



Queensland  
**Small Business**  
Commissioner

Your guide to the QSBC Brand



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# Introduction


These guidelines provide a standard for the implementation of the Queensland Small Business Commissioner (QSBC) visual style across a range of materials.

These guidelines apply to all business units within QSBC, and must be applied to all material produced by the QSBC, this includes, but is not limited to publications, advertising, presentations, events and sponsorship, signage, display materials and marketing collateral etc.

QSBC's visual style sits under the overarching umbrella of the Queensland Government corporate identity.

## Managing our visual style

The Advocacy team is the custodian of the QSBC's visual style and is responsible for its ongoing implementation.

 For more information about our visual style contact: [advocacy@qsbq.qld.gov.au](mailto:advocacy@qsbq.qld.gov.au)

## Role of our employees

It is the responsibility of all employees to ensure QSBC's visual style is correctly implemented. They are expected to observe the spirit of the visual style and not seek to introduce logos for programs, projects, or to compromise the visual style in any way.

To maintain the integrity of the visual style, the Advocacy team should undertake or manage the production of any material intended for audiences external to the Commissioner.

## What is a visual style?

A visual style is the 'persona' or visual representation of an organisation used across all visual media – building a consistent look and feel, and positive perceptions of that organisation among stakeholders and the general public.

It generally includes a logo and supporting devices commonly assembled within a set of guidelines. These guidelines govern how the style is applied and confirms colour palettes, typefaces, page layouts and other methods of maintaining continuity and brand recognition across all visual media.



# Brand story

The main object of the SBC Act is to establish the QSBC to enhance the operating environment for small businesses in Queensland and reduce the time and costs associated with resolving disputes involving small businesses.

## Our vision

An operating environment that helps Queensland small businesses thrive.

## Our promise

We will deliver our services for the betterment of all Queensland small businesses. We believe everyone deserves to feel heard, valued, and important. We believe that empathy is fundamentally important to everyone's health and happiness as well as to the success and sustainability of our services. Our services will reflect that through all our interactions with each other, our customers, and the community.

## Our goals

We appreciate the unique nature of Queensland small businesses and recognise that there is no one-size-fits-all approach. To ensure we do our best to help small businesses thrive, we will:

### 1. Be dedicated to our vision

- Support self-agency and provide options as quickly as possible
- Provide factual insights and act reasonably within our functions
- Operate transparently and communicate simply and clearly.

### 2. Deliver empathetic services

- Provide empathetic services and support all people
- Consider individual needs, discuss timeframes, and deliver on time
- Keep people informed and honour our promises.

### 3. Provide practical solutions

- Design simple, integrated, and practical solutions
- Change the way we work as technology evolves
- Actively listen so we can continuously improve our services.

## Our service pillars

- Raising awareness
- Enhancing the small business environment
- Providing dispute assistance
- Insights and reporting

## Our contributions to the Queensland Government's objectives for the community:

- Backing small business
- Supporting jobs
- Making it for Queensland
- Investing in skills
- Growing the regions
- Building Queensland





QSBC SYMBOL

## QSBC symbol

The symbol represents QSBC's brand identity and is displayed throughout our marketing and communication materials. It is comprised of an overall shape, three rings and seven colours, all set around a central point.

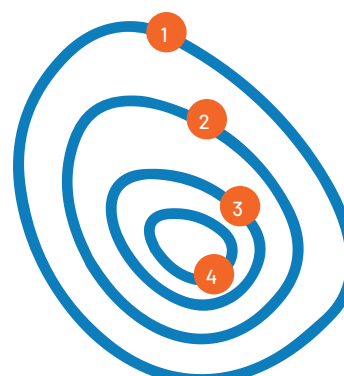
### Each component represents a specific aspect:

- **Overall shape** is a stylistic representation of the great state of Queensland for which the Small Business Commissioner and supporting office work.
- **The rings** represents our small businesses, local economies, regional economies and the Queensland economy within which our small businesses operate.
- **Seven colours** represents the diverse geographical regions and the many different types of industries that small businesses operate in across Queensland.
- **Centre point** encapsulates the most important part – the small businesses at the heart of our Queensland economies and communities.

Our new symbol also reflects the approach we take to our work and the services we deliver through the use of bright colours and a dynamic design. This also highlights the complexity of the operating environment as we work with small businesses to help them thrive.



