

DRIVE QUEENSLAND

— Specifications and Brand Guidelines —



DRIVE
QUEENSLAND

Updated November 2025

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VISION

To inspire and empower travellers to embark on unforgettable road trips in Queensland, fostering a deep connection with the region's natural beauty, diverse culture, and sustainable tourism practices.

MISSION

Our mission is to promote and facilitate the growth of Drive Tourism in Queensland through innovative initiatives and partnerships.

We strive to inspire and guide travellers to explore Queensland through memorable road trips, while respecting and preserving the natural and cultural heritage of each region.

Drive Queensland acknowledges the Traditional Custodians of the lands on which we work and live. We pay our respects to Elders both past, present and emerging; and extend that respect to all Aboriginal and Torres Strait Islander Peoples.

LOGO USAGE GUIDE

Horizontal Logo



Horizontal Logo Full Colour



Mono Reversed



Colour Reversed



Mono

Stacked Logo



Stacked Logo Full Colour



Mono Reversed



Colour Reversed



Mono

LOGO USAGE GUIDE

Brand Colours

Drive Queensland's brand colours include corporate blue, a darker blue for gradients, and grey for grayscale applications. The corporate blue is the primary brand colour and should be used whenever possible.



C:93 M:63 Y:35 K:15
R:55 G:87 B:118
#375776



C:96 M:69 Y:39 K:25
R:45 G:74 B:101
#2D4A65



C:44 M:36 Y:36 K:1
R:148 G:148 B:148
#949494

Logo Spacing

Clear space around the logo ensures visibility and impact. While there is no fixed dimension, a minimum clear space of at least 20% of the icon's size should be maintained around the master logo.



TYPOGRAPHY

Typography

The Drive Queensland logo uses Impact Regular. This typeface is strictly for the logo and should not be used for editorial or body text.

Impact

0123456789
ABCDEFGHIJKLMN OPQRST
UVWXYZ

Drive Queensland
DRIVE QUEENSLAND

Headline Typeface

Helvetica Neue Condensed

0123456789
ABCDEFGHIJKLMN OPQRST
UVWXYZ

Drive Queensland
DRIVE QUEENSLAND

Bodycopy Typeface

Secondary Font Specifications

The Drive Queensland secondary font uses CC Sign Language Regular. This typeface is strictly for the secondary font and should not be used for editorial or body text.

CC Sign Language

0123456789
ABCDEFGHIJKLMN OPQ
RSTUVWXYZ

Drive Queensland
DRIVE QUEENSLAND

Secondary Typeface



CO-BRANDING GUIDELINES

Partner Co-Branding

When partner co-branding, both Drive Queensland and partner logos should be scaled to create a visual balance as per below example. Partner Logo on left, DQ Logo on right.



Partner Co-Branding Full Colour

Partner Plus Campaign Co-Branding

Co-Branding for joint initiatives such as competitions should be presented as per below example. Partner Logo on left, Competition icon, DQ Logo.



Partner and campaign Co-Branding Full Colour

Drive Queensland Partner/Ambassador Logo

When featured in collateral for current partnerships with Drive Queensland, logos should be separated by a vertical grey line, as shown in the example below. The partner logo appears on the left, followed by the Drive Queensland Partner Logo on the right.

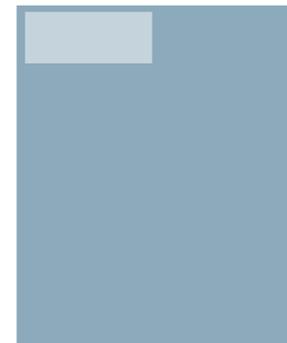


Partner Logo Full Colour

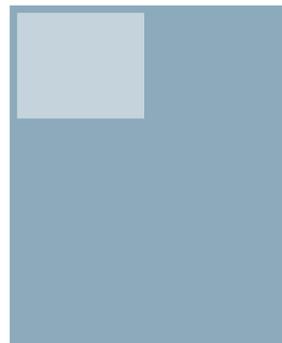
Ambassador Logo Full Colour

DRIVE QUEENSLAND MAGAZINE

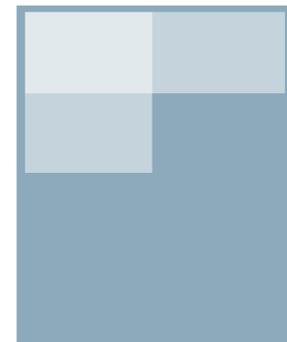
The Drive Queensland A4 Drive Guide is packed with detailed maps, must-see destinations, drive itineraries, events, and travel tips to make every journey memorable. A total of 50,000 full-colour copies printed annually with print runs in April and October, the guide is distributed at major shows, expos, and Visitor Information Centres across Australia, and is also available online at www.drivequeensland.com.



