

MEDIA RELEASE

NEW COUNCIL LOGO UNVEILED BY YOUTH ADVISORY COMMITTEE



Photo: Jordan Murray, Riley Quintal, Ashley Porter

The Youth Advisory Committee (YAC) during 2022 worked with Norfolk Island Regional Council on developing a new logo for the Council.

The YAC undertook an extensive process, putting forward their preferred new logo with supporting evidence and a completed market analysis of their preferred new logo at the November 2022 Council Meeting. After a period of public exhibition, the new Council Logo has been adopted and unveiled by representatives of the YAC.

The new logo is symbolic of the island, ocean, and pine trees. The YAC's evidence and market analysis provided that the logo strongly depicted the lone pine and its design was suited to the many applications it would be required to be used for; being placed on infrastructure, uniforms, stationary, branding and marketing. The chosen logo also provided for a high level of versatility, as the pine graphic could be used on its own, in single colour or multi-colour formats.

The community will soon see the new logo being rolled out across the island. With the Council having recently relocated its main administrative arm to the Bicentennial Building located on Taylor's Road, this location will be one of the first to showcase the new logo.

Stewart Todd

MANAGER CUSTOMER SERVICES