

Australian Maltese Chamber of Commerce Logo Design Brief

The Australian Maltese Chamber of Commerce (**AMCC**) is seeking a new logo to represent its organisation that is both contemporary and professional in presentation.

About the AMCC

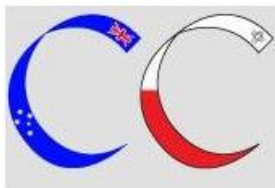
The AMCC is a membership based, not for profit organisation that provides a supportive environment for its members in the area of commerce, culture and heritage.

Its mission is to connect its members commercially and culturally.

Its members are largely business professionals (male and female) who seek to network with business people in Australia who are of Maltese heritage. The primary age range is 30 - 65

The chamber organises members bi-monthly meetings, regular networking functions as well facilitates trade enquiries and business opportunities amongst its members.

Current logo



New logo

The AMCC would like a new logo that is contemporary and professional in presentation together with elements that are instantly recognisable as Maltese and Australian. (Refer to Elements section below for further info)

It must also have the words “**Australian Maltese Chamber of Commerce**” and ideally allow for an extension to recognise the respective state branch (ie New South Wales, Victoria, Queensland, etc..). The words should be separate from the logo, such that logo can be used with or without the words.

The logo needs to translate well on social media and must be legible from afar eg. on a poster.

The new logo does not need to retain any elements of the existing logo. We need a completely new design that fits the above brief.

Elements:

Maltese Symbols

Colours: Red & White



National Flag

Maltese 8 pointed Cross

George Cross



Coat of Arms



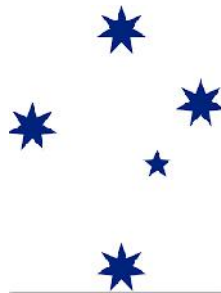
Outline of Malta

Australian Symbols

Colours: Blue, Red & White + Green & Gold



National Flag



Southern Cross



Kangaroo



Boomerang



Coat of Arms



Outline of Australia

Examples of Logos incorporating Maltese & Australian symbols



Other 'liked' Maltese influenced logos



Examples of other business chamber logos



A concept...



A mix of Maltese Cross and an Australian Boomerang – intertwined together to make the one cross symbolising that together we are integrated, we are one, we represent the best of both countries.