



Kyogle Council

Local Government Area Branding Competition

Entry prepared by:

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My Kyogle Story

A brand is a story. A story that has the ability to connect, move and inspire you.

For me, the story begins on the very first day I drove into Kyogle, in September of 2015. My husband and I had decided to leave our Gold Coast Hinterland home of 11 years and move to the Northern Rivers. The region was our childhood home and our hearts still sung for the green rolling hills and hidden waterholes. We drew an imaginary circle around Lismore, determined to explore every town and village within a 45 minute radius in search of a place where we could raise our three children and grow our businesses under big blue skies.

It was 'Kyogle' day and I was not sure what to expect. I had heard mixed reports from friends and family, but the property market was perfectly priced and the location seemed ideal... It was 'worth a look'.

As we drove over the hills from Lismore, the farmlands seem to open up to limitless sky. The mountains in the distance beckoned to be explored. The air was cleaner and brighter here and there was an easy calm.



Arriving in town my children spotted a banner hanging above the main street. "Come for a day, stay for a lifetime". They read it out loud, and as we laughed and parked underneath that prophetic banner I had the overwhelming sense that was exactly what we would do. We moved here almost 12 weeks later.

In this presentation I have tried to capture that feeling of ease, calm and wonder that we felt (and still feel) as new residents to this beautiful area.

In many ways, we are the sort of people that the town yearns to attract. A young family, bringing our businesses with us, with the hope of enriching the town in return for the riches it provides for us. My aim is to provide that fresh set of eyes, to see the area as the growing, hope-filled, treasure I know it to be.

Thank you for coming with me on this journey.

♥ Jasmine



Kyogle - What do we need in a brand?

The Community Strategic Plan (2016-2026) outlines in detail the many strengths the region has to offer.

These strengths include:

- Natural attractions/proximity to World Heritage Areas
- Diverse agricultural industry
- Relaxed rural lifestyle and vibrant village life
- Safe, friendly and caring communities
- Variety and affordability of lifestyles
- Strong Community spirit
- Local knowledge and sense of identity
- Friendly and welcoming communities

The community plan states one of its goals as promoting the Kyogle Council area as a destination for lifestyle, recreation and industry and this should be central to a new brand development.

The current branding has not always highlighted the regions strengths, and in particular has not positioned the area as one of growth in line with the aims of the strategic plan.

It has been out dated visually, and lacks personality and message.

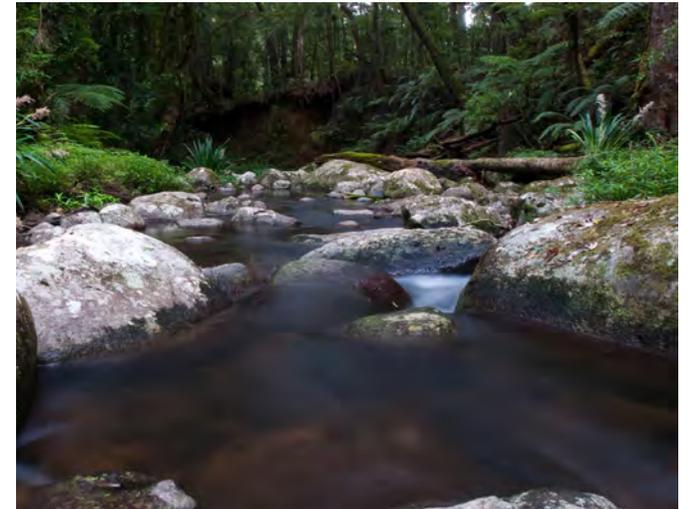
Instead we need a dynamic, modern brand that reflects the regions strengths and its personality. It should stand proudly alongside the nation's best destination branding and position the region as a place where wonderful things are happening.





