



A guide to promoting  
your local raceday



We're Racing  
Everywhere!



## The Queensland Country race series

The *Battle of the Bush* is an exciting new initiative from Racing Queensland designed to attract new audiences, in particular those travelling throughout regional Queensland to local race days.

The *Battle of the Bush* is one of four new country race series that make up the Queensland Country race series and aims to highlight and promote the fun, unique and authentic racing experiences to be had throughout the state.

As a participating race club in the *Battle of the Bush* series, Racing Queensland has created logos and artwork that will help you in the promotion of your specific race day as part of the *Battle of the Bush*.

Racing Queensland will be promoting the *Battle of the Bush* across various advertising channels so as to ensure awareness and recognition of the series with industry and racegoers alike.

Using the supplied logos and artwork will help ensure audiences recognise your raceday as part of the *Battle of the Bush* series, and maximise awareness of your event.

Where possible, we encourage you to incorporate the elements provided in this guide, so as to assist in the successful promotion of this new series and your raceday.

For further information or queries, please contact Emma Keyte, Brand Manager at Racing Queensland – [ekyte@racingqueensland.com.au](mailto:ekyte@racingqueensland.com.au)



FULL COLOUR ON WHITE



FULL COLOUR ON COLOUR BACKGROUND (BOTB Gradient)

## BRAND ELEMENTS

### Brand Mark

This is the new *Battle of the Bush* brand mark. The brand mark is the most visible element of our identity.

It is important that it is applied consistently across all communications. It should not be redrawn, digitally manipulated or altered in any way. The brand mark should never be obscured, distorted, rotated or cropped.

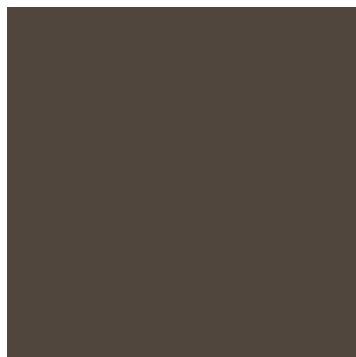
The brand mark should only be seen against a field of white or BOTB Gradient.



BOTB OCRE



BOTB GREEN



BOTB CHARCOAL



BOTB GRADIENT

## BRAND ELEMENTS

### Colour Palette

The *Battle of the Bush* brand colour palette has been designed to apply across both printed and digital material.

Clubs are encouraged to incorporate this colour scheme into their raceday theming.



35 mm

### Minimum Size (Print)

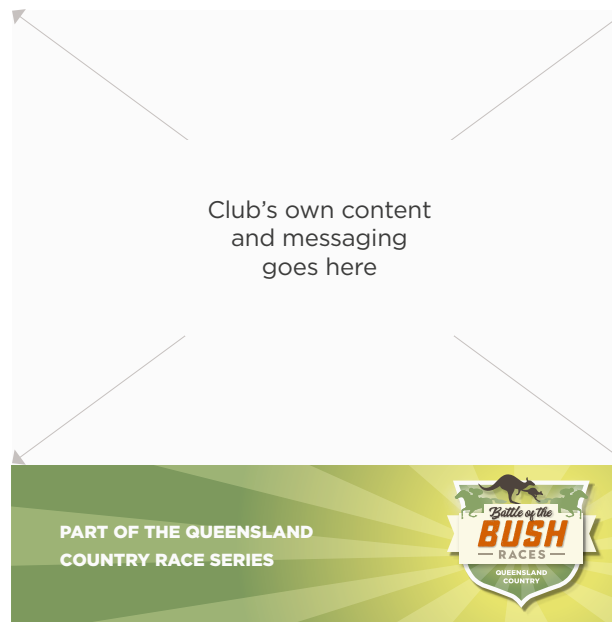
To ensure that the *Battle of the Bush* brand mark reproduces legibly at all times, there is a minimum size that the logo must appear no smaller than when being reproduced.

The logo should never be used at a smaller size than this across any printed collateral.





A4 TEMPLATE



FACEBOOK POST

## BRAND ELEMENTS

### Brand Assets

The *Battle of the Bush* brand assets are available for marketing support.

The poster footer artwork has been created for you to use as part of your own event day promotional material.

The image file attached can be placed into a standard A4 or A3 sized document for printing or use online.

The Facebook post artwork is sized specifically for sharing on social media across Facebook, Instagram or Twitter.

Again, the image file attached can be used as part of your own event day messaging.

The purposes of these assets is to remind race-goers, in particular travellers that the race series includes multiple race days and venues.

If you have any questions regarding use of these assets please contact Emma Keyte, Brand Manager at Racing Queensland - [ekyte@racingqueensland.com.au](mailto:ekyte@racingqueensland.com.au)



For further information and assistance with  
the *Battle of the Bush* brand, please contact:

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