

Douglas 150 Logo Competition – Design Guide

No design experience needed – creativity matters more than perfection.

The Douglas Shire is turning 150 and we want you to help us recognise this by designing an official commemorative logo for the Douglas Shire 150th events that captures the region's identity, heritage, and community spirit.

The logo will be used through out promotions all year round, made into a commemorative pin and be remembered as an historical part of our regions identity for years to come.

1. Recommended Canvas Size (Simple Standard)

Keep things easy and consistent:

Primary Design Size

- Square format: 1000 x 1000 pixels
- Or in Centimetres – 8.47cm x 8.47cm
- Works for social media, print, and scaling

Alternative Sizes (optional)

- Landscape: 1500 x 1000 px
- Portrait: 1000 x 1500 px

Tip

If you're unsure, just use 1000 x 1000 px – this is perfect for most designs.

2. File Format Options (Easy for Everyone)

Accept simple, accessible formats:

- PNG (preferred – good quality, no background issues)
- JPG (acceptable)
- PDF (great for hand-drawn scans)
- Hand-drawn (photographed clearly or scanned)

No need for professional software—designs can be created using:

- Canva
- PowerPoint
- Word
- Procreate / iPad apps
- Pencil & paper (then photographed)

Logos will be finalised by a graphic designer to provide a complete brand package

3. Logo Layout Template (Simple Structure)

Follow this basic structure:

Main symbol/ icon
(visual representation)

DOUGLAS 150
(or similar text)

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Key Elements

1. Icon / Graphic

Represents Douglas Shire (reef, rainforest, mountains, culture, etc.)

2. Text Include something like:

- “Douglas Shire 150 Years” or “Douglas 150”
- “150th Anniversary”
- “1877–2027” (optional)

3. Balanced layout

Keep everything centred and readable

4. Design Rules (Keep It Simple)

DO:

- Use clear, bold shapes
- Keep it easy to recognise at small sizes
- Use 2–4 colours max
- Make sure text is readable

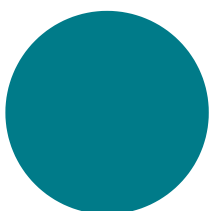
Think about the Douglas Shire: Reef - Rainforest - Mossman Gorge - Culture & community

DON'T:

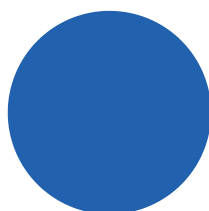
- Have too much text
- Very thin lines
- Complex details
- Copy an existing logo

5. Colour Palette

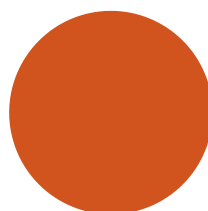
Must be produced using Councils corporate colour palette



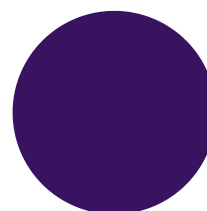
Barrier Reef
#007B89



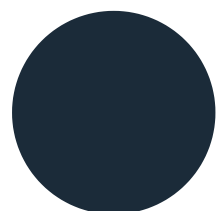
Quandong
#2161AE



Boonji
Tamarind
#D1541E



Davidson
Plum
#381360



Monsoon
#1B2B39

Designs should also work in:

- Black and white
- Single colour

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6. “Good Logo Test”

Be sure to check:

Can you still recognise it when it’s small?

Does it look good in black & white?

Is the message clear in under 3 seconds?

Does it represent Douglas Shire?

7. For Hand-Drawn Entries

Just follow these simple instructions:

- Use white paper
- Draw in dark pen or marker
- Take a clear photo in good lighting
- Avoid shadows or creases

8. Submission Checklist

Entrants must submit:

- Name / Age / Contact phone number
- Logo file (PNG/JPG/PDF or photo)
- Short description (50–100 words):
- What inspired your design?
- What elements represent the Shire?

Send your entries into enquiries@douglas.qld.gov.au

Logo Use & Legal Terms

To ensure the logo can be used effectively across the 150th celebrations, the following terms apply:

Ownership & Usage Rights

- By entering, participants agree that:
- The winning design becomes the property of Douglas Shire Council
- Council may use, reproduce, adapt, and publish the logo across all media
- This includes marketing, merchandise, signage, and digital platforms

Modifications & Refinement

- The winning design may be:
- Professionally refined or adjusted (e.g., colours, layout, formatting)
- Adapted for different uses (print, digital, merchandise)
- The original concept will be respected, but minor changes may be made for usability

Original Work Requirement

- All entries must be:
- 100% original
- Not copied, traced, or generated from copyrighted material
- By submitting, entrants confirm:
- They own the design
- It does not infringe on any existing copyright or trademark

Use of Submitted Designs

- Non-winning entries:
- Remain the property of the entrant
- May be displayed by Council for promotional purposes (e.g., showcasing entries), with credit

Entrant Consent

- By entering, participants agree:
- Their name and design may be used in promotion
- They may be contacted about the competition

Disqualification Terms

Entries may be disqualified if:

- They are incomplete or do not follow guidelines
- They contain offensive, inappropriate, or copyrighted material
- They are not the entrant’s original work