



Connect, Collaborate and Communicate:

Visual style and publicity guide for QWS delivery partners








Introduction

Good people. Good jobs: Queensland Workforce Strategy 2022–2032 (QWS) is Queensland’s first whole-of-government workforce strategy to harness the potential of our people, drive economic growth and strengthen our communities.

Launched in August 2022, the QWS will be delivered over 10 years, with its first action plan (2022-2025) featuring an initial investment of \$70 million for 33 targeted actions, building on the government’s ongoing \$1.2 billion annual investment in skills and training.

The strategy has five focus areas:

-  1. Workforce participation
-  2. Local solutions
-  3. School-to-work transitions
-  4. Workforce attraction and retention
-  5. Skilling Queenslanders now and into the future

The Department of Employment, Small Business and Training (DESBT) oversees implementation of the strategy, with numerous Queensland Government agencies delivering actions with the support of over 100 industry and community partners.

Learn more about the strategy and the 33 actions at www.qld.gov.au/workforcestrategy.

Our commitment to you

As a partner in the delivery of the QWS, you play a crucial role in promoting the strategy. This guide supports you in aligning QWS related communications to ensure a consistent acknowledgement of the strategy and activities related to it by all partners across communication channels and platforms.

**If the information in this guide does not align with your design and communication requirements, please contact the [QWS Communication Manager](#) for tailored support.*

Acknowledgement statements

All organisations and agencies delivering projects, initiatives, or activities under the QWS are requested to promote their involvement and acknowledge the QWS in all public communications.

Various acknowledgement options are available to suit different communication uses and channels. These include the use of an acknowledgement statement, the inclusion of the QWS namestyle or a combination of both. Usage guides are provided on pages 4 and 5 of this document.

Namestyle only

Queensland Workforce Strategy 2022–2032

**please refer to the Hyperlinking guidelines on page 5 when using the Namestyle for digital materials*

Short statement:

Powered by the Queensland Government’s *Queensland Workforce Strategy 2022–2032*.

Long statement:

[Initiative name] is powered by the Queensland Government’s *Good people. Good jobs: Queensland Workforce Strategy 2022–2032*.

Project funding statement:

[project name] is funded through the **[initiative name]**, powered by Queensland Government’s *Good people. Good jobs: Queensland Workforce Strategy 2022–2032*.

Sample:

Car2Bus project is funded through the **Workforce Connect Fund**, powered by the Queensland Government’s *Good people. Good jobs: Queensland Workforce Strategy 2022–2032*.

** If the above standard statements are not suitable for your purpose please contact [QWS Communication Manager](#) for customisation.*

Referring to the Strategy:

- **In full:** *Good people. Good jobs: Queensland Workforce Strategy 2022–2032*.
- **General References:**
 - Queensland Workforce Strategy
 - ... the Workforce Strategy

Do not use the acronym QWS in external communications



Media releases, events and other opportunities

QWS delivery partners are required to keep the Queensland Government informed of communication activities related to QWS-funded or aligned projects.

Media activity (news media – television, radio, print, online)

What you need to do:

- Prior to any planned media activity, email details of the opportunity to your project lead as well as workforcestrategy@desbt.qld.gov.au and media@desbt.qld.gov.au
- DESBT will provide advice if there is interest in the Minister or department being involved in your media opportunity.
- Ensure all media releases include appropriate QWS acknowledgement statements.
- Ensure your media release aligns with QWS key messages.

Events

What you need to do:

- Send formal invitations if government representatives are required at your events (refer to your agreement). Email to workforcestrategy@desbt.qld.gov.au and events@desbt.qld.gov.au
- Ensure event materials include appropriate acknowledgement of the Queensland Government and the QWS.

For guidance on aligning with QWS key messages, please contact the [QWS Communication Manager](#).



Share your good news stories

There are many examples of the impact of the QWS and we want to share them. By sharing your successes, we can collectively raise awareness and inspire others to take action and engage with the strategy.

To share your QWS aligned success stories, please submit them using our [online story submission form](#) or [QWS Story Builder template](#).

You can view examples of [Workforce stories and ideas here](#).

For assistance with story development, including case studies and video production, please contact the [QWS Communication Manager](#).



Images and consent

Consent: To use photos or videos featuring identifiable individuals in QWS promotions or Queensland Government communications, including media distribution, a signed [Queensland Government image consent form](#) is mandatory.

Events: If obtaining individual consent at events is not feasible, please clearly display the [implied image and film consent notice](#).

(Consent applies exclusively to Queensland Government use and does not extend to other organisations).



Share and collaborate

You are encouraged to use the Queensland Workforce Strategy hashtag via digital channels and print collateral (where applicable).

#QldWorkforceStrategy

Access the [Online QWS promokit](#)



Please contact the [Queensland Workforce Strategy Communications Manager](#) with requests for electronic versions of visual style files, design questions, story development and support with communication planning.

