReady-2019-0032
IMAGE E	GetReady-2019-0029	IMAGE F	GetReady-2019-0047	IMAGE G	GetReady-2019-0031	IMAGE K	GetReady-2019-0046
IMAGE H	GetReady-2019-0033	IMAGE I	GetReady-2019-0040	IMAGE J	GetReady-2019-0034		

IMAGE A   GetReady-2019-0001   **IMAGE B**   GetReady-2019-0002
IMAGE C   GetReady-2019-0003   **IMAGE D**   GetReady-2019-0004

IMAGE A   GetReady-2019-0027
IMAGE C   GetReady-2019-0028

IMAGE B   GetReady-2019-0026
IMAGE D   GetReady-2019-0049

IMAGE A   GetReady-2019-0008
IMAGE B   GetReady-2019-0009
IMAGE C   GetReady-2019-0014
IMAGE D   GetReady-2019-0011
IMAGE E   GetReady-2019-0010
IMAGE F   GetReady-2019-0012

STORMS/STORM SURGE/FLOOD/CYCLONES

IMAGE A	GetReady-2019-0015	**IMAGE B**	GetReady-2019-0016	**IMAGE C**	GetReady-2019-0017	**IMAGE D** GetReady-2019-0018
IMAGE E	GetReady-2019-0019	**IMAGE F**	GetReady-2019-0020	**IMAGE G**	GetReady-2019-0030	**IMAGE H** GetReady-2019-0035
IMAGE I	GetReady-2019-0037	**IMAGE J**	GetReady-2019-0038	**IMAGE K**	GetReady-2019-0039	**IMAGE L** GetReady-2019-0041
IMAGE M	GetReady-2019-0042	**IMAGE N**	GetReady-2019-0036	**IMAGE O**	GetReady-2019-0043	**IMAGE P** GetReady-2019-0044

COLLATERAL
EXAMPLES

THIS IS HOW WE LOOK.

The Get Ready Queensland identity is made up of multiple elements all strategically used together to create a memorable and modern identity.

The following pages outline how collateral items should look visually so the identity is consistent.

OUR PORTAL

COUNCILS CAN QUICKLY AND EASILY ORDER GENERIC PRINT MATERIALS AND COLLATERAL THROUGH THE GET READY QUEENSLAND PRINT PORTAL.

The portal features a selection of A3 posters, 200mm pull-up banners and DL fridge magnets.

You can also access a range of merchandise options including generic branded pencils, rulers, keyrings, water bottles and mobile phone power banks.

If you would like to co-brand any of the materials listed on the print portal, please email **getready@qra.qld.gov.au** and the team will happily assist.

Access the Get Ready Queensland portal at **qra.qld.gov.au/funding/get-ready-queensland-councils**

GENERIC PRINT RESOURCES

A3 POSTERS

A selection of generic A3 posters to promote Get Ready Queensland are available if councils wish to make their own print arrangements at **qra.qld.gov.au/funding/get-ready-queensland-councils**
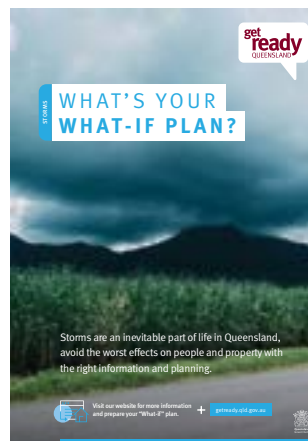
DL FRIDGE MAGNETS

A selection of generic DL Get Ready Queensland fridge magnets to promote Get Ready Queensland are available if councils wish to make their own print arrangements at **qra.qld.gov.au/funding/get-ready-queensland-councils**

EMERGENCY KIT

get ready QUEENSLAND

WHAT'S IN YOUR **EMERGENCY KIT?**

getready.qld.gov.au

Important documents in sealed bags or scanned to a USB

Torch

A first aid kit with essential medicine and scripts

Non-perishable food and a can opener

At least three days worth of water

Essential toiletries

A battery operated radio

Spare batteries and power bank

Sturdy gloves

In an emergency **dial 000** Queensland Government

EMERGENCY CONTACT LIST

get ready QUEENSLAND

WHAT'S YOUR **WHAT-IF PLAN?**

getready.qld.gov.au

Emergency Contact List

Police, Fire or Ambulance **000**
Flood and storm emergency assistance (SES).....**13 25 00**
Poisons information **13 11 26**
13HEALTH **13 432 584**
Energex **13 19 62**
Ergon Energy **13 16 70**
Policelink (general enquiries) **13 14 44**
Road traffic and travel information **13 19 40**
Lifeline **13 11 14**
Marine Rescue Queensland **1800 073 7283**
Tsunami warning **1300 878 6264**
Translating and Interpreting Service **13 14 50**
National Relay Service **13 36 77**

