

STATE LIBRARY OF QUEENSLAND

GENERAL STYLE TIPS

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v1.0 (2020-08-21)

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BEFORE YOU USE THESE TIPS

This document was created to assist with the design, branding or styling of the many systems, documents and webservices that are used, both internally and externally, throughout the organisation. The document was created primarily for the Applied Creativity team in collaboration with Marketing & Comms in order to achieve a consistent “look” across the different services managed by different staff members.

Please note that this is not an official SLQ Style Guide and merely a collection of tips based on current SLQ designs. This document is a living document and its content is intended to change over time.

Larger projects

If you're working on a significant project make sure you contact Marketing & Communications regarding the styling before pursuing it yourself.

TYPOGRAPHY

HEADINGS

30px (22.5pt) - Capitalised
Gotham Narrow - Book

Paragraph
16px (12pt)
GN - Book

SUB HEADINGS

22px (16.5pt)
Kerning: .5px (0.375pt)
Gotham Narrow - Medium

Emphasised
16px (12pt)
GN - Bold

Too small?

It's important that all text is clearly readable. If the sizes on the left are too small, it is recommended to increase the size of all proportionately.

LOGO

STATE LIBRARY OF QUEENSLAND

40px (30pt) - Capitalised
Gotham Narrow - Book



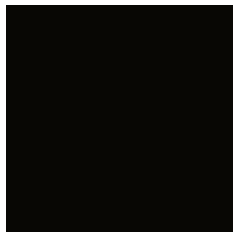
Which one?

For web-based and online services use the SLQ logotype (wordmark) as the primary logo at the head of the content.

Avoid using any of the other SLQ logo-variations where possible.

The SLQ speech bubble with State Library of Queensland text can be used in the content footer.

COLOURS



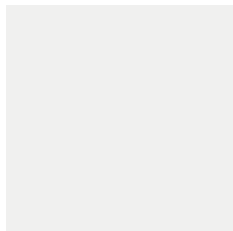
Black #000000

- Primary text colour
- Paragraph text
 - Headings
 - Sub headings



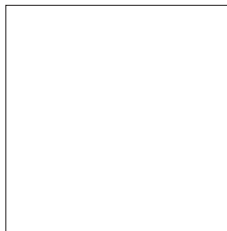
Dark grey #212121

- Secondary text colour
- Paragraph text
 - Headings
 - Sub headings
 - Alt. hyperlinks



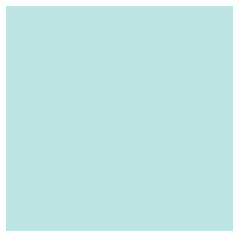
Light grey #EEEEEE

- Secondary background colour
- Containers background
 - Horizontal lines
 - Borders/stroke



White #FFFFFF

- Primary background colour
- Dominant background colour



Jagged ice #BCE6E6

- Primary colour
- Header background
 - Banner background
 - UI component background



Teal #008489

- Secondary colour
- Hyperlinks

Colour Palette

The colour palette is based on the SLQ and PL Connect websites.

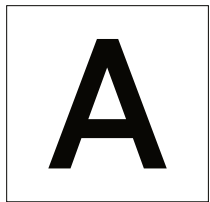
Usage

Start with primary background and text colours unless making containers to isolate other content or UI components such as menus, buttons, formfields etc.

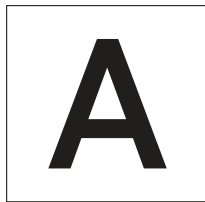
See Colour contrast to determine which background and text colours work well together.

See each colour on the left for suggested use.

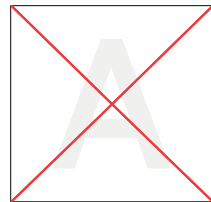
COLOUR CONTRAST



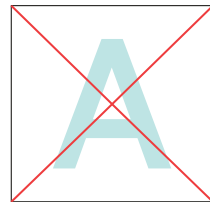
- #FFFFFF
- #000000
- Normal text
- Large text
- UI components



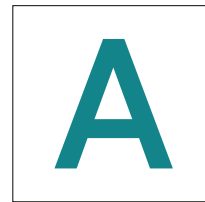
- #FFFFFF
- #212121
- Normal text
- Large text
- UI components



- #FFFFFF
- #EEEEEE
- Normal text
- Large text
- UI components



- #FFFFFF
- #BCE6E6
- Normal text
- Large text
- UI components



- #FFFFFF
- #008489
- Normal text
- Large text
- UI components



- #EEEEEE
- #000000
- Normal text
- Large text
- UI components



- #EEEEEE
- #212121
- Normal text
- Large text
- UI components



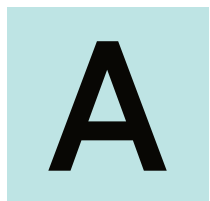
- #EEEEEE
- #FFFFFF
- Normal text
- Large text
- UI components



