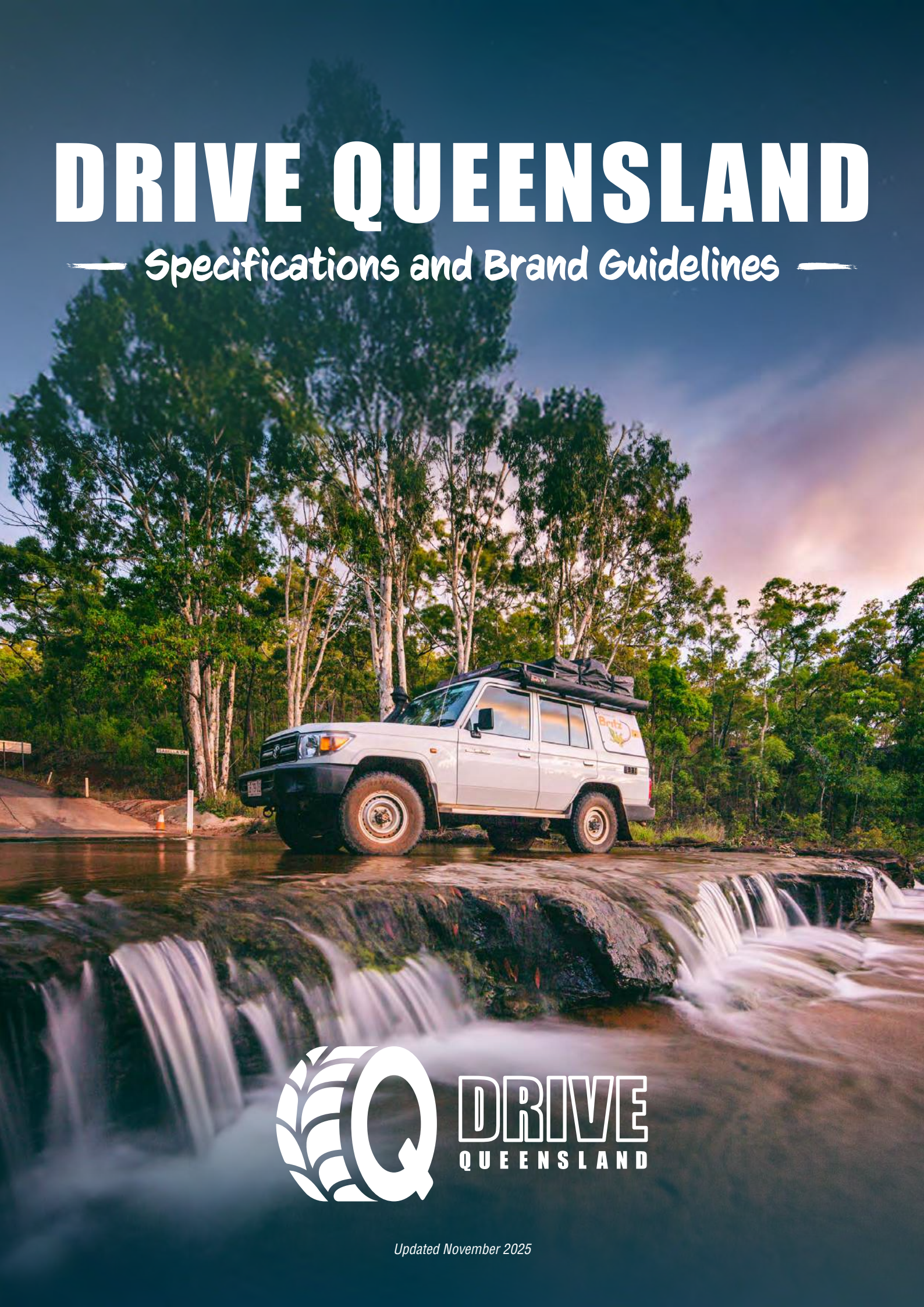
DRIVE QUEENSLAND

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.

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	C:96 M:69 Y:39 K:25	C:44 M:36 Y:36 K:1
R:55 G:87 B:118	R:45 G:74 B:101	R:148 G:148 B:148
#375776	#2D4A65	#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

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
ABCDEFGHIJKLMNOPQRST
UVWXYZ

Drive Queensland
DRIVE QUEENSLAND

Headline Typeface

Helvetica Neue Condensed

0123456789
ABCDEFGHIJKLMNOPQRST
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
ABCDEFGHIJKLMNOPQ
RSTUVWXYZ

Drive Queensland
DRIVE QUEENSLAND

Secondary Typeface

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

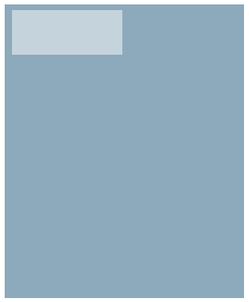
When featured in collateral for current partnerships with Drive Queensland, logos should be separated by a vertical grey line, as shown in the example below. The partner logo appears on the left, followed by the Drive Queensland Partner Logo on the right.