My important contacts
Don't just rely on your mobile phone for important contacts – what if your battery is flat? Important contacts should be your family, neighbours, insurance or local council.

In an emergency **dial 000** Queensland Government

PULL UP BANNERS

Selection of pull up banners to promote Get Ready Queensland are available if Councils wish to make their own print arrangements at **qra.qld.gov.au/funding/ get-ready-queensland- councils**

BUSHFIRES

get ready QUEENSLAND

WHAT'S YOUR **WHAT-IF PLAN?**

getready.qld.gov.au

For more information go to getready.qld.gov.au or qfes.qld.gov.au

Queensland Government

get ready QUEENSLAND

FLOODS

GET READY **FOR FLOODING**

getready.qld.gov.au

Visit our website for more information and prepare your "What-if" plan.

Queensland Government

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CYCLONES

GET READY **FOR CYCLONES**

getready.qld.gov.au

Visit our website for more information and prepare your "What-if" plan.

Queensland Government

get ready QUEENSLAND

STORMS

WHAT'S YOUR **WHAT-IF PLAN?**

getready.qld.gov.au

Visit our website for more information and prepare your "What-if" plan.

Queensland Government

Councils should recognise the Get Ready Queensland program through their social media accounts by proactively arranging photographs and social media posts for Get Ready Queensland activities and initiatives.

This includes applying the social media hashtag and tagging the Get Ready Queensland social media accounts:

Facebook   @GetReadyQueensland
            #GetReadyQueensland

Twitter   @GetReadyQld
            #GetReadyQueensland

Instagram   @GetReadyQueensland
            #GetReadyQueensland

A selection of social media tile and cover images for councils to promote are available for download at **qra.qld.gov.au/funding/ get-ready-queensland-councils**

TILE IMAGES
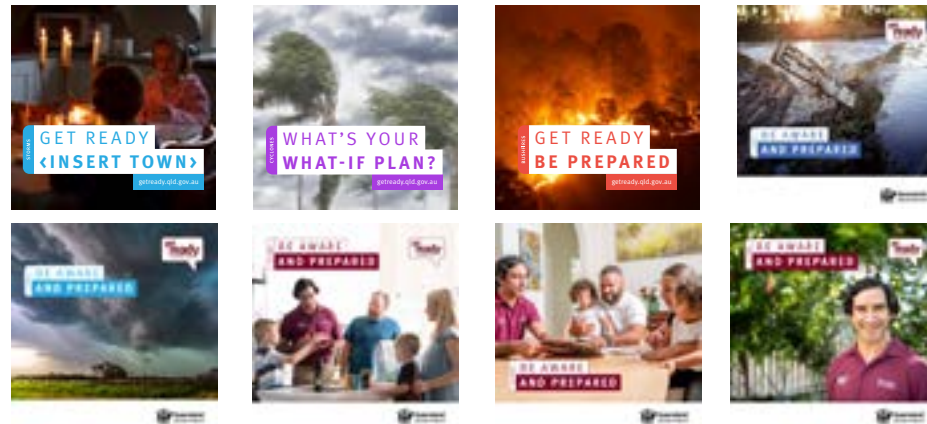
COVER IMAGES
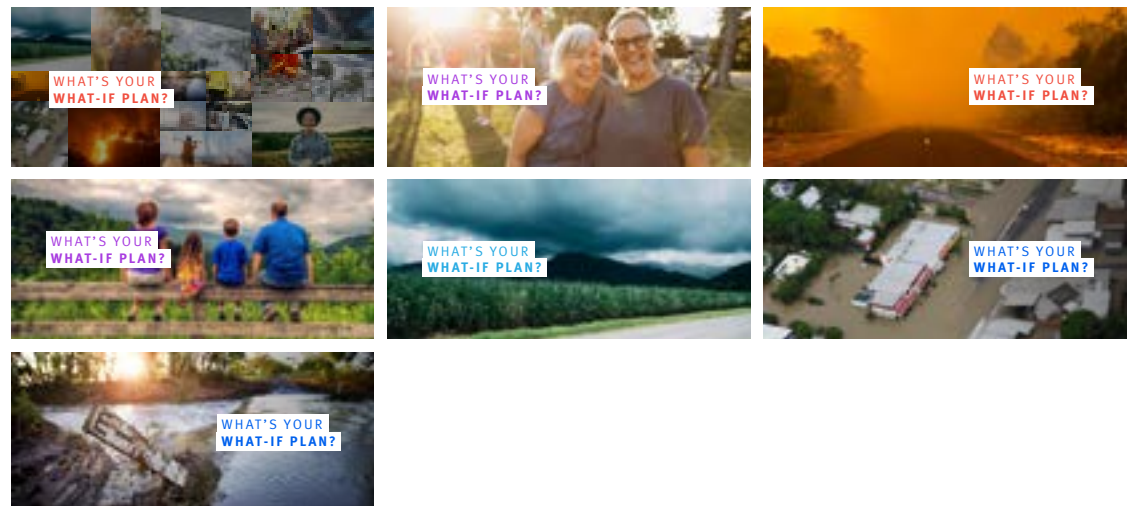
SOCIAL MEDIA RESOURCES AND ACKNOWLEDGEMENT

