

Quorn Pastoral – 180 year of farming enterprise requiring Logo Design ft. original Cattle Brand

Quorn Pastoral is an agricultural property in Tasmania's Midlands with a 180 year history within the same Clarke family.

Quorn Pastoral produces merino wool, sheep meat, beef and a range of crops including cereals, poppies and various seed crops.

The property has a diverse range of landscapes from developed irrigated flats through to beautiful areas of native grasslands and eucalypt bush beyond the dryland grazing country.

The Elizabeth River runs through the property and provides a source of water for production.

The Logo Concept

The dominant feature of the logo should be based on the original cattle brand used for Quorn Hall, which is attached to this brief.

This historic brand is an important part of the property's identity and heritage, so we would like the designer to retain its distinctive character and use it as the foundation of the new Quorn Pastoral logo.

We are open to creative and/or abstract ways of incorporating subtle references to the property's production, location and landscape, including:

- Merino sheep / wool /meat
- Beef cattle
- Cropping
- The Elizabeth River
- Native Tasmanian grassland & bush
- The Tasmanian Midlands landscape

However, these elements must be secondary to the original cattle brand. We do not want the logo to become overly detailed or cluttered – the brand is very much to be the dominant feature.

We want to avoid a logo that looks like a generic "farm logo" or incorporates too many obvious agricultural icons.

We do wish for the words Quorn Pastoral to be included beneath the logo with the typography complementing the historic cattle brand.

Style

The overall aesthetic should be:

- Simple and distinctive
- Strong, timeless and authentic
- Reflective of a long-established family farming business
- Easy to recognise and reproduce

Practical Requirements

The logo will be used predominantly on shirts, jackets, hats and other farm clothing, so it needs to work particularly well as an embroidered or screen-printed mark.

It should therefore:

- Be relatively simple and bold
- Remain clear at small sizes
- Work effectively in one colour
- Work in both light and dark applications
- Be suitable for embroidery
- Avoid fine detail that may be lost when reproduced

Colour

We are open to suggestions, but would prefer a restrained, natural colour palette reflecting the Tasmanian Midlands — for example, deep greens, earthy tones, charcoal.

The logo must also work exceptionally well in a single colour, particularly black, as this will be important for clothing and practical farm applications.

Brand Character

The finished logo should communicate:

Heritage • Family • Agriculture • Tasmania • Quality • Land • Longevity

The fact that the property has been farmed by the same family since 1846 is central to the identity. We would like the logo to feel as though it has a genuine connection to the property's history, while still looking appropriate for the next generation of Quorn Pastoral.

We are looking for a design that is recognisable, understated and enduring, rather than something highly stylised or fashionable that may date quickly.

The successful design should provide Quorn Pastoral with a distinctive visual identity that connects our 1846 family heritage and original Quorn Hall cattle brand with the farming operation we are today.