Partner Logo Full Colour

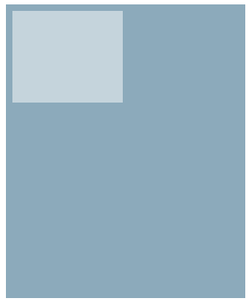
Ambassador Logo Full Colour

DRIVE QUEENSLAND MAGAZINE

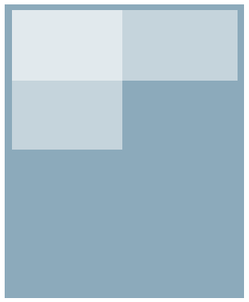
The Drive Queensland A4 Drive Guide is packed with detailed maps, must-see destinations, drive itineraries, events, and travel tips to make every journey memorable. A total of 50,000 full-colour copies printed annually with print runs in April and October, the guide is distributed at major shows, expos,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



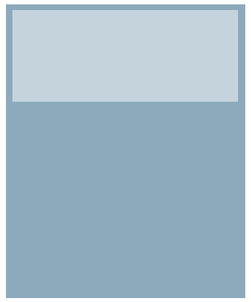
1/12 PAGE
Type size: 90mm (w) x 42.5mm (h)



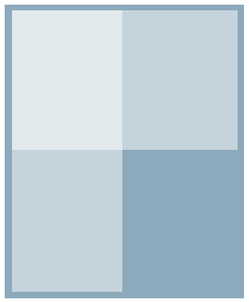
1/6 PAGE
Type size: 90mm (w) x 88mm (h)



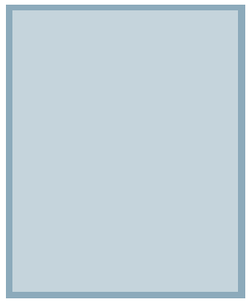
1/4 PAGE
Type size: 90mm (w) x 133.5mm (h)
or 183mm (w) x 66.75mm (h)



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)

Formatted 1/12 Page Ad Sample

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

Formatted 1/6 Page Ad Sample

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

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).

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.

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)

