

CORPORATE IDENTITY

Approved: Brad Fish
Chief Executive Officer

Date: 15 / 06 / 2004

PURPOSE:

The purpose of the Corporate Identity Policy is to assist the Ports Corporation of Queensland in projecting a consistent and professional image among its internal and external publics.

POLICY FRAMEWORK:

While an organisation's corporate integrity can be measured in many ways, the manner in which it presents itself through visual materials is often a key factor. If the materials are inconsistent and the presentation poor, the organisation can be judged poorly.

By embracing quality and consistency in correspondence, publications, signage, advertising and other printed matter, the Corporation can expect to be regarded more favourably by others.

The policy should be considered in conjunction with the Corporate Identity Manual, copies of which are available from the Corporate Relations Manager.

The correct use of this Manual will make a major contribution to shaping community and customer attitudes towards the Corporation. It will also result in the organisation being more easily recognisable.

APPLICATION:

This policy applies to all Ports Corporation employees and others acting on behalf of the Corporation.

POLICY:

Every staff member should be familiar with the contents of the Corporate Identity Manual through the induction process. The specifications that are set out must be strictly and precisely implemented. All artwork, including signwriting, must follow the lay-outs and typefaces as detailed. All internal and external correspondence must be in accordance with the specifications. Letters, memos and fax proformas are designed in accordance with the Manual and must not be altered.

Final layout and content of any printed material such as publications, reports, signs etc should be approved by the Corporate Relations Manager prior to production. Each completed job must be checked for correctness against the Manual by the originator and rejected or modified if necessary. Managers should ensure compliance with the Manual for jobs originating in their areas.

The logo is to be applied to all visual materials.

Any questions or special requirements should be referred to the Corporate Relations Manager. He/she will also ensure that additions, deletions or alterations to the standards are distributed to holders of the Manual.

SUNSET CLAUSE:

This policy will be reviewed by June 2009.

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