SEVEN COLOURS



IDENTITY

- 1 Queensland economy
- 2 Region
- 3 Local
- 4 Small businesses



ICON



LANDSCAPE



COMPACT



Queensland  
**Small Business**  
Commissioner

PORTRAIT

## Logo suite

The QSBC logo is the only logo used to identify Queensland Small Business Commissioner. No alternative logos may be created for programs, projects or business units.

Exemptions may be provided in exceptional circumstances, for example major whole of government projects and joint state-federal initiatives.



For more information about the exemption process, contact [advocacy@qsbq.qld.gov.au](mailto:advocacy@qsbq.qld.gov.au)

Implementation of unauthorised logos may result in material being recalled.



EXCLUSION ZONES ARE THE 'X' HEIGHT OF Q

## Exclusion zones

We've defined an exclusion zone that stops other graphic elements interfering with the QSBC logotype and make sure the logo is easy to read.

Proportions, space and size relationships of all blocks have been carefully developed and must not be altered, redrawn, embellished or recreated in any way. An important part of maintaining a consistent presentation is keeping a clear space around the logo from other text, graphics or illustrations. Crowding the logo detracts from its legibility and impact.



Queensland  
**Small Business**  
Commissioner



Queensland  
**Small Business**  
Commissioner

## Inverted colours

The QSBC logo can exist with an “inverted” colour scheme, which means that the main colour is white and the icon remains in full colour on a black/dark blue background.



Queensland  
**Small Business**  
Commissioner



Queensland  
**Small Business**  
Commissioner

## Black and white

The monochromatic version has been specifically designed to meet some specific printing requirements. They should not be used in other circumstances.

#### OCEAN

CMYK 79 - 2 - 10 - 11  
RGB 0 - 156 - 189  
HEX 009CBD  
PMS 7703 C

#### MANGO

CMYK 0 - 54 - 93 - 0  
RGB 246 - 141 - 46  
HEX F68D2E  
PMS 715 C

#### GOLDEN WATTLE

CMYK 1 - 22 - 98 - 0  
RGB 252 - 199 - 24  
HEX FCC718  
PMS 1235 C

#### MIDNIGHT \*\*\*

CMYK 96 - 72 - 52 - 57  
RGB 0 - 42 - 58  
HEX 002A3A  
PMS 7463 C

#### KINGFISHER \*\*\*

CMYK 85 - 43 - 5 - 0  
RGB 0 - 125 - 186  
HEX 007DBA  
PMS 7461 C

#### RUST \*\*

CMYK 11 - 98 - 91 - 2  
RGB 210 - 38 - 48  
HEX CD3027  
PMS 1205 C

#### FLAME \*\*\*

CMYK 0 - 74 - 96 - 0  
RGB 255 - 103 - 31  
HEX FF671F  
PMS 165 C

#### SAND \*\*\*

CMYK 3 - 9 - 53 - 0  
RGB 248 - 244 - 142  
HEX F8E08E  
PMS 1205 C

PRIMARY

\*\*SECONDARY \*\*\*TERTIARY

## Colour palette

A colour palette has been developed to convey the QSBC's visual style.

For printed material, use the four colour process (CMYK) breakdown for each colour.

For digital application (e.g. web, PowerPoint), use the RGB or HEX breakdown for each colour.

Portfolio colours should not be used for headings smaller than 14pt.



### Icon

- Tertiary/accent use ideal for social-media, and smaller digital application
- Minimum height 15mm



### Compact

- Tertiary/accent use ideal for social-media, and smaller digital application
- Minimum height 15mm



### Landscape

- Primary use to be used widely across large print and website platforms
- Minimum height 15mm



### Portrait

- Secondary use to be used widely across large print and website platforms
- Minimum height 25mm

ALL LOGO-MARKS ARE DISPLAYED AT THEIR MINIMUM HEIGHT USAGE

## How to use the QSBC logo

The QSBC logo is the sole identifier of the Queensland Small Business Commissioner.

The QSBC logo preferred to be placed at the bottom right-hand corner across all QSBC branding, however can be placed on the bottom left-hand corner to visually balance the overall layout on occasion.

The QSBC logo exists in various configurations, designed to meet requirements of specific usages – it must not be redrawn, recreated, digitally manipulated or altered in any

way. It should never be obscured, distorted, rotated or cropped. It should not appear on busy backgrounds (e.g. photographs or graphics that may impact on its visibility, obscure or overpower it).

Colour preference is in full colour. The QSBC logo may be used in white or black if the background of the publication/ design doesn't provide enough contrast to see clearly.



