



# **Ordinary Meeting of Council Late Agenda Item**

**Tuesday 27 June 2017**

**Open Forum 5.30pm**

**Ordinary Meeting 6.00pm**

Council Chambers, Civic Centre,  
Stuart Highway, Katherine



# REPORT

**FOLDER:** Community Relations / Katherine Town Council Rebrand  
**MEETING:** ORDINARY MEETING OF COUNCIL – 27 JUNE 2017  
**REPORT TITLE:** KATHERINE TOWN COUNCIL REBRAND PROPOSAL

## PURPOSE OF REPORT

To seek Council endorsement of a brand direction.

## BACKGROUND

The existing logo (crest) was developed in 1978 on the implementation of Katherine Town Council. The crests' imagery represents iconic themes to the region, notably Nitmiluk Gorge, the High and Low Level's, a barramundi and crocodile, the Stuart Highway and a compass which demonstrates Katherine's position as the 'Crossroads of the North'. The current logo presents a limited, earthy colour palette.



**RGB**  
132, 48, 22  
**RGB**  
244, 186, 14  
**RGB**  
17, 27, 26

In March 2016 Katherine Town Council began exploring the need to update and modernised the existing image. The rationale behind this is to bring Council's image into line with Council's current vision, mission and values for Katherine to be recognised as an innovative, vibrant and inclusive community.

Design work was done to identify conceptual ideas for a new image with the brief detailing the following:

- Imagery capturing the history, legacy, missions and values of Katherine Town Council and the community;
- Colour palette reflective of the innovations, vibrancy and inclusiveness of the community.

Through an extensive consultation process with staff and elected member providing feedback to the graphic designer the concepts where condensed to the below:

**Concept 1**



**Concept 2**





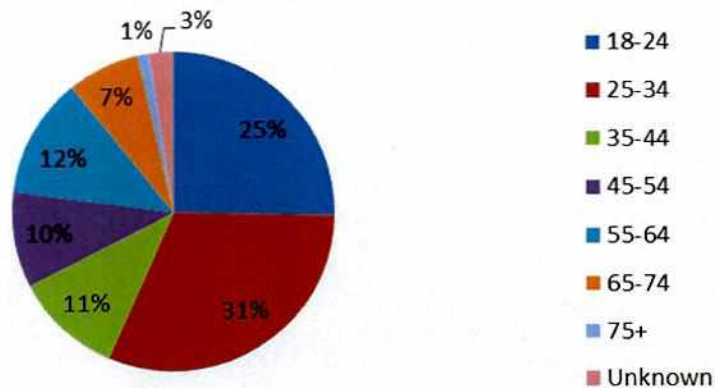
# REPORT

On shortlisting of the concepts, Katherine Town Council staff determined the requirement for community consultation. A short survey was developed to capture the following data:

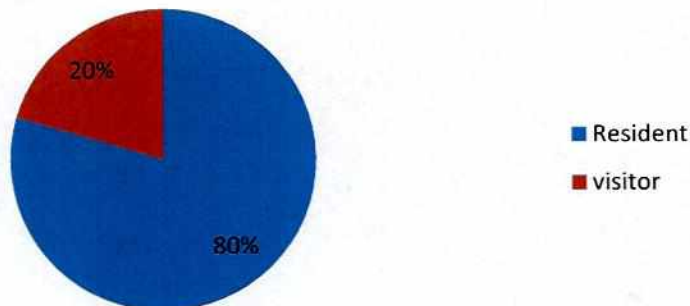
- Age demographic of the survey participant;
- Residential or visitor status;
- Logo preference (Existing Logo, Concept 1 or Concept 2).

During this Community Consultation process 83 survey where completed.

### Age Demogrphics of Survey Participants



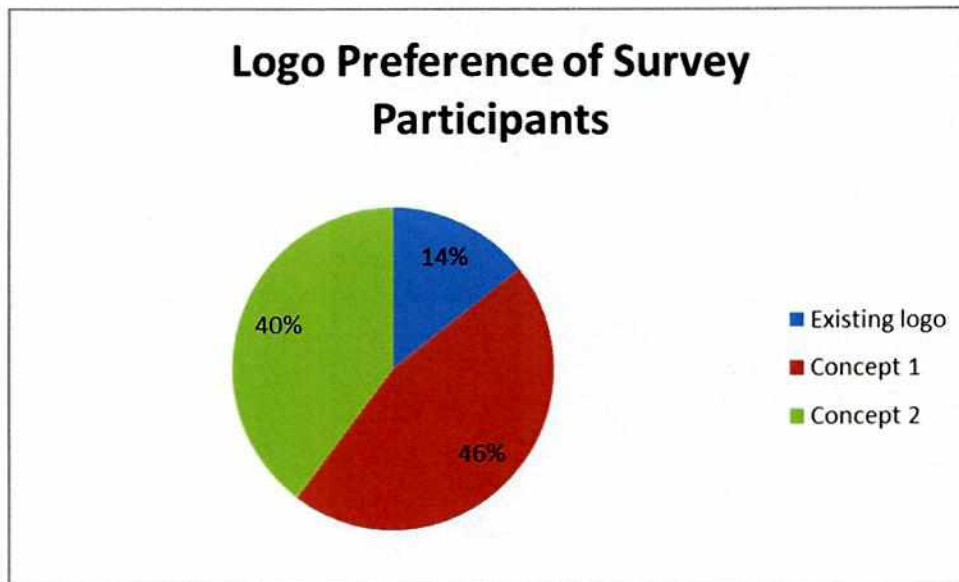
### Resident and Visitor Status of Survey Participants







# REPORT



Analysis of the survey results indicates a significant inclination for change with Concept 1 & Concept 2 receiving 86% of survey participant's preferences.

A new brand will revitalise the imagery of Council in alignment with our mission, community perceptions as well as the good work underway by Council in project development, strategic planning, community development and customer service.

The existing logo (crest) will continue to be used through Council, being reserved for formal documentation including, but not limited to Ordinary Meeting of Council Agenda and Minutes, Mayoral Invitations and legal documents.

The Financial impact of the rebranding is anticipated to be low as the new brand will be rolled out as the existing branding supplies are depleted.

Brand Concept 1 is recommended by the officers based on the greater percentage of votes. A selection of a brand will confirm a direction for officers to proceed with and will include further refinement of the imagery with ongoing input.

## **OFFICER RECOMMENDATION**

**That it be recommended to Council:**

That Brand Concept 1 be endorsed by Council, with further refinement of the imagery.

Robert Jennings  
**CHIEF EXECUTIVE OFFICER**

**Delegation:**

**Schedule of Attachments:**

Rosemary Jennings, Community Support Officer

N/A