Follow us on our socials for the latest news and updates:



[Facebook - Business Queensland](#)

[Facebook - Skills for Queensland](#)



[YouTube - Queensland Department of Employment Small Business and Training](#)



[LinkedIn - Department of Employment, Small Business and Training.](#)

Quick guide for acknowledgment and logo use

(For all delivering partners of the Queensland Workforce Strategy 2022-2032)

Where funding arrangements are in place, please read carefully to ensure any contractual acknowledgement obligations are met.

Channel	Statement	Queensland Coat of Arms	Queensland Wordmark	Namestyle	Your organisation's logo
Media releases (organisation writes)	✓				✓
Home page of your website	✓*				✓
Webpages relating to the strategy	✓				✓
Promotional material, including <ul style="list-style-type: none"> digital and social media activity (eg. social tiles) brochures flyers banners posters signs videos*** 	✓	✓ (Government agencies only; not other entities)	✓ (Government agencies only; not other entities)	✓**	✓

The use of the Queensland Coat of Arms and Queensland Wordmark is reserved for government agencies, Queensland Government-Owned Corporations (GOCs), and statutory bodies.

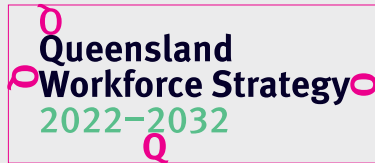
*You must clearly identify which parts of your organisation's business is funded under the strategy.

** Use of the namestyle or statement is dependent on design and channel appropriateness. Refer to examples on page 5, or contact the QWS communications manager for customisation.

*** For videos related to the strategy, the acknowledgement, namestyle and, if approved, the Coat of Arms and Queensland Wordmark should appear on an outro slide.

1. Namestyle placement and treatment

1.1 Namestyle size



Minimum size: 10mm high
28px high

1.2 Namestyle placement

Refer to Hyperlinking guidelines.

For Queensland Government agencies

QWS Namestyle to be placed top left side

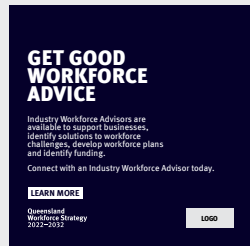


Agency logo to be placed bottom left side

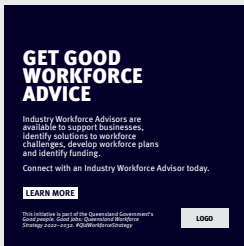
QWS Namestyle to be placed top left side



For other organisations - Co-branding with the QWS is encouraged



Non-Government organisations logo to be placed bottom right side



QWS Text only long or short version to be placed bottom left side

QWS Namestyle to be placed bottom left side

1.3 Dos & Don'ts for Namestyle, Queensland Wordmark and Coat of Arms

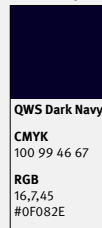
- DO** ENSURE VISIBILITY AGAINST BACKGROUNDS
- DO** ONLY USE THE COLOUR IN THE PALLETTE FOR THE QUEENSLAND WORKFORCE STRATEGY
- DO** PLACE THE QUEENSLAND WORDMARK TOP RIGHT
- DO** PLACE THE COAT OF ARMS BOTTOM RIGHT
- DON'T** TILT
- DON'T** DISTORT
- DON'T** USE SHADOWING
- DON'T** USE OVERLAYS
- DON'T** USE WHITE OUTLINE



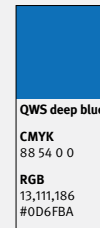
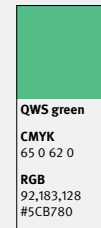
2. Colours

2.1 Colours

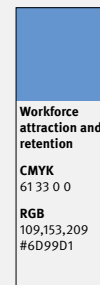
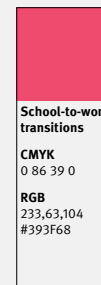
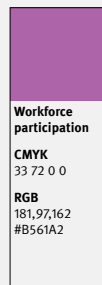
Primary colours



Secondary colours



Supplementary colours



3. Visual treatments

3.1 Visual treatments of other elements

Use of lines, dots and iconography to show 'connection' is a feature of the Queensland Workforce Strategy look and feel. Further colours are available for treatment on request.



3.2 Visual treatments iconography

A series of icons has been created to represent the strategy's different focus areas. Other icons in marketing materials should match the line weight of these icons. A larger library of icons is available for download on request.



Workforce participation



Local solutions



School-to-work transitions



Workforce attraction and retention



Skillings Queenslanders now and into the future

More information and resources

Stakeholders can access latest copies of this guide as well as other items from the [online promotional kit](#).

If you're a government agency delivering the strategy, you are encouraged to use the QWS Namestyle in conjunction with the Queensland Word mark and the [Queensland Government Coat of Arms](#).

Always refer to the [Queensland Government corporate identity guidelines](#).

Hyperlinking guidelines:

For digital always hyperlink the QWS Namestyle and funding statements to our dedicated QWS landing page: <http://qld.gov.au/workforcestrategy>

More support:

Please contact the [Queensland Workforce Strategy Communications Manager](#) for design-related inquiries and customised support.