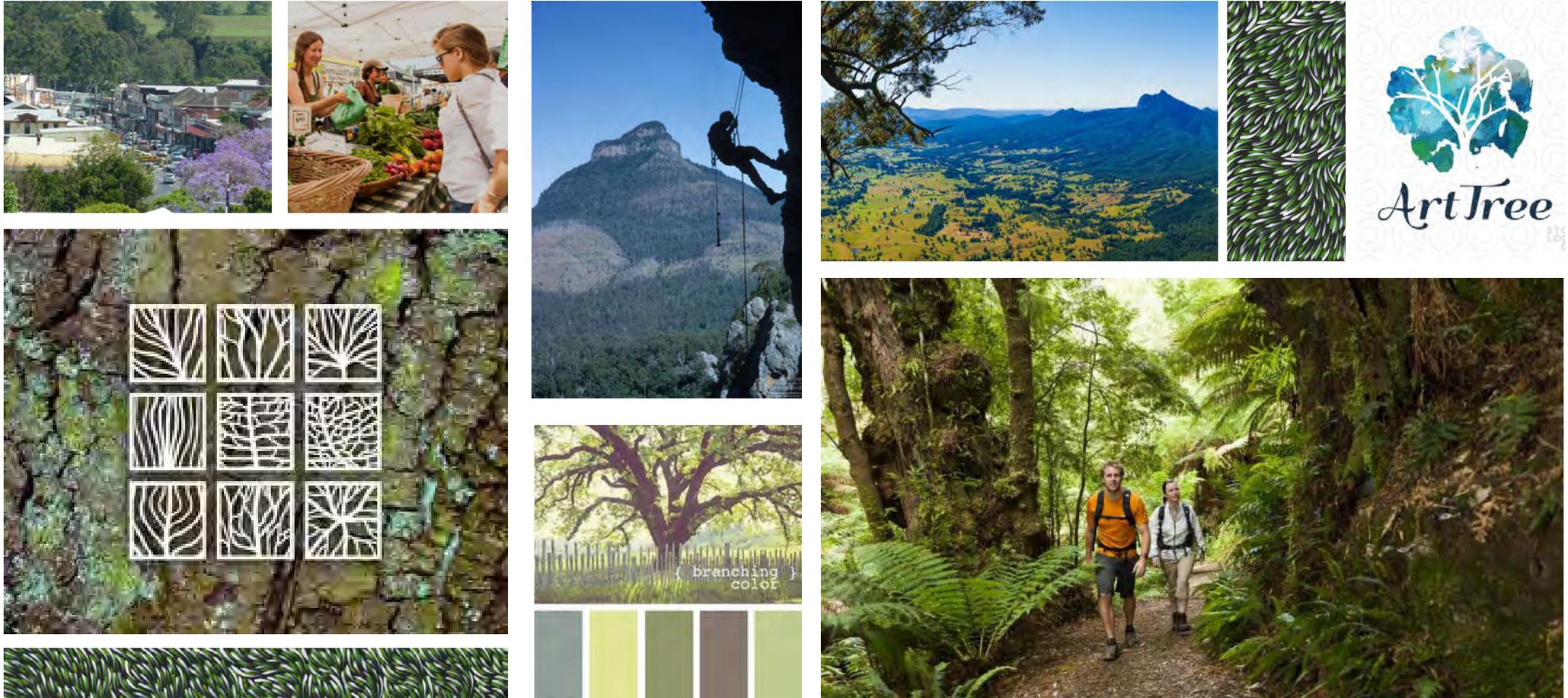
A strong branding solution for the LGA should:

- Be modern and attractive, while still being authentic to the character of the region
- Based in the message of 'rainforest, lifestyle and culture'
- Position the region as a thriving place of great "growth" and "opportunity" as outlined in the 2016 Community Strategic Plan.
- Acknowledge the areas rich history
- Recognise the deep connections the traditional owners have with the land
- Recognise that *the land* remains a key feature of the region from cedar getting days to modern farming an agriculture
- Celebrate the natural beauty of the area, in particular our connection with the surrounding mountains and as a gateway to the rainforest
- Emphasis the welcoming, warm and friendly personalities of the local people
- Embrace the laid back character of the villages in the LGA
- Celebrate our local lifestyle, our evolving creative culture and our diversity
- Raise the public profile of the LGA in the wider region, across the state, nationally and increasingly internationally.





Mood Board and Inspiration



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Core Brand Message

Personality:

- Welcoming, relaxed, friendly, adventurous, caring, supportive, optimistic, community minded, peaceful, nurturing, quietly confident, heartwarming and proud.

Key words:

- Welcome
- Wander
- Adventure
- Opportunity
- Possibility
- Explore
- Wild
- Nature
- Wondrous
- Connect
- Freedom

Key Visuals:

- The mountains
- Nature, trees, rainforest and flora
- Circles - welcoming, inclusive, friendly
- Links to our Aboriginal History
- Links to our pioneering past
- Visual reminders of growth

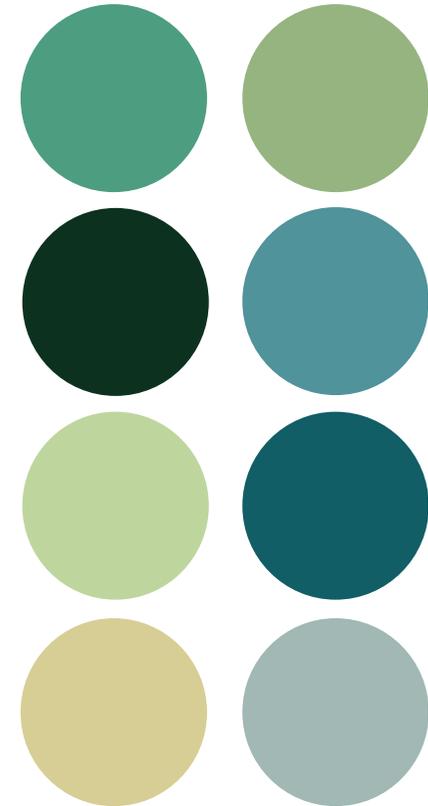
Key Colours:

