

# Queensland **Ballet**

Branding Policy  
Nov 2024\_FINAL

Document Owner: Lisa Summer-Hayes

## Queensland Ballet Branding Policy

### 1. Purpose

This policy outlines the correct use and representation of the Queensland Ballet brand and its associated entities, including Queensland Ballet Academy, Thomas Dixon Centre, and the Van Norton Li Community Health Institute. It provides guidance for both internal and external stakeholders on how to maintain consistency and integrity across all brand touchpoints.

### 2. Scope

This policy applies to all Queensland Ballet employees, contractors, partners, and external collaborators who have been granted permission to use any aspect of the Queensland Ballet brand (or any brand of its associated entities), in marketing or communications activities. It governs the use of all Queensland Ballet brand assets including logos, wordmarks, visual elements, and key language and terminology related to Queensland Ballet and its associated entities.

### 3. Brand terminology

To ensure consistency in communication, the following terminology must be used in all instances:

- **Queensland Ballet:** Refers to the company as a whole and its artistic, educational, and community programs.
- **Queensland Ballet Academy:** Represents the academy division of Queensland Ballet.
- **Thomas Dixon Centre:** Refers to the venue and its facilities.
- **Van Norton Li Community Health Institute:** Refers to the institute's health and wellness initiatives.

Unless otherwise specified in this policy (such as under section 8) or authorised in writing by the Queensland Ballet Marketing Department, the above brand terminology should always be used in its full form without abbreviation or acronym (i.e. 'Queensland Ballet' **not** 'QB'; 'Queensland Ballet Academy' **not** 'QBA'; 'Thomas Dixon Centre' **not** 'TDC').

### 4. Key brand messaging

Each of Queensland Ballet's key brands have distinct tones of voice and public identities. To ensure consistency in how those brands are represented publicly, the below key messaging is provided as a guide. This messaging may be used verbatim when providing a brief description of a Queensland Ballet brand for marketing materials or collateral. Any other messaging involving a Queensland Ballet brand is subject to approval by the Queensland Ballet Director of Brand, Customer Experience and Sector Impact or delegate, in accordance with this policy.

- **Queensland Ballet** connects communities and dance across Queensland, and Australia. We are the fastest growing arts company in Australia, producing world-leading productions of the best classical ballets and inspired neo-classical dance works. Our commitment to Queensland includes a touring footprint that brings the magic of ballet to

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as many regional audiences as possible, with our artistic productions, community outreach and educational programs.

- **Queensland Ballet Academy** is the official training pathway for Queensland Ballet, responsible for nurturing the young dancers of today into the world-class artists of tomorrow. Offering ballet and dance programs for Australian and international students from age six to professional employment. Lower and Upper school programs are delivered in collaboration with Kelvin Grove State College, where students access face to face academic education alongside their ballet training.
- **Thomas Dixon Centre** is an inspiring arts and cultural destination for Brisbane and Queensland. Home to Queensland Ballet, and host to a diverse range of artists, performers and students. With an emerging culinary offering, the Thomas Dixon Centre will become both an arts and culinary destination for all.
- **Van Norton Li Community Health Institute** was established to strengthen and sustain Queensland Ballet's commitment to positive health and wellbeing outcomes of people throughout Queensland. Our Dance for Health programs are underpinned by research and provide dance programs tailored to meet the specific needs of each participant group.

## 5. Brand values

All use of the Queensland Ballet brand (whether internal or external, and print or digital) must align with the following brand principles:

- Brilliance
- Creativity
- Passion
- Wellbeing
- Balance

## 6. Trade mark usage

Queensland Ballet is the owner of Australian trade mark registration numbers:

- 1941143 for QUEENSLAND BALLET (words) in classes 25, 35 and 41; and
- 1941145 for QB (word) in classes 25, 35 and 41.

When using the words 'Queensland Ballet' in advertising or marketing campaigns in connection with:

- ballet clothing or footwear;
- concert or performance campaigns; or
- ballet classes (education or fitness related), competitions, or training and tuition opportunities,

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you may include the '®' symbol with the words 'a registered trade mark of Queensland Ballet' to indicate that the words carry registered trade mark protection.

When using other unregistered Queensland Ballet brand names and logos, you may include the '™' symbol with the words 'a trade mark of Queensland ballet' to indicate that those names and logos are trade marks of Queensland Ballet (despite not being registered in Australia). Use of these trade mark symbols is not compulsory. If you have any questions about the appropriate use of the trade mark symbols, please contact the Queensland Ballet Marketing Department.

