

## Strathbogie Shire Council – corporate brand strategy

### What is a brand refresh?

It's an update, refresh or renewal of our current brand. You'll see us stop using the boxes and instead using a stronger style font that better represents the rivers and ranges of Strathbogie Shire.

### Why are you updating the brand?

The Strathbogie Shire Brand Renewal ensures Council is completing action 1.1.5 of Council's 2021-25 Council Plan.

It will provide a more consistent, professional, and innovative approach to branding and marketing to strengthen our corporate identity.

At Strathbogie Shire Council we're working hard to transform our organisation. We're committed to being better, delivering for our community and responding to its needs. This commitment to renewal lead us to consider the visual identity of our brand.

We asked ourselves:

- Does it reflect what our community's view of where we live?
- Does it reflect our Community Vision?
- Does it show everything Strathbogie Shire has to offer?
- Is it connected, natural and contemporary?
- Does it convey the message Strathbogie Shire is a place where good things grow – families, community, produce and business?

We think we can do better at positioning our Shire as a great place to live, work, play and visit.

### What are you trying to achieve?

We want to position the Strathbogie Shire as a progressive, exciting, desirable regional location to live, work and play. We want to:

- reflect Council's and the community's vision for the future.
- facilitate the promotion of the Strathbogie Shire's many unique offerings.
- instil pride in our community and Council.
- create a positive platform to launch new projects and initiatives

We used our Community Vision as a brief and the renewed design achieves this.

### Can you explain the design to us?

The font and use of the 'S' represent the landscape of the Strathbogie Ranges, the meandering path of our rivers, creeks and streams.

The deep purple colour reflects the colour that can be seen across the Shire as the sun sets over the ranges. In particular, the flexible elements will allow Council to promote the Shire and individual townships.

### **Why is a brand update and strategy needed?**

Strathbogie Shire has enormous potential for tourism expansion, economic diversity and increased investment. Yet there is little awareness outside our municipality of our current identity.

We believe there is a need for a more consistent professional and innovative approach to branding and marketing to maximise impact and strengthen our identity.

More than this creating an effective and consistent approach for everything we produce – that's everything from signs, to plaques, corporate documents, is the most efficient way (in terms of time and thus resources) to communicate with our community.

### **How did you research your brand renewal?**

During the development of our Council Plan and Community Vision we held hundreds of face-to-face conversations and collected more than 1000 individual pieces of feedback to understand our community's values and priorities.

We also completed a number of stakeholder interviews to inform the new brand strategy and it's a key action in the first year of the 2022/25 Council Plan.

We used our Community Vision – which was developed by our Strathbogie Shire Community Panel as our brief.

### **How much is this costing?**

All of the work has been completed by our in-house graphic designer.

The first stage of the roll out will be all our digital collateral. There is also \$60,000 allocated in our 2021/22 Budget to update town entry signs. Following this we'll update as part of our ongoing maintenance and renewal program.

### **Does this mean you're remove the VC signage at the entrance to our Shire?**

No. We recognise the significant of this signage to so many in our community. We're working with stakeholders to ensure they remain and are in the best possible position.

### **Does this mean you'll remove our individual township signage?**

Absolutely not. This change is to our corporate brand.

It does not attempt to change township signage – for example the beautiful sculptural signage in Longwood, or the Leunig signage in Violet Town.

We're keen to work with our communities to help them develop their township signage.