- The greens of the farmland, the rolling hills and the rainforest
- The blues of the big open skies
- Tones that are modern and light, calming and welcoming
- Tones that invite exploration.

Typography

The typography used in the following logo is inspired by Kyogle's distinctive art-deco street scape, but with a modern edge. A commercial license to this font (named 'Above') would need to be purchased from the creator for it's use beyond demonstration stages.

Suggested Colour Palette:





Proposed Logo for Whole of LGA:

Modern, welcoming, enticing... My proposed logo for the whole of LGA leads you under big blue skies, through lush farmlands and into the mountain ranges beyond.

This logo, coupled with my main proposed catch phrase, 'Welcome to Wanderland' appeals to our sense of adventure and opportunity.

What would it be like if we took that road? Is there an adventure around the corner? There are places to explore out there, country treasures to uncover, and perhaps a better lifestyle awaits.

The logo speaks to a wide variety of people, from day visitors looking for a break from the busy coast, to international visitors looking for a unique experience.

It is also a place to proudly call 'home'.



KYOGLE
WELCOME TO WANDERLAND



KYOGLE

WELCOME TO WANDERLAND

The logo, colour palette and the catch phrase is welcoming, friendly, and calm but confident. After all, we don't rush in Kyogle, and we like it that way. Instead, *we wander*.

Here you are welcome to wander through the rainforest and along the banks of creeks. Indulge your wanderlust by exploring the picturesque villages and colourful farmers markets.

Discover the border ranges, Mount Lindsay, and the Helmet Range (of which are featured in the logo). Try some local produce and enjoy the rural scenery. You might wander down the main street and meet up with new friends or if you are feeling energetic, hit up the local mountain bike trails.

Kyogle is a "wanderland" and there are many wonders here.

Note: Vertical and Horizontal Format

The vertical or stacked logo format (on previous page) is designed for signage and areas where vertical space is short.

This horizontal variation is perfect for long web banners, newsletter headers, magazine headers and other material where more horizontal space is available.



Simplified/Vector Logo

Alternative Vector Option

This is a vector version of the primary logo and it contains only scalable colour shapes.

This version, while still keeping with the primary logos look and feel, has been simplified.

It could be adapted for screen printing, and other printing processes that are not able to achieve some of the complex painterly effects of the primary logo.

It can be scaled very small or very large without losing any quality or becoming pixilated.



KYOGLE
WELCOME TO WANDERLAND



Catch Phrases:

- **“Kyogle: Welcome to Wanderland”**

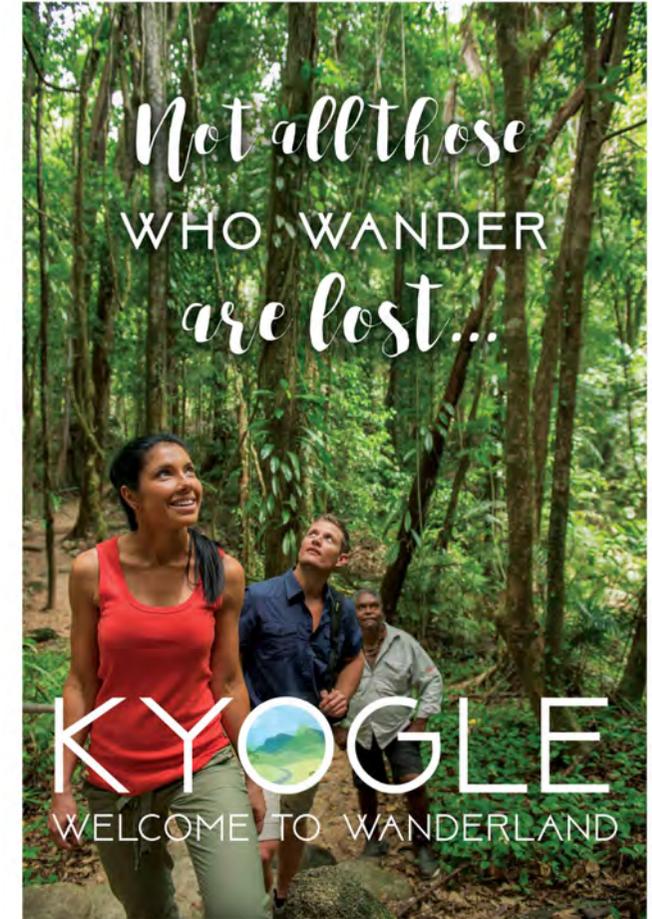
A play on words, this catch phrase celebrates the area as a place of wonder, growth and opportunity. Laid-back, welcoming and relaxed, but full of wonderful things to see and do. It says “we have beauty, adventure, possibilities... And we would like to share them with you”.

