



GET READY QUEENSLAND **BRANDING GUIDELINES** CO-BRANDING FOR COUNCILS

Last updated 15 April 2025



CONTENTS

Overview	2
GRQ Namestyle	3
Co-branding Government Logo	4
Acknowledgement Statement	4
Application of Co-branding Elements	5
Key Messages	6
Video Content	7
Social Media	7
GRQ Collateral	8
Council Co-branded Collateral Package	9
Co-branded Examples	10
Approvals	16
Media Protocol	16

OVERVIEW

Local Governments are required to acknowledge Get Ready Queensland (GRQ) on initiatives funded or partially funded by the Get Ready Queensland Grants Program.

There are three ways you can apply the GRQ namestyle and the Queensland Government Coat of Arms to communications materials to meet your GRQ funding obligations:

- 1. Use the latest GRQ collateral** available for download at 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. Email a proof PDF to getready@qra.qld.gov.au for approval, prior to final production.

Please email the Get Ready Queensland Team at getready@qra.qld.gov.au if you have any questions about branding.

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



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



A4
210 x 297mm

CO-BRANDING GOVERNMENT LOGO

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

QUEENSLAND GOVERNMENT COAT OF ARMS

The preferred option is the stylised two-line stacked version, followed by the stylised two-line side-stacked version, depending on layout of the visual space.

TWO-LINE STACKED



TWO-LINE SIDE-STACKED



MINIMUM SIZE

The minimum size logo is used for small format materials such as online communications and mobile adverts.



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.

To access the Queensland Government logo or for any questions around the use of the logo please contact the Get Ready Queensland Team at getready@gra.qld.gov.au

ACKNOWLEDGEMENT STATEMENT

The acknowledgement statement is to be included in media releases, related website and event promotion print materials that are funded under the program. The statement is to be displayed on signage at community engagement events, workshops and school programs.

“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.”

The acknowledgement statement is to be included in media releases, related website content, and/or where the Coat of Arms cannot be used and there is space for text.

“Supported by the Queensland Government’s Get Ready Queensland program. For more information, visit getready.qld.gov.au.”

APPLICATION OF CO-BRANDING ELEMENTS

✓ Required ✗ Not required

	 		Call to action getready.qld.gov.au
Event Collateral e.g. marquees, tablecloths, bunting	✓	✓	✓
Community Engagement e.g. events, workshops, school programs	✓	✓	✓
Display Material e.g. Large-format signage, pull-up banners, flags	✓	✓	✓
Merchandise e.g. fridge magnets, water bottles, tote bags, lanyards	✓	✓	✓
Print Materials e.g. factsheets, brochures, postcards	✓	✓	✓
Apparel e.g. polo shirts, hats	✓	✗	✓
Social Media	✓	✗	✗
Paid Advertising – Press/Print e.g. press adverts, out of home, radio, press, TVC	✓	✓	✓
Paid Advertising – Digital e.g. digital/online adverts	✓	✓	✓

This table is to be used as a guide only. Branding requirements may vary depending on the output specifications. The Queensland Government Coat of Arms should be used where possible to acknowledge Get Ready grant funding source. Refer to page 4 for acknowledgement statement usage. Refer to page 7 for social media handle and hashtag usage.

For support, please email the Get Ready Queensland Team at getready@qra.qld.gov.au if you have any questions.

KEY MESSAGES

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 severe weather hits.
- There are 3 Steps to Get Ready
 - 1. Understand your risk** – impacts from severe 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 severe 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 severe 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 severe 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

VIDEO CONTENT

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

VIDEO CLOSING FRAME

- GRQ standard namestyle for dark backgrounds
- Queensland Government logo



VIDEO CLOSING FRAME EXAMPLE

SOCIAL MEDIA

SOCIAL HANDLES

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

- **@getreadyqueensland**
- **#getreadyqueensland**

SOCIAL TILES

GRQ offers a variety of pre-designed social media tiles suitable for all hazards, these are accessible through the Council Hub (see examples below).