Please contact [advocacy@qsbq.qld.gov.au](mailto:advocacy@qsbq.qld.gov.au) for the correct logo design files in vector and other suitable formats.



#### EXAMPLES OF MISUSE

## How not to use the QSBC logo

The logo must be used as is and not be altered in any way. This means that you must not:

- Typeset the words 'Queensland Small Business Commissioner'
- Change the logo's orientation or rotation
- Disproportionately scale the logo
- Change the logo's colours
- Display the logo with colour combinations not previously specified
- Display the logo in a configuration not previously specified
- Attempt to recreate the logo
- Make alterations to the logo's text
- Add special effects to the logo
- Add an outline to the logo or display the logo as an outline
- Use the logo on top of busy photography
- Display other elements within the logo's designated clear space
- Crop the logo in any way
- Place QSBC logo in a box, circle or other shape or combine with any other name, logo or icon to create a co-brand.



If an external service provider requires the QSBC logo, contact [advocacy@qsbc.qld.gov.au](mailto:advocacy@qsbc.qld.gov.au) for the appropriate files





LOCK-UP EXAMPLES

## Partnerships and sponsors

The QSBC logo is the only logo to be used on partnership and sponsorship materials.

### Size

When the QSBC logo is used in a partnership or sponsorship context, careful consideration must be given to sizing and balance. One should not dominate the other – both logos should be scaled so they appear visually balanced. The QSBC logo should appear at the bottom right hand corner of all material, and the other organisation's logo should appear at the bottom left hand corner of all material.

### Colour

There are to be no colouration changes to the QSBC logo in partnership and sponsorship.



## Icon

- Tertiary/accent use ideal for social-media, and smaller digital application
- Minimum height 15mm



## Compact

- Tertiary/accent use ideal for social-media, and smaller digital application
- Minimum height 15mm



## Landscape

- Primary use to be used widely across large print and website platforms
- Minimum height 15mm



## Horizontal

- Secondary use to be used widely across large print and website platforms
- Minimum height 10mm



## Portrait

- Secondary use to be used widely across large print and website platforms
- Minimum height 25mm

ALL LOGO-MARKS ARE DISPLAYED AT THEIR MINIMUM HEIGHT USAGE

## Sub-brand

# Small Business Friendly

The Small Business Friendly (SBF) Program helps Queensland Government agencies and other large organisations to realise their role in supporting small businesses.

By bringing people together around a common goal, the SBF Program aims to enhance the operating environment for small businesses and provide the opportunities they need to thrive.



ICON



COMPACT



STACKED



LANDSCAPE



HORIZONTAL

Inverted



Full colour suite

The Quick Brown  
Fox Jumped Over  
The Lazy Dog

BARLOW MEDIUM TITLE CASE

**The Quick Brown  
Fox Jumped Over  
The Lazy Dog**

BARLOW BOLD TITLE CASE

0123456789  
abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

BARLOW REGULAR CHARACTER SPECIMAN



## Brand font

Typography is a powerful tool in the development of a creative identity and is a key element to create a cohesive look across all communications.

Using a typeface consistently makes it recognisable; it pulls together communications and makes them more distinctive. The style of type we use to bring our communication to life sets the tone of our brand: clean, modern, stylish, distinctive and legible.

### Barlow

Barlow is a slightly rounded, low-contrast, grotesk type family. Drawing from the visual style of the California public, Barlow shares qualities with the state's car plates, highway signs, busses, and trains.

This is the Normal family, which is part of the superfamily along with Semi Condensed and Condensed, each with 9 weights in Roman and Italic.

The quick brown  
fox jumped over  
the lazy dog

HAND OF SEAN PRO SENTENCE CASE

0123456789  
abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

HAND OF SEAN PRO CHARACTER SPECIMAN

## Accent font

In some cases, other fonts are acceptable to use in the design, especially for pull-quotes. These fonts should be used sparingly. Handwritten fonts should never be used for anything other than large headlines or statements as an accent to the design.

The Hands of Sean Pro font is to be used sparingly, and always in conjunction with the primary and secondary typefaces.

### Hand of Sean Pro

Hand Of Sean was created from the designer's own handwriting in 2008 for a personal project, but was made available to the public and quickly became very popular. The font was updated in 2013 with redrawn glyphs, improved spacing, better kerning and OpenType features.