- **“Not all those who wander are lost”**

This line from the poem ‘All that is gold does not glitter’, written by J. R. R. Tolkien (for The Lord of the Rings) sparks the imagination. This catch phrase shows that Kyogle people delight in our slower lifestyle. Those who live and work here do so by choice. We are not lost, we have found our home.

- **“Explore Your Possibilities”**

While this catch phrase initially brings to mind the idea of travel and exploration, perhaps for visitors from out of the area, it also has a broader appeal. Individuals and businesses looking to relocate or expand can explore the possibilities and potential opportunities and incentives the area has to offer (as outlined in the Community Strategic Plan)



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Village Symbols and Emblems

I have designed a symbol or logo for each village in the LGA to work in conjunction with the whole of LGA brand and logo. My intention is that these be seen as a starting point rather than a finished design.

- Each symbol is specific to the village it represents.
- Most symbols feature either a leaf, tree, or flower that is local to the region according to NSW Parks and Wildlife. This reminds people of nature and also of growth in general. We are blossoming and flourishing as a community, in the same way our forests and agriculture blossoms and flourishes.
- Each symbol also includes a representation of a traditional aboriginal symbol that might be used to describe the area. I was not able to get feedback from aboriginal groups in the time frame available, but this would be strongly recommended.
- Each symbol is tied back to the original LGA logo to provide consistence and brand recognition. This is done through the use of circles, through a consistent colour palette, and through using the whole of LGA logo as a faint background image. It provides instant visual information that says “this village is part of the Kyogle LGA”.



I believe that too many symbols for each area may lead to confusion and work against the brand message.

I think that using a floral emblem to represent each village would be a good option, and using this in conjunction with a village symbol/logo would provide simplicity and consistency.

In this presentation I will show a floral emblem and logo for each village. Ideally, I believe these floral emblems could be hand illustrated. I have given an example of a possible illustration style for the Kyogle village floral emblem, and photographic examples for other villages (which could later be adapted to illustrations).



Kyogle is the social and cultural heart of the local government area. Because it is the town where most business and community services are located, it is also the main meeting place for locals.

Many of the roads in the area find their way to Kyogle and it is the major stop for people who are traveling through the area to access the Border Rangers.

Floral Emblem - Red Cedar

The beautiful and distinctive leaves and berries of the red cedar tree are the perfect floral emblem for the village of Kyogle.

They are a nod to the towns cedar getting history and to the 'red gold' that in many ways founded the town.

An illustration of this sort could be used in conjunction with the village symbol to brand the town.

KYOGLA VILLAGE



Kyogle Village is:

- A Meeting Place
- The heart of the LGA
- A village with history
- A place to base yourself
- A place to grow
- A place where you can set down roots
- A centre where you can explore the rest of the region from
- A village that is diverse and inclusive

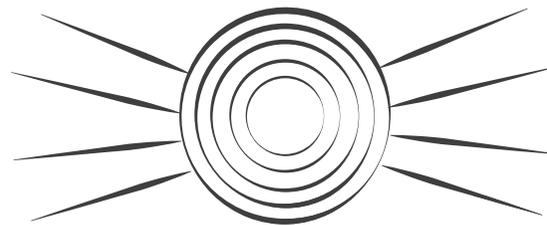
Kyogle Village Symbol

Combining the traditional aboriginal symbol for 'meeting place' and a representation of the trunk of a cedar tree shows Kyogle as the living, vibrant centre of the LGA, the meeting place for locals and visitors alike.

