



get
ready
QUEENSLAND



GET READY QUEENSLAND BRANDING GUIDELINES

CO-BRANDING FOR COUNCILS



April 2023 | Version 2.0



USING THESE GUIDELINES

These guidelines showcase the Get Ready Queensland namestyle, colours, imagery style and key messages.

LOCAL GOVERNMENTS ARE REQUIRED TO ACKNOWLEDGE GET READY QUEENSLAND (GRQ) ON INITIATIVES FUNDED OR PARTIALLY FUNDED BY THE GRANTS PROGRAM.

There are three routes you can follow to ensure all materials meet the obligations for GRQ acknowledgement:

- 1. Use the latest GRQ collateral** available for download at www.getready.qld.gov.au/council-hub
- 2. Request a council co-branded collateral package** from GRQ. Email getready@qra.qld.gov.au to order.
- 3. Follow the advice in this brand guide** to develop a new item or to create unique versions of:
 - Household emergency plan
 - Posters or banners
 - Check lists
 - Disaster trailers or vehicles
 - T-shirts or other apparel
 - Social media tiles
 - Websites or disaster dashboards
 - Word documents or presentation slides

Email a proof PDF to getready@qra.qld.gov.au prior to final production to ensure brand consistency.

GET READY QUEENSLAND BRAND GUIDELINES

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GET READY QUEENSLAND NAMESTYLE

STANDARD

For use on dark backgrounds



KEYLINE

For use on white/light backgrounds



SPECIAL USE

Restricted to:

- engraving
- etching
- single colour screen-printing

See example – Engraved handheld torch, p11



NAMESTYLE SPECIFICATIONS

CLEAR SPACE

The clear space requirement is determined by the height of 1x and is measured from the height of the letter 'a' in 'ready'.



PLACEMENT

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

OPTIMAL SIZE

To determine the optimal width of the namestyle for each application, measure the diagonal length of the layout and divide by 8.

For example

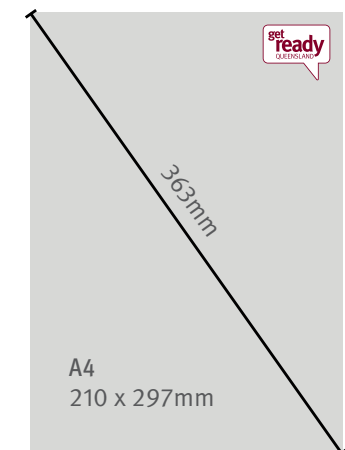
An A4 page measured diagonally is 363mm, divided by 8 = 45.3mm width

MINIMUM SIZE

Using the same equation, divide by 15.

For example

An A4 page measured diagonally is 363mm, divided by 15 = 24.2mm width



CO-BRANDING GOVERNMENT LOGO

The Queensland Government logo (Coat of Arms) is used on Get Ready Queensland-funded materials.

QUEENSLAND GOVERNMENT COAT OF ARMS

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

PLACEMENT

The Coat of Arms is placed at the bottom right of the layout.

Please note the Coat of Arms is not permitted to be used on any apparel.

COAT OF ARMS



MINIMUM SIZE
20mm high

MINIMUM SIZE



MINIMUM SIZE
7mm high

The minimum size version is for use on very small print areas.

To access the Queensland Government logo or for any questions around the use of the logo please contact the Get Ready Queensland team by email getready@qra.qld.gov.au

ACKNOWLEDGEMENT & SOCIAL HANDLES

ACKNOWLEDGEMENT STATEMENT

The acknowledgement statement is to be included in media releases, related website content, project marketing collateral and materials and on the inside front cover of any documents that are being funded under the program:

“This [insert name of item] was developed thanks to support from the Queensland Government’s Get Ready Queensland program. For more information, visit getready.qld.gov.au”

SOCIAL HANDLES

Social media content should include the relevant handle/s and hashtags on all project-related social media posts:

- [@getreadyqueensland](https://www.instagram.com/getreadyqueensland)
- [#getreadyqueensland](https://www.facebook.com/getreadyqueensland)
- [#GRQ\[insert relevant year\]](https://www.tiktok.com/@getreadyqueensland)

COLOUR PALETTE

The Get Ready Queensland colour palette uses a balance of white space/imagery, Get Ready Maroon and the secondary colour palette.

