



SHOWCASING
AUSTRALIA'S BEST

APPLYING ROYAL QUEENSLAND AWARDS MEDALS TO YOUR PACKAGING AND ADVERTISING

As a medal winner, you're entitled to use an appropriate 'medal' logo on your packaging, advertising and other material that promotes your winning product.

Royal Queensland Awards can supply these medals in formats that designers or printers can incorporate into your artwork, either as electronic files or as a bromide sheet.

There are some special features that need to be considered to ensure that the medals are reproduced to the best standard possible:

SIZES

- Medals can be shown at any size that suits your layout, but shouldn't be shown smaller than 20mm in diameter. Below this size, clear reproduction of the type is hard to achieve.



MINIMUM SIZE
= 20MM DIAMETER

ROYAL QUEENSLAND AWARDS RQA MEDALS

COLOUR

- The metallic background colour should always correspond with the name of the medal (ie: gold colour with gold medal, silver colour with silver medal, etc).

Trophy medals use gold elements on a black background.

- Metallic colours can be applied as metallic foils or metallic inks with a black overprint. Less successfully, they can also be reproduced in conventional cmyk. Black-and-white versions of medals are also available.

Displaying multiple medals

- When displaying multiple medals, the first preference is to not overlap them, and adhering to the minimum clear space rule (10% of the medal diameter).
- If space does not permit medals to be displayed separately then the area marked below is the minimum area to be kept clear of overlapping medals.
- In all instances where medals are overlapping, a visual must be sent to entries@rqa.com.au for approval.



THIS IS THE AREA
WHICH MUST BE
KEPT CLEAR OF
OVERLAPPING
MEDALS

Do's and don'ts



For best visibility, show the medal on a strongly contrasting background colour.



Don't show the medal on a background that's too close to the metallic colour, especially if printing out of cmyk.



Preserve the white background of the medal when printing one or two colours.*



Don't delete the white background.



If you're printing in only two colours, choose the darker colour for the medal.*



Don't show the medal in another colour if black is available.



Show the medal at 20mm diameter and larger.



Don't shrink the logo under 20mm diameter.



Keep a minimum clear space of at least 20% of the medal's diameter.



Don't overlap other elements over the medal.

BROMIDE SHEET – GOLD

- 60mm diameter
- 40mm diameter
- 20mm diameter (minimum size).



BROMIDE SHEET – SILVER

- 60mm diameter
- 40mm diameter
- 20mm diameter (minimum size).



BROMIDE SHEET – BRONZE

- 60mm diameter
- 40mm diameter
- 20mm diameter (minimum size).



BROMIDE SHEET – TROPHY

- 60mm diameter
- 40mm diameter
- 20mm diameter (minimum size).