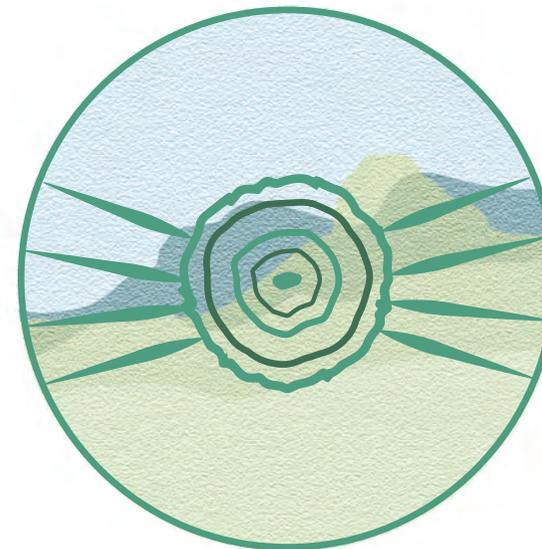
It acknowledges the towns rich history from the traditional owners of the land to early settlement, and as also symbolises the areas growth (tree rings) as branches stretch out to embrace new possibilities in-line with the Community Strategic Plan.

Possible uses for this symbol could be on maps, tourist information brochures, web icons, and town signage.

Traditional Aboriginal Symbol
'Meeting Place'



Cedar Tree Ring
'Growth'





WIANGAREE VILLAGE

Wiangaree is a beautiful little village 13 km north of Kyogle and marks the turn off for the western entrance of the Border Ranges National Park.

It's name is derived from the Aboriginal word 'Wongarie' meaning 'camping place', 'or 'a hut'. It is often a place where travelers stop before exploring the rainforest.



Floral Emblem - Grass Tree

The native Australian Xanthorrhoea (commonly known as the grasstree or grass gum-tree) would be an ideal floral symbol for Wiangaree.

The species is common in the area and also important to the aboriginal people who live where it grows. The resin is used in traditional spear-making and also as an adhesive. Today, the plant is prized in private and public gardens.





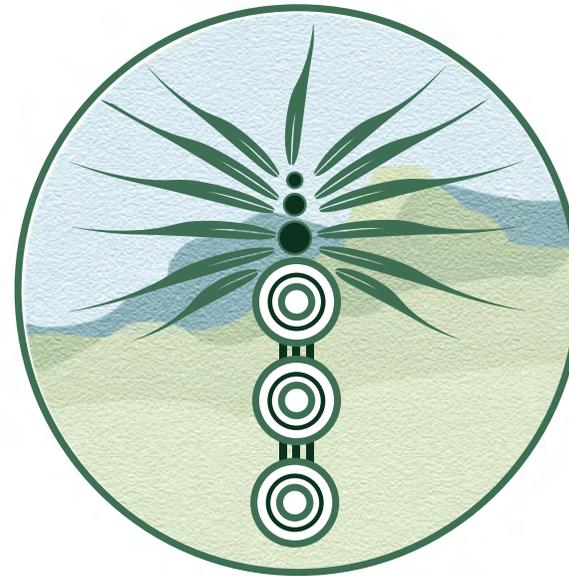
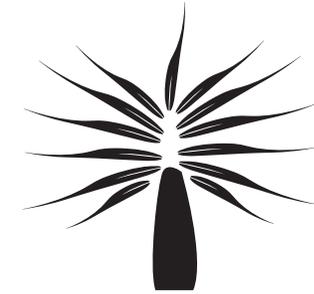
Wiangaree Village Symbol

Traditional Aboriginal 'Traveling' Sign
(Circles symbolise resting place or camp)

Grass Tree

The Wiangaree village symbol is a combination of the traditional aboriginal sign for traveling or journey and a modern interpretation of the grass tree.

The circles symbolise a camping place which harks back to the villages traditional name, and also recognises it as a pit stop for travelers accessing the Border Ranges.





CAWONGLA VILLAGE

Cawongla is a peaceful village known about 15 minutes drive from Kyogle. It is well known for its delightful general store and cafe, and also as a place where many creative locals live.

The name Cawongla is thought to have grown out of the traditional aboriginal word 'wonga' meaning 'hill'.

Floral Emblem - Blackwood

The blackwood tree (*Acacia Melanoxylon*) and its small yellow blossoms would make a lovely floral symbol for this village. They are very common to the area and easily recognisable.





Cawongla Village Symbol

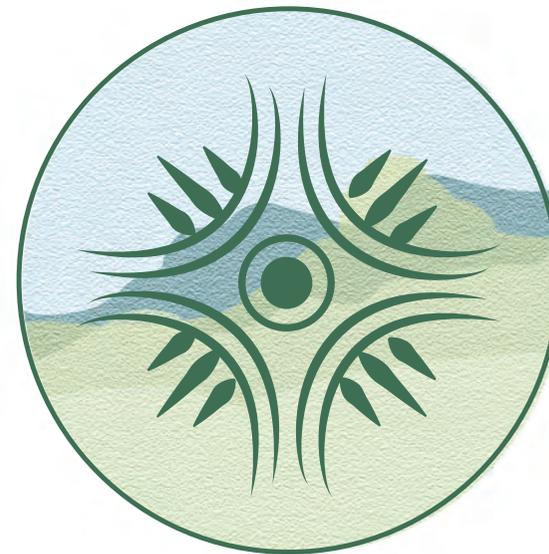
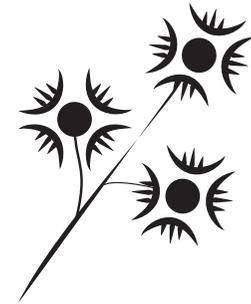
In this symbol I have used the traditional symbol for hill (in line with both the geography of the village and as the derivative of the name itself).

