

Kyogle Council
Local Government Area

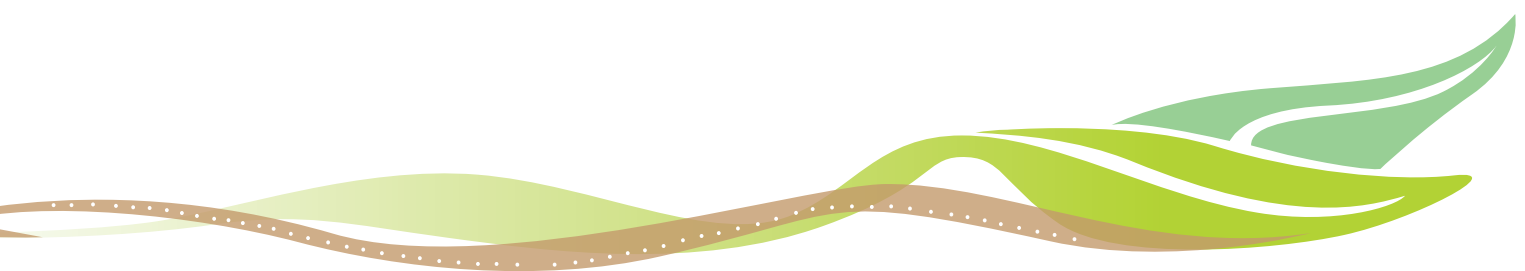
Branding Competition

Rebecca Kocass
Graphic Designer

[REDACTED] Clunes NSW 2480

[REDACTED] .com

[REDACTED]





Logo device:

This device can be used on its own; on documentation; website; advertising etc.

The brand device represents:

The leaves of rainforest which can also be interpreted as sweeping roads.

the flatter, agricultural areas

the rise of green hills

Slogans



Slogan 1: Beautiful, naturally.

This slogan is aimed toward increasing tourism and raising the profile of Kyogle as a naturally beautiful place to visit. There is a relaxed intonation to the slogan which connects to the lifestyle.

Slogan 2: Hinterland Country.

Hinterland is an evocative word and connects Kyogle to the popular destinations closer to the coast. The word Country relates to Kyogle's agricultural roots and rural lifestyle and culture.

Village branding - Design 1

The icons for each village use the secondary colour palette to differentiate each from the other. They have a strong cohesion with the LGA branding design 1 and would work well to support the brand.

I have used a few supporting slogans on some of the villages; or alternatively they might all say "Kyogle village life", which supports linking the villages together and back to Kyogle.

Primary colour palette



Secondary colour palette



Co-branding design example

beautiful, naturally
kyogle



visit **woodenbong** *Kyogle village life*



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Signage Options



Primary branding - Design 2



Logo device:

This device can be used on its own; on documentation; website; advertising etc.

The brand device represents:

Landscape and environment.



Village branding - Design 2

The icons for each village use the secondary colour palette and different leaf shapes to differentiate each from the other. They have a strong cohesion with the LGA branding design 2 and would work well to support the brand.

Primary colour palette



Secondary colour palette



Kyogle Council
Local Government Area (LGA) Branding Competition
Entry Form and Terms and Conditions

Council is offering \$4,000 in prizemoney to find a new brand for signage, promotional material and products associated with our LGA.

People entering the competition must agree to the following terms and conditions. Entrants must read, complete and sign the below form and return it to council with a digital copy (either by email or on a memory stick) of your entry by the closing date - 4pm 31 January 2017 - to be considered.

Entries in the competition will be required to produce;

- A graphic design representing a new brand for the whole LGA
- Up to three suitable slogans or catch phrases for the LGA
- Two key symbols/emblems for each of the villages of Wiangaree, Cawongla, Grevillia, Old Grevillia, Woodenbong, Old Bonalbo, Bonalbo, Tabulam, Mallanganee and Mummulgum and the township of Kyogle.
- An explanation of the meaning behind each brand proposal, each slogan proposal and each village symbol/emblem and how it links with the priorities in Council's Community Strategic Plan (the Community Strategic Plan can be found on Council's website).

The winner will receive a cash prize of \$2,500, the first runner-up \$1,000 and the second runner-up \$500.

Please ensure you have read and agree to the Terms and Conditions before entering.

Terms and Conditions

- 1. The winning entrants grant Kyogle Council full intellectual property rights, including copyright ownership of all brands, symbols/emblems and slogans submitted.**
- 2. I understand my submission may be used in part or in whole for promotional purposes by Kyogle Council in print media, on Council's website and digital media.**
- 3. I acknowledge I will receive no financial reward for the promotional use of designs, symbols/emblems and slogans by Kyogle Council.**
- 4. I am over 18 years of age or, if under the age of 18, I have parental consent.**
- 5. The entrant must be the creator of the whole submission.**
- 6. The entrant indemnifies Kyogle Council against any claim, legal or otherwise, that may arise out of publication of the image.**
- 7. By entering this competition the entrant guarantees Kyogle Council that the above entry requirements have been met.**

8. The judging panel will select the prize winners, the work will be judged on originality, creativity, relevance, theme and technical merit. The decisions of the judges are final. The winner will be contacted via email. The prize can be collected at Council; proof of identity will need to be provided on collection.
9. The prize cannot be bartered.
10. Individual feedback regarding non-selection of work will not be provided.
11. Entry is online using the Kyogle Council website or submissions can be made at Council's office at 1 Stratheden Street Kyogle.
12. Winners will be announced in February 2017 and will be published via the Kyogle Council website and social media.
13. Winners will be notified by email in February 2017.
14. Kyogle Council staff are able to submit an entry but will not be eligible to win the competition.
15. Entries open 1 December 2016.
16. Entries close 4pm on 31 January 2017 – no late entries will be accepted.

To enter, download this entry/terms and conditions form, then sign and return it to Kyogle Council together with a digital copy of your complete Kyogle LGA Brand entry to Council's Administration Centre at 1 Stratheden St Kyogle NSW 2474 or email to council@kyogle.nsw.gov.au. (If returning your entry by mail or in person, please put it on a memory stick which can be returned to you on request.)

Name: Rebecca Kocass

Address: [REDACTED] Clunes NSW 2480

Email address: [REDACTED]

Phone: [REDACTED]

I am over 18 years of age: Yes No

Please circle the correct option

By completing and signing this entry form, I agree to the terms and conditions listed [REDACTED]

[REDACTED]
[REDACTED]

Date 30-01-2017

If under 18 years of age, the entry must also to be signed by a parent or guardian.