

DESIGN BRIEF

Superb Parrot project logo

Name of project:

Saving our Superb Parrot

CLIENT

LachLandcare Inc.

Main contact: Mary Bonet

Phone: 0459352892 email goulburnyass@lachlandcare.org.au

Who we are:

A consortium of 5 Landcare groups (Lachlandcare, Mid Lachlan Landcare, Hovells creek Landcare, Boorowa Community Landcare and Upper Lachlan Landcare) partnering with Cowra woodland Birds, Greening Australia, NPWS are working to protect the iconic Superb Parrot. The SOS group have received \$400k from the NSW Office of Environment and Heritage (OEH) through the NSW Government's Saving Our Species (SoS) program. Over the next 3 years the groups will deliver on-ground protection and restoration of important habitat for the threatened Superb Parrot. Information days and other awareness raising events will be held and funding will be provided to landholders on the NSW Southern Slopes and Tablelands to protect living and dead large hollow-bearing eucalypt trees that provide nest sites for superb parrots.

The SOS group will also provide funding to support farmers to plant new paddock trees and shrubs and restore woodlands to increase future habitat and landscape connectivity for superb parrots from small patches through to whole of paddock revegetation actions. This community-based project adds to the work already being done by farmers and Landcare groups who have planted hundreds of thousands of trees and shrubs in paddocks, along fence lines and creeks and rivers and will help a range of other threatened woodland birds.



Perfect superb parrot habitat - a hollow-bearing tree in Boorowa.
Photo: Rainer Rehwinkel/OEH



Male (L) and female (R) superb parrot. Photos: John Cooper Photography

Situation Analysis:

The beautiful Superb parrot is well known and valued by many community stakeholders, particularly landholders, in some parts of the SOSF project area. It is the faunal emblem of the Boorowa township and much work has already been done to raise awareness and to protect the species, however there are still many parts of the community and landholders that have not been involved or are aware of the importance of protecting habitat for this species on their properties. The Saving our Superb Parrot is a new project with many partners covering a wide region- we need to inform and inspire new landholders that we have not engaged in the past right across the Southern Slopes and Tablelands. We also want more people to get involved in recording observations of Superb Parrots at their properties or towns and to be more aware about the key threat of the loss of large old living and dead trees.

Target markets:

Primary target markets

1. Landholders
2. Local communities
3. High school and university students aged 15 - 25, particularly those who display an awareness and concern for the natural environment and have a passion for outdoor activities.
4. School children aged 7-15
5. Local Landcare groups

Similar projects:

Glossies in the mist - <https://www.facebook.com/glossiesinthemist/>



We like this design and works well for project

Logo design

The Glideways logo should be unique, captivating and inspiring and simple.

Logos that work well:



Logos that aren't as effective:



(Old fashioned Serif font. Logo is difficult to read at a small size)



(Too cluttered. Looks old fashioned)

What the logo needs to include:

Full name of project – Saving our Superb Parrot An Illustrated Superb Parrot should be incorporated into the design that serves to make the logo eye-catching, visually appealing, representative of the project and to make it easily identifiable from other conservation projects.

Colours:

- three colour (CMYK) (prefer The distinctive colours of the superb parrot)

How/where will the logo be used:

- On a range of print material
- The logo should also be easily translatable into digital format for use on websites and social media platforms
- Promotional material

Formats required:

EPS, PNG, JPEG, GIF