I have combined that symbol with a modern interpretation of a blackwood blossom to create the Cawongla village symbol.

Traditional Aboriginal symbol for hill



Acacia Blossoms





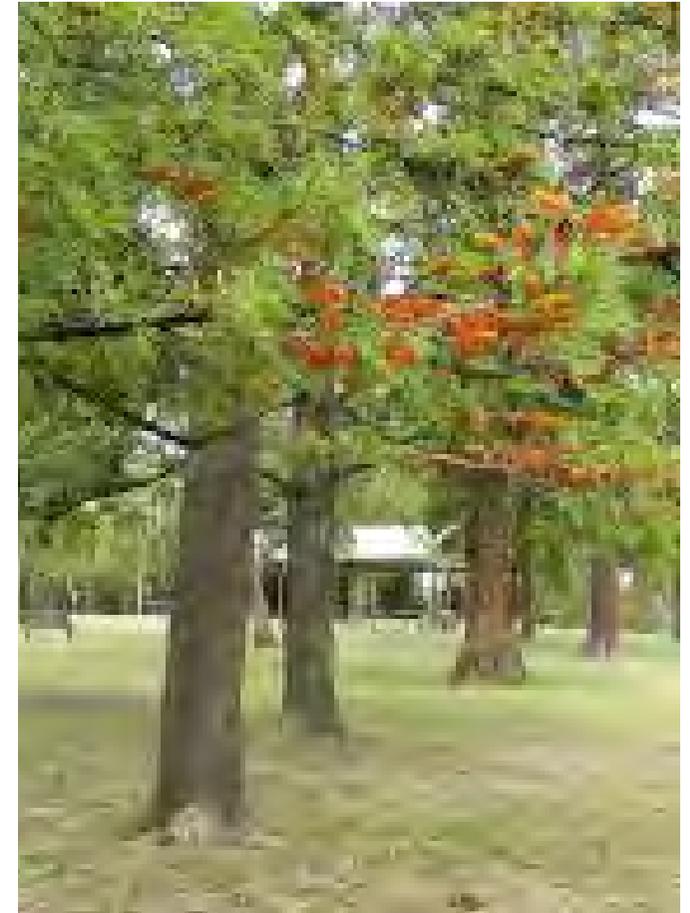
GREVILLIA AND OLD GREVILLIA VIL-

Floral Emblem - Silky Oak

When early surveyors came to the areas they noticed many Silky Oak trees (*Grevillea robusta*) and it went on to become the name of the village. It is also the perfect flora emblem.

Grevillia is known for its gallery and there is a strong sense of community amongst the locals.

The headwaters section of the Richmond River runs just on the north side of the village.





Old Grevillia Village Symbol

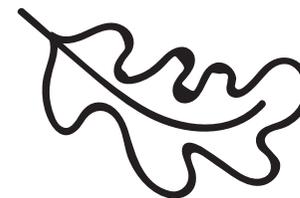
This symbol has been created by combining the traditional aboriginal symbol for river, and a modern interpretation of a silky oak leaf.

Aboriginal Symbol
for River



+

Silky Oak Leaf





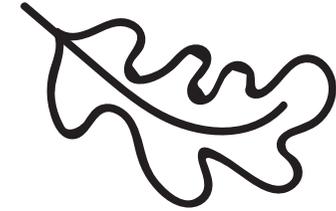
Grevillia Village Symbol

The Grevillia symbol again using the concept of the river and silky oak leaves, but instead this version uses two leaves. It also uses the negative space between the leaves to create the river shape.

Aboriginal Symbol
for River



Silky Oak Leaf





WOODENBONG VILLAGE

Woodenbong is a hidden gem of the region known for its volcanic plugs and rocky outcrops, the beautiful Tooloom Falls, its forests and rolling hills, and its close proximity to Mount Lindsay.

Floral Emblem - Blackbean

The Blackbean (*Castanospermum australe*, and sometimes known as the Moreton Bay Chestnut) is local to the region. It has very large distinctive pods and beans which are poisonous if eaten raw, though can be roasted and leached and pounded into flour. They are becoming a prized potted tree in European countries and some local farmers are capitalising on this trend. The tree also has beautiful orange flowers.

