

NAME

PACIFIC COAST WAY

LOGO INITIALS



LOGO IMAGE



EXAMPLE



Queensland
Government

**STATE STRATEGIC TOURING
ROUTE LOGO**
(PACIFIC COAST WAY)

Department of Transport and Main Roads
Infrastructure Management & Delivery Division

APPROVED AS OFFICIAL TRAFFIC SIGN

Designed
RH 2/14

Checked
DJ 1/15

Scale
Not to Scale

[Signature]
PRINCIPAL ENGINEER
(Traffic Engineering)

4/04/17
Date

TC2024_1

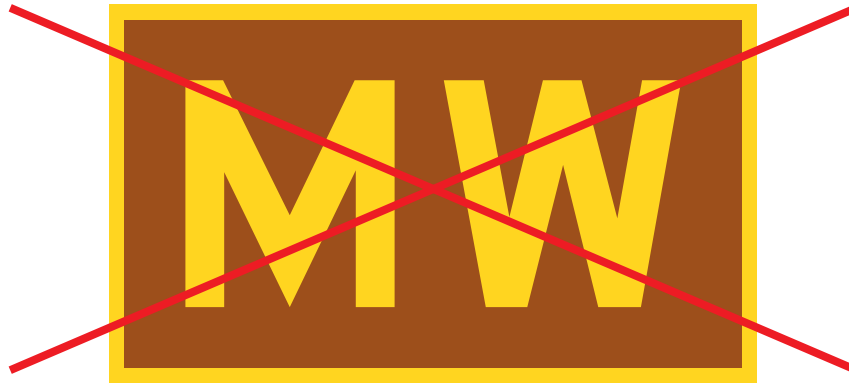
Page 1 of 11

☒ A ☒ B ☒ C ☒ D ☒ E

NAME

MATILDA WAY

LOGO INITIALS



LOGO IMAGE

SUPERSEDED BY
TL-Q02_2
(02/23)

EXAMPLE



Queensland
Government

**STATE STRATEGIC TOURING
ROUTE LOGO
(MATILDA WAY)**

Department of Transport and Main Roads
Infrastructure Management & Delivery Division

APPROVED AS OFFICIAL TRAFFIC SIGN

Designed
RH 2/14

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DJ 1/15

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Not to Scale

[Signature]
PRINCIPAL ENGINEER
(Traffic Engineering)

4/04/17
Date

TC2024_2

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A B C D E

NAME

WARREGO WAY

LOGO INITIALS



LOGO IMAGE

~~SUPERSEDED BY
TL-Q02_3
(02/23)~~

EXAMPLE



Queensland
Government

STATE STRATEGIC TOURING
ROUTE LOGO
(WARREGO WAY)

Department of Transport and Main Roads
Infrastructure Management & Delivery Division

APPROVED AS OFFICIAL TRAFFIC SIGN

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DJ 1/15

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PRINCIPAL ENGINEER
(Traffic Engineering)

4/04/17
Date

TC2024_3

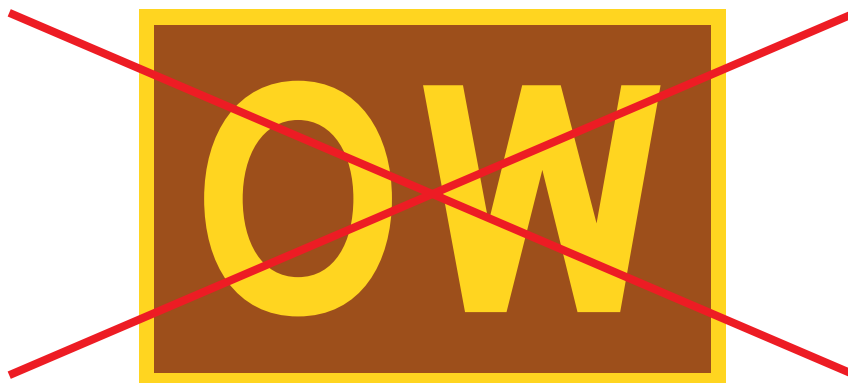
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A B C D E

NAME

OVERLANDERS WAY

LOGO INITIALS



LOGO IMAGE



EXAMPLE



Queensland
Government

STATE STRATEGIC TOURING
ROUTE LOGO
(OVERLANDERS WAY)

Department of Transport and Main Roads
Infrastructure Management & Delivery Division

APPROVED AS OFFICIAL TRAFFIC SIGN

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[Signature]
PRINCIPAL ENGINEER
(Traffic Engineering)

4/04/17
Date

TC2024_4

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A B C D E

NAME

GREAT INLAND WAY

LOGO INITIALS



LOGO IMAGE

**Great
Inland Way**



SUPERSEDED BY
TL-Q02-5
(02/23)

EXAMPLE



**Queensland
Government**

**STATE STRATEGIC TOURING
ROUTE LOGO
(GREAT INLAND WAY)**

Department of Transport and Main Roads
Infrastructure Management & Delivery Division

APPROVED AS OFFICIAL TRAFFIC SIGN

Designed
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Checked
DJ 1/15

Scale
Not to Scale


PRINCIPAL ENGINEER
(Traffic Engineering)

4/04/17
Date

TC2024_5

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A B C D E

NAME

SAVANNAH WAY

LOGO INITIALS



LOGO IMAGE



SUPERSEDED BY
TL-Q02/6
(02/23)