SOCIAL VIDEOS

A selection of social media videos for councils to promote are available for download at **qra.qld.gov.au/funding/get-ready-queensland-councils**

FLOODS

FRAME 1

IN THE EVENT

FRAME 2

IN THE EVENT
OF FLOODING

FRAME 3

WHAT'S YOUR
WHAT-IF PLAN?
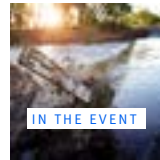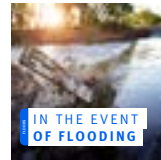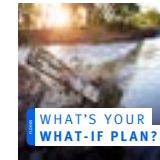
FRAME 4

BUSHFIRES

FRAME 1
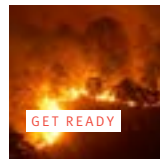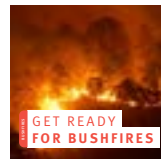
GET READY

FRAME 2

GET READY
FOR BUSHFIRES

FRAME 3

BE AWARE
AND PREPARED

FRAME 4

CYCLONES

FRAME 1

WHAT'S YOUR

FRAME 2

WHAT'S YOUR
WHAT-IF PLAN?

FRAME 3

STAY INFORMED
& CONNECTED

FRAME 4

STORMS

FRAME 1

BE BREPARED

FRAME 2

BE BREPARED
FOR STORMS

FRAME 3

WHAT'S YOUR
WHAT-IF PLAN?
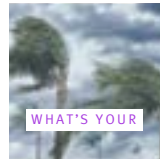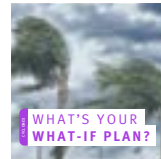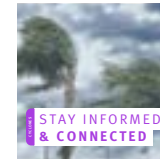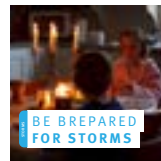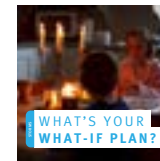
FRAME 4

GENERIC PRINT RESOURCES

BOOKLETS

Booklets are available available for download at **qra.qld.gov.au/funding/get-ready-queensland-councils**

3 STEPS TO GET READY
BOOKLET

PROTECT WHAT'S MOST IMPORTANT TO YOU
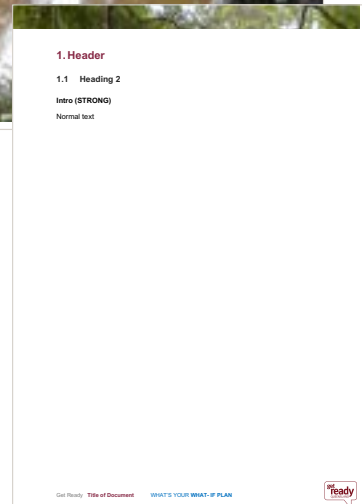BOOKLET

