

# Media Release

**FOR IMMEDIATE RELEASE**

## **Positive response to Council's New Branding Survey**

The community's response to the Cootamundra-Gundagai Regional Council's new branding survey has been very positive, an encouraging sign that the community is keen to become involved in the process of designing a logo for the new Council.

The quick, anonymous survey can be completed online at [www.cgrc.nsw.gov.au/brand](http://www.cgrc.nsw.gov.au/brand) or via hard copy which are available at the Gundagai and Cootamundra Council offices and libraries.

The survey, which will help the Council form a vision of how its residents, staff, stakeholders, clients and visitors see and feel about the region, is part of an extensive community consultation project. Particularly inspiring suggestions and feedback from the surveys received so far include:

"There is a real need to encourage new industries and young families to ensure growth for the regions future"

"Make it look inviting please"

"The logo should stand out, showing the opportunities and other things such as plants and animals to give a clear representation of what can be expected in our region"

Graphic Designer, Angela Pearce has also been working directly with students in the region and will be holding a design workshop with a selected group of students from Gundagai High School, Cootamundra High School and Sacred Heart Central School. The students will be introduced to the process of designing a logo: from the initial brief, to the design, digitisation and actual production and printing process. As part of the workshop the students will also visit local businesses to demonstrate how a logo is translated from digital files to printing or signage.

The Council's marketing team, along with Angela, would like to invite all members of the community to lunchtime workshops being held to discuss the new brand and logo:

### **COOTAMUNDRA**

*Cootamundra Ex-Servicemens & Citizens Memorial Club*

Wednesday 7th December 12.30 to 1.30pm

### **GUNDAGAI**

*Gundagai District Services Club*

Thursday 8th December 12.30 to 1.30pm

A light lunch will be provided at both workshops and all community members are encouraged to have their say. Once all the responses and suggestions have been collated from the surveys and the community meetings, logo design proposals for the new Council will be shared with the community for comment, with the final brand and corporate identity to be unveiled early 2017.

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**For Further Media Information Contact :**

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