As a guide, each layout features:

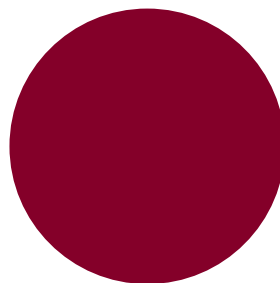
- full block coverage of impactful photography
- white headline blocking
- Get Ready Maroon headline text
- white body copy
- Get Ready Maroon anchor band

THE SECONDARY PALETTE IS USED TO TO COMPLIMENT THE PRIMARY PALETTE AND REFLECT DIFFERENT WEATHER TYPES.

As a guide, artwork layouts should be comprised of a colour balance as follows:

- 70-80% background imagery/white space
- 15-20% Get Ready Maroon
- 10-15% Secondary colour (if applicable)

PRIMARY COLOUR PALETTE



GET READY MAROON

PANTONE 202

CMYK 9 100 64 48
RGB 134 38 51
#862633

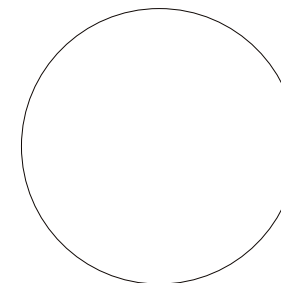


IMAGE OR WHITE SPACE

White space or image,
generally as the
background.

SECONDARY COLOUR PALETTE



CYCLONES

PANTONE 2088 C

CMYK 52 79 0 0
RGB 168 61 224
#A83DE0



STORMS

PANTONE 299 C

CMYK 70 15 0 0
RGB 26 124 168
#1a7ca8



BUSHFIRES

PANTONE 2033 C

CMYK 0 85 78 0
RGB 227 47 38
#e22f23



FLOOD

PANTONE 7683 C

CMYK 83 64 0 0
RGB 0 97 237
#3d65af



STORM SURGE

PANTONE 2399 C

CMYK 66 0 27 0
RGB 40 133 109
#28856d



LANDSLIDE

PANTONE 5777 C

CMYK 29 18 72 0
RGB 122 121 52
#7a7934



TSUNAMI

PANTONE 632 C

CMYK 73 16 20 0
RGB 38 107 115
#266b73



EARTHQUAKE

PANTONE 187 C

CMYK 21 100 94 13
RGB 175 30 41
#AF1E29

IMAGERY STYLE

Photos tell the story.

The Get Ready Queensland brand derives its impact from powerful and positive imagery.

There are two categories of photography for Get Ready Queensland.

- **POSITIVE RESILIENCE**
Images that focus on themes of resilience, community spirit and the positive outcomes of planning, preparation and recovery.
- **ACTIVE EMERGENCY**
Dramatic local images that focus firmly on the reality and consequence of an impending natural disaster or weather event.

Images are available on the Council Hub for councils to use on Get Ready Queensland materials.



VIDEO CONTENT

Acknowledge Get Ready Queensland in closing frames on digital, video and animation content.

VIDEO CLOSING FRAME

- GRQ standard namestyle for dark backgrounds
- Call to action –
For more information visit www.getready.qld.gov.au
- Queensland Government logo



KEY MESSAGES

- The Get Ready Queensland program is a year-round, all-hazards, resilience building initiative to help communities prepare for natural disasters.
- Queensland has more natural disasters than any other state, with our communities and infrastructure impacted by repeated storms, floods, fires and other extreme weather.
- Since 2011, Queensland has been hit by more than 100 significant natural disasters resulting in devastating loss of life and leaving a recovery and reconstruction bill of more than \$20 billion.
- Getting ready well before extreme weather is predicted is the best way to make sure your family doesn't get caught out.
- Experience shows that communities that are well prepared and supported before a disaster are more resilient and able to recover faster.

