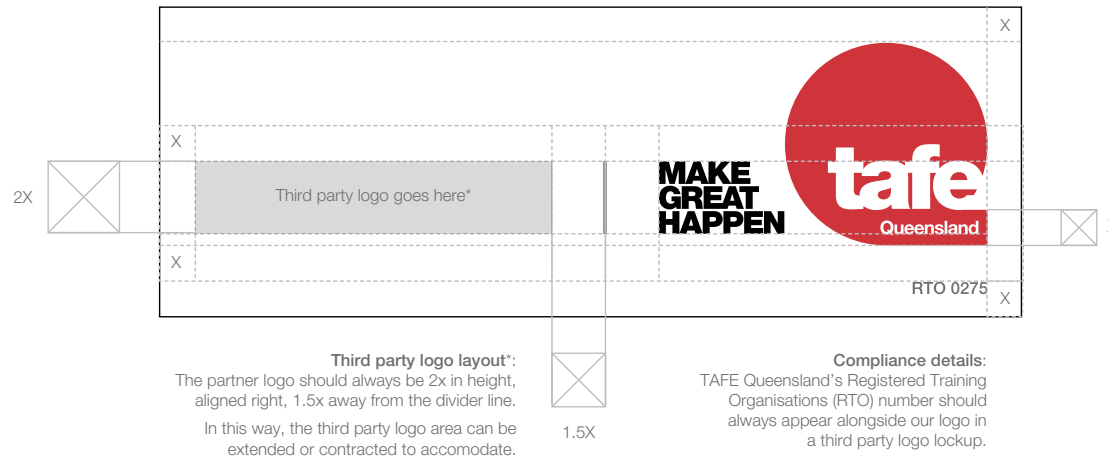


THIRD PARTY BRANDING – GUIDELINES

The TAFE Queensland third party branding guidelines have been developed to provide third parties with tools to make their marketing easier.

The third party logo lock-up template provides clear instruction on how the TAFE Queensland logo should be presented along side third party logos.

When applying the template the TAFE Queensland logo should not be changed in any way. All uses of the logo should be submitted to the corporate marketing office for approval.



Clearspace:
To ensure legibility, the Q-device must be clear of any objects including the edge of the page. This exclusion zone is relative to the value of X = the length of the "Q" tail.

TAFE Queensland third party logo lock-up template

In instances where the third party branding needs to appear over a dark background a reversed version of the template is available for use.

THIRD PARTY BRANDING – APPLYING THE TEMPLATE

The following examples demonstrate how the third party logo lock-up template are to be correctly applied.

In instances where the third party branding needs to appear over a dark background the reversed template can be used.



TAFE Queensland third party logo lock-up applied



TAFE Queensland third party logo lock-up applied - Reversed



TAFE Queensland third party logo lock-up applied - Multiple parties

When applying the third party guidelines to the above lock up, careful consideration has been given to the balance and harmony of the final layout. In doing so, the implied visual lines of all elements are in compliance with the overarching guidelines defined in the template.

THIRD PARTY BRANDING – DOS AND DON'TS

To ensure our identity remains consistent when appearing alongside third party logos it is essential that the third party logo lock-up guidelines are adhered to.

The following examples should be used as a helpful reference to ensure third party branding compliance.



Approved third party logo lock-up application



Approved third party logo lock-up application - Reversed



Third party logo is greater than 2X



The Q-device should always appear to the right of the template



The compliance details should always appear alongside our logo in a third party lock-up



The divider line should not be removed.



The Q-device should not be altered