

We all need a little country

Queensland Country Tourism Operator Brand Book




Queensland
Country
TOURISM



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A close-up photograph of an ostrich's head and neck, looking slightly to the right with its beak open. The background is a blurred green field with a wooden fence.

**Breathe clear
air & plant your
feet in the soil**



Welcome to Queensland Country Tourism's Brand Book

Welcome

This document is a comprehensive guide to maximising the power of the Queensland Country Tourism brand for your business. Whether you are a new or existing tourism operator, this Brand Book is packed with valuable information on how to effectively leverage our brand assets. Inside, you'll discover best practices for aligning your marketing with our regional identity, gain insights into our marketing activities, and find opportunities to enhance your visibility using our platforms.


Our aim is for all tourism businesses in Queensland Country to confidently share a unified brand message with all current and potential visitors, showcasing the unique beauty and welcoming country hospitality of our region.

Who is Queensland Country Tourism?

Queensland Country Tourism (QCT) is a Regional Tourism Organisation (RTO) and Destination Management Organisation (DMO). Operating out of a centrally located office in Toowoomba, Queensland, QCT is one of 13 RTO's in Queensland. These RTO's are membership-based bodies that play a role in marketing and developing destinations and coordinating the efforts of industry, local government and the community to grow tourism.

QCT's geographical footprint encompasses the regions of: Toowoomba, Lockyer Valley, Southern Downs and Granite Belt, Goondiwindi, Somerset, Western Downs, Central Highlands and South Burnett.

QCT delivers a consolidated brand and marketing strategy for tourism in the Queensland Country region by bringing together a critical mass of local businesses and stakeholders. When referring to our business "Queensland Country" is our consumer-facing brand, and "Queensland Country Tourism" is our corporate brand.

A close-up photograph of a man with a beard and a blue button-down shirt, smiling warmly as he holds a small, fluffy yellow chick in his hands. The background is softly blurred, suggesting an outdoor setting. The text "Return a genuine smile & have a yarn" is overlaid in a large, white, serif font on the right side of the image.

Return a
genuine smile
& have a yarn

Brand Positioning Framework

Cultural Traction Point

We all love having a bit of Country in our identity as Australians.

Consumer Insight

A desire from people to maximise an escape into the Country; immerse and go all in with experiences like nowhere else.

Brand Value Proposition

Connecting with the Queensland Country way of life is good for your soul.

Brand Essence

We all need a little country

Strategic Proof Points

Country
Icons

Country
Events

Country
Food & Wine

Country
Experiences

Country
Accommodation

The Queensland Country Brand

Extensive consumer research was undertaken to uncover what travellers are truly seeking in their holiday experiences. This research enabled us to create the Queensland Country brand in line with market desires.

Australians romanticise the country, and everyone, no matter where they live, love to think they have a bit of country in their identity. Consumers are dreaming of the idealised country lifestyle, yet most cannot access it. As such they are turning to a quick escape from the city that is an antidote to the pressures of the everyday.

Furthermore, time spent in the country has proven physical and mental health benefits, reducing stress, promoting relaxation, and increasing overall fitness.

Altogether, the Queensland Country brand focuses on the message that a visit is good for your soul. The Positioning Framework further outlines the core elements of the brand.

How to talk about Queensland Country to consumers

When speaking about Queensland Country to guests or potential visitors, either in person or through advertising we encourage you to use a genuine and welcoming voice.

Our voice is the voice of the country: Warm, welcoming, always optimistic and full of heart.

We're always happy to share a beer, a cuppa tea and a yarn. We're proud of our region, but speak with a gentle humility you find in the country.

We're honest, authentic, up-front, always true to our word and never sensationalist.

However, we look for every opportunity to be charismatic. It's part of our country charm.

But at the heart of it all: we know we live in the best place in the world. And we're really happy to give you a taste of it.

In context

Below is an example of how we'd talk to our consumers.

We all need a little country. Escape to Queensland Country – a world of events, places, people and experiences that are good for your soul.

Spread over a large swathe of countryside yet remarkably close to Brisbane (6 sets of traffic lights to be exact), feel an authentic connection to Mother Nature as you discover a diverse and picturesque landscape of rolling hills, grassy plains, big skies, rainforests, national parks, fields of boulders made by millenia, as well as rare flora and fauna.

Offering the ultimate day trip, weekender, or a little longer for the get-out-of-towners, wholesome family getaway-ers, part time explorers and even the most daring of adventure-seekers; this is your ultimate

guide to planning your escape to some of Queensland's most interesting and beautiful countryside.