EXAMPLE



Queensland
Government

STATE STRATEGIC TOURING
ROUTE LOGO
(SAVANNAH WAY)

Department of Transport and Main Roads
Infrastructure Management & Delivery Division

APPROVED AS OFFICIAL TRAFFIC SIGN

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[Signature]
PRINCIPAL ENGINEER
(Traffic Engineering)

4/04/17
Date

TC2024_6

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A B C D E

NAME

AUSTRALIA'S COUNTRY WAY

LOGO INITIALS



LOGO IMAGE



EXAMPLE



Queensland
Government

STATE STRATEGIC TOURING ROUTE LOGO (AUSTRALIA'S COUNTRY WAY)

Department of Transport and Main Roads
Infrastructure Management & Delivery Division

APPROVED AS OFFICIAL TRAFFIC SIGN

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PRINCIPAL ENGINEER
(Traffic Engineering)

4/04/17
Date

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A B C D E

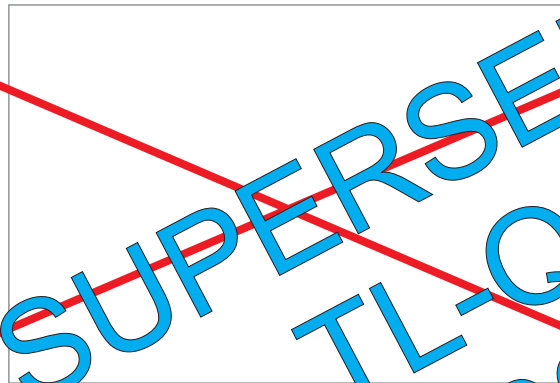
NAME

CAPRICORN WAY

LOGO INITIALS



LOGO IMAGE



EXAMPLE



SUPERSEDED BY
TL-Q02-8
(02/23)



Queensland
Government

**STATE STRATEGIC TOURING
ROUTE LOGO
(CAPRICORN WAY)**

Department of Transport and Main Roads
Infrastructure Management & Delivery Division

APPROVED AS OFFICIAL TRAFFIC SIGN

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[Signature]
PRINCIPAL ENGINEER
(Traffic Engineering)

4/04/17
Date

TC2024_8

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A B C D E

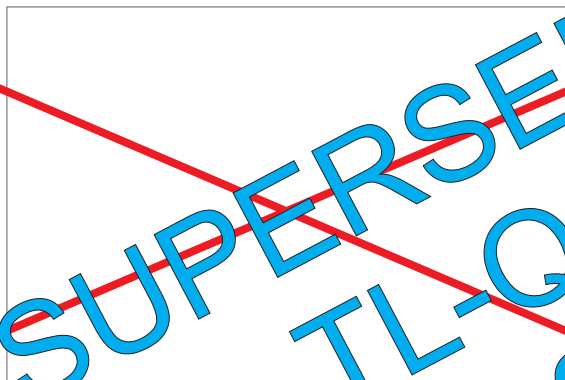
NAME

LEICHHARDT WAY

LOGO INITIALS



LOGO IMAGE



SUPERSEDED BY
TL-Q02-9
(02/23)

EXAMPLE



Queensland
Government

**STATE STRATEGIC TOURING
ROUTE LOGO
(LEICHHARDT WAY)**

Department of Transport and Main Roads
Infrastructure Management & Delivery Division

APPROVED AS OFFICIAL TRAFFIC SIGN

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(Traffic Engineering)

4/04/17
Date

TC2024_9

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A B C D E

NAME

ADVENTURE WAY

LOGO INITIALS



LOGO IMAGE



SUPERSEDED BY
TL-Q02/10
(02/23)

EXAMPLE



Queensland
Government

**STATE STRATEGIC TOURING
ROUTE LOGO
(ADVENTURE WAY)**

Department of Transport and Main Roads
Infrastructure Management & Delivery Division

APPROVED AS OFFICIAL TRAFFIC SIGN

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PRINCIPAL ENGINEER
(Traffic Engineering)

4/04/17
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☒ A ☒ B ☒ C ☒ D ☒ E

SSTR	Individual SSTR image or initials as route name as a logo
Pacific Coast Way	Route name initials (PCW)
Matilda Way	Individual SSTR logo
Warrego Way	Route name Initials(WW)
Overlanders Way	Individual SSTR logo
Great Inland Way	Individual SSTR logo
Savannah Way	Individual SSTR logo
Australia's Country Way	Route name initials (ACW) – see note 2 below
Capricorn Way	Route name initials (CW)
Leichhardt Way	Route name initials (LW)
Adventure Way	Route name initials (AW)

Notes

1. The table above reflects the choice of either the individual SSTR logo or their route name initials as a logo for each of the SSTRs.
2. Australia's Country Way initially had a mix of its individual SSTR logo and the initials style logo (ACW) used on the SSTR identification signs along this route. In order to achieve a consistent approach, as existing SSTR identification signs require replacement, the SSTR logo will be replaced by the initials style logo (ACW). Over time this will provide a consistent route initials style approach along this route.



**Queensland
Government**

STATE STRATEGIC TOURING ROUTE LOGO NOTES

Department of Transport and Main Roads
Infrastructure Management & Delivery Division

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4/04/17
Date

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[Signature]
PRINCIPAL ENGINEER
(Traffic Engineering)

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