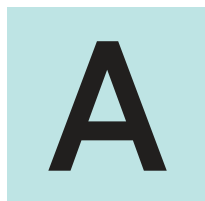
- #EEEEEE
- #BCE6E6
- Normal text
- Large text
- UI components



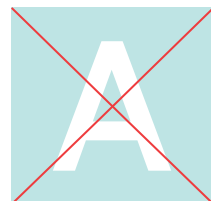
- #EEEEEE
- #008489
- Normal text
- Large text
- UI components



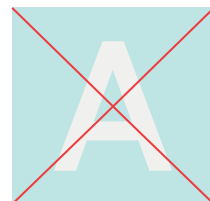
- #BCE6E6
- #000000
- Normal text
- Large text
- UI components



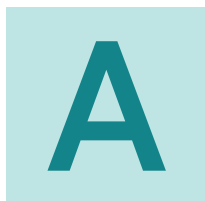
- #BCE6E6
- #212121
- Normal text
- Large text
- UI components



- #BCE6E6
- #FFFFFF
- Normal text
- Large text
- UI components



- #BCE6E6
- #EEEEEE
- Normal text
- Large text
- UI components



- #BCE6E6
- #008489
- Normal text
- Large text
- UI components

Colour contrast

To adhere to the Queensland Government's supported guidelines for accessibility it is important that the colours we use, especially for text has a contrast ratio of at least 4.5:1 except for large text which should be more than 3:1. Refer to [WCAG 2.0 guidelines](#) for more information.

To the left you will be able to see what colours work well together and which ones should not be used together.

GENERAL TIPS AND SUGGESTIONS

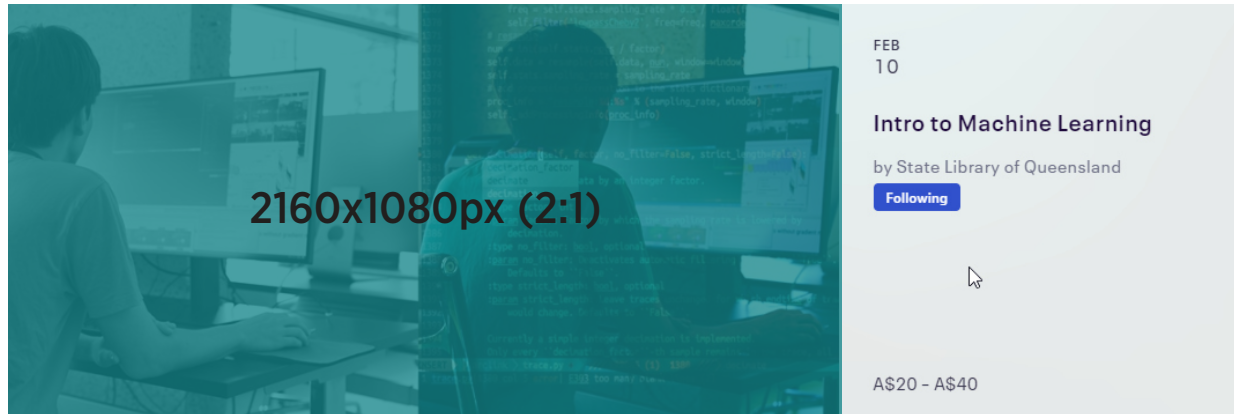
- UI element corners should be sharp (no rounding)
- Borders/strokes should only be used between components with the same background colour
- It is important to stick with design choices throughout the design
- Use as few style variations as possible, a simple aesthetic is easier on the eye
- Although not currently covered in this document please make sure to use consistent padding and margins around all elements of the design. More space inbetween elements makes it less cluttered and its easier to digest the content.
- Colour contrast is important and WCAG 2.0 is compliant with government requirements
- Use of additional/different colours needs to be discussed with the Communications & Marketing team
- Try to align UI elements, text and images with each other
- Try not to stay inside of any recommended widths or heights (and add some padding)
- There are always exceptions to the rules, just make sure it looks consistent!