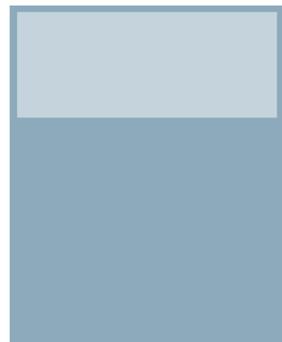
1/12 PAGE
Type size: 90mm (w) x 42.5mm (h)



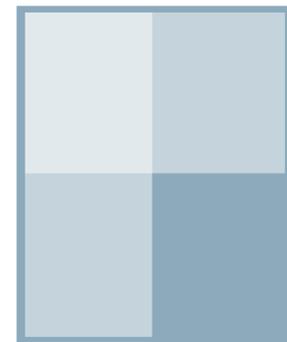
1/6 PAGE
Type size: 90mm (w) x 88mm (h)



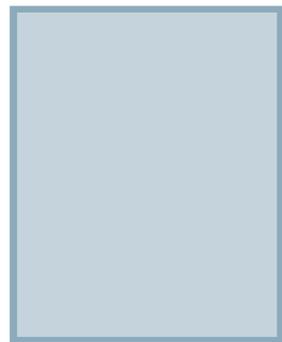
1/4 PAGE
Type size: 90mm (w) x 133.5mm (h)
or 183mm (w) x 66.75mm (h)



1/3 PAGE
Type size: 183mm (w) x 88mm (h)



HALF PAGE
Type size: 183mm (w) x 133.5mm (h)
or 90mm (w) x 267mm (h)



FULL PAGE/COVER
Type size: 190mm (w) x 277mm (h)
Trim size: 210mm (w) x 297mm (h)
Bleed size: 220mm (w) x 307mm (h)

Display Ad Material Instructions

- Ads: Print-ready, high-resolution (300dpi) PDF.
- Compatibility: Must be Macintosh-compatible, supplied by email.
- Layout: Keep all critical content within the type area.

Formatted 1/12 Page Ad Sample

- 90mm (w) x 42.5mm (h)
- No more than 40 words, 1 Image plus logo & contact details



Julia Creek, located in north-west Outback Queensland, is known as the "Gateway to the Gulf" due to its location on the Overlander's Way. It has transformed from a sheep and cattle grazing town to a destination for sport, culture and relaxation.

JULIA CREEK VISITOR INFORMATION CENTRE "AT THE CREEK"
Phone (07) 4746 7690

At the Creek
Water Country People

Formatted 1/6 Page Ad Sample

- 90mm (w) x 88mm (h)
- No more than 80 words, maximum 2 Images plus logo & contact details



CAPE YORK CAMPING PUNSAND BAY

Punsand Bay is the ultimate base for any Cape York adventure. Our address is right on the beach, just 5kms south-west of Australia's most northern point, The Tip "Pajinka". Our view takes in the beautiful blues of the Arafura Sea which wraps around the tropical archipelago of the Torres Strait Islands.

Punsand Bay is a family owned and operated off-grid business offering guests a range of air-conditioned rooms, beachfront cabins, powered/unpowered campsites and The Corrugation Bar & Restaurant.

CAPE YORK CAMPING PUNSAND BAY
07 4069 1722 | Lot 11 Punsand Bay Road, Bamaga, QLD, 4876 www.capeyorkcamping.com.au

Punsand Bay
CAPE YORK CAMPING

Formatted ad Material Instructions

- Text: Email in Microsoft Word format.
- Word limits: 1/12 page - max 40 words
1/6 page - max 80 words.
- Images: 300dpi, CMYK, TIFF/PSD/JPEG.
- 1/12 page - 1 image (portrait preferred) + logo
- 1/6 page - up to 2 images + logo
- Contact: Supply address, phone, email, website.
- Social media links may be included (space permitting).

