

1800QSTUDY

Marketing Support Packs

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About Study Queensland

Study Queensland is the State Government organisation dedicated to promoting Queensland as a premier study destination and a preferred partner for education, training, research and innovation.

Whether you are an academic, student or researcher, Study Queensland is your first port of call when choosing where to study or looking for knowledge partners and collaborators. Study Queensland is Trade and Investment Queensland's lead agency for implementing the *International Education and Training Strategy to Advance Queensland 2016-2026*. Study Queensland endeavours to create a strong and sustainable international education and training industry that facilitates global engagement, produces lifelong ambassadors for Queensland, and becomes a catalyst for growing Queensland's knowledge economy.

With a global education network across Trade and Investment Queensland's international offices and support from our regional offices, the Study Queensland team provides on-the-ground support to education and training institutions interested in accessing new opportunities and growing their overseas business development activities and for those looking for opportunities in Queensland.



About 1800QSTUDY

Suggested web copy

1800QSTUDY (1800 778 839) is a hotline for international students across Queensland. The service supports students, agents, chaperones, parents and homestay providers with 24/7 phone support and general enquires regarding studying in Queensland. Please note, 1800QSTUDY is not an emergency service number. In an emergency, please dial Triple Zero (000) and ask for police, fire or ambulance.

Services include:

- Afterhours support
- Accommodation advice
- Public transport and travel advice
- Employment advice
- Health and wellbeing referrals
- Legal referrals
- Complaint referrals
- A translations service is available



Logo

Suite

Master

1800 QSTUDY

Queensland's International Student Hotline | 1800 778 839

Secondary

1800 QSTUDY

Queensland's International Student Hotline | 1800 778 839

Mono

1800 QSTUDY

Queensland's International Student Hotline | 1800 778 839

Logo

Usage

Clear space

The minimum clearance zone around the logo is half the height of the figure '8' in the wordmark as show.

There should be no visual elements that interrupt this space.

Minimum size

The minimum size of the logo is 40mm wide.





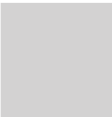


Colour palette





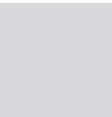
Colour codes are displayed as:

- C M Y K
- R G B
- #HEX





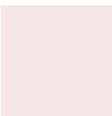
Black

				
0 0 0 100 0 0 0 #000000	64 59 56 37 79 76 77 #4f4c4d	53 46 45 10 123 121 121 #7b7979	37 31 30 0 167 165 166 #a7a5a6	16 13 13 0 211 210 210 #d3d2d2





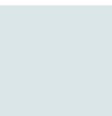
Grey

				
73 67 50 39 64 64 77 #40404d	62 54 43 16 102 102 113 #666671	48 40 34 2 140 140 148 #8c8c94	30 25 22 0 179 179 184 #b3b3b8	14 11 10 0 217 217 219 #d9d9db




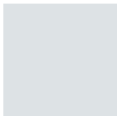
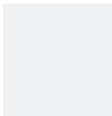
Dusty Pink

				
16 56 34 3 203 128 134 #0858b	15 44 27 0 213 154 159 #d59a9f	10 32 18 0 224 179 183 #e0b3b7	6 20 11 0 234 205 207 #eacdcf	2 10 4 0 245 230 231 #f5e6e7

Teal

				
75 39 39 0 77 134 146 #4d8490	58 27 31 1 113 157 166 #719da6	43 18 22 0 148 181 188 #94b5bc	28 11 13 0 184 206 211 #b8ced3	13 4 6 0 219 230 233 #dbe6e9

Blue Grey

				
38 22 21 2 157 174 183 #9b6be	27 16 15 0 186 197 203 #bac5cb	19 11 10 0 203 211 216 #cbd3d8	12 7 7 0 221 226 229 #dde2e5	5 3 2 0 238 240 242 #eef0f2

100%	80%	60%	40%	20%
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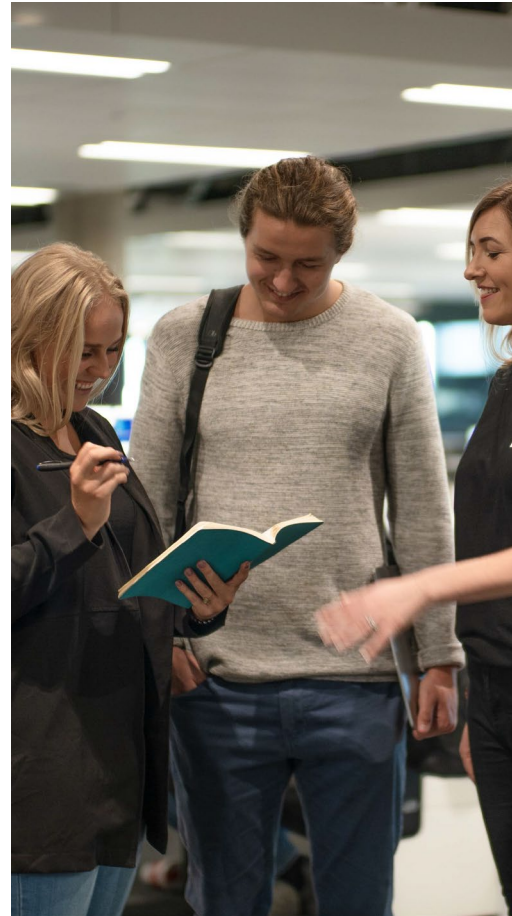
Colour gradient scale

