

## Oberon Endorses the Community Branding Strategy

After an extensive community consultation process, Oberon Council is pleased to present the two final logo options for the Oberon communities consideration. Oberon Council's appointed agency, Brijid Media have undertaken a collaborative journey with the community in the development of the brand and final tagline.

*"The Community Branding strategy was a key activity for Council as this ran in conjunction with the development of the Mission and Vision in the Community Strategic Plan (CSP) with the aim to have a more integrated and professional visual representation for the Oberon Region"* **Oberon Council General Manager - Gary Wallace**

The Community Branding Strategy was developed over several rounds of community engagement and consultation, with the residents firstly asked to provide feedback and critique on a selection of draft logos and taglines. The draft logos were designed on feedback compiled through the CSP engagement process, which allowed Brijid to hone in on the key attributes that were important to residents in profiling Oberon as a community.

*"Throughout the exhibition period, a total of 461 pieces of engagement, feedback and commentary were received by Council and Brijid Media. Additionally, an estimated reach of 2,000+ people were made aware of the community branding exercise, with residents providing an array of feedback, logos and support for the process"* **Clr Kathy Sajowitz, Mayor Oberon Council**

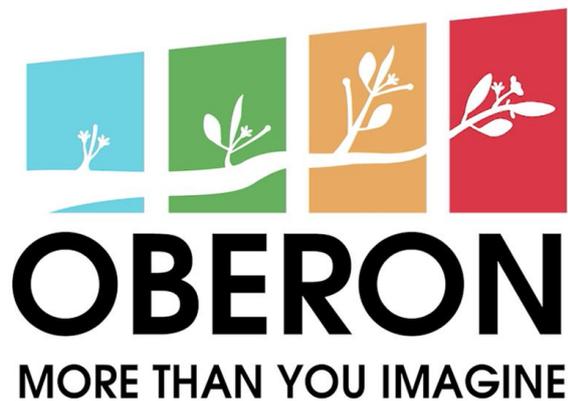
Upon compilation and evaluation of the feedback, Brijid Media's final report proposed for one tagline and two logos which are outlined as Annex A. Residents will have until the 26th July to vote for their preferred logo and will be able to find a video outlining the brand journey and nominate their preference via the following link - <https://www.surveymonkey.com/r/ZCZ9STK>

*We are very excited by the new logo options and the opportunities the final choice will bring in delivering a more cohesive brand across the LGA. The new logo will have ongoing benefits to Tourism and unify Oberon and surrounding villages under a brand that we can all be proud of. I strongly encourage everyone to vote in the survey to capture your logo preference.* **Clr Kathy Sajowitz, Mayor Oberon Council**

The new logo is expected to be integrated into new town signage projects from August onwards.

## Annex A: Oberon Branding Strategy

**Option 1 - Eucalyptus 4 Panels:** Logo iteration 1 depicts a eucalyptus branch growing upwards and to the right through the coloured panels symbolising progress and natural growth.



**Option 2 - Beautiful Oberon:** Intends to boldly and sleekly summarise a number of tokenistic natural attractions of the Oberon area into a beautiful modern design.





OBERON COUNCIL

Brand Journey Video: <https://www.youtube.com/watch?v=COfu1NSsBig#action=share>