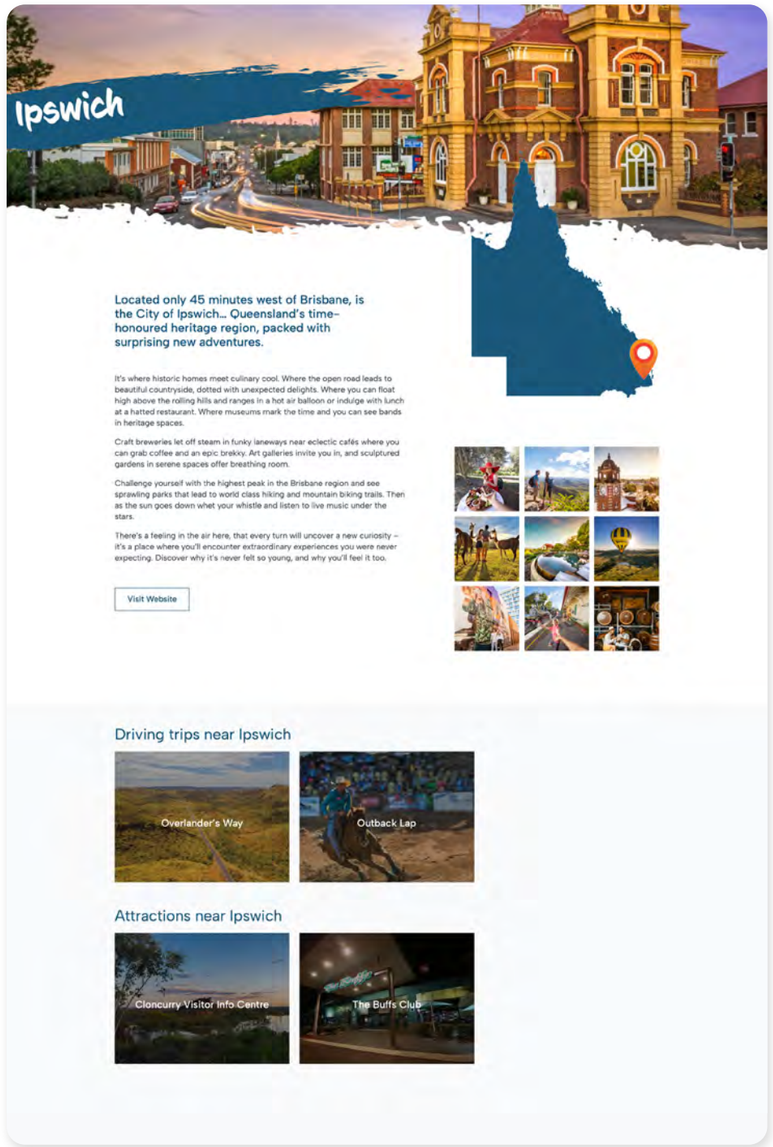
Artwork Specifications

- 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.

Sub-Region Pages

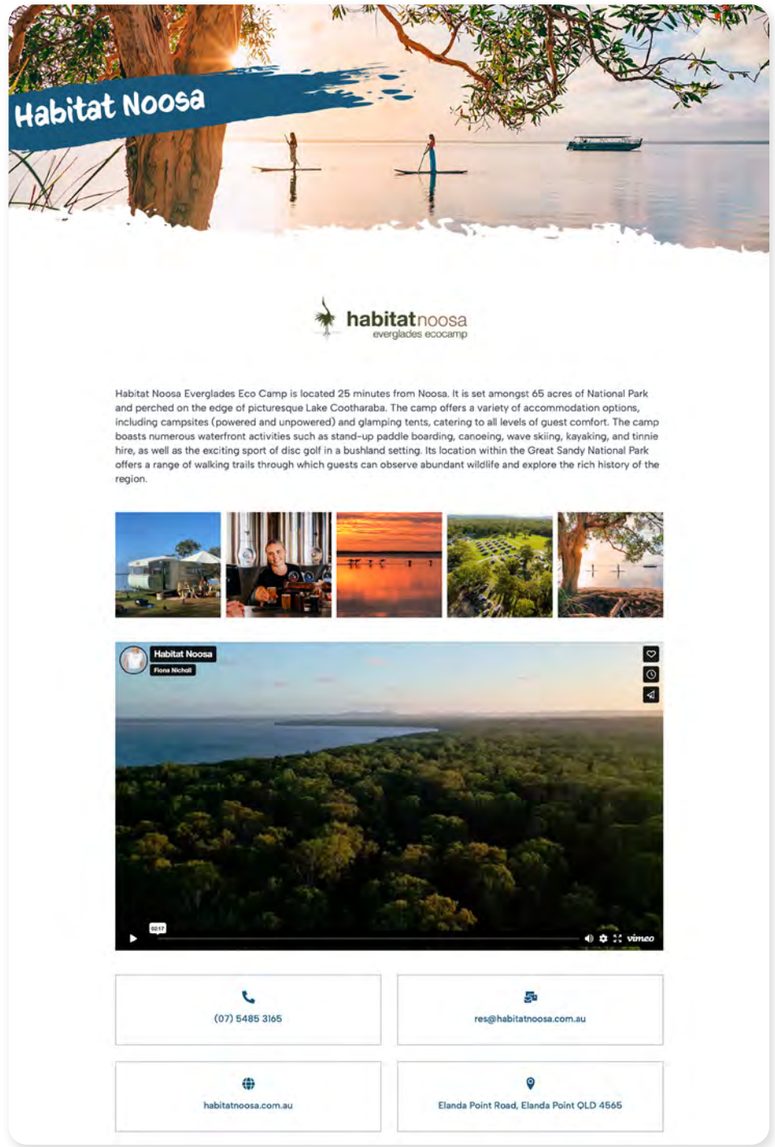
- Map to be created by Drive Queensland
- Name
- Intro Text - Up to 50 words
- Paragraph text - up to 400 words
- Website Link
- Please provide hero image (Landscape)
- Please provide 9 (nine) additional images



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.



