Queensland Anzac Centenary
community and project use visual identity guide

About the brand

Background

Between 2014 and 2018 Australia will commemorate the Anzac Centenary, marking 100 years since the country’s involvement in the First World War. On 25 April 2015, the country observed the centenary of the Anzac landing on the Gallipoli Peninsula in Turkey.

The Australian Government will lead a four year program of events and activities taking place across Australia. Many community events and projects will also be happening across Queensland to mark significant dates during this four year period.

The Queensland Government has developed a logo to mark this significant event. This logo will be used on Queensland materials to differentiate them from the programs of other states and territories.

Who should use this guide

This guide is a reference tool for the use of the logo in promoting community events and initiatives, major commemorative events and projects by non-government agencies.

The logo should be used on communication material including (but not limited to) advertisements, online materials, display banners, posters, flyers, reports and documents that relate to the funded project or initiative, to ensure that the Queensland Government is acknowledged appropriately.

Approvals

All communication material using the Queensland Anzac Centenary logo must be approved in writing by the Department of the Premier and Cabinet. Final material should be sent to anzacs100@premiers.qld.gov.au for approval. Please allow four working days for approval.

The word ‘Anzac’

Did you know that the word ‘Anzac’ is protected by legislation?

In 1921, regulations were put in place to protect the word ‘Anzac’ from inappropriate use. It is not permissible to use the word ‘Anzac’ in connection with any trade, business, private residence, buildings, boat or vehicle of charitable or other institution, without the authority of the Minister for Veterans’ Affairs (Commonwealth Government).

How to submit an application

Your application to use the word ‘Anzac’ must include:

• a letter of application to the Minister for Veterans’ Affairs, Commonwealth Government, providing as much detail as possible concerning the proposed use of the word ‘Anzac’

• supporting information, such as pictures or samples where appropriate.

Send your letter of application, together with any supporting information, to:

Minister for Veterans’ Affairs
Parliament House
CANBERRA ACT 2600

Please note that approval timeframes vary depending on the nature of the application. Please contact the Commercations and Anzac Centenary Branch of the Department of Veterans’ Affairs for more information in relation to your application.

Telephone: 1800 026 185
Visit: www.dva.gov.au

Further details regarding the application process to use the word ‘Anzac’ can be found on the ‘Seeking approval to use the word ‘Anzac’ page of the Department of Veterans’ Affairs website at www.dva.gov.au

Anzac or ANZAC?

Although ‘ANZAC’ (which stands for the Australian and New Zealand Army Corps) is the original acronym, the word ‘Anzac’ very soon became used for people and locations. The correct way to write expressions such as ‘the Anzacs’, ‘an Anzac’, ‘Anzac Cove’ and ‘the spirit of Anzac’ is in title case.

The Department of Veterans’ Affairs, Commonwealth Government, prefers the use of title case ‘Anzac’ in all communications.
The logo

The Queensland Anzac Centenary logo

The logo represents a silhouette of Australian diggers on a ridge line. It symbolises the sacrifice made by many, far from home and promotes a sense of reflection and pride. The logo has a respectful and engaging feel and uses a modern typeface to remain relevant to today’s audience.

There are two versions of the Queensland Anzac Centenary logo: a portrait logo and a landscape logo, that are ‘locked’ with the Queensland Coat of Arms. No other versions can be created, and, unless previously approved by the Department of the Premier and Cabinet, the logo should not appear without the Queensland Government Coat of Arms.

Queensland Anzac Centenary locked logo (portrait) Queensland Anzac Centenary locked logo (landscape)

Queensland Anzac Centenary locked logo (portrait)

Version A
Locked logo (portrait)—preferred logo

The portrait version of the logo is the preferred option and should be used where possible.

For use on white or light coloured backgrounds

For use on white or light coloured backgrounds

For use on mid to dark coloured backgrounds
Queensland Anzac Centenary locked logo (landscape)

Version B
Locked logo (landscape)—secondary option, only for use where space is limited

In instances where the portrait version is not suitable due to the format of materials, or there are size restrictions, the landscape version may be used.

Version C—limited use
Locked logo (landscape)

Version C may only be used in circumstances where versions A and B are too large (e.g. small press or online advertisements).
The logo

Technical specifications

Colours
The Queensland Anzac Centenary logo must always appear in one of three colours: gold, black or white.

- Gold logo
  
  CMYK: C 25, M 40, Y 65, K 0
  RGB: R 196, G 154, B 108
  Pantone: PMS 873

- Black logo

- Reversed logo

Size
A minimum size for each version of the logo has been determined to ensure the logo is always legible and easily identifiable. The minimum size for the portrait logo (version A) is 20mm in height. The minimum size for the landscape logo (version B) is 15mm in height. Version C is only to be used in circumstances where versions A and B are too large (e.g. small press or online advertisements) and has a minimum size of 10mm.

