

23rd July 2018

MEDIA RELEASE



Council Launches New Brand

On the 20th July 2018 the Shire of Bruce Rock revealed its new brand that will assist in better positioning and promoting Bruce Rock and its communities into the future. Council recognised the need to have a brand that was modern, professional and also help to attract visitors and prospective residents to the Shire.

Council engaged Market Creations to assist in developing and delivering a vibrant new brand for the Shire that would improve our image and marketability going forward.

Market Creations held several workshops with Council, staff and community members to assist in achieving a brand that represents us. Several concepts were developed and narrowed down by Council, with a final version endorsed at the May 2018 Ordinary Council Meeting. Following Council's decision Market Creations have been working closely with staff to ensure that an effective rebrand implementation occurs with a suite of tools to be rolled out across the Council, the workplace and the Shire as a whole. Keep an eye out as these exciting new changes occur.

In launching the Shire rebrand the Shire President, Stephen Strange said, "Rebranding is a turning point in the Shire's proud history. We have recognised why people and families have decided to come to Bruce Rock. It is the welcome nature. It is a place where you are someone, it is a community that still provides opportunity for those that want to 'have a go' and those that do are supported by others and soon enough 'Friends become Family'. Come and join us and make our community even stronger.

Council would like to thank and acknowledge the work carried out by Market Creations and thank the Shire staff involved in the successful implementation of the new brand."

Darren Lee, Managing Director of Market Creations commented that "a brand is something that distinguishes or differentiates an organisation. A brand should convey the values, aspirations and promises that an organisation wants to represent to its intended audience.

The Shire of Bruce Rock has been a great community to work with as they've shown strong and collective leadership in coming together behind a progressive view for their future. Effective branding can help Local Government lead the way in Community Development, Economic Development and development of the tourism economy."

A short video has been produced which explains the Shire's new brand and logo.

<https://youtu.be/tZn3iOstnfM>

The Shire of Bruce Rock is extremely pleased with the final product and looks forward to its implementation. Please visit our new website www.brucerock.wa.gov.au to view our new brand.

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