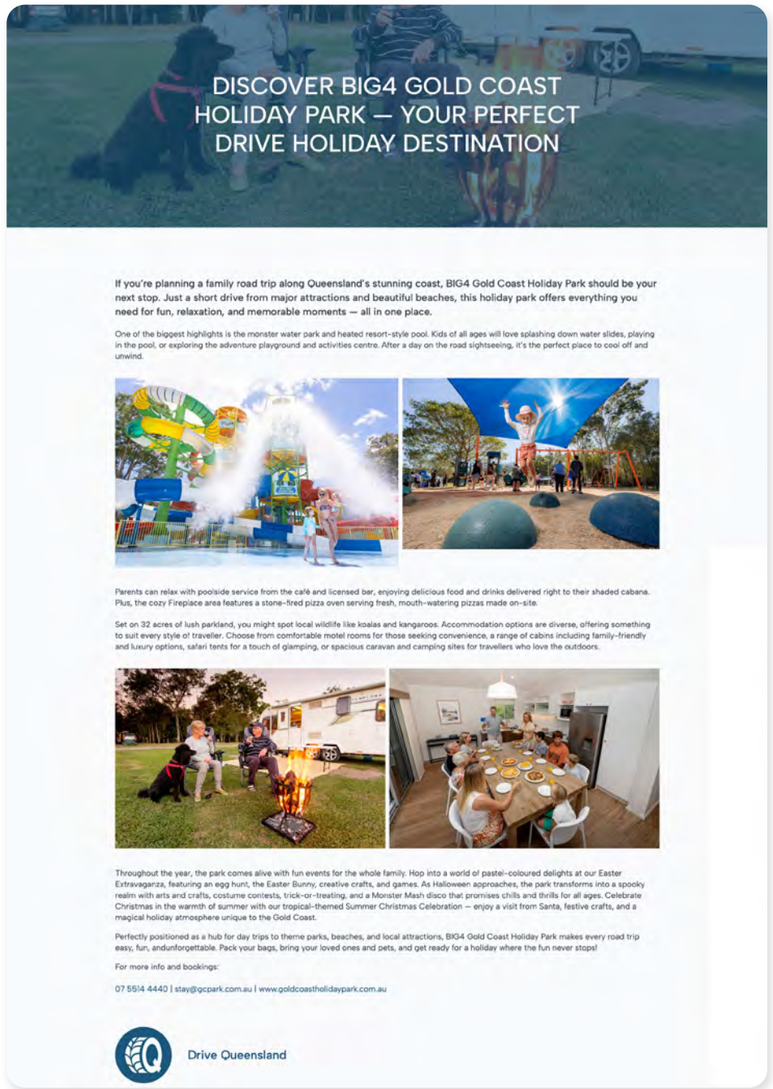
Events

- 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.

WEBSITE

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.)