### PROTECTION WHILE YOU ARE OUT AND ABOUT
BOOKLET

GENERIC PRINT RESOURCES

WORD DOCUMENTS

A selection of Word document templates is available for download to promote Get Ready Queensland or for use in planning and reporting on activities and initiatives. **qra.qld.gov.au/funding/get-ready-queensland-councils**
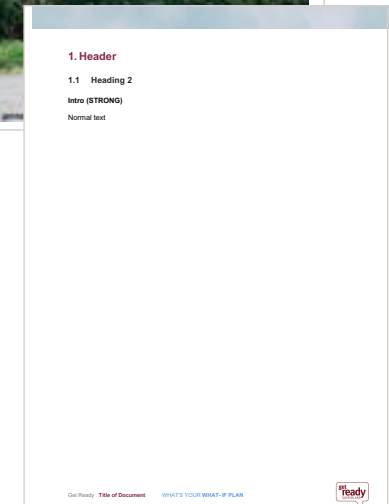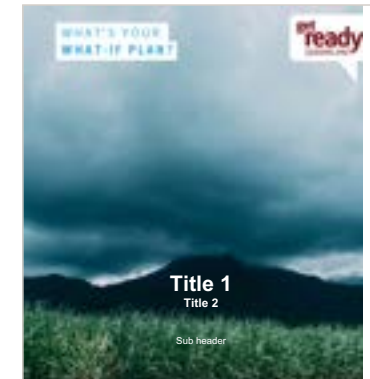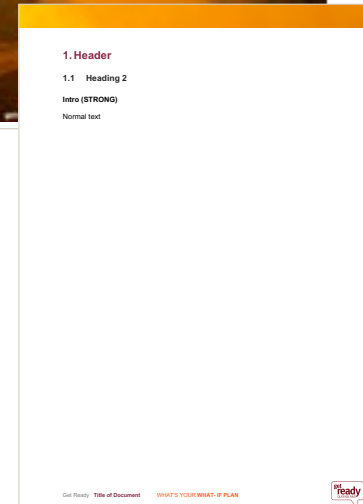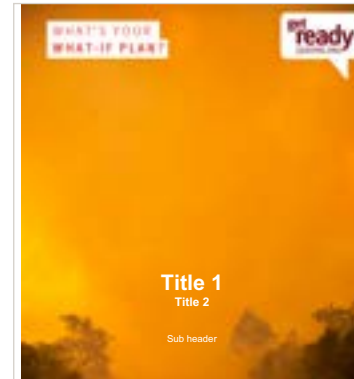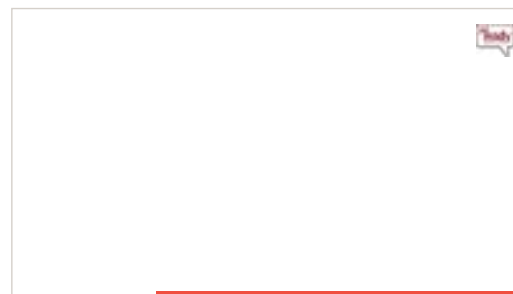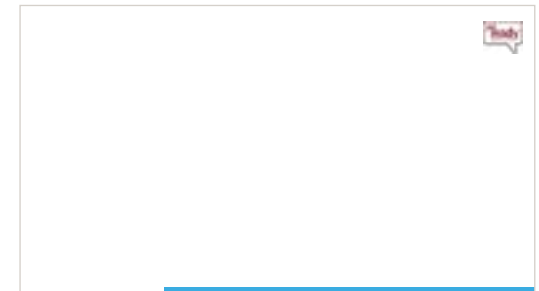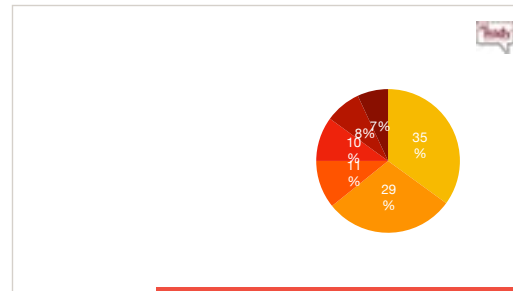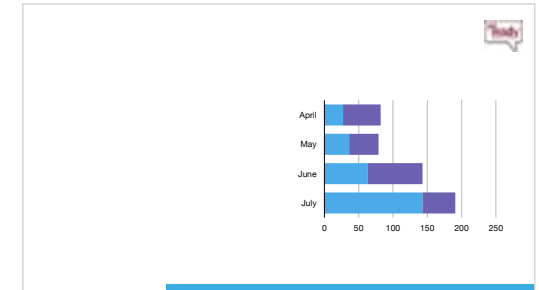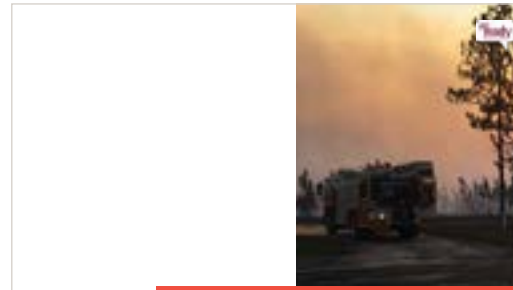
POWERPOINT PRESENTATION TEMPLATES