DRIVE QUEENSLAND MAP

The Drive Queensland A2, double sided tear-off Map is a must have travel companion for visitors embarking on their Queensland driving adventure. 40,000 copies are distributed throughout Visitor Information Centres through every state and territory, caravan and camping shows and available to order through our website.

Full Panel Advert

- **Portrait** 74.25mm (w) x 105mm (h) or
- **Landscape** 148.50mm (w) x 52.5mm (h)

HALF PANEL Advert

- **Landscape** 74.25mm (w) x 52.5mm (h)

Artwork Specifications

- Artwork files are to be supplied as;
- High resolution PDF
- Correct advert size dimensions
- 300 dpi resolution
- CMYK colour format
- Artwork setup and amendments will incur additional charges

Usage of Drive Queensland Map and Intellectual Property

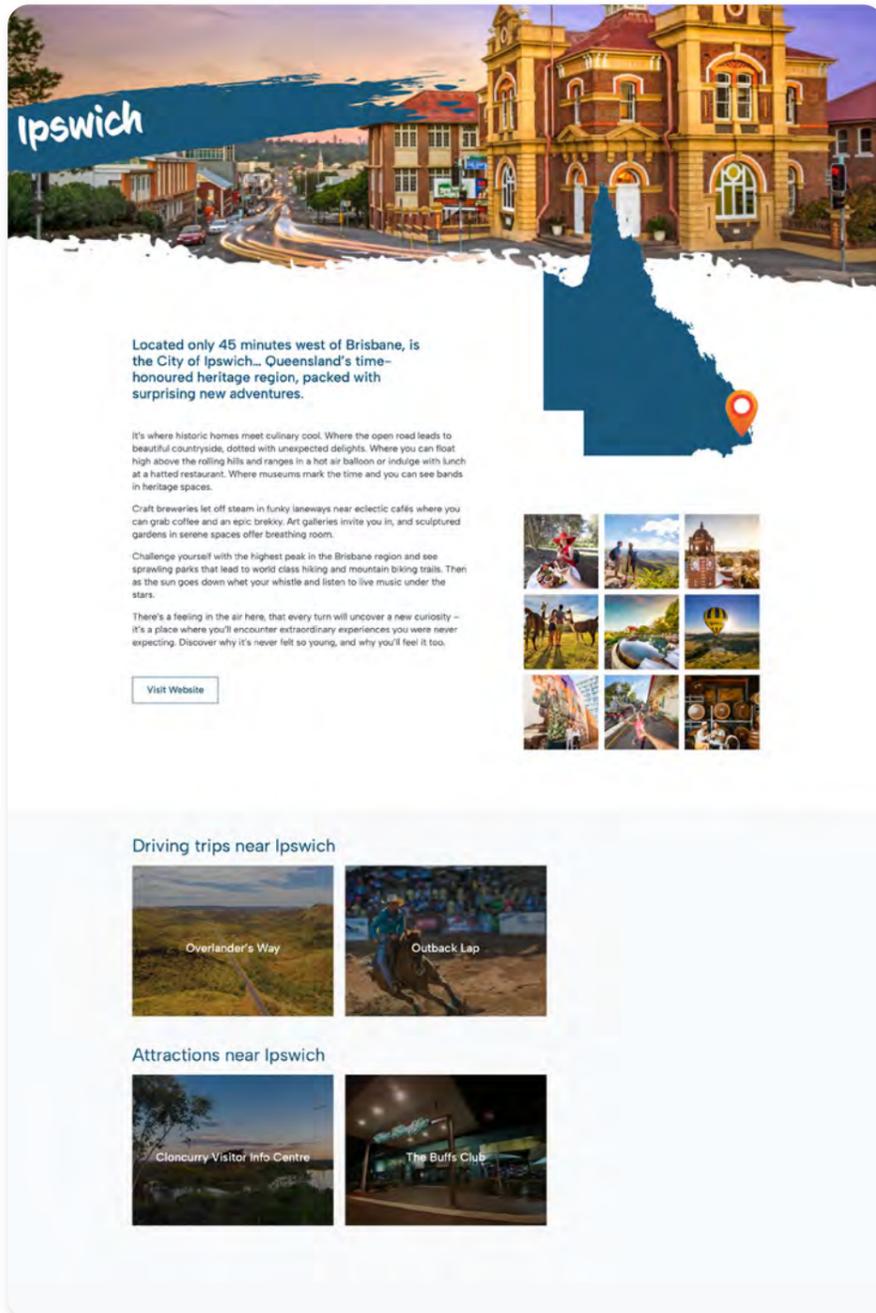
Use of the Drive Queensland map or any related intellectual property is subject to prior written approval from Drive Queensland. When permission is granted, the Drive Queensland logo must be displayed for attribution, accompanied by the appropriate copyright notice as specified in the approval.



