

MEDIA RELEASE

Dalby Town Council
12th April 2005



New look strengthens Dalby's modern country reputation

Minister for Local Government and Planning, the Hon Desley Boyle together with Dalby Town Council Mayor Cr Warwick Geisel today unveiled a modern new logo for Dalby.

Mayor Geisel said the new look was more than just a logo, but a new fresh approach to marketing the town and promoting the “*discover modern country living*” slogan.

“Dalby is not the same town it was 11 years ago when the previous logo was developed. We needed a new look that reflected the variety of industries, community activities and natural amenities in the Dalby region.

“We also wanted a symbol that would depict our safe, friendly and relaxed country lifestyle.”

The new logo, which was developed by a local graphic design firm, uses a single stylised line that forms a three-leafed plant in the background and finishes by forming the letter “d”.

It uses the traditional Dalby colours of blue and gold, and also incorporates a refreshing new green.

The plant represents the rural surroundings and new growth. The three leaves branching out symbolise Dalby’s position as the hub of three major highways – a crossroads for the district. The way the line crosses itself is also reflective of the region’s waterways.

The use of a single line is designed to signify unity and sense of community, but is depicted in varying shades of colour to demonstrate diversity. The logo’s flowing shape and white space represents a relaxed lifestyle and our open spaces.

He said Council purposely created a new symbol rather than an existing icon to ensure that one image, industry or sector wasn’t singled out.

“We avoided using existing icons, such as the windmill, or a cotton bush. By using an abstract symbol we were able to avoid clichés, make a new statement and capture the many aspects that make Dalby the great town that it is.”

The new logo will be phased into use across all Dalby Town Council sites and Dalby marketing materials and is complementary to the town beautification currently underway.

He said the new branding for Dalby Town supported strategies within the Council’s newly adopted Corporate Plan.

Members of the community can find out more about the new logo for Dalby by logging on to www.dalby.qld.gov.au or picking up a copy of the latest issue of Council’s newsletter “Our Town”.

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For more information contact Marketing Officer, Kerri Anderson on 4672 1153