Brand Style Guide for

Queensland International Institute

Version 2.0 (Feb 2017)

Part 1: Qii Primary Logo

Conditions for the use of the Queensland International Institute Logo

1. Standards for the use of the Qii logo
    The Qii logo can only be reproduced by permission and from electronic copies available from the Qii website (**www.qii.qld.edu.au/logo**).
    To preserve the integrity of the Qii logo and maximise its legibility, in all circumstances the following standards apply to all elements of Qii's corporate identity.
    No element of the logo can be altered, moved or changed in any way.
    Under no circumstance is the logo to be reproduced in mirror image or be rotated.

    1.1   Shape and wording:
           The Qii logo must:
           Consist of the following elements: the large size 'Qii,' the Southern Cross arrangement of stars, and the text 'Queensland International Institute.'
           There are three variants of Qii's stacked and horizontal primary logo: local, international, and combined. These are illustrated below.

Primary Logo (Stacked version)

Local (with RTO number):

International (with CRICOS number):

Combined CRICOS and RTO:

Primary Logo (Horizontal)

Local:

International:

Combined CRICOS and RTO:

1.2   Variation in size:

The complete Qii logo may be varied in size, but the proportions of the elements of the logo, as described in section 1.1, and the elements in relation to each other, may not be varied. Section 1.5 states the minimum size permitted for the Qii logo in print and web reproduction.

1.3   Clear space:

The minimum clear space required around the logo image is 10mm on all sides.
No other graphic or text elements may appear within this clear space.

1.4   Colour reproduction:

The colours orange (M70% + Y100%) and green (C45% + Y100%) are Qii's common colours, and are maintained to demonstrate perpetuity, stability and reliability.

The colour details of Qii's logo are as follows:

RGB values:

Orange: Red (243), Green (112), Blue (33)
Green: Red (154), Green (202), Blue (60)

Hex values:

Orange: #f37021
Green: #9aca3c

1.5   Reversed out of black reproduction:

Where the Qii logo is reproduced in one colour and it is used on backgrounds where black print will not be legible, reversed black and white may be used, as specified:

1.6   Logo space and positioning:

1.6.1   Use of logo at full resolution:

Print: when print with the Qii logo, you must always use the CMYK .eps(Vector file). Vector files will always retian their quality when printed at any size. Under no circumstance should an 'image file'version of the logo(.jpg, .tiff, .png, .gif, etc).
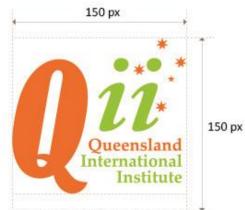
Online: when using the Qii logo online or in a manner that the logo may appear in a digital format or application (including programs or software). The logo should, in all cases, never be less than 72 dpi and at full proportion on all sides. Take care in ensuring the logo does not stretch and lose its original proportional values. When using the Qii logo online, you should use an image file (.jpg or .png).

1.6.2   Use of logo at minimal size in print applications:

A4: 35mm x 35mm
A3: 70mm x 70mm
A2: 140mm x 140mm

1.6.3   Use of logo at minimal size in web applications:
150 pixel x 150 pixel,
i.e.:

Part 2: QiiSA Logo

2. Queensland International Institute Students Association (QiiSA) Logo

2.1   Colour reproduction

M:100 (#EC008B)

C: 65, Y 25 (#42C1C6)

M:16, Y:44 (#FFD799)

C: 71, M:100, Y:27 (#6F2D77)

K: 100 (#231F20)

M: 50, Y:100 (#F7931D)

Part 3: Further Information

3. CRICOS provider number:
   The ESOS Act requires all Australian universities and higher education providers to display their CRICOS code, which is a government registration code, on all materials, print and electronic, promoting educational products or services to consumers.

   All materials produced with our logo, both print and electronic, must have the legal line statement displayed as detailed below, unless written exemption has been provided.

   CRICOS Provider Number: 02763G

Further information about use of the Qii logo

For further information contact Queensland International Institute

Level 3, 104-108 Margaret Street Brisbane QLD AUSTRALIA 4000

+61 (7) 3194 6549

identity@qii.qld.edu.au

www.qii.qld.edu.au

Request Form and Terms of Use Document for

Queensland International Institute's Brand Elements

Version 2.0 (Feb 2017)

Request for Use of Queensland International Institute's Brand Elements

Please read the Queensland International Institute (Qii) Terms of Use detailed on page 3, then complete, sign and return this form to Qii at **identity@qii.qld.edu.au**.

If you have any questions, or if you wish to use any of Qii's brand elements in a manner not specified in this document, please contact us on the above email address.

1. Name

2. Your organisation

3. Your contact details

4. Please describe in detail how you plan to use the logo and the context in which the logo will appear

5. Type of media logo would be used in

    ☐ Digital   ☐ Printing

6. Which format do you require?

    ☐ Colour   ☐ Black & White

    ☐ AI   ☐ PNG   ☐ JPG   ☐ PDF   ☐ Other (   )

7. Did you read the Logo Guildines and agree to follow them?

    ☐ Yes   ☐ No

8. What is your connection to Queensland International Institute?

Terms of Use of Queensland International Institute's Brand Elements

Please read the Qii Terms of Use detailed on page 3, then complete,
sign and return this form to Qii at **identity@qii.qld.edu.au**.

Terms of Use

- Qii's logo and any other brand elements may only be used for the specific purpose for which permission was granted.

- Permission must be applied for and specifically granted by Qii for any additional use of any of Qii's brand elements.

- Qii's logo or any other brand elements may not be altered in any way, including alterations to the typeface and colouring of any of Qii's brand elements.

- If the Qii logo is to be resized, it must be resized proportionately in all dimensions. However, any resizing of the Qii logo must adhere to the minimum size specifications as set out in the Qii Brand Style Guide.

- When printing the Qii logo, only the colours specified in the Qii Brand Style Guide may be used.

- Where printing the logo in 1 colour or mono form, it must only appear as a solid colour or reversed out as specified in the Qii Brand Style Guide.

- A clear space around the Qii logo of not less than 5mm between the logo and any other type or graphic element is mandatory.

- No other words, marks, or design elements may be added or attached to the Qii logo or encroach within 10mm.

Your Agreement to Qii's Terms of Use

The Qii logo, and any other Qii branding element, may only be used with the formal prior written permission of Queensland International Institute, and when that use complies in full with the Terms of Use as set out above and in the Qii Brand Style Guide.

I have read, understood, and agree to comply with the Terms of Use for the Qii logo and all other Qii brand elements:

Signed | | **Date** |