WEBSITE

Sub-Region Pages

- Map to be created by Drive Queensland
- Name
- Intro Text - Up to 50 words
- Paragraph text - up to 400 words
- Website Link
- Please provide hero image (Landscape)
- Please provide 9 (nine) additional images



Ipswich

Located only 45 minutes west of Brisbane, is the City of Ipswich... Queensland's time-honoured heritage region, packed with surprising new adventures.

It's where historic homes meet culinary cool. Where the open road leads to beautiful countryside, dotted with unexpected delights. Where you can float high above the rolling hills and ranges in a hot air balloon or indulge with lunch at a hatted restaurant. Where museums mark the time and you can see bands in heritage spaces.

Craft breweries let off steam in funky laneways near eclectic cafes where you can grab coffee and an epic brekky. Art galleries invite you in, and sculptured gardens in serene spaces offer breathing room.

Challenge yourself with the highest peak in the Brisbane region and see sprawling parks that lead to world class hiking and mountain biking trails. Then as the sun goes down what your whistle and listen to live music under the stars.

There's a feeling in the air here, that every turn will uncover a new curiosity - it's a place where you'll encounter extraordinary experiences you were never expecting. Discover why it's never felt so young, and why you'll feel it too.

[Visit Website](#)

Driving trips near Ipswich

- Overlander's Way
- Outback Lap

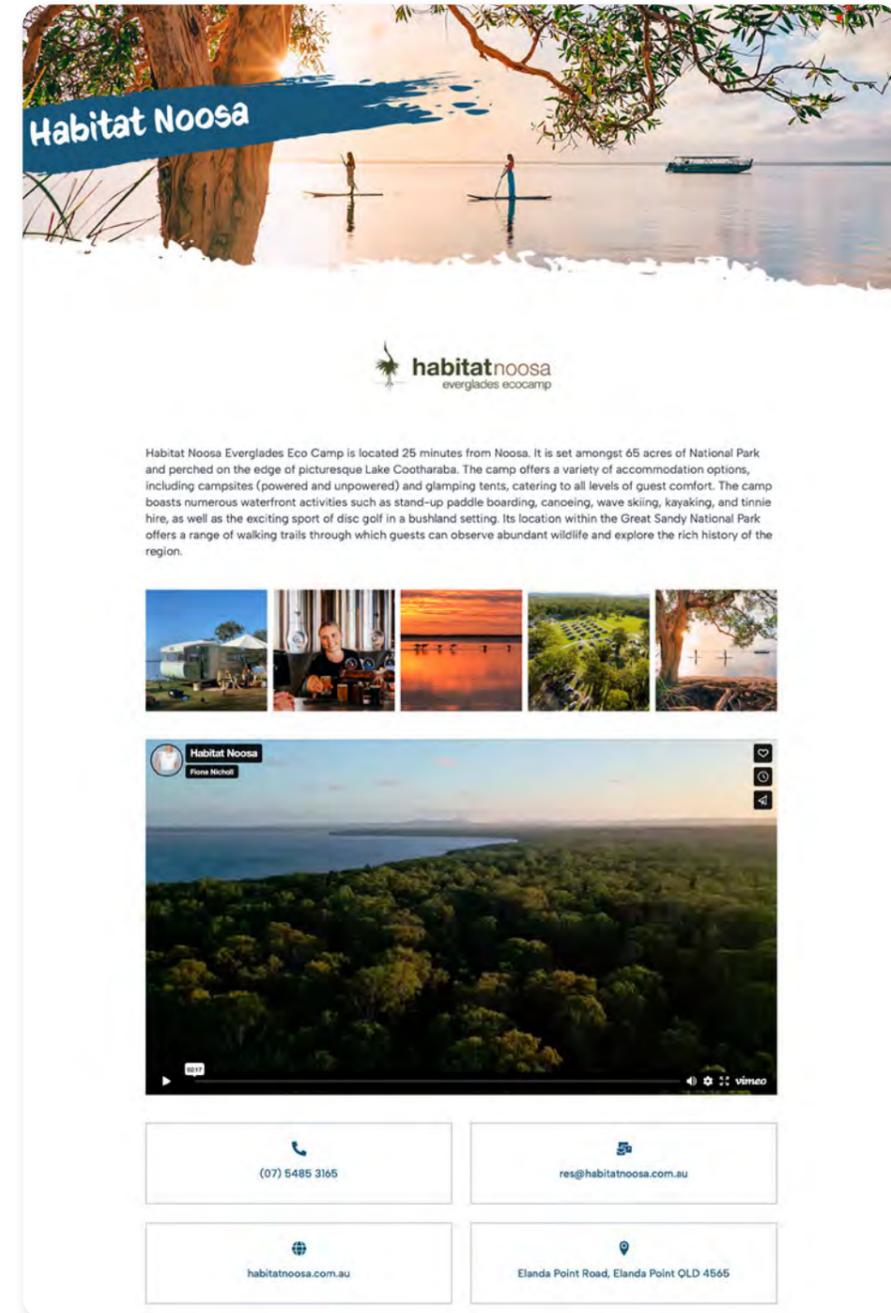
Attractions near Ipswich

- Cloncurry Visitor Info Centre
- The Buffs Club

WEBSITE

Experiences (Accommodation or Attractions)

- Name
- Logo
- Paragraph of text - Up to 300 words
- Hero image (landscape)
- 5 (five) images
- Phone number
- Email
- Website
- Physical address
- Video (optional) - Please send video footage, not YouTube link.



Habitat Noosa

habitatnoosa
everglades ecocamp

Habitat Noosa Everglades Eco Camp is located 25 minutes from Noosa. It is set amongst 65 acres of National Park and perched on the edge of picturesque Lake Cotharaba. The camp offers a variety of accommodation options, including campsites (powered and unpowered) and glamping tents, catering to all levels of guest comfort. The camp boasts numerous waterfront activities such as stand-up paddle boarding, canoeing, wave skiing, kayaking, and tinnie hire, as well as the exciting sport of disc golf in a bushland setting. Its location within the Great Sandy National Park offers a range of walking trails through which guests can observe abundant wildlife and explore the rich history of the region.

[\(07\) 5485 3165](#)