Social media content

Imagery

Each pack includes generic social media tiles for each channel in the below formats. The design is kept generic so the tiles can be used alone or alongside your brand assets.

- Facebook (landscape) 16:9
- Twitter
- LinkedIn
- Instagram 1:1
- Instagram stories 9:16



1800QSTUDY

Queensland's International Student Hotline | 1800 778 839

Social media content

Video

Videos related to 1800QSTUDY and student support in Queensland are available to share via YouTube.



Social media content

Copy

Having a 24/7 support service helps shape a positive and welcoming experience for Queensland students.

Available 24/7, Queensland has a statewide international student hotline to help make support services as accessible as possible. Let's spread the word so students know they always have somewhere to turn to! [#StudyQueensland](#) [#StartHereGoAnywhere](#) [#IntlEd](#)

1800QSTUDY (1800 778 839) 📞 A hotline designed to support international students across Queensland. 🕒 Available 24 hours, 7 days a week with dedicated support staff ready to answer any of your enquiries related to studying in Queensland. 📱 in bio for more information on student support services available in Queensland.....

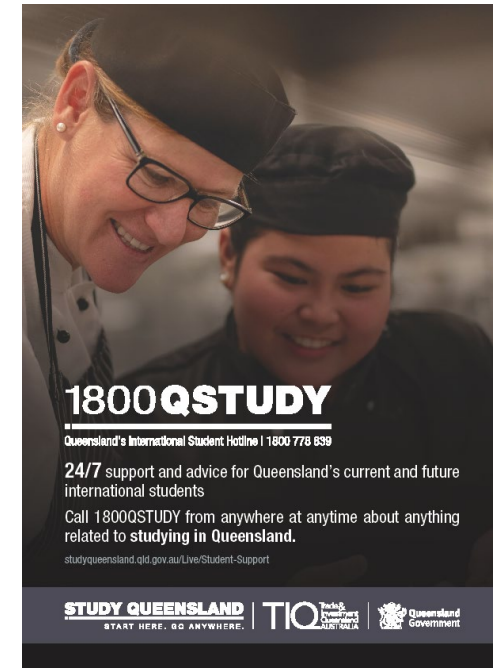
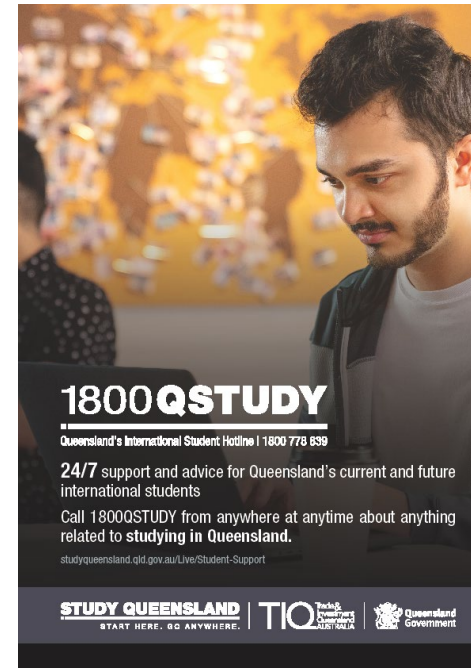


Print ready artwork

Different sizes with and without 3mm bleed.

Each pack includes print ready artwork:

- Business card/handout, a5 and a4 size
- Different style and imagery choices for a5 and a4 artwork
- Options with and without bleed available.



STUDY QUEENSLAND

START HERE. GO ANYWHERE.

At Study Queensland, we believe that choosing us is a chance to change your life. We're committed to helping you succeed with every lesson and experience.

Want to know more? Start here.

 studyqueensland.qld.gov.au

 studyqueensland@tiq.qld.gov.au

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 [Study Queensland](https://www.linkedin.com/company/study-queensland)

 [StudyinQueensland](https://www.youtube.com/StudyinQueensland)

[#StudyQueensland](https://www.instagram.com/StudyQueensland)

[#StartHereGoAnywhere](https://www.instagram.com/StudyQueensland)