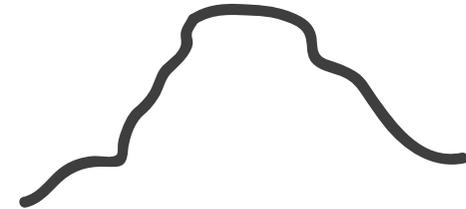




Aboriginal symbol
for mountains

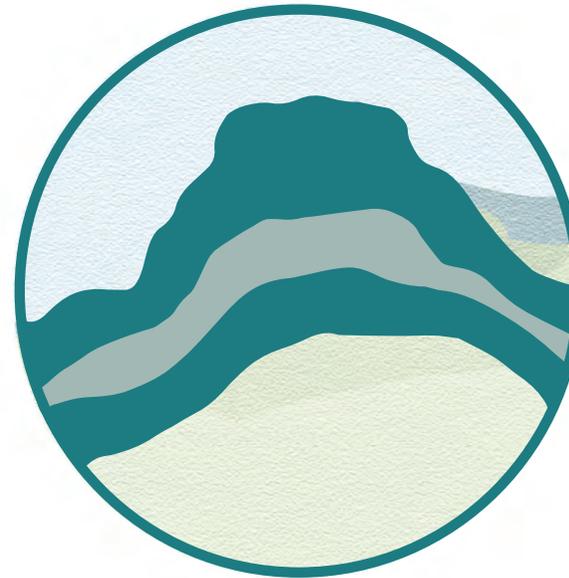


Abstract outline of
Mount Lindsay



Woodenbong Village Symbol

To pay homage to the towns location near Mount Lindsay, the Woodenbong symbol is an interpretation of the aboriginal symbol for mountains and a more modern view of Mount Lindsay.





BONALBO AND OLD BONALBO VILLAGE

The villages of Bonalbo and Old Bonalbo are picturesque and peaceful and home to a thriving, connected little community.

Floral Emblem - Bloodwood Tree

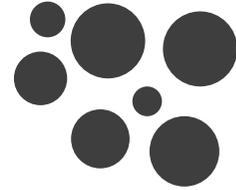
The name Bonalbo is interpreted from the traditional Aboriginal world 'bunawblu' which means 'place of many bloodwoods'. For this reason, the bloodwood tree is the perfect floral emblem for the villages.

For the purposes of branding, the bloodwood tree could be illustrated or coloured in two different ways to represent each village.





People

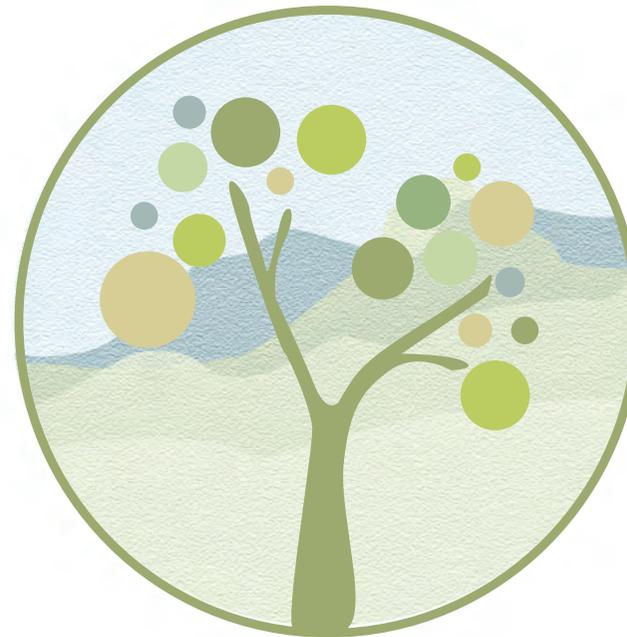


Bloodwood Tree



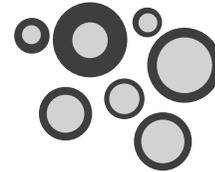
Bonalbo Village Symbol

The Bonalbo village symbol is of a stylised bloodwood tree, with circles as leaves representing community.