Experience the largest Sapphire fields in the Southern Hemisphere as you journey through the Central Queensland Highlands in the north, the flourishing crop country of the Lockyer Valley and Somerset in the east, Queensland's cotton capital of Goondiwindi in the west; the tranquil lakes and weirs and the ancient Bunya Mountains of the Western Downs, then head south to Australia's highest wine region – the Southern Downs & Granite Belt. With the beautiful Garden City of Toowoomba and surrounds right in the middle, and over 150 small quintessential country towns dotted in between, there are an abundance of bespoke experiences to unearth.

Brand Manifesto

As the world gets faster, it's more important than ever to find some slow.

To breathe clear air.

To plant your feet in the soil.

To listen to babbling streams.

To drive winding roads that all have stories to tell.

To drink wine from the source.

To sample produce picked by your own hand.

And eat paddock to plate.

To return a genuine smile.

To have a yarn.

To hike over boulders made by millenia.

It's more important than ever to reconnect with what matters most.

Family. Community. Nature. Yourself.

We all need a little country, Queensland Country.



How to use the Queensland Country Tourism logo and colours

Corporate brand

The Queensland Country brandmark combines the distinctive “Queensland” script with a grounded “Country” identity, creating a unique and recognisable logo. “Tourism” is added to the logo when discussing our corporate brand.

The QCT logo is available for members to use in their marketing efforts. The QCT logo is available to download from our corporate website with the following design guidelines to be followed. Please contact our marketing team if you require access to our Queensland Country consumer logo.

[Download here](#)



Positive



Positive reverse



Reverse



Monochrome

Clear space & minimum height

To retain legibility of the brandmark minimum size guidelines should be adhered to.

Clear space should always be equal to the "X" height of the "Q" character in both consumer and corporate brandmarks.



Corporate brandmark

Queensland
Country
TOURISM

65mm (print)
184px (digital)



Consumer brandmark

Queensland
Country

50mm (print)
141px (digital)

Hike over boulders made by millenia



Brandmark don'ts

When using the brandmark make sure it always appears legible and consistent with it's original form.

Here are some examples of what not to do.



Do not use positive brandmark where there is not adequate contrast.



Do not change or alter the colour or transparency.



Do not crop or cover any part of the brandmark.



Do not distort or wrap the brandmark in any way.



Colour

If you are working with QCT and require the use of our brand colours, they are as follows:

Inspired by our Queensland country landscape, the colour palette consists of Girraween Rock, Lockyer Green and Goondiwindi Sandstone.



7504c

Girraween Rock

CMYK 39 / 45 / 64 / 10

RGB 152 / 127 / 99

HEX #987f63



5545c

Lockyer Green

CMYK 70 / 44 / 69 / 31

RGB 72 / 95 / 77

HEX #485f4d



7401c

Goondiwindi Sandstone

CMYK 0 / 9 / 18 / 0

RGB 255 / 232 / 207

HEX #ffe8cf



Queensland Country Consumer Website

The queenslandcountrytourism.com.au website promotes the region via blogs, itineraries, upcoming events and business listings. Content is delivered in a way set to inspire visitors to plan their next holiday as well as tangible information on where and how to travel, hitting our three content pillars of “wow”, “know”, and “how”.

QCT members have the opportunity for their business or event to be listed on our consumer website which reaches approximately 50,000 users per month.

Australian Tourism Data Warehouse

QCT works in partnership with the Australian Tourism Data Warehouse (ATDW) to list businesses on our website. Simply subscribe to ATDW and select QCT as the region, and your business will show on queenslandcountrytourism.com.au, queensland.com and other travel websites.

TOP TIP:

Load a Deal onto ATDW to maximise your reach on the QCT website.

For more information on how to load a deal see here or scan the QR code.



Blogs and Itineraries

QCT is constantly creating and updating blogs and itineraries on our website designed to spark inspiration and provide key information to potential travellers. Tourism businesses and events relevant to the blog/itinerary's theme are often featured.

Please enquire with the marketing team about the opportunity for your business to be included.

What's On

Every Tuesday QCT uploads a list of tourism events happening that week in each LGA to our website.

For the opportunity for your event to be featured please email all the details to:

marketing@queenslandcountrytourism.com.au



Queensland Country Tourism Corporate Website

QCT also has a corporate website (corporate.queenslandcountrytourism.com.au), which is filled with valuable resources designed to assist our members in leveraging our brand.