A selection of Get Ready Queensland PowerPoint presentation templates are available for download at **qra.qld.gov.au/funding/get-ready-queensland-councils**

COVER IMAGES
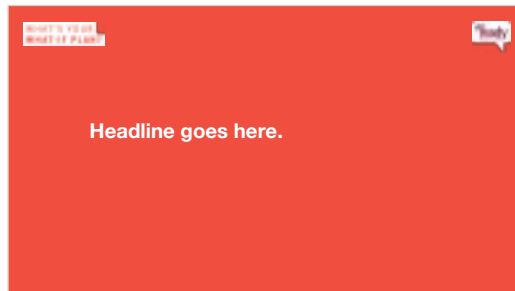
CONTENT SLIDES
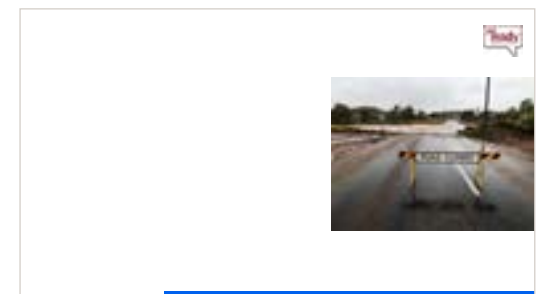
EMAIL BANNERS

A selection of Get Ready Queensland email banners are available for download at **qra.qld.gov.au/funding/get-ready-queensland-councils**
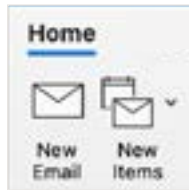
EMAIL BANNERS

HOW TO ADD EMAIL BANNER TO YOUR SIGNATURE

Step 1. Save the email banner to your computer.

Step 2. From the Home tab in your email app, click New E-mail. We are using Outlook.

Step 3. From the Message tab, click the Signature button, and select 'Edit Signatures'
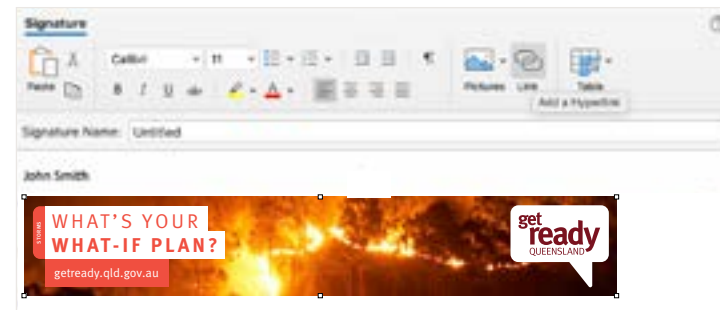
Step 4. With the Signatures and Stationery dialog open, click the plus (+) sign to add a new signature.
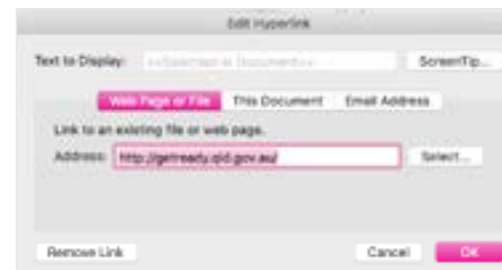
Step 5. In the Edit signature section click the image button and select 'Picture from file'. Find the image in your drive, and click insert.

