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Contacts

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Introduction

This style guide has been developed to ensure consistency in the use of the Supporting Families Changing Futures namestyle across a range of visual media developed as part of the Queensland Government’s Supporting Families Changing Futures Reform Program.

Visual consistency through use of the namestyle will increase recognition of the reform program and the services and initiatives being delivered as part of it.

The namestyle is to be used by government agencies and non-government organisations to identify Supporting Families Changing Futures Reform Program initiatives.

It is to be applied, where practicable, to communication and marketing material produced for these initiatives, including publications, advertising, display materials, marketing collateral and websites.

These namestyle guidelines are to be used in conjunction with the Queensland Government Corporate Identity Manual. This includes placing the Coat of Arms on all collateral and using Queensland Government fonts. Cultural sensitivities and market-specific designs need to be taken into account.

No style guide can specify standards for every application. This is intended as a guide only and a commonsense approach is recommended.
Namestyle

The Supporting Families Changing Futures namestyle is derived from the fonts Meta Offc Light and MetaBlackLF-Roman. It has been crafted to portray a child-like, coloured-in look and feel.

The namestyle must always appear in lowercase and in conjunction with the supporting graphic of the silhouetted houses (see page 5).

Please note: The Supporting Families Changing Futures is not a logo. When used with the supporting graphic it should be applied as a design element.
Coloured-in versions

The Supporting Families Changing Futures namestyle has two coloured-in versions. This is to ensure that the detail of the coloured-in effect is retained when the namestyle is reduced in size.

For example, reducing a large size namestyle to below the A5 minimum size will result in the namestyle appearing as block text without the coloured-in effect.

Large namestyle reduced – note how the coloured-in effect is lost.

Small version – coloured-in version is retained.
Variations

The Supporting Families Changing Futures namestyle can be used in a variety of formats to suit the collateral. The words ‘families’ and ‘futures’ and ‘supporting’ and ‘changing’ must remain the same proportion and must be sized together, not individually.

The colour of the letters are interchangeable within the colour palette to suit the collateral.

The graphic element of a silhouetted house is to be used with the namestyle text. It cannot be used as a stand-alone element, except when used as a click-on icon for websites.

The colour of the house is interchangeable within the colour palette and the size can be increased or decreased proportionally.
Colour palette

The Supporting Families Changing Futures palette uses brilliant, youthful colours that can be used on the supporting graphic element and letters.

The colours can be changed as required and used in any combination. They can appear in a single colour also.

Supporting colour (can be used in the background)
Typography

**Headlines**

*Meta Medium LF-Roman*

Headline name style

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

*Meta Offc Light*

Supporting copy

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

**Body**

*Arial Regular*

All body copy content

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

*Arial Bold*

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
Sample templates

Powerpoint slides

Presentation Title

Presentation Subtitle

DL brochures

A4 documents – landscape

Document heading
Lorem ipsum dolor sit amet

A4 documents – portrait

Document heading
Lorem ipsum dolor sit amet