Quality Tourism Brandmark

The new Quality Tourism Brandmark will recognise businesses that have been independently assessed as meeting quality tourism business standards through a framework of Quality Tourism programs.

The Quality Tourism brandmark will replace the traditional accreditation logo which has been used to promote accredited tourism products over the past 20 years, and has had only minor tweaks throughout its lifespan. The new brandmarks provides a contemporary, inclusive mark of accreditation.

The following table outlines the suite of logo variations and their intended use:

	Brandmark	Variations
QTAB Any business that has met the minimum accreditation standard will have access to the QTAB brandmark. This replaces the previous accreditation logo. There are three variations supplied to accredited businesses with the 'shield' the preferred option. A round variation is available to assist in the transition to the new brandmark.		
Star Ratings The traditional star ratings will be combined with the Quality Tourism brandmark to align the ratings with the overarching framework. This will provide promotional support to Star Ratings via all marketing undertaken for the Quality Tourism brandmark. There is a shield and horizontal variation available for Star Rated businesses.		
Quality Assurance Module For those businesses that have successfully met specialist market needs and obtain market recognition through a Quality Assurance Module e.g. Camp and Adventure Activity, Marine Tourism. In addition, a combined logo for those that are Star Rated and have a Quality Assurance Module is available.		

Sustainable Tourism and EcoStar
Businesses that have undertaken the Sustainable Tourism or EcoStar Programs will be able to promote their achievements through specific brandmarks.

Colour Variations
To support use of the new brandmark within a range of mediums there are a selection of colour variations available, by request.

(transparent background)