- If you have any questions or suggestions please email them to [Phil Gullberg](#)

HERO AND HEADER IMAGES

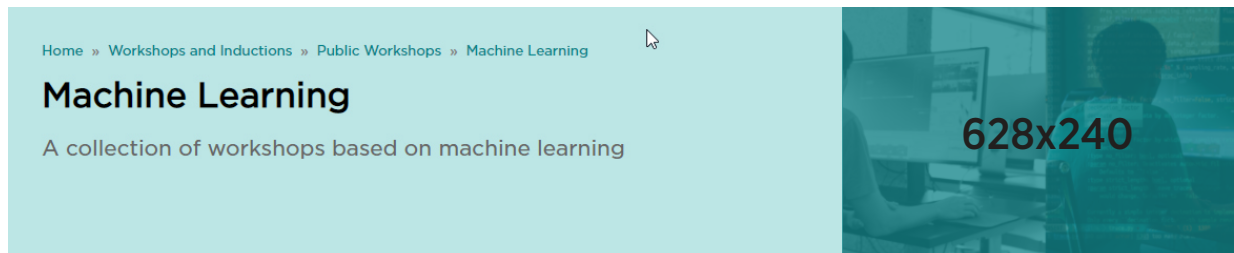
Eventbrite main event image

Eventbrite provides built-in cropping tool and will scale up images if needed.



SLQ Wiki hero image

Image width will be automatically cropped (left to right) when resizing browser window. 628 is maximum width with browser maximised @ 1920x1080 resolution.

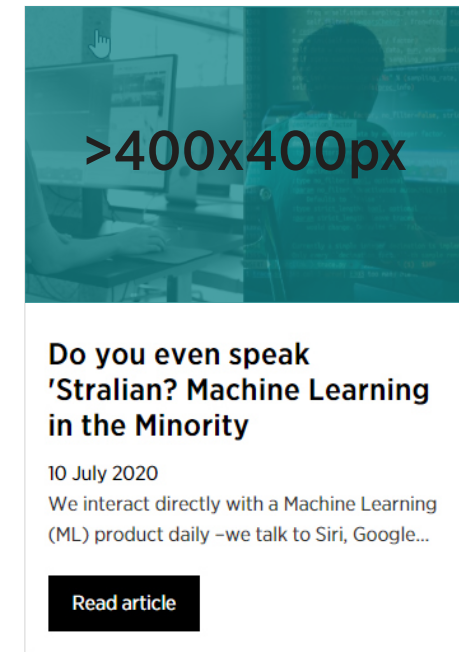


SLQ Website header image (blog post)

A hero or header image needs to be added manually to appear on the page. The image will be scaled to **700px wide and the height is variable** (recommended to keep under 475px).

SLQ Website thumbnail

Requires image larger than 400x400px but will display the image as 3:2 (348x232px).

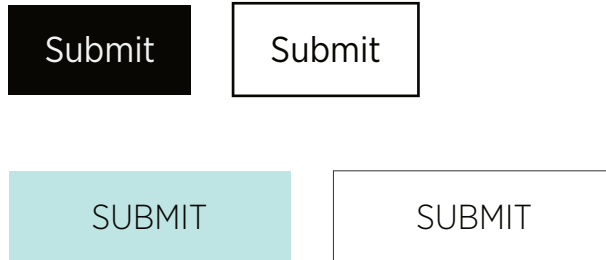


SLQ Website hero (event)

The image has a maximum size of **1890x400px** and will rescale with browser window and mobile devices.

UI ELEMENT EXAMPLES

Button variations (L: Default, R: mouse over)



Search field



Banner (scaled down)

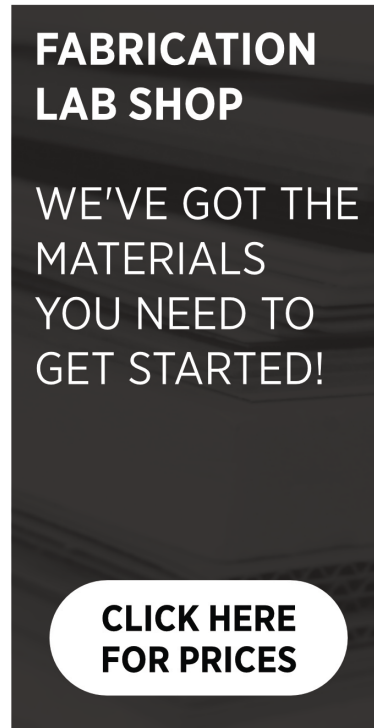


Table (scaled down)

TROTEC RAYJET 300 LASER CUTTER	
Machine type	80W CO ² (Educational version)
Commissioned	2015
Max. dimensions	735mmx435, 6.5mm (material thickness)
Cutting Materials	Plastics (acrylic, polypropylene, polyoxymethylene) Timber Carboard Paper Leather Textiles
	Approved materials only!
Available materials	Various materials are available to purchase in the Fabrication Lab Shop, see link below.
Inductions required	General induction Laser cutter induction
Bookings	Required
File requirements	Design files are imported via USB Drive and must be of vector file format supported by Corel Draw (.svg, .cdr, .ai, etc.) in RGB.