New OpenType features: if you type two of the same letter, the font will automatically substitute with two slightly different characters to make the font look more natural. This also happens with words containing the same vowel either side of a consonant, such as 'solo' or 'data'. Please note that OpenType features are only available in programs that support them, such as Illustrator, Indesign, Quark or Photoshop.



QSBC POWERPOINT FRONT COVER AND CONTENT PAGES



COMMISSIONER'S STATEMENT OF INTENT 2023 - 2026

## Visual style

# QSBC Materials

For core QSBC documents such as the strategic plan, operational plan and other governance documents, the QSBC symbol is used as the dominant design element.

The QSBC symbol is also the main feature of internal facing documents such as internal newsletters, the intranet and staff communication materials.

For materials that are targeted to external audiences, the primary visual element will be an image of one or two people with the QSBC symbol forming the secondary visual element.



*Dominique Lamb*

Queensland  
Small Business  
Commissioner



1300 312 344  
qsbcc.qld.gov.au



*Support  
when it counts*



1300 312 344  
qsbcc.qld.gov.au

QSBC CORPORATE BANNERS

Visual style

QSBC Materials

## Message from the Commissioner

There are more than 473,000 small businesses in Queensland representing over 97% of all business in the state!

Small businesses are the lifeblood of our communities. They define our identity as a place, as a region, as a destination. Small businesses create jobs and provide essential goods and services to the community, large organisations, and the projects that power development.

Small businesses exist in all industries including:

- Construction
- Professional, scientific and technical services
- Rental, hiring and real estate
- Agriculture, forestry and fishing
- Transport, postal and warehousing
- Health care and social assistance
- Retail trade
- Administrative and support services
- Financial and insurance services
- Accommodation and food services
- Manufacturing
- Wholesale trade

These small businesses face a multitude of socio-economic challenges and must navigate a range of strategic and operational complexities. Some of the top challenges for small businesses revolve around local and state government activities and functions, particularly in relation to communication, awareness of information and access to support.

The Small Business Friendly Program is a commitment to work collaboratively with the small businesses that help drive our local economies. It provides a network and tools to increase awareness, share ideas, improve support, and reduce barriers.

We look forward to working with you to enhance the operating environment for small businesses in your community.

  
Dominique Lamb  
Small Business Commissioner

Small Business Friendly Member Information Pack

## SBF MEMBER INFORMATION PACK

## Message from the Commissioner

As the Queensland Small Business Commissioner, I am a passionate supporter of Queensland small business.

The Small Business Friendly (SBF) Program helps Queensland Government agencies and other large organisations to realise their role in supporting small businesses.

By bringing people together around a common goal, the SBF Program aims to enhance the operating environment for small businesses and provide the opportunities they need to thrive.

It is driven by each member's commitment to a simple, yet powerful charter focussed on improving how members transact, interact, and support small businesses.

It is not a box-ticking exercise – it is designed to create tangible and practical improvements and outcomes that help members deliver their commitments, and become more efficient and effective. The five-step approach helps members achieve this goal. As we know, together, we are small business friendly.

  
Dominique Lamb  
Small Business Commissioner

A Queensland Small Business Commissioner program  
@qsbcomissioner

## The Five-Step Approach to Being Small Business Friendly



## SBF FIVE-STEP APPROACH



Attendee Name

Organisation Name

## NAME TAG SAMPLE 57MM X 88MM

## Visual style

# SBF Materials

The primary visual element on materials should be an image of one to two people who are actual or prospective consumers of the program being promoted. The design elements should be used secondary to the images.





SBF SUPPORT BANNER



SBF MEMBER SAMPLE

Visual style

SBF Materials



March 2023



**Dominique Lamb**  
Queensland Small Business Commissioner

Photo caption: Dominique with Dallis at the Crazy Cat Coffee in Atherton this week.

[CONTACT US](#)

March has been a month to remember - we celebrated International Women's Day and the incredible women within our small business community across Queensland. We have had the pleasure of meeting with several business owners this month - many of them fearless women who have incredible stories to tell.

Most agreed with Ginny Rometty (the former CEO of IBM) that "growth and comfort do not co-exist" and most - no matter what stage of business they find themselves in - continue to push through the discomfort and forge ahead towards their individual goals. You often hear business owners speak about their successes but rarely about the times that they felt they failed or the near misses they have had. In fact, it is these tough times, not the successes, that often provide the biggest lessons for all of us watching (and cheering from the side lines).