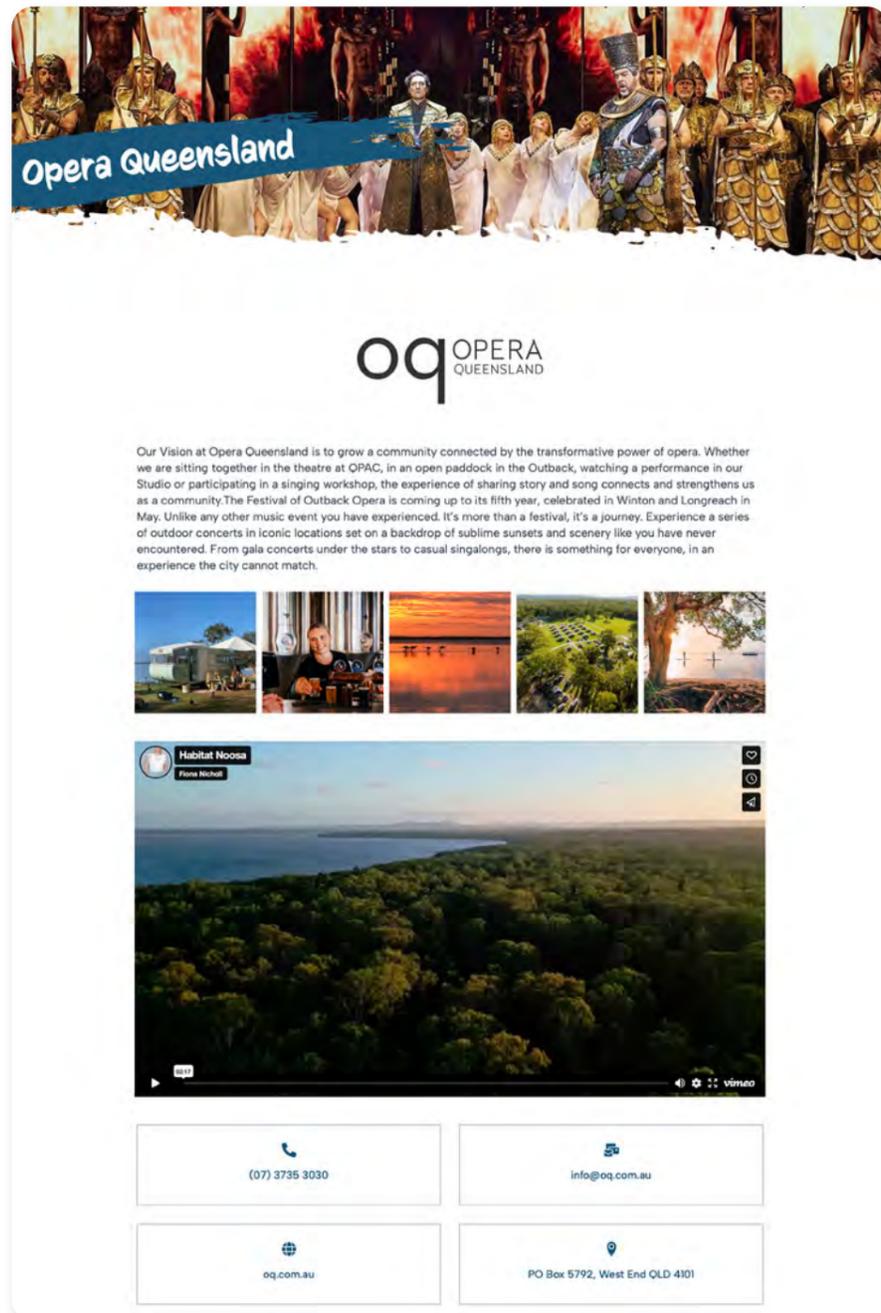
res@habitatnoosa.com.au

habitatnoosa.com.au

Elanda Point Road, Elanda Point QLD 4565

Events

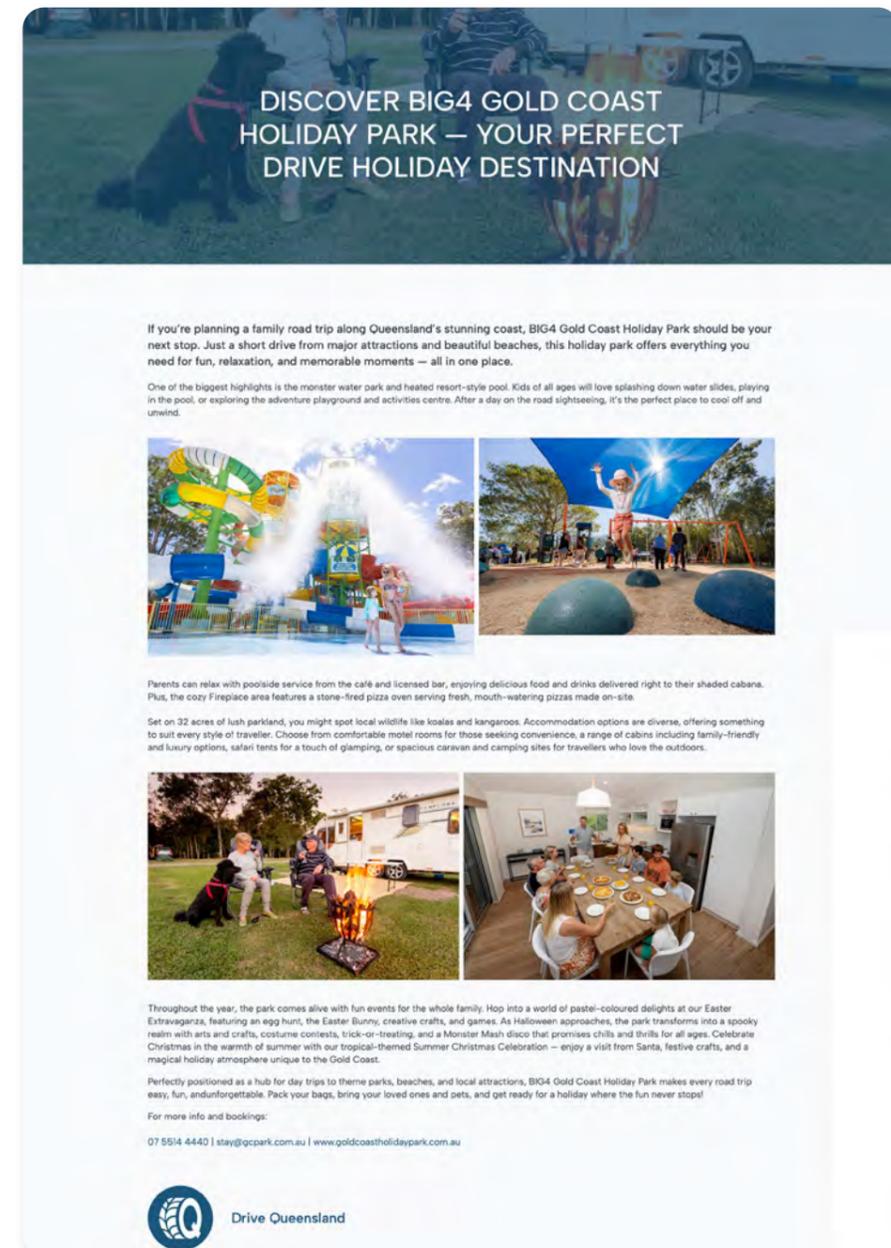
- Name
- Logo
- Paragraph of text - Up to 300 words
- Hero image (landscape)
- 5 (five) images
- Phone number
- Email
- Website
- Physical address
- Video (optional) - Please send video footage, not YouTube link.