If you plan to create your own social media tiles, please make sure to send your proofs to the Get Ready Queensland Team at getready.qld.gov.au for approval before they are released to the public.



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
- Checklists
- Signage for disaster trailers / vehicles
- Social media tiles
- Word documents
- Presentation slides

The Council Hub also includes disaster dashboards for each Local Government Area, featuring localised information about weather events, road closures and power outages.

EMERGENCY PLAN



POSTERS



PULL-UP BANNERS



Access the latest Get Ready Queensland collateral available for download at getready.qld.gov.au/council-hub
Password: **get-ready-qld**

CO-BRANDED COLLATERAL PACKAGE

THE LOCAL PERSPECTIVE

To create a council co-branded collateral package, we can 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 the Get Ready Queensland Team at 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



Council logo with GRQ imagery

POSTERS



Council logo with localised, council-supplied imagery



Council logo with GRQ imagery

SOCIAL MEDIA TILE



Council logo with localised, council-supplied imagery

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

CO-BRANDED EXAMPLES

ADVERTISING EXAMPLES

PRESS ADVERTS



Heading
HEADLINE HEADLINE

Arum quame lam natem illiquo invel expel estruntia coreium quos voluptur, unto od eos

dolorem endanis volest volorem cum que. Sequasitius, nime solutatat qui id maximet omnihil magnis. Molesequas et omnis eos sit atem fuga. Odigeni hitectur, Ex et, ulparchit,

getready.qld.gov.au

QLD LOCAL COUNCIL LOGO

 **Queensland**
Government


Headline lorem ipsum dolutas

Itati sin reptas as


Musdi dio bearia quassequi imoluptati dolutas della occus re re eum que eos utempor epreprem dio bearia

Apientia icaborro topore effictur? eum eos quassequi imoluptati dolutas della dolutas. Duidant iusapero doluptatio

getready.qld.gov.au



QLD LOCAL COUNCIL LOGO

 **Queensland**
Government

Headline lorem ipsum

Musdi dio bearia quassequi imoluptati dolutas della occus re re eum que eos

getready.qld.gov.au



QLD LOCAL COUNCIL LOGO

 **Queensland**
Government

All examples for guidance only.

Councils are not permitted to run locally-led campaigns simultaneously with the statewide GRQ campaign, without written approval from QRA.

Get Ready Queensland's statewide campaign runs from early October to mid-November each year. Please contact the Get Ready Queensland Team for more information.

ADVERTISING EXAMPLES

DIGITAL ADVERTS



ADVERTISING EXAMPLES

OUT OF HOME ADVERTISING (BILLBOARDS)



DISPLAY MATERIAL

TEAR DROP FLAGS, PULL-UP BANNERS, LARGE FORMAT SIGNAGE



Signage for display at events funded by GRQ.

SOCIAL MEDIA

ORGANIC SOCIAL MEDIA TILES



PAID ADVERTISING – BOOSTED SOCIAL MEDIA



EVENT COLLATERAL

TABLECLOTH



MARQUEE



APPROVALS

ROLE OF GET READY QUEENSLAND

The role of GRQ includes overseeing and determining suitable placements for GRQ identifiers and the Queensland Government Coat of Arms.

For any enquiries regarding the GRQ identifier and Queensland Government Coat of Arms, please email the Get Ready Queensland Team at getready@qra.qld.gov.au

ROLE OF COUNCILS

It is the responsibility of all Councils receiving Get Ready Queensland funding to make sure the appropriate GRQ identifier and the Queensland Government Coat of Arms are correctly implemented within the scope of their GRQ project deliverables.

MEDIA PROTOCOL

Councils and State Government agencies undertaking media for the Get Ready Queensland program are required to send details of any scheduled media releases and/or media events to the Get Ready Queensland Team at getready@qra.qld.gov.au



Get Ready Queensland
Queensland Reconstruction Authority

400 George St, Brisbane
PO Box 15428, City East, QLD, 4002
Tel 1800 110 841

getready.qld.gov.au

getready@qra.qld.gov.au