World Plumbing Day was also celebrated on March 11 and was a fantastic opportunity to shine a light on the wonders of the plumbing industry and the future of plumbing especially when it comes to attracting and retaining apprentices. Events such as these build awareness about the trade's contribution to public good and just how successful and essential their contributions are to our economy.

Also, this month I attended my first meeting with my fellow state Small Business Commissioners and the Honourable Bruce Bilson (the [Australian Small Business and Family Enterprise Ombudsman](#)) in Canberra. Our discussion focused on insurance, Australian Standards, and the Reserve Bank of Australia. These meetings are crucial to ensure that Queensland small businesses have a voice at the federal level, and I look forward to working with the other Commissioners and the Ombudsman to achieve tangible outcomes.

To close out the month of March, I travelled to Far North Queensland with two of my team - Luke and Sharon. We met with some incredible small businesses, chambers and councils in Douglas, Mareeba, Tablelands, Cassowary Coast and Cairns. All of these councils are active participants in our [Small Business Friendly program](#), and it was great to receive updates on how the program is progressing and how chambers and councils are collaborating.

From cafes owners, retailers, tourism operators, allied health professionals, real estate agents and farmers - we met them all and we gained insights into their real-life experiences as small business owners. Some of the concerns raised by the businesses included workforce shortages (exacerbated by housing shortages) and rising operating costs (stock, freight, power, and in particular insurance). While these concerns aren't unique to Far North Queensland, they are often magnified due to factors like distance and weather conditions.

Our call volumes continue to be steady, with businesses seeking dispute resolution assistance and other general assistance. Like last month, we have received enquiries



## Queensland Small Business Month

Small Business Month (QSBM) is coming this May - with events and opening across Queensland (both face-to-face and online).

Sessions will also be recorded, so you can access the information at a later date.

I will be able to register for one of these QSBM online events:  
an Employer of choice  
Profitability  
Finding tenant agreements

Let us know when these events go live, so you can register.

[FIND OUT MORE](#)



## Let's protect respect

With a focus on male-dominated industries, a new industry-led campaign has been launched to promote safe and inclusive workplaces.

Targeted information and advice is available for apprentices, trainees, and their employers, so they know what to do and where to turn if they need support.

[READ MORE](#)



VISION 6 TEMPLATE

## Federal procurement rules on small business

Do you supply goods or services to the Commonwealth Government?

The Australian Small Business and Family Enterprise Ombudsman has just launched an inquiry to examine the impact of reforms to Commonwealth procurement rules on small business.

## Follow us on our social channels



# QSBC Newsletters

## About vision 6

We use Vision 6 to send regular QSBC newsletters.

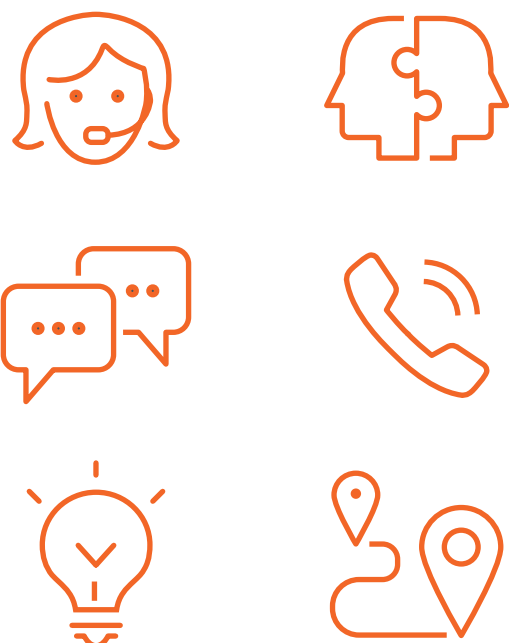
Vision 6 is a widely used email marketing platform that offers several benefits for building and sending regular newsletters including subscriber management, user-friendly interface and analytics and reporting.

**Queensland Small Business Commissioner**  
Level 18, 53 Albert St, Brisbane, Queensland, 4000  
qsbc.qld.gov.au | 1300 312 344

This email was sent by Department of Employment, Small Business and Training, Queensland, Australia to [felicity.ivers@qsbc.qld.gov.au](mailto:felicity.ivers@qsbc.qld.gov.au)

[Unsubscribe](#)





**FLAME \*\*\***  
 CMYK 0 - 54 - 93 - 0  
 RGB 246 - 141 - 46  
 HEX F26727  
 PMS 715 C

ICON SUITE SAMPLER AND STYLING

## QSBC Icons

Contact the Advocacy team when you need to include icons and/or infographics in materials.