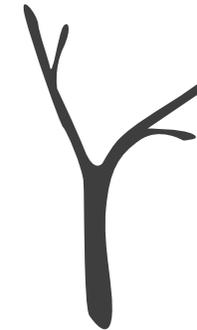




People/Community

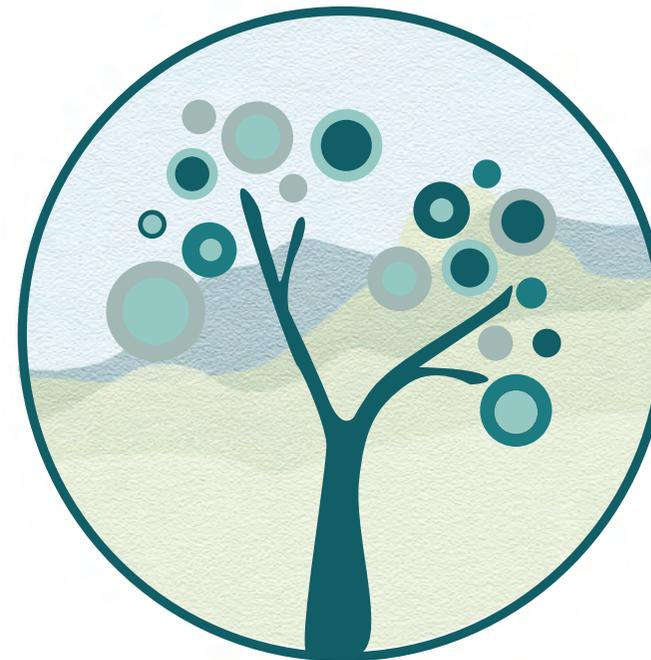


Bloodwood Tree



Old Bonalbo Village Symbol

The Old Bonalbo village symbol is a variation of the previous Bonalbo symbol. In this version, the colours are deeper and darker, signifying the villages longer establishment. The tree's circular leaves also contain concentric circles, signifying that people gather here.





TABULAM VILLAGE

The tiny village of Tabulam is home to around 150 people and has special cultural significance to the traditional Bundjalung people. The town's name is derived from the bundjalung word 'dahbalam', meaning originals."

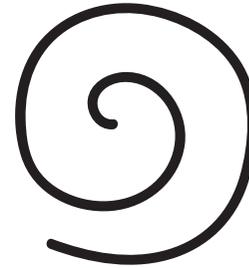
Floral Emblem - Red Forest Gum

The red forest gum tree (*Eucalyptus tereticornus*) is a fitting floral emblem for this area. It is one of the most common *Eucalyptus* along river banks in the region and attracts birds and koalas.

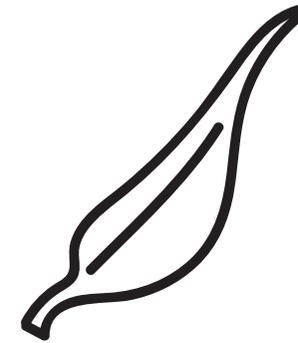




Spiral
symbolising a snake



Gum Leaf



Tabulam Village Symbol

The rainbow serpent and spiral snake is an important symbol for local aboriginal people and it is fitting that it should be represented in Tabulam's symbol. The symbol also features a stylised gum leaf and small circles representing the community.





MALLANGANEE VILLAGE

Flora Emblem - Hoop Pine

Mallanganee is a quiet hamlet and another of the LGA's 'gateways to the rainforest'. It has a rich history in cattle farming and timber and visitors often stop to see the beautiful views from Mallanganee lookout.

The village's name means "pine tree hill" so the native hoop pine is a very appropriate emblem. The species is found in the local dry rainforest. It can live up to 450 years and grow to a height of 60 metres.





Mallanganee Village Symbol

Using the hoop pine in the village symbol celebrates the area's timber getting history as well as the traditional Aboriginal name for the village.

Hoop pine timber



Hoop pine tree





MUMMULGUM VILLAGE

Mummulgum is a small village east of Casino on the Bruxner Highway is sometimes known as a stopping point for coaches that travel through. It is home to a wide variety of fauna and bird life and the local school has an owl as it's emblem.

Floral Emblem - Native Bleeding Heart

This bushy shrub with distinctive heart shaped leaves that turn red is local to the area. The fruit is a favourite of native birds and it is sometimes planted specifically to attract birds into an area.



Joined dots symbolising a path of travel or animal track



A bird feather



The village emblem recognises the region as rich in animal and bird life combining tracks with a feather.



Brand In Use





In Summary...

I believe this brand proposal is a great solution for the Kyogle LGA.

It is modern and attractive, and it highlights the regions strengths. It delivers a strong message that the area is one of growth and opportunity in tourism and in industry, with a clear message of 'rainforest, lifestyle and culture' at it's core.

It would stand alongside some of the nations best destination branding and signal to the world that Kyogle is here to be noticed and loved.

My hope is that it would also create a sense of pride for locals in the region, who would hopefully see it as symbolic of the things they love about the area, and be proud to show them off to the world.



KYOGLE
WELCOME TO WANDERLAND

Thank you for taking the time to view my ideas.

♥ Jasmine