3 STEPS TO GET READY

- Getting ready is easy and it doesn't have to cost a lot of money.
- Just doing small things can ensure your home and family stay safe and comfortable when extreme weather hits.
- There are 3 Steps to Get Ready
 1. **Understand your risk** – impacts from extreme weather are different for everyone. Learn about what can happen where you live and how it could affect your family.
 2. **Have a plan** – make a household emergency plan so your family knows what to do and who to contact in extreme weather. It takes just a few minutes and will give you peace of mind that your information is in one place.
 3. **Pack a kit** – grab a few extra items next time you are at the supermarket to make an emergency kit.
- These are the basics, but you can think about what items your family might use if you had to stay at home for three days.
- To be ready for extreme weather, there are other things you can do as well:
 - » **Clean up** – check around the house and yard and make sure your home will hold-up against the elements.
 - » **Sign-up** – subscribe to mobile weather alerts from the Bureau of Meteorology or your local council so you can act quickly if extreme weather is predicted.
 - » **Get covered** – Check your insurance so you know your property can be fixed or replaced if it is damaged.
- Get Ready Queensland has useful information and tips on our website, so be sure to visit getready.qld.gov.au

GET READY QUEENSLAND WEEK

- Get Ready Queensland Week is when Queenslanders prepare for the upcoming severe weather season.
- We have a beautiful and diverse state, but we are also home to the most natural disasters in the country.
- Each year, Queenslanders are impacted by extreme weather – often by more than one weather event within just a few months.
- Queenslanders face severe storm, flood, cyclone, bushfire, heatwave and even tsunami and earthquake threats.
- Every household is encouraged to get ready.
- Research shows that well over half of all Queenslanders are already getting ready – so make sure you and your household are too.

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

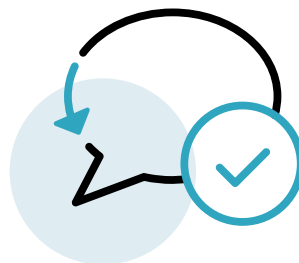
ICON LIBRARY

THE BENEFIT OF PLANNING AND ACTION

The icons feature the action arrow to show the process and benefit of planning, preparing and communicating.

Use the icons to add visual impact to key messages. They can overlay full page images and sit alongside key message text to guide reader focus to the communication.

PREPAREDNESS ICONS



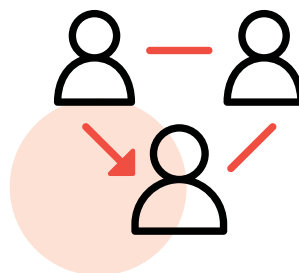
UNDERSTAND



PLAN



PREPARE



CONNECT



TUNE-IN



EMERGENCY KIT

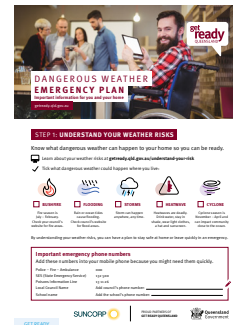
GRQ COLLATERAL

The Get Ready Queensland Council Hub provides councils with access to download GRQ collateral for communications and marketing requirements. Refer to the website for each new project to ensure you are using the latest content and guidelines.

Items available include:

- Household emergency plan
- Posters
- Pull-up banners
- Check lists
- Disaster trailers / vehicles
- Social media tiles
- Websites / disaster dashboards
- Word documents
- Presentation slides

EMERGENCY PLAN



POSTERS



PULL UP BANNERS



Access the latest Get Ready Queensland collateral available for download at www.getready.qld.gov.au/council-hub

CO-BRANDED COLLATERAL PACKAGE

Email getready@qra.qld.gov.au to discuss your co-branded collateral requirements and order your kit.