The mockup for the Opera Queensland website features a hero image of an opera performance with the text "Opera Queensland" overlaid. Below this is the "oq OPERA QUEENSLAND" logo. A paragraph of text describes the organization's vision. A row of five small images follows, including a building, a person, a sunset, a landscape, and a boat. Below these is a video player showing a scenic view of a coastline with the title "Habitat Noosa" and "Flora Nichol". At the bottom, there are four contact boxes: a phone icon with "(07) 3735 3030", an email icon with "info@oq.com.au", a globe icon with "oq.com.au", and a location pin icon with "PO Box 5792, West End QLD 4101".

Blogs Guidelines

- Photos: High-resolution (landscape preferred, portrait considered if exceptional)
- No text on images
- Clear, well-lit imagery only - no blurry or dark photos
- Gallery images - max 2000px wide
- Videos - HD size 1920x1080, preferably in mp4 or m4v format.
- Up to 1000 words or a Word doc with headline, key details, and a call-to-action
- Include a URL link to more information (website, event page, etc.)

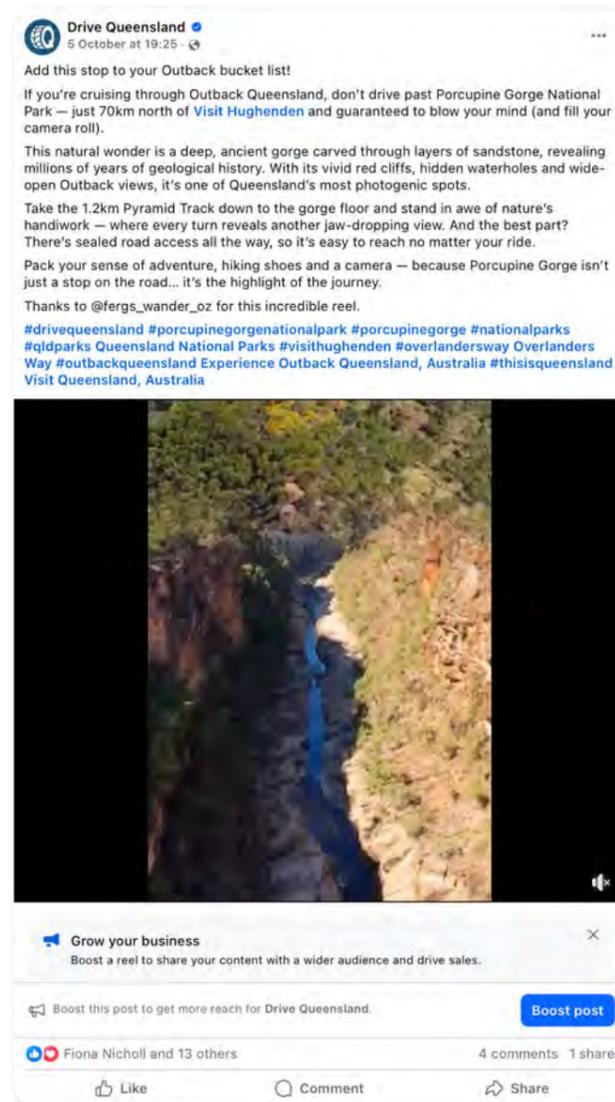
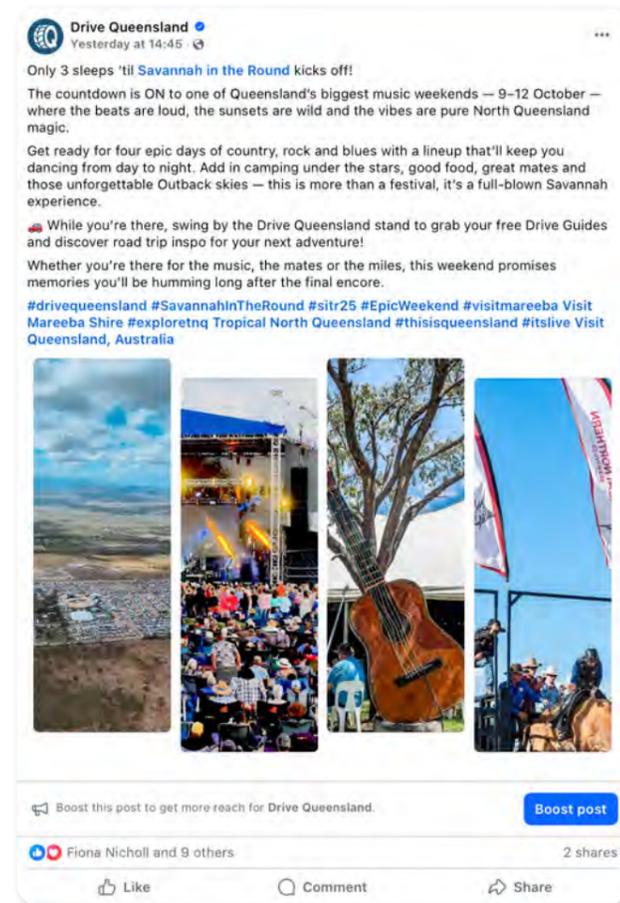


The mockup for the BIG4 Gold Coast Holiday Park website features a hero image of a family at a campsite with the text "DISCOVER BIG4 GOLD COAST HOLIDAY PARK — YOUR PERFECT DRIVE HOLIDAY DESTINATION". Below this is a paragraph of text describing the park as a family road trip destination. A row of two images follows, showing a water park and a playground. Below these is another paragraph of text describing