

Queensland Rail Travel Digital Asset Library

Image and video usage guidelines

Queensland Rail Travel Digital Asset Library includes a range of photographic images and video footage of Queensland Rail's regional long-distance and tourism rail services for the purpose of promotion. These rights-protected Digital Assets (hereafter called Assets) may be used royalty free at no cost provided usage meets our **Digital Asset usage guidelines** below.

Asset usage guidelines

- The image or video footage used must contain an acknowledgement of Queensland Rail Travel's ownership through inclusion of the following words "Courtesy of Queensland Rail Travel". Images must be captioned with the correct location and product name (click image to view information on location and product) and Queensland or Queensland, Australia.
- Use of Assets on social media requires credit by mentioning Queensland Rail Travel in the caption and tagging in the relevant image.
- The use of any logo or trademark appearing in the Asset must be used in a manner permitted by the logo or trademark owner.
- You will not alter, modify or adapt an Asset without prior consent.
- You will not disclose the Asset to any third party without prior consent and you will take all reasonable efforts to prevent the disclosure or use of the Digital Asset to an unauthorised third party.
- The Asset must not be downloaded to create, establish or form any part of an online interactive stock photo library.
- Any use of an Asset shall convey no ownership, right, or privilege to the user beyond what is stated in these guidelines.
- Queensland Rail Travel reserves the right to discontinue the use of any image or video footage for any reason and to elect to replace with an alternate Asset.

Our Assets may be used for:

- Sales and marketing campaigns promoting rail travel within Queensland, including tactics such as advertising in the form of newspaper, magazine, online, tradeshow and outdoor, print materials, travel professional destination brochures, social media, blogs and websites.
- Travel professionals who are working with Queensland Rail Travel and are promoting rail travel in Queensland in their campaigns and initiatives.
- Travel and tourism trade media who are working with Queensland Rail Travel to promote rail travel in Queensland as a location for media purposes.
- Regional event organisers who are working with Queensland Rail Travel to attract or promote an event within the region.
- Governmental bodies or councils engaged in tourism promotional activities.
- Queensland Rail employees for business documents such as presentations, reports. The use of images for merchandise must be approved by Queensland Rail Travel Marketing.
- Other organisations may be eligible to use our Assets upon approval by Queensland Rail Travel

Our Assets may not be used for, without prior approval:

- Any commercial purpose outside of tourism promotion by third party businesses
- The Asset is not to be incorporated into merchandise intended for sale (Merchandise) without Queensland Rail Travel's prior written consent. Merchandise includes, but is not limited to, textiles, artwork, magnets, wall-art, calendars, toys, stationery, greeting cards, placement on souvenirs, commemorative books, guidebooks, DVD's or other physical or digital reproduction for resale.
- Fundraisers for causes, charitable organisations or political organisations.
- Any way that is deceptive, misleading, defamatory, and discriminatory or reflects negatively on Queensland Rail Travel.

When in doubt, please contact the Travel Marketing team for their guidance and support - travelmarketing@qr.com.au