

City of Coffs Harbour – Logo / Tagline Competition

City of Coffs Harbour is looking for an inspiring and striking new logo and tagline and want the local community to get involved and submit designs and ideas.

Where do I get my design inspiration?

City of Coffs Harbour General Manager Natalia Cowley said “I’d like this to be an inclusive community-wide creative process from the coast through to our beautiful hinterland.”

“There is an amazing amount of talent here on the Coffs Coast. We are a City on the cusp of change, situated on Gumbaynggirr country, half way between Sydney and Brisbane, we have a vibrant community and need a contemporary visual identity to help us make our mark.”

The name City of Coffs Harbour was recently adopted to better reflect our dynamic regional centre, a leading Australian destination for business and leisure.

“As a progressive and rapidly changing city, it’s important that Council’s brand reflects that continuing transformation into a smart, liveable and sustainable place with a bright future,” said Coffs Harbour Mayor Councillor Paul Amos.

“We also need to plan positively for a post-bypass economy and establish an attractive and clear identity as a destination city.”

“The main purpose of this re-brand is to remove the inward focus on ‘Council’ itself and re-focus attention on the City and community that this organisation serves,” said Natalia Cowley, Council’s General Manager.

“By dropping the word ‘Council’, we are further emphasising that all infrastructure, services and facilities are there for the benefit of the City and its residents and visitors, rather than focus on the fact that they are delivered by Council.

“It’s important to clarify that the legally proclaimed City of Coffs Harbour includes all villages, townships and suburbs in Council’s local government area,” added Ms Cowley.

Competition Open and Close Dates

Entries open Tuesday, 13 September 2022 and close 4.30pm Friday, 14 October 2022. Shortlisting will begin thereafter with winners expected to be announced in early November 2022.

Who can enter?

You can enter the competition if you are a resident, attend school or are part of a business within the City of Coffs Harbour Local Government Area (LGA).

There will be three categories for logo design entries:

- 1. Local school students (primary and high School) – open to all primary and high school students who attend a school within the City of Coffs Harbour LGA.**
- 2. Local Non-professional aspiring creatives who reside within the City of Coffs Harbour LGA.**
- 3. Local Professional branding and design businesses within the City of Coffs Harbour LGA.**

There is a 4th category for tagline entries.

What is a tagline?

A tagline is an aspirational statement or phrase which describes how we want to be both as an organisation and as a community. For example – City of Gold Coast has the following tagline in addition to their logo *'Inspired by lifestyle. Driven by opportunity'*.

This would be used on future City of Coffs Harbour publications and online platforms – it will not always be used in conjunction with the new logo.

How will the new logo be used?

The new logo will eventually be used on all of City of Coffs Harbour stationary, social media, websites, business cards, banners/signs, vehicle signage, street flags and welcome signs. It needs to be scalable to work in all of those situations.

Can I enter more than once?

You can submit as many entries as you like, as long as they comply with the entry requirements and Terms and Conditions.

What if I don't have access to professional graphic design software?

No problem. We don't need a perfectly designed logo – we want your best representation of your design. Entries could be hand drawn or a photo, or something developed in a simple graphics system like Paint, as well as developed in more sophisticated graphic design packages. Depending on the winner we may need to work with a design company to take the logo to execution.

What are the logo design and tagline requirements?

When you are designing your logo or tagline please remember the following requirements:

- 1. The logo design must incorporate the organisation's new name (in full, no acronyms) 'City of Coffs Harbour' and can include other graphic elements.**
- 2. The logo image must work in full colour and in single colour such as white and black.**
- 3. The logo image must be scalable – meaning able to be used in both large and very small applications.**
- 4. A tagline should be an aspirational statement or phrase for the City of Coffs Harbour that is 8 words or less.**

How do I submit my entries?

All entries must be submitted using Council's on-line entry form found on Council's website. You must complete a separate form for each logo design you wish to enter – a separate section on the form also allows you to submit a tagline.

Entries that do not comply with the above requirements may not be considered in the competition.

How will the competition be judged?

All entries will be judged and short-listed by the City's Mayor and General Manager. A short-list for each category will then be presented to Council for the determination of category winners and the overall logo design winner.

There will be only one winner for each category and one overall winner for best logo design.

Each category winner will receive a Coffs Coast destination experience to the value of \$250.

The overall winner of best logo design will receive a monetary gift voucher to buy local in the City of Coffs Harbour LGA to the value of \$500.

Final design execution and implementation.

At the end of the competition the City may engage a design firm to refine the winning logo design (to arrive on colours and font and ensure it is suitable for the various applications).

City of Coffs Harbour highly values the creative talents of the community, so this phase will be done in consultation with the winner to ensure integrity in the design process.

If you have a question you can email:

comms@chcc.nsw.gov.au