the amenities and accommodation options. A row of two images follows, showing a campfire and a dining table. At the bottom, there is a paragraph of text describing the park's location and a call to action for more information and bookings. The contact information includes the phone number "07 5514 4440", the email "stay@gcpc.com.au", and the website "www.goldcoastholidaypark.com.au". The "Drive Queensland" logo is at the bottom right.

Social Media Content Guidelines

To ensure quality and consistency across platforms, please follow these tips when sending content:

- Videos must be 15-30 seconds max and must be in portrait (9:16)
- Not confident creating Reels? No problem - send short video clips and DQ Team can stitch them together and will edit them to this length.
- Photos - maximum of 4 photos per post, all high-resolution. If sending a batch for one post, please keep them all portrait OR landscape (preferred not mixed).
- Avoid using text on images; minimal text on videos is preferred.
- Lighting and clarity are key - no blurry or dark content.
- You're welcome to include a caption idea or notes - DQ Team are happy to work their magic from there.
- Don't forget to tag us in your socials @drive.queensland #drivequeensland



Consumer eDM Guidelines

- Photos: High-resolution (landscape preferred, portrait considered if exceptional)
- No text on images
- Clear, well-lit imagery only - no blurry or dark photos
- Up to 300 words or a Word doc with headline, key details and a call-to-action
- Include a URL link to more information (website, event page, etc.)

