**DESIGN BRIEF – Morningside Development Association**

**WHAT WE NEED**

A logo for the Morningside Development Association which can be varied for use with the three events in its suite – and across a range of applications including social media, a website, flyers, letterhead, banners, etc.

**BACKGROUND**

The *Morningside Development Association* (MDA) is a not-for-profit organization, run by volunteers. We work in conjunction with local businesses and community organisations to promote the diversity of services and colourful personalities that make up the Morningside community. Morningside is a suburb of Brisbane, Australia.)

The signature event for the MDA is the annual *Morningside Festival (*the Festival*)*, which attracts up to 10 000 people. We also host an annual Carols by Candlelight event, and this year are adding a Bush Dance to our suite of events.

The MDA is aiming to renew our branding to launch us into the future. We wish to use the 20th anniversary of the Festival as the means for doing so. This will occur on Sunday 31 July 2016.

The Festival attracts up to ten thousand people across all age brackets, though there is a strong focus on families, of young children and teenagers.

Its features include:

* A street market, with stalls run by local not-for-profit groups including schools, but also by local and outside businesses
* All-day entertainment ranging from dance sessions for young children, to rock bands for the adults
* A “Kids Corner”, with features including craft activities, kids gym and a colouring-in competition (which is run in the local schools in the weeks beforehand, and displayed at the Festival)
* Kids rides
* An old-fashioned street parade
* A dog show
* A Treasure Hunt.

Entry is free and we keep the prices low for our rides so the Festival can be as accessible as possible to all. This is very much a community event.

While the Festival has been a staple of the local calendar, and is the longest-running local festival of its kind on Brisbane southside, there is now an increasing number of markets springing up in local suburbs.

**DESIGN NEEDS**

We currently promote our events through editorial in the local community newspaper, through school newsletters, our website, social media and through flyer distribution in letterboxes and through local businesses.

We are seeking a logo which can be applied across the full range of marketing collateral, but which can be built upon for use for each of our events, the Festival being the most significant.

Our logo is currently not recognizable but we now wish to apply it consistently across all collateral, and for it to signify a new energy while at the same time not compromising our reputation as a strong and much loved community event.

**Contact**: For any inquiries, please email Dianne.Farmer@bigpond.com