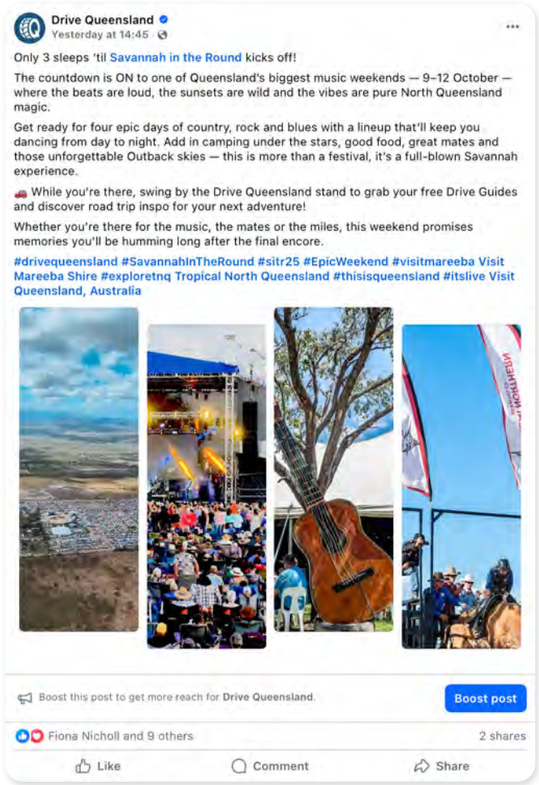


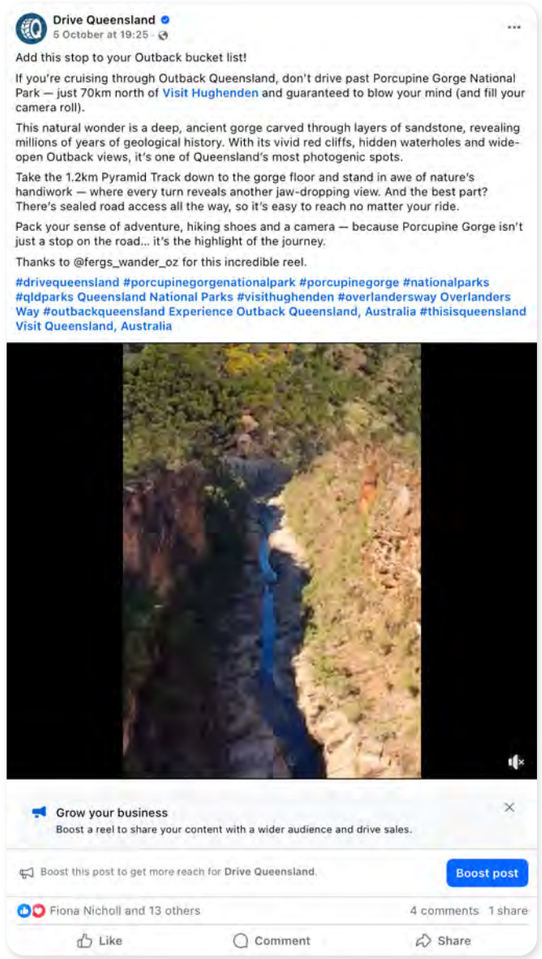
SOCIAL MEDIA

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

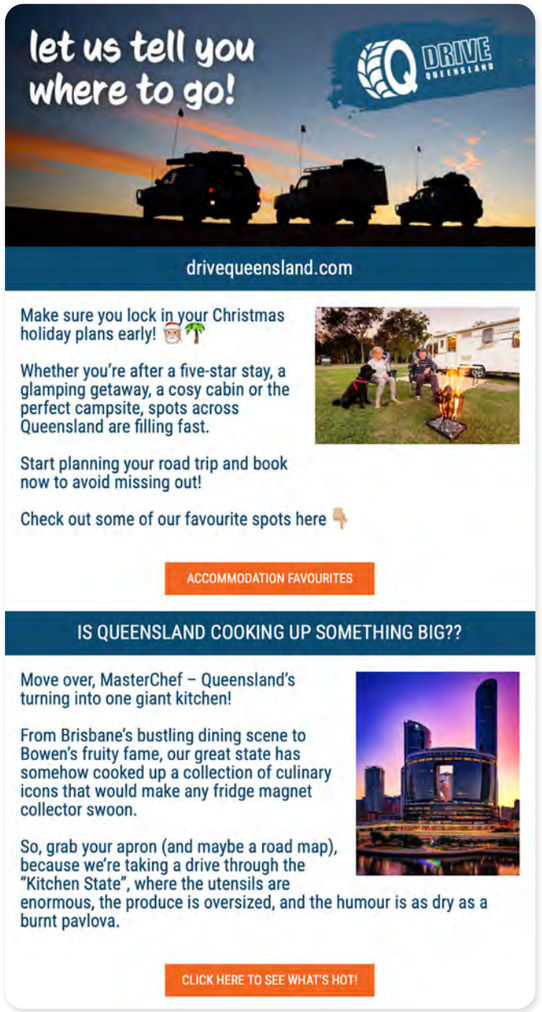


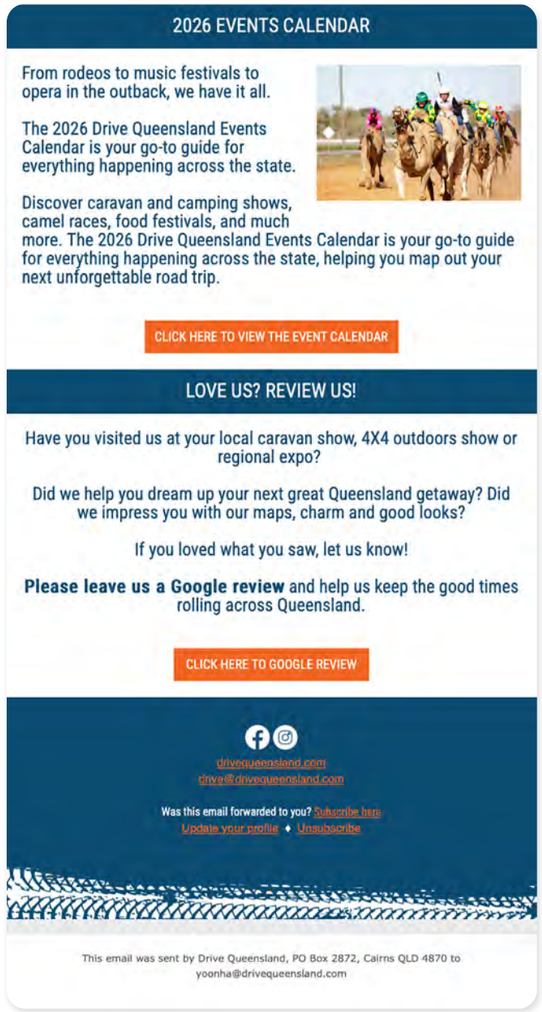


EMAIL

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.)





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