THE LOCAL PERSPECTIVE

To create a council co-branded collateral package, we replace the Get Ready Queensland photography with images from your council photo library displaying the following characteristics:

- Aligned with either of the GRQ photography categories, Positive Resilience or Active Emergency
- Bold, clear single central theme, uncluttered composition
- Comfortable clear space for block headline, body text and logos
- Not posed or overly staged

Technical aspects:

- Ensure you have permission to use any images showing people's faces or identity
- High resolution for print: minimum 300dpi for hand-held items, minimum 150dpi for large format
- Full colour

We will also require vector format files of your council logo.

Email getready@qra.qld.gov.au to discuss your co-branded collateral requirements and order your package.

PULL UP BANNERS



Council logo with localised, council-supplied imagery

EXAMPLE ONLY



Council logo with GRQ imagery

EXAMPLE ONLY

POSTERS



Council logo with localised, council-supplied imagery

EXAMPLE ONLY



Council logo with GRQ imagery

EXAMPLE ONLY

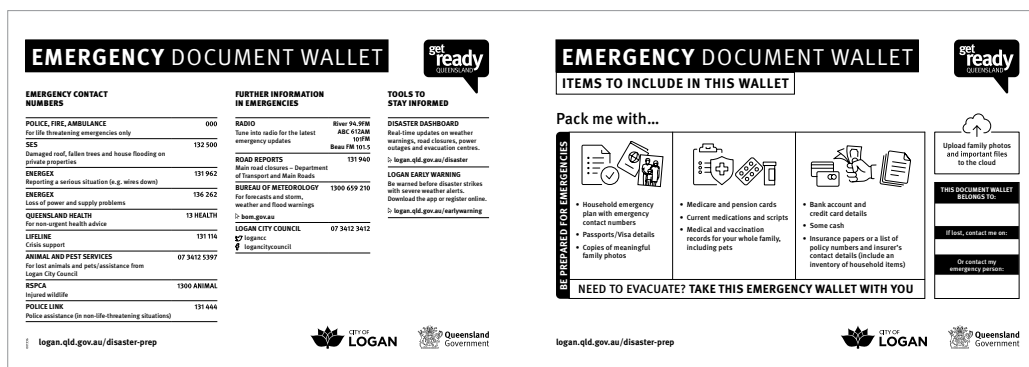
COUNCIL-PRODUCED COLLATERAL

Prior to final production, email a proof PDF to getready@qra.qld.gov.au to ensure brand consistency.

Things to remember when creating new collateral funded or partially-funded by the Get Ready Queensland grants program:

- The Get Ready Queensland namestyle, Queensland Government Coat of Arms logo, and the Acknowledgement Statement **must be included** – see pages 3 and 4 for guidance.
- The Get Ready Queensland social handles are to be used in social media messaging – see page 4 for guidance.

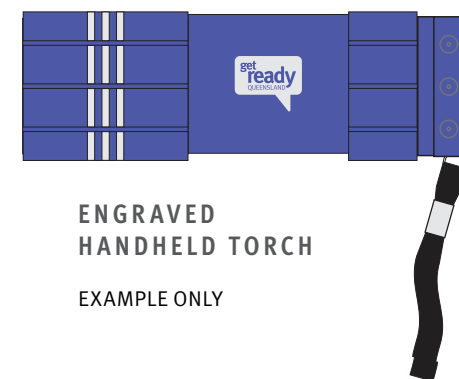
PLASTIC DOCUMENT WALLET
EXAMPLE ONLY



TABLECLOTH
EXAMPLE ONLY



DISPLAY BANNER
EXAMPLE ONLY



ENGRAVED
HANDHELD TORCH
EXAMPLE ONLY



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