Brand Resources

The Brand Resources page provides everything operators need to engage with the QCT brand. This includes access to our logo, links to our media library, the latest visitor guide and the travel trade planner. These assets are designed to help members align their marketing efforts with the Queensland Country brand, ensuring consistent messaging and imagery.

Member Dashboard

The Member Dashboard is a password-protected section of the website that offers exclusive resources, with different access levels based on your membership tier. Depending on your level, this could include monthly data reports, access to our media library, and information on our upcoming marketing campaigns.

Media Library

Our media library is an exclusive resource for Premium and Event members, featuring over 500 high-quality images that showcase the natural beauty and unique experiences of Queensland Country. These images are available to help positively promote tourism and travel in the region, allowing members to use them in their own marketing materials.



Social Media

We love to share images and stories of our members on our social media channels. To increase your chance of being featured and capitalise on their marketing opportunity, here are a few tips to follow.

Consistently tag our social media pages in your posts.

Use our hashtag #qldcountry on Instagram posts.

Share high-quality images that showcase your tourism experience (see below for further clarification).

Keep our marketing team informed of any new products or experiences that your business is offering and even send us images directly.



Queensland Country



@qld_country



Queensland Country Tourism

Photography

Imagery should only ever feature Queensland Country and capture the gentle allure of its destinations. Avoid high contrast imagery and prioritise muted landscapes and earthy hues.

Images and videos can be taken on a phone, however, here are our top Do's and Don'ts

Do:

- Use high-quality, professional-looking images
- Prioritise muted landscapes and earthy hues to reflect the region's natural beauty —avoid harsh contrasts
- Use natural light for brighter, more inviting photos
- Ensure the viewer can picture themselves in the experience—capture people enjoying the moment, not just close-ups of objects or food
- Keep the vibe authentic—show genuine moments, not staged shots

Don't:

- Post low-quality, pixelated or blurry images or videos
- Use irrelevant or outdated visuals that don't reflect your current business/experience
- Rely too heavily on filters—natural light should do most of the work!
- Post images with logos, text, or graphics —these won't be featured on QCT channels
- Use close-up shots that isolate the subject —instead, capture the broader experience

For further tips on how to feature high quality imagery on your social media see [here](#) or scan the QR code.



Unspoiled & expansive



Connected & desirable



Natural & unassuming

EDMs

Queensland Country Tourism has a fortnightly consumer e-newsletter with approximately 50,000 subscribers. QCT members have the opportunity to be featured in the EDM and here are our top tips to maximise your chance:

- Create a deal for your ATDW listing – we feature three deals every fortnight
- Be mentioned in a blog or itinerary that is featured

(check out our marketing opportunities package for your chance to be featured on our website)

- Secure your spot with a marketing package

Media Releases

Our team are passionate about showcasing the best our region has to offer, and we are here to help you do the same.

Whether you're expanding your business, hosting an event or starting something new, let us know so we can help you spread the word via a media release.

Let's make your news the talk of the town!

Trade and Media Family Opportunities

QCT actively seeks out relevant media and trade agents within key priority markets to experience the wide range of activities available within our region.

QCT may at times seek support from members to assist with providing accommodation and unique experiences for targeted media or trade agents as part of their familiarisation of the region. We encourage members with unique and media-worthy experiences to let us know if you are interested in participating in the program.

Visitor Guide

The QCT visitor guide is a highly sought after, widely distributed resource for visitors. It brings together practical information as well as stories, insider tips and a series of road trip itineraries that explore every corner of our diverse region.

Advertising is available within the guide and members will be alerted when these opportunities arise.

If you would like access to physical copies of visitor guide contact marketing@queenslandcountrytourism.com.au

Alternatively, bulk copies of our Visitor Guide can be ordered (free of charge) through the Linklogic website and delivered directly to you for use and distribution through your business.

Marketing Campaigns

QCT conducts regular marketing campaigns utilising world-class consumer research to promote our unique region. Each campaign offers a member buy-in opportunity, enabling businesses to amplify their reach by joining our larger message at a minimal cost.

When campaign marketing opportunities become available, members will be notified via email and our corporate website.

Outside of campaign periods marketing packages are available for members to leverage QCT's digital resources.

Please reach out to our marketing team for more information.

Contact

We hope this Brand Book has inspired you to interact with Queensland Country Tourism further and provided lots of useful tips!

If you need further assistance or wish to speak with the marketing team about any of the opportunities mentioned please contact us via:

Email: marketing@queenslandcountrytourism.com.au

Phone: 07 4632 1988

Queensland
Country

