**Design Brief for Boroondara community centres Logos**

Logo wording has been agreed to be “Boroondara Neighbourhood Centres”

Tag Line

N/A we will decide on this at a later date and depending on the time. We thought that we would design a logo that could be used with various tag lines that could be used in different circumstances. This would also give us some flexibility in the logo usage.

What we are about: broadly we emphasise people, inclusiveness, activities, connecting, well-being, vibrancy, responsiveness

Elevator Pitch

Not for profit, build community, bring people together for activities, empower people, advocate for local community, inclusiveness

Positioning Statement

Neighbourhood Centres are more than just a house or just bricks and mortar. We are vibrant and unique organisations that provide something for everyone including the elderly, young, children, mothers, men, teenagers. Our activities include classes that improve health and wellbeing, develop artistic skills, meet people through similar and new interests. The emphasis is on bringing community together.

Our direct competition include: University of the Third Age, libraries, free workshops, yoga centres, gym, occasional care centres, commercial/private service providers. Other not for profit organisations that provide educational and leisure programs

Premises and or locations

10 houses in Boroondara, all of different sizes and structures and unique to each other. However we would like the logo to represent that we all fit together like a puzzle to make up Boroondara Neighbourhood Centres. This is a strength of the collective centres.

Logo usage

Website

Printed stationary

Course guide

Event and conference stands

Social media

Media

Pop up tents

What we don’t want

We don’t want simplistic representations of:

Houses (we are more than houses, and the idea of a house is now dated)

Books (we are more than just learning)

Anything that looks like city of Boroondara logo (we will still feature the Boroondara logo so we don’t want to replicate the logo)

Trees or Fauna (this has been overdone)

Hands (this has been overdone and can be associated with kindergartens/preschools)

Corporate images (there has to be some emphasis on the unique nature of neighbourhood centres – they are not just service providers)

We don’t like the use of figures such as displayed in the images below



ONE designs we liked but are not limited to:



We thought this was a sample of what we like with different people: children, men, and women.

We are keen to explore the idea of logo that is round however we would be open to exploring other shape options.

The font should be clear, modern and open but we are open to other fonts.

Colour schemes

Bright primary colours, contrasting – if we have a rainbow of colours it will be easier for the logo to complement each centre’s existing logo which are all different.

We do not want drab, heavy colours. We do not see the need to be associated with the Boroondara logo colours. This is the Boroondara logo which still needs to be included wherever the new logo is displayed.



We want a logo that also looks good in black or grey scale so could we also please have the logo represented in these shades.