## **6. Brand mark usage**

The Queensland Ballet logo and the logos of its associated entities are valuable assets of the Queensland Ballet brand. Their use must always adhere to the following guidelines:

- **External use:**
  - Logos must only be used with the express written permission of the Director, Brand, Customer Experience and Sector Impact or delegate, and for the express specific purpose for which they were provided.
  - Logos must only be used in the original, unaltered form in which they have been provided by the Queensland Ballet Marketing Department and otherwise in accordance with Queensland Ballet's brand guidelines, as well as any instructions from the Queensland Ballet Marketing Department.
  - External parties, including sponsors and partners, must seek written approval from the Director, Brand, Customer Experience and Sector Impact or delegate, for the use of Queensland Ballet and associated logos in any promotional or marketing materials.
  - The Queensland Ballet logos must be displayed at the same height as any other logos, and those other logos should not take focus away from the Queensland Ballet logos.
  - The Queensland Ballet Marketing Department reserves the right to require review and approval of any print or digital collateral created incorporating the Queensland Ballet logos and brand marks.
  
- **Internal use** [Queensland Ballet employees only]
  - Employees and departments may use Queensland Ballet logos for internal documents and presentations without prior approval, provided they adhere to the Queensland Ballet branding guidelines and do not alter the marks in any way.
  - No department may distribute or share brand assets with external parties without express permission from the Director, Brand, Customer Experience and Sector Impact or delegate.

## 7. Visual identity standards

- All Queensland Ballet and associated entity logos must be displayed in their approved colour palette and orientation.
- Logos should always be placed in a clear space, free from overlapping text or graphics.
- Any deviations or customisations must be approved in writing by the Queensland Ballet Marketing Department.

## 8. External communication and branding

- **Consistency:** All external communications, whether digital, print, or media, must consistently refer to Queensland Ballet, Queensland Ballet Academy, Thomas Dixon Centre, and the Van Norton Li Community Health Institute using their full names.
- **Acronyms:** The use of acronyms in copy such as "QB," "QBA," and "TDC" is limited to lengthy documents, where the full names are first used, and the acronym follows in parenthesis. This should be limited to press releases, lengthy reports, policies or procedural documents. Acronyms are strictly prohibited in external publications, marketing materials and collateral, with the exception of social media, where the character length may be restrictive. Any use of acronyms in social media text must be approved by the Queensland Ballet Marketing Department. If there are acceptable alternative ways to reduce the characters in social media copy without using acronyms, these amendments should be explored first.
- **Tone of Voice:** We have a flair for telling stories and lean into a modern take on tradition. Any text used in external communications that incorporate the Queensland Ballet (or associated) brand must align with the following tone of voice principles:
  - Concise
  - Engaging
  - Vivid
  - Generous
  - Vulnerable
  - Inclusive.
- **Third-party requests:** Any request from external stakeholders (e.g., media, sponsors) to use Queensland Ballet or associated entity branding must be vetted and approved by the Head of Marketing. Any external use of the Queensland Ballet brand by external stakeholders will be in accordance with the terms of the stakeholder's arrangement with Queensland Ballet.
- **Proofreading and Typographical Considerations:** The Queensland Ballet Marketing Department reserves the right to review and approve any externally facing or publicly-visible copy written to describe Queensland Ballet's products, services, and experiences. This applies unless the proposed content is directly sourced from key messages that have been supplied or approved by the Queensland Ballet Marketing Department in

advance. All materials that incorporate aspects of or otherwise refer to the Queensland Ballet brand must be submitted for review to Queensland Ballet's Marketing Department prior to publication or distribution. This ensures alignment with Queensland Ballet's tone of voice, branding guidelines, and messaging standards. If the Head of Marketing requires amendments to the materials or messaging, including to maintain brand consistency and accuracy, those requested amendments must be promptly carried out before publication. The Queensland Ballet Marketing Department reserves the right to request that the amended materials be resubmitted for approval at its discretion.