Step 6. Click on the image to select it and then select the Hyperlink button.

Step 7. Insert the following text into the address **http://getready.qld.gov.au**

SCREEN SAVERS

A selection of Get Ready Queensland desktop screen savers (1920 x 1080px) are available for download at **qra.qld.gov.au/funding/get-ready-queensland-councils**

VIDEO
GUIDELINES

LET THE VIDEOS INFORM YOU.

The Get Ready Queensland video elements are to subtly support on-screen moving visual representation

The following page outlines how elements should look so the identity is consistent.
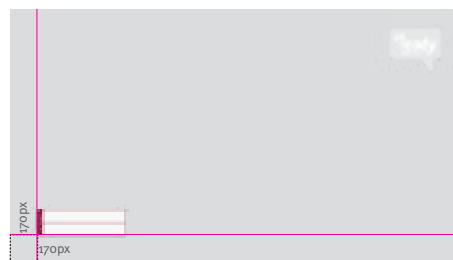
VIDEO ELEMENTS

Super imposed credits are to be placed in bottom third of screen, left aligned. They are to transition on from a 3 second fade, stay for 5 seconds then fade off for 3 second 170x170 px margin.

Additional frames are to utilise a 3 second fade and be present for as long as required.

CAPTION SUPERS

Caption super boxes are white with an 80% transparency applied.

OPENING FRAME

WATERMARK FRAME

GENERIC CLOSING FRAME

For more information visit
www.getready.qld.gov.au

STATE CLOSING FRAME

NAME OR LOCATION

One line super. Meta OT Medium

NAME

ORGANISATION

Two line super. Meta OT Medium

NAME

POSITION

COUNCIL

Three line super. Meta OT Medium

These materials are available for download at **qra.qld.gov.au/funding/get-ready-queensland-councils**

KEY MESSAGING

GET READY QUEENSLAND (YEAR ROUND)

- The Get Ready Queensland program is a year-round, all-hazards, resilience building initiative to help communities prepare for natural disasters.

- Get Ready Queensland because disaster can strike anywhere at anytime.

- When it comes to extreme weather events in Queensland, it's not a matter of 'if' but 'when'.

- Having a 'What if' plan could be the difference between staying safe or putting yourself and your family in danger.

- Queensland is the most disaster impacted state in Australia to natural disasters, exposing our communities and infrastructure to repeated damage from devastating cyclones, floods and other natural disaster events.

- Since 2011, Queensland has been hit by more than 70 significant natural disasters resulting in devastating loss of life and leaving a recovery and reconstruction bill of more than $15.5 billion.

- Recent history has shown us that Queenslanders can face catastrophic bushfires one month and unprecedented flooding the next.

- Get Ready Queensland, take the steps to protect what's most important to you.

- Experience shows that communities that are well prepared and supported before a disaster occurs are more resilient and able to recover faster.

- Queenslanders have proven time and again we are resilient people.

- We need to continue building that resilience as we learn to respond, adapt and develop strategies to prepare for the next inevitable disaster.

KEY MESSAGING

GET READY QUEENSLAND WEEK

- Get Ready Queensland Week is held in the second week of October each year to coincide with the Bureau of Meteorology's annual Severe Weather Outlook.

- The Get Ready Queensland program provides local governments across Queensland with $2 million in state funding to help them improve their communities' resilience.

- This week is Get Ready Queensland Week and COUNCIL/STATE AGENCY NAME is urging all Queenslanders to be prepared by completing the three steps to Get ready which includes understanding your risk, making an emergency plan and packing an emergency kit.

- Get Ready Queensland Week is the perfect time to get Queenslanders thinking about how they can prepare for any surprises summer may have in store.

- Get Ready Queensland Week encourages Queenslanders to be aware and prepared and to know your risk.

MEDIA PROTOCOL

Councils and state government agencies undertaking media for the Get Ready Queensland program are requested to send details of scheduled media events and media releases to **getready@qra.qld.gov.au**

get
ready
QUEENSLAND

Queensland
Government