

Item 11: Community

11.1 Mudgee Regional Art Gallery Logo

REPORT BY THE MANAGER, COMMUNITY & CULTURAL SERVICES
TO 17 MARCH 2021 ORDINARY MEETING
GOV400088, REC800038

RECOMMENDATION

That Council:

1. **receive the report by the Manager, Community & Cultural Services on the Mudgee Regional Art Gallery Logo; and**
2. **endorse the logo for the Mudgee Regional Art Gallery as recommended by the Cultural Development Committee.**

Executive summary

Council endorsed the name of the Mudgee Regional Art Gallery at its meeting in September 2020. In order to progress with promotions and brand recognition, a logo for the facility must also be developed and endorsed.

Disclosure of Interest

Nil.

Detailed report

In consultation with Council's Cultural Development Committee, staff have completed an exercise in logo development for the new Mudgee Regional Art Gallery. The project has resulted in a single acronym-based logo that is able to be manipulated slightly for use at the gallery site itself and also for the workshop spaces to be constructed at 2-6 Douro Street (the site to the immediate north of the gallery site).

The logo developed is distinctive and will represent the gallery's brand well into the future. The contemporary design also pays homage to the design of the new building.

The logo utilises the abbreviated acronym 'MUDRAG'. 'MRAG' was avoided as this would duplicate the branding utilised by Maitland Regional Art Gallery, a well-established gallery operating since 2003.

Use of acronyms is common for art galleries and museums worldwide. Examples include MONA (Museum of Old and New Art – Hobart), MoMA (Museum of Modern Art, New York), BRAG (Bathurst Regional Art Gallery), QAGOMA (Queensland Art Gallery and Gallery of Modern Art - Brisbane) and V&A (Victoria & Albert Museum – London). The acronym 'MUDRAG' also replaces the wordy title 'Mudgee Regional Art Gallery' and will be immediately recognisable as the home of

arts and culture for the Mid-Western Region. Utilising the logo with accompanying wording will also counterbalance the logo and acronym where appropriate.

The proposed primary logo is a black and white monochrome design which is in line with international gallery branding. It is considered timeless and does not detract from any artworks or collections being exhibited at any one stage. It also lends itself to opportunities to add colour to the pallet for specific events (such as Pink Up Mudgee, or when a specific exhibition leans towards a particular colour).

Fonts for gallery assets will also be developed to compliment the endorsed logo design.

Images of the logo for endorsement are illustrated in the attachment to this report.

Community Plan implications

Theme	Looking After Our Community
Goal	Meet the diverse needs of the community and create a sense of belonging
Strategy	Support arts and cultural development across the Region

Strategic implications

Council Strategies

Not Applicable.

Council Policies

Not Applicable.

Legislation

Not Applicable.

Financial implications

Not Applicable.

Associated Risks

Not Applicable.

FIONA SHEARMAN
MANAGER, COMMUNITY & CULTURAL
SERVICES

SIMON JONES
DIRECTOR COMMUNITY

25 February 2021

Attachments: 1. Gallery logo presentation.

APPROVED FOR SUBMISSION:

BRAD CAM
GENERAL MANAGER

MUDGEE REGIONAL ART GALLERY

Logo Development



EXAMPLES OF OTHER LOGOS

International, National and locally significant art spaces

USE OF ACRONYM



Museum of Modern Art - New York



Queensland Art Gallery and Gallery of Modern Art



USE OF MONOCHROME PALLET



National Gallery of Victoria



MUDGEE REGIONAL ART GALLERY
Logo Development



PRIMARY LOGO

Contemporary, modern, memorable, clean, curves reflect the traditional arched windows and contrasts with the sharp angular architectural lines of the new building.



Mudgee
Regional
Art
Gallery

MUDGEE REGIONAL ART GALLERY
Logo Development



SECONDARY LOGO - CREATIVE CULTURAL SPACE

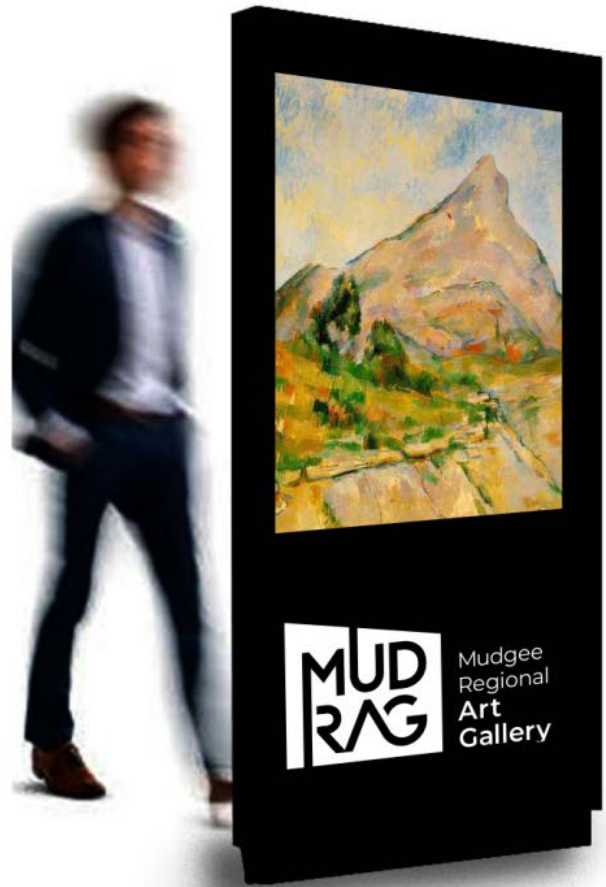
References the artists practice, making your mark, pottery - historical art practice within the region.



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ALONGSIDE MWRC

Gallery logo shown alongside the MWRC logo



MUDGEE REGIONAL ART GALLERY
Logo Development

