



Campaign device style guide 2025

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Free Kindy campaign device

Free Kindy is part of a free childcare initiative being delivered by the Queensland Government.

The Free Kindy campaign device has been created to support consistent and recognisable communications around the delivery of this Queensland Government initiative.

This style guide outlines the correct use of the Free Kindy campaign device, including specifications for typeface, colour, spacing and size. It must always comply with the Queensland Government brand and visual identity guidelines including the Delivering for Queensland wordmark and Coat of Arms.

This guide should be used when creating any campaign material that references the Free Kindy campaign including communications, presentations, documentation and other campaign collateral. It provides the technical direction needed to ensure the campaign device is applied clearly, consistently, and correctly across all formats.

For questions on usage, please contact

ECEC.CommunityEngagement@qed.qld.gov.au

Preferred



The Free Kindy campaign device should always appear in the correct colour unless the reverse logo is being used.

The campaign device must always appear with the word 'Kindy' underlined.

The campaign device and underline must always be displayed on an angle, and this incline adhered to in all instances.

Secondary



Mono Reversed campaign device

Secondary



Reversed



20mm
50px

Minimum spacing

We use the dot from the 'i' in the campaign device as the minimum spacing guideline. Maintaining this clear space around the device will help ensure visibility, impact and brand integrity.

Minimum size

The device should not be used at sizes smaller than shown.

Incorrect use of campaign device

The campaign device should never be altered in any way.

In addition, it should never appear on busy parts of imagery as it will effect visibility. For the same reason, the full colour campaign device should never appear on light or colourful areas of an image.



Ensure visibility always



Never place the full colour device on a colourful or busy background



Never stretch or change the angle of the campaign device



Never change the colour of the campaign device

Incorrect use of campaign device

The campaign device should never be positioned in a way to form a lockup with any other device.



Queensland
Government

Preferred placement of campaign device

The preferred placement of the campaign device is right, centered above the 'Delivering for Queensland' device appearing with the Queensland Government coat of arms on the bottom right.

The search pill should also be on the right hand side, stacked inbetween the Free Kindy campaign device and the Delivering or Queensland and Queensland Government coat of arms.

Free Kindy campaign device complements the Queensland Government brand and visual identity and all guidelines should be adhered to.



All paid campaign material must use the Queensland Government authorisation statement - 'Authorised by the Queensland Government.'

Colour

The colour for the campaign device is Queensland blue, and a gradient using the Queensland blue and light blue.



#005EB8

C93, M64, Y0, K0

R0 G94 B184

#3BA5D7

C69, M19, Y3, K0

R59 G165 B215

Noto Sans

The Noto font family is the approved corporate typeface for the Queensland Government. However, for the campaign device, *Noto Sans Extra Bold* must be used.

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890@#%&>

FREE
KINDY