An infographic is a visual representation of information using short text and graphics (graphs, icons, symbols etc.), allowing complex data to be understood at a glance. Infographics can replace large amounts of text and are an innovative way of communicating information.

When using infographics, it is important to use the QSBC's colour palette.

LINEO is a pack of 2100+ modern and elegant line vector icons for your apps, web, print and graphic design. There are made with a consistent design and proportional shapes for a perfect visual appearance.

### LINEO icon categories

Agriculture & farming	Happy halloween
Airport & travel	Holiday & summer
Approved & checked	Hotel & services
Awards & trophy	Interface & ui
Baby & childhood	Investing & finance
Barbecue & grill	Journalism & news
Barcode & qr code	Kitchen & cooking
Beer & brewery	Landscapes
Biometric authentication	Moan & investment
Bitcoin & cryptocurrency	Logistics & shipping
Book & reading	Love & valentine's day
Boxes & packages	Media & technology
Breakfast & morning	Medical & healthcare
Building & houses	Message & mail
Business people	Navigation & map
Cameras & accessories	Office & business
Camping & outdoor	Oil & petroleum
Casino & gambling	Pet & veterinary
Christmas & new year	Plumbing
Cleaning & housework	Power & energy
Climate change	Real estate & homes
Coffee & coffee makers	School & university
Construction & tools	Science & laboratory
Coronavirus & covid 19	Settings & options
Crime	Shopping & e-commerce
Law & justice	Smartphone services
Cyber security & hacking	Spa & beauty
Dentistry & dental care	Space & planets
Diagrams & graphs	Sports & games
Document & file	Strategy & management
Drinks & alcohol	Support & contact
Ecology & recycling	Tea ceremony
Engineering & manufacturing	Thinking heads
Fast food	Time & clock
Feedback & testimonials	Transportation & vehicles
Fitness & gym	Vote & election
Folder & archive	Weather & meteorology
Food delivery	Wine & oenology
Fruits & vegetables	Work from home
Gardening & seeding	Writing & art tools
Gifts & surprise	
Global business	





# Photography

Photography should be used to provide context, enhance content and create an emotional connection with the audience.

## Photos should:

- Be natural, vibrant, diverse, engaging and professional
- Be natural rather than formal or staged (e.g. have people facing the camera or action-oriented doing something)
- Be of high-quality (e.g. high resolution)
- Features real small businesses across Queensland
- Reflect the diversity of our population.

Photos and vision must have consent for use (using the Queensland Government photo consent form or purchased from an image library).

## Stock photography

QSBC's preference is to use photography of Queenslanders representing small business across all printed and digital materials.

However, it is recognised that sometimes suitable imagery may not be readily available and stock photography may need to be purchased. Contact [advocacy@qsbqld.gov.au](mailto:advocacy@qsbqld.gov.au) to purchase stock photography if required.



EDITABLE A4 PORTRAIT DOCUMENT TEMPLATE  
PORTRAIT & LANDSCAPE OPTIONS



# Templates

## Word templates

The Advocacy team has developed a suite of templates for QSBC's use. These may be used for communicating within QSBC, to other Queensland Government departments and agencies, and with sector and industry stakeholders.

These templates can be downloaded from the QSBC Microsoft Teams site. If you need help using the templates or would like your material reviewed before distribution talk to the Advocacy team to see what support is available.

Prior to publishing a document to our intranet, the Government portal or circulating among relevant groups, ensure the material adheres to the Queensland Government writing style guide and online publishing guidelines. A checklist is provided in this section.



Please note: these templates are not designed to be professionally printed. To have your material/s printed please contact [advocacy@qsbqld.gov.au](mailto:advocacy@qsbqld.gov.au)

# Checklist for documents and external materials

Prior to publishing a document, use this checklist to ensure it meets our visual style guidelines.

