Queensland Coat of Arms

This section applies to Department of Health, HHSs, commercialised business units and statutory authorities
Coat of Arms

Queensland’s Coat of Arms, the oldest State Arms in Australia, was granted to the Colony of Queensland by Queen Victoria in 1893. They were the first Arms assigned to any British possession since Charles II granted Jamaica its Arms in 1661. The Coat of Arms is a heraldic device, symbolising the Queen’s constitutional authority.

In line with economic trends in the nineteenth century, primary industries take pride of place on the Arms. Rural activities are represented by a sheaf of wheat, and the heads of a bull and a ram, as well as by two stalks of sugar cane. The importance of mining is indicated by a column of gold rising from a heap of quartz. The state motto, Audax at Fidelis, means ‘Bold but Faithful’.

The Coat of Arms was given a more modern rendering when the shield’s supporters, the red deer and the brolga, were assigned in 1977, the Queen’s Jubilee year. The brolga is one of Queensland’s most distinctive native birds. The red deer was introduced to Queensland from the Royal herds near London.

The Coat of Arms became the Queensland Government identifier in 2012.
Other logos

The Queensland Coat of Arms is the only logo used to identify Queensland Health.

In 2012, the Department of the Premier and Cabinet implemented a unified approach whereby all Queensland Government departments are branded with the Queensland Coat of Arms.

No alternative logos may be created for projects, business units or departmental divisions.

Exemptions may be provided in exceptional circumstances, for example BreastScreen Queensland, some major whole-of-government projects, for example Q150 and joint state-federal initiatives.

Queries regarding the exemption process should, in the first instance, be directed to Queensland Health’s corporate identity team by email to design@health.qld.gov.au

Implementation of unauthorised logos may result in all collateral being recalled.

Previously approved logos

Business units with previous logo approval from the Department of the Premier and Cabinet may continue to use these logos until further advice is provided. However cost-saving measures should be implemented when producing or ordering any new material.

Alternative solutions

An alternative solution is to apply a namestyle in the header bar. See ‘Section 5 Internal documents’ for further information and examples.

What is a logo?

A logo is identified as a graphic element combined with text.
Use of the Queensland Coat of Arms

The Coat of Arms is the Queensland Government identifier and appears at the bottom right, front cover of all Queensland Health publications. The Coat of Arms must be used on all visual media (internal and external) including publications, stationery, advertising, signage, display materials, marketing collateral and vehicles.

The Queensland Coat of Arms exists in various configurations, designed to meet requirements of specific usages. It must not be recreated or redrawn.

The Coat of Arms should not appear on busy backgrounds, i.e. photographs or graphics that may impact on its visibility, obscure or overpower it.

Colour preference is black or Queensland Health blue. The Coat of Arms may be used in other colours to suit the publication/design.

The Coat of Arms can be downloaded by all Queensland Health employees from: premiers.govnet.qld.gov.au/corporate-id/coat-of-arms.html Formats available: eps, jpeg, png

If an external service provider requires the Coat of Arms you will need to download and email the file to them as access to GovNet is for Queensland Government employees only.
How not to use the Queensland Coat of Arms

Do not stretch or condense.

Do not use the Coat of Arms without type.

Do not typeset the words *Queensland Government*. Original artwork can be downloaded by all Queensland Health employees from premiers.gov.qld.gov.au/corporate-id/coat-of-arms.html

Do not colourize with more than one colour.

The logo must never be contained within a box, circle, or other shape, or be combined with any other name, logo, or icon to create a co-branded logo.