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## **MEDIA RELEASE**



# **NEW MODERN BRAND FOR SOUTHERN MALLEE TO SUPPORT LONG TERM VISITOR ECONOMY AND STRENGTHEN COMMUNITY CULTURE**

The Southern Mallee has a contemporary new visual brand, which over time, is hoped will help increase visitation to its towns and build awareness of local facilities and shops available to travellers along the Mallee Highway.

This news follows the development of a \$30,000 *Business and Visitor Wayfinding Project* by the Southern Mallee District Council. The project began in late 2019 and is part of Council's strategic goal to make the region an attractive place to stop, visit and spend money.

Importantly, the project steering committee and Council are understanding of the fact that while necessary border closures are in place due to the COVID-19 pandemic, the opportunity of this project may not be realised for some time. However, the long-term opportunity to bring more visitors into the Pinnaroo and Lameroo commercial centres, through an improved visible brand, is exciting.

The new brand has been designed to encapsulate Southern Mallee as a place (as differentiated from the Council itself which has its own, separate and unique brand).

The colours and intricate features of the new design elements encapsulate a modern and progressive feel of the area, while also remaining rustic, honest, and most importantly – welcoming.

The *Southern Mallee Business and Visitor Wayfinding Project Steering Committee* was established in late 2019 to drive the project, and worked closely with experienced brand agency *ON: Creative* to develop the new look and feel. The committee is made up of local community members, business owners, Elected Members and Council staff.

Outside of stimulating the local economy, the steering committee also hopes that by having a consistent brand across Pinnaroo and Lameroo, it will also help bring the two towns and district together to find an improved sense of connectedness, culture and pride of place.

The brand, which includes striking colour shades of orange, brown, black and white have been developed into an iconic brand, which takes in key elements around the sun, water and highway connection point to form a creative branding device, or logo, to be used across the two towns as they develop over the coming years.

Southern Mallee District Council Mayor Andrew Grieger says over time, it's envisaged that the installation of the brand will make its way on to township signage, banners, maps and digital platforms.

"While Council does not currently have any budget allocated to the installation of such signage throughout the towns, we hope to begin embedding the design features into the development of the two multi-million-dollar town centre projects underway right now," Mayor Grieger says.

"The artist's impression of the new brand mocked up on to directional signage, flagpoles, banners, shopping bags and even social media designs, looks incredible, and we're all excited about seeing the new look slowly make its way in to various parts of the town's public spaces.



“We believe the new brand look and feel captures the essence of our local area, simply and effectively.”

The branding design also incorporates some fun and welcoming messages to complement the icon and image development. These messages, which the steering committee intends to see used in various signage, print and online platforms includes phrases such as:

- *“Pop in... and say G’Day.”*
- *“Call in... for a cuppa.”*
- *“You’re always welcome.”*

“It’s important for the community the understand that the newly developed brand identity aims to promote a ‘place’ to visit, not to be associated with the day-to-day internal functions of the Council,” Mayor Grieger says.

“Above all, this is an economic project designed to help increase visitors to our towns, and expenditure in our local businesses, and we’re excited to see it roll out.

“Council will look to gain external funding from grant opportunities in the future to further develop the brand installation throughout the area over the coming years.”

The next steps in finalising the brand development are to refine the final graphic elements to completion, and then develop an overarching style guide which maps out who the branding devices can be used across the area.

In terms of a physical presence of the new brand, local community members can expect to start seeing it visually across much of the signage associated with the Pinnaroo Village Green Masterplan Project and the Lameroo Town Centre Revitalisation Project.

For more information on the project, or to view the full suite of branding concepts, visit the Council’s website ([www.southernmallee.sa.gov.au](http://www.southernmallee.sa.gov.au)) where detailed minutes and presentations of the steering committee can be found.

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