- Version A: Minimum size—portrait logo

- Version B: Minimum size—landscape logo with two line side stacked Coat of Arms

- Version C: Minimum size—landscape logo with minimum size Coat of Arms (for use only when necessary)
The logo

**Placement**
The logo should always appear at the bottom right of the page unless otherwise approved by the Department of the Premier and Cabinet. The logo should always sit at least 7mm from the edge of the artwork.

**Exclusion zone**
The exclusion zone is the mandatory clear space that must sit around the logo to ensure its legibility. The exclusion zone for the Anzac Centenary logo is the cap height of ‘Z’ in the word ANZAC.

**Other logos**
Any other logos, such as community organisation, council, sponsor or affiliate logos must run right to left from the Anzac Centenary logo, ensuring that the exclusion zone is adhered to. Order of placement may be decided by the project team.

**Examples of incorrect use**

**Things to note**
The Queensland Anzac Centenary logo will be provided as a final electronic file and must not be altered.

- **Do not** change the colour of the logo
- **Do not** stretch or distort the logo
- **Do not** rotate the logo
- **Do not** place the logo on a busy image. It must always be clear and stand out from the background.
Branding of grantee publications

The Queensland Government must be acknowledged in all publications produced with the support of the Queensland Anzac Centenary grants program.

This PDF will not include the funding acknowledgement statement. This message should be incorporated on the back cover, inside cover or acknowledgements page, as best suits.

Publications with forewords

The Queensland Government must be invited to write a foreword. On most occasions, forewords are written on behalf of the Premier, however may also be allocated to a suitable Government representative.

Foreword requests can be made through milestone reports on SmartyGrants. Please be aware that eight weeks’ notice is required at a minimum.

Ideally, the foreword should be allocated one full page, preferably before the main body of the publication.

The foreword will be provided as a ready-to-insert PDF, designed according to the colour and size specifications supplied for the publication. The file will include the final message, photo and logo, and should not be altered in any way.

The provided foreword can be used in all editions of the publication published prior to 31 December 2018. Permission must be sought before using the foreword for any editions published after 1 January 2019.

Publications without forewords

If the Queensland Government declines the opportunity to provide a foreword, the logo and funding acknowledgment statement should be incorporated as per the established guidelines. These elements can be positioned on the back cover, inside cover or acknowledgements page, as best suits.

Example of a foreword.

Additional requirements

In addition to the foreword and funding acknowledgement statement, the following notation should be included in all editions of the publication.

This is not an official publication of the State of Queensland. The material contained in this publication does not represent the views of [insert name of State Representative providing foreword] or Queensland Government policy.

The State of Queensland makes no statements, representations or warranties in relation to the information in this publication (including the accuracy, completeness, reliability, currency, or suitability for any particular purpose).

The State of Queensland does not accept any responsibility or liability howsoever arising (including, but not limited to, liability in negligence) for any loss, damage or costs (including consequential damage) relating to any use of, or reliance upon, the information in this publication. For the avoidance of doubt, the State of Queensland accepts no responsibility or liability whatsoever for any errors, faults, defects or omissions in the information contained in this publication.

This notation can be positioned on the inside front cover, inside back cover, acknowledgements page, or elsewhere inside the publication, as best suits.

Please be aware that the first edition of the publication must not be sold or otherwise used to make a profit. This requirement does not apply to subsequent editions.
Funding acknowledgement statement

In addition to the logo, the Queensland Government must be acknowledged by a funding acknowledgement statement on all advertising and promotional materials that directly relate to the Anzac Centenary. For major commemorative events, the statement is:

‘This event is proudly supported by the Queensland Government.’

For legacy and grants projects, the statement is:

‘This project is proudly supported by the Queensland Government.’

This statement must be placed either above the logo or at the bottom of body text, wherever space permits.
Co-branding

Acknowledging the Australian Government

On some occasions, the Australian Government will contribute funding or resources towards Queensland Anzac Centenary events, projects or initiatives.

Co-branding with the Australian Government should only occur on communication material where events or initiatives are jointly funded by the state and Commonwealth governments.

The locked Australian Government logo and Anzac Centenary logo should be used on all material where there is Commonwealth government funding of any level.

The Commonwealth and state logos should be displayed side by side in their respective locked formats.

The Queensland Anzac Centenary locked logo must sit at the bottom right of any material, with the Australian Government Anzac Centenary locked logo sitting to its direct left.

All other sponsor, partner, contributor or affiliate logos can be placed right to left from these logos.

If the Australian Government is providing less than other contributing organisations, logos may be tiered according to contribution levels, provided that the Queensland Anzac Centenary logo always remains bottom right.

Approval must be sought from the relevant Australian Government project team to use the Australian Government logo.
Further information

For any questions about the Queensland Anzac Centenary logo or brand, please email anzac100@premiers.qld.gov.au