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## Checklist

- ☑ Use a document template, where possible.
- ☑ Ensure that headers, footers, and logos are displayed correctly without distortion, stretching, or condensing.
- ☑ Adhere to typography conventions by displaying the text in the following manner:
  - Use the correct font style, size, colour, and weight.
  - Write in sentence case rather than using all capitals.
  - Align the text to the left, avoiding justification.
- ☑ Insert imagery that fulfills the following criteria:
  - Avoid using clip art.
  - Prevent stretching or distortion of images.
  - Use high-quality images that are not pixelated.
  - Ensure that images do not obstruct headers, footers, or the QSBC logo.
  - Obtain necessary written consent if the photos are taken personally.
- ☑ Verify that all document hyperlinks are accessible and correctly directed. Only use internal SharePoint or Intranet hyperlinks exclusively for materials aimed at QSBC staff.
- ☑ Employ the correct colour palette.
- ☑ For documents published online, ensure accessibility for individuals with different abilities. Conduct a quick and easy check using the Microsoft Office Accessibility Checker. After addressing any issues identified by the Accessibility Checker, Microsoft Office will automatically create accessibility tags when converting the document to PDF.



A6 POSTCARD



A4 FACTSHEET



QSBC POLO

Public facing

## External materials

### Correct application of the visual style

Visual consistency plays a fundamental role in increasing the department's credibility and awareness of services and products we provide.

To maintain the integrity of QSBC's visual style, materials intended for public viewing should be designed by the Advocacy team. This ensures all material is of a high standard and is consistent with QSBC's look-and-feel.



**If you require design services, please talk to the Advocacy team.**

Teams should not engage directly with external service providers – all graphic design requests should be directed to the Advocacy team in the first instance.





CONFERENCE BRANDING



BUSINESS CARD 90 X 55 MM

Public facing

External materials





## SBF Member Update



At the 2023 Small Business Friendly Annual Conference in late April, we announced some changes to the Queensland Small Business Commissioner's Small Business Friendly (SBF) Program.

Based on a review and feedback from some of our members, we are pleased to share this update with you:

- A new Member Information Pack which explains what we would like new and existing members to do
- A new awards program in 2024 that will recognise excellence by members in being more small business friendly
- An Accelerator which will help boost your program of small business friendly activities
- A new SBF logo and simple brand how-to guide.

- **A Member's Guide to the Small Business Friendly Brand:**
  - Digital logo (black, reversed, white, landscape)
  - Print logo (compact, horizontal, icon, landscape, stacked)

We are looking forward to continuing to work with you all to help enhance the operating environment for Queensland small businesses.

*Remember, together we are better at supporting our small businesses.*



**Dominique Lamb**

Queensland Small Business Commissioner

Stay connected via our social channels



Queensland Small Business Commissioner  
Level 18, 53 Albert St, Brisbane, Queensland, 4000  
[qsbcc.qld.gov.au](http://qsbcc.qld.gov.au) | 1300 312 344



## 2023 SBF Conference



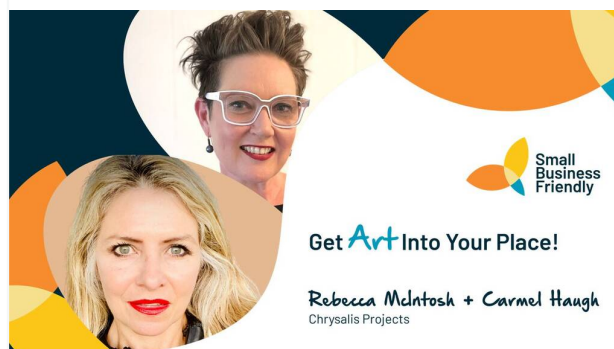
We are proud to have recently delivered the **3rd Small Business Friendly Program Annual Conference** from 27-28 April held on the beautiful Sunshine Coast. Here are some key highlights...

This year's SBF Program Conference was built around the theme of 'ignite - ideas into action' with a significant focus on place-making. This included ideas for activating local areas to increase spending, creating attractive public spaces, and providing small businesses with new opportunities!

A highlight was welcoming Noosa Council into the SBF Program (pictured above). With the addition of Livingstone, at the beginning of May, we now have 45 of 77 councils across Queensland as members of the program.

I would like to thank all the councils, small business leaders, and speakers who gave up their time to come together and participate in our conference. The quality of connections and information sharing was outstanding and I have no doubt that it will result in big things for small businesses across Queensland.