## 9. Acceptable use of Queensland Ballet imagery

The use of Queensland Ballet imagery, including photographs and videos, is strictly governed by the following conditions:

1. **Permission:** Explicit written permission must be obtained from the Queensland Ballet Marketing Department for the use of any imagery or video content.
2. **Credit:** Both Queensland Ballet and the photographer must be credited in the following format:  
© [#Insert Copyright Owner name i.e. QB/Photographer], [#insert year of photograph]
3. **Purpose and Scope:**
  - Any permission to use Queensland Ballet imagery is granted solely for the specific purposes or projects outlined in the agreement with Queensland Ballet. If the stakeholder wishes to use the imagery for a different purpose, it must obtain further express written permission.
  - Usage rights are not granted in perpetuity and must adhere to the agreed terms and timeline.
4. **Restrictions:**
  - Images or videos must not be used to promote products, services, or experiences outside the scope of the specific agreement with Queensland Ballet.
  - Stakeholders are not permitted to download, share, distribute, or transfer digital images or video content to others for any purpose.
  - Imagery and video must not be sold, monetized, or used for profit under any circumstances.

Any breaches of these conditions will result in the immediate withdrawal of usage rights and potential legal action, including in connection to the stakeholder's specific agreement with Queensland Ballet.

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## **10. Standard of conduct in advertising**

External stakeholders must ensure that any use of the Queensland Ballet brand in advertising or marketing activities is carried out in a manner that is professional, ethical and accurate to maintain the integrity and reputation of the Queensland Ballet (and associated) brands. External stakeholders must comply with all applicable laws and industry standards in connection with any advertising or marketing activities that incorporate the Queensland Ballet (and associated) brands.

## **11. Monitoring and enforcement**

The Queensland Ballet Marketing Department is responsible for monitoring the proper use of Queensland Ballet's brand assets. Any misuse or unapproved use of logos, wordmarks, or other branding elements will be subject to corrective actions, including but not limited to Queensland Ballet requiring the immediate withdrawal of the contravening materials and revocation of branding privileges.

## **12. Review and amendments**

This policy is reviewed regularly by the Director, Brand, Customer Experience and Sector Impact and updated as necessary to align with evolving brand strategies and organisational needs. If Queensland Ballet provides an updated version of this policy at any time, the updated version will prevail to the extent of any inconsistency.

## **13. References to Queensland Ballet funding bodies**

Queensland Ballet is grateful to receive funding from a number of funding bodies, including the Queensland Government and Creative Australia. Use of funding body logos is strictly regulated, and Queensland Ballet does not authorise any other persons or stakeholders to refer to these funding bodies or use their logos or brand marks on Queensland Ballet's behalf or otherwise in connection with Queensland Ballet's activities. Partners, sponsors, collaborators, and suppliers/vendors of Queensland Ballet are not permitted to refer to these funding bodies, or use or display their logos or brand marks unless:

1. they are direct recipients of funding from the respective body; and
2. they have received explicit approval from the funding body for logo use.

## **14. Representation of affiliation with Queensland Ballet**

Individuals or entities are only permitted to publicly represent themselves as being officially affiliated with Queensland Ballet where that individual or entity has a formal agreement with Queensland Ballet and that agreement expressly permits the individual or entity to make such representations.

### **Terms of representation:**

Where a formal agreement permits an individual or entity to make representations as to their affiliation with Queensland Ballet, the following terms apply:

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1. Affiliations must only be communicated in accordance with the specific terms and purpose outlined in the agreement with Queensland Ballet.
2. No unauthorised or implied association with Queensland Ballet is permitted outside the agreed scope of the partnership or affiliation as set out in the agreement.
3. Any public representation, including the use of Queensland Ballet's name, logo, or other brand assets, must adhere to this branding policy and be pre-approved by the Director, Brand, Customer Experience and Sector Impact or their delegate.

## **15. Conflicts of Interest**

Operational decisions, particularly regarding venue hire and related activities at Queensland Ballet sites, will consider the organisation's existing contractual commitments, strategic priorities, and reputation.

The Venue Hire team reserves the right to decline or refuse any venue hire or associated activity if:

- It presents a conflict of interest with a party to whom QB has a preexisting contractual agreement.
- The purpose of the hire is to conduct activities that directly compete with Queensland Ballet's or Queensland Ballet Academy's own programs, classes, or offerings.

Such decisions will be made with due consideration to QB's contractual obligations, brand integrity, and strategic partnerships.

Breaches of this policy may result in the termination of the agreement and/or legal action.

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For any questions or requests regarding this policy, contact the Queensland Ballet Marketing Department. [marketing@queenslandballet.com.au](mailto:marketing@queenslandballet.com.au)