

## Brand strategy aims

- Reflects the Community's Vision:

*The Strathbogie Shire is a region of natural beauty with vibrant communities who are respectful, optimistic and inclusive.*

*We have a strong sense of belonging and of our collective history.*

*We care deeply for Country and First Nations people.*

*We are bold.*

*We embrace opportunities.*

*We welcome you.*

- Reflective of our location and unique assets. (Reflects the visual language of our landscape – see graphic below)
- Positions the Strathbogie Shire as a progressive, exciting, desirable regional location to live, work and play.
- Instills pride in our community and Council.
- Is flexible with elements that can collectively and separately identify Council brand and destination brand
- Is legible and accessible
- Is unique, professional and memorable



## Existing logos

Council logo



Destination logo



## Updated logos

Council logo



Destination logo



## Flexible Elements



Strathbogrie  
SHIRE

Strathbogrie  
SHIRE COUNCIL



**TAUNGURUNG COUNTRY**  
First people of the rivers and mountains

## Shire entry signage

Existing Shire entry signage



Proposed Shire entry signage



## Township entry signage

Existing township entry signage



Proposed township entry signage