During the conference, Julia Spicer our Chief Entrepreneur and small business owner

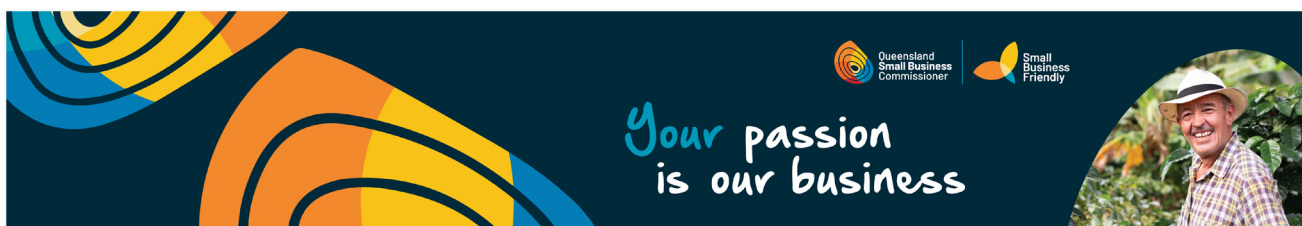


Get **Art** Into Your Place!

**Rebecca McIntosh + Carmel Haugh**  
Chrysalis Projects

Chrysalis's **Rebecca McIntosh** and **Carmel Haugh** demonstrated how co-designed projects can deliver transformational arts and culture and build a visitor economy. Think landmark murals, opera in unexpected places, and tightrope walks in surprising spots.

[FIND OUT MORE](#)



LINKEDIN COVER IMAGE



FACEBOOK COVER IMAGE

## Digital channels

### Websites

All Queensland Government websites must conform to minimum standards for well-formed, pertinent and accessible content, while also applying consistent brand, style and behaviours compatible with a broad range of technologies.

Guidelines have been developed and are regularly updated to assist agencies to produce this 'look and feel' via:

- Single Web Experience template/s for use with Franchise web pages on [www.qld.gov.au](http://www.qld.gov.au)
- Consistent User Experience template/s for use with individual agency websites.

The web writing guide aims to unify the messaging of the government and its agencies, employing current best-practice in content delivery.

For assistance with website content, contact the Digital Delivery Unit at [web@dyjesbt.qld.gov.au](mailto:web@dyjesbt.qld.gov.au)

### Social media assets

The Advocacy team will manage development of social media assets for use on QSBC's social media channels through either paid or organic activity.

However, if you would like to promote your initiative through social media you may be requested to provide the following:

- a relevant image of actual customers of your program you have consent to use on social media
- relevant text to promote your program (will be edited for style and to optimise engagement)
- a supporting website link.

### Electronic newsletter and email banners

The Advocacy team can produce image files for use in electronic newsletters and promotional emails in line with the QSBC Style Guide and to ensure minimum file size. Contact [advocacy@qsbq.qld.gov.au](mailto:advocacy@qsbq.qld.gov.au) for assistance.

The inclusion of promotional banners on the bottom of staff emails requires approval from the Director of Advocacy.

# Promotional and event materials

## Promotional items and giveaways

Promotional items and giveaways (e.g. keep cups, lanyards, stress balls, etc) are largely used to build brand (or program) awareness and customer loyalty.

If you would like to produce promotional or giveaway items you need to consider the following:

- Will the item encourage a new customer to find information about a service or program of the QSBC?
- Does the promotional product add value to the event or program? That is, will the product influence the recipient to tell others about the services offered by the QSBC or access further information through the website?
- Does the item have longevity? Would someone keep it and reuse it?
- Is the item environmentally friendly? The QSBC does not endorse the use of balloons or non-recyclable plastic items in any format at any events or to promote our programs and services.
- Can the items be sourced locally to demonstrate our support of Queensland businesses?
- Is the item safe? Consider the hazards associated with your promotional items, especially if children will have access to them. Safety and warning labelling should be included where necessary.

Prior to producing any promotional items or giveaways, contact the Advocacy team to discuss why and how you will use the items.

If the item is supported, the Advocacy team will provide advice on appropriate design and production of the items.

## Banners and signage

The creation of pull-up banners and other event signage is to be undertaken in line with this Visual Style Guide.

Contact [advocacy@qsbcc.qld.gov.au](mailto:advocacy@qsbcc.qld.gov.au) to discuss production of banners and event signage.



## Queensland Small Business Commissioner

### Acknowledgement of Traditional Owners and Elders

The Queensland Small Business Commissioner acknowledges the Traditional Custodians of the land on which we work and pays respect to their Elders past, present and emerging. We extend that respect to all Aboriginal and Torres Strait Islander peoples.

### More information



Contact the Advocacy team for more information regarding this Style Guide:  
**[advocacy@qsbcc.qld.gov.au](mailto:advocacy@qsbcc.qld.gov.au)**