

Media Release

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COOTAMUNDRA-GUNDAGAI REGIONAL COUNCIL PRESENT LOGO DESIGNS OPTIONS TO THE COMMUNITY

The first of the Cootamundra-Gundagai Regional Council's new logo presentations to the community have begun this week with a favourable response from the Community.

A steady stream of visitors to Cootamundra and Gundagai libraries have seen and discussed the five new logo options along with visual mockups of the brands in place on items such as letterheads, town signage and council vehicles.

Feedback received so far on the logo design has been very positive with comments such as "this is so modern and fresh" and "this one is really attractive and I would recognise it anywhere".

Encouraging also to Council's marketing team are the responses which are essential to gauge a realistic view of how others see things. Comments such as "this option is okay but needs brighter colours like you used in this one" will help in forming and refining the end result and help select the final logo.

So far of the five logo options no single logo seems to have come out in front of the others with a very wide spread of logo preferences between the samples presented.

If interested community members can not make it to a library session but would still like to have their say all logos can also be viewed and commented on at www.cgrc.nsw.gov.au/logo.

Council now extends an invitation to community members to view and discuss all of the new logo design options and their applications at further sessions. Graphic designer Angela Pearce will hold the next logo viewing session at both the Cootamundra and Gundagai Libraries on Monday 13th March 2017.

Gundagai Library – from 11am to 1pm
Cootamundra Library – from 4pm to 6pm

Christine Ferguson encouraged all community members to visit the library sessions and give their comments on the new logo designs. "Information gathered from the community through the online survey has been used to develop these 5 logo options. Now it is time to give us your feedback on what the design team have created".

The Corporate Branding and Community Engagement project is being funded by the State Government Amalgamation Funding.

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