

11.2 Mudgee Arts Precinct Logo

REPORT BY THE MANAGER, COMMUNITY & CULTURAL SERVICES
TO 16 JUNE 2021 ORDINARY MEETING
GOV400088, REC800038

RECOMMENDATION

That Council:

1. **receive the report by the Manager, Community & Cultural Services on the Mudgee Arts Precinct Logo; and**
2. **endorse the recommended logo for Mudgee Arts Precinct.**

Executive summary

At its May 2021 extraordinary meeting, Council endorsed the name Mudgee Arts Precinct. Staff have been working on development of a suitable logo for the brand and now provide Council with three options, together with a recommendation that a specific one be the one selected for Mudgee Arts Precinct.

Disclosure of Interest

Nil.

Detailed report

The logo options developed for Mudgee Arts Precinct are reflective of the brand strategy, brand persona and archetype recommended by Destination Marketing Store and recently presented to Councillors. The proposed logo is simplistic in design and intended to be timeless. The simplicity of design will also not detract from any artworks being exhibited within the Precinct from time to time. Further, the primary logo will be monochrome, however, there is opportunity to add colour to the pallet for specific events (such as Pink Up Mudgee, or when a specific exhibition lends itself to a particular colour).

The logo will be utilised for a range of assets, including exhibition promotions, social media, letterhead and catalogues. Fonts will also be developed to compliment the endorsed logo design.

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

In the event that the recommended logo is not supported, an alternative needs to be decided upon relatively quickly in order for marketing development to commence prior to the anticipated August 2021 opening of the Mudgee Arts Precinct.

FIONA SHEARMAN
MANAGER, COMMUNITY & CULTURAL
SERVICES

SIMON JONES
DIRECTOR COMMUNITY

28 May 2021

Attachments: 1. Mudgee Arts Precinct Logo Development - Council Report June 2021.

APPROVED FOR SUBMISSION:

BRAD CAM
GENERAL MANAGER

MUDGEES ARTS PRECINCT

Logo Development



EXAMPLES OF OTHER LOGOS

Nationally significant art spaces

MONA



NATIONAL
PORTRAIT
GALLERY



QAGOMA

Museum of
Contemporary
Art Australia



MUDGEE ARTS PRECINCT
Logo Development



EXAMPLES OF OTHER LOGOS
Regional art spaces

BENDIGO
ART GALLERY

sam.
Shepparton Art Museum

BRAG
bathurst regional art gallery

 Goulburn
Regional
Art
Gallery

GRAG
GERALDTON REGIONAL ART GALLERY
A CITY OF GREATER GERALDTON GALLERY

mrag
MAITLAND REGIONAL ART GALLERY

MUDGEE ARTS PRECINCT
Logo Development

KEY OBSERVATIONS

Gallery Logos and Branding

SIMPLE

- Less is often more
- Logo itself is not trendy or flashy (though their execution may be dependent on exhibition programming)
- Simple typographic approach is common

STRONG BUT QUIET

- A clearly identifiable brand identity
- Doesn't compete with the exhibition material / visuals

FLEXIBLE / ADAPTABLE / COLLABORATIVE

- Ability to adapt to the voice and personality of the current exhibition program
- Gallery branding/ logos are often shown alongside that of other organisations and sponsors

KEY OBSERVATIONS

COLOUR PALETTE

- When comparing colour palettes of both national and international art institutions traditionally there is a trend towards using a monochrome colour palette. This helps gallery logos or branding not to compete with exhibited artworks giving the exhibitions and artists' work prominence
- Colour is increasingly being used in gallery branding to distinguish personality
- Black and white adaptations of logos are still primarily used alongside artworks dependent on exhibition programming

USE OF ACRONYMS IS POPULAR

- Gallery names can be lengthy - these are often abbreviated or compressed down to an acronym for branding and quick gallery referencing purposes
- Acronyms can be used playfully to enhance the identity and personality of a gallery

MULTI PLATFORM

- Needs to work across a variety of materials and mediums from marketing and promotional materials to educational resources and exhibition catalogue
- Animation of logos to increase engagement and brand personality



BRAND PLATFORM - DESIGN ELEMENTS
Brief from Destination Marketing Store

VALUES & PERSONA CENTRAL TO DESIGN IDEAS



CONTEMPORARY & SOPHISTICATED

- Needs to sit in a global frame of reference (MONA does this)

SIMPLICITY

- Simplicity is key
- Not too many colours or design elements

MAGICIAN COLOUR PALETTE

- Colour can be used to show difference from other regional art galleries
- Needs to work in black and white too



OPTION 1 - WAYS OF SEEING (Recommended)

Simple, contemporary, sophisticated. This option invites you in and is open to a variety of interpretations similar to an artwork. An abstract form symbolising movement within a space and collaboration. Hints of braille, Morse code and a maze like arrangement represents searching, deciphering and journey. Subtle references to the paneling on the new building and letter M.



OPTION 1B - WAYS OF SEEING

Simple, contemporary, sophisticated. This option invites you in and is open to a variety of interpretations similar to an artwork. An abstract form symbolising movement within a space and collaboration. Hints of braille, Morse code and a maze like arrangement represents searching, deciphering and journey. Subtle references to the paneling on the new building and letter M.



OPTION 2 - WHAT LIES WITHIN

Simple, contemporary & modern. The square - a universal symbol for defining a space or precinct is open inviting you in. The line formation reflects a sense of movement, a journey, a canvas, a space for transformation.



OPTION 3 - MEETING POINT

Simple, contemporary & modern. The square - a universal symbol for defining a space or precinct is open inviting you in. The line formation reflects a sense of movement, a journey, a canvas, a space for transformation.

Letter configuration creates a sense of collaboration, a meeting point, a space where ideas converge.



MUDGEE
Arts Precinct



MUDGEE
ARTS PRECINCT