

Shire of Wyalkatchem

# Logo Concepts



# It starts and ends **with brand...**

And to build yours so that it stands out from a bland landscape of me too competitors.

It's more than just building a logo,  
**it's about building a brand.**



**Your** job  
is to choose **one**

and here are the **rules...**





Shire of  
**BROOKTON**



# 42 brands



22

have a sheaf  
of wheat



15

have a  
rams head



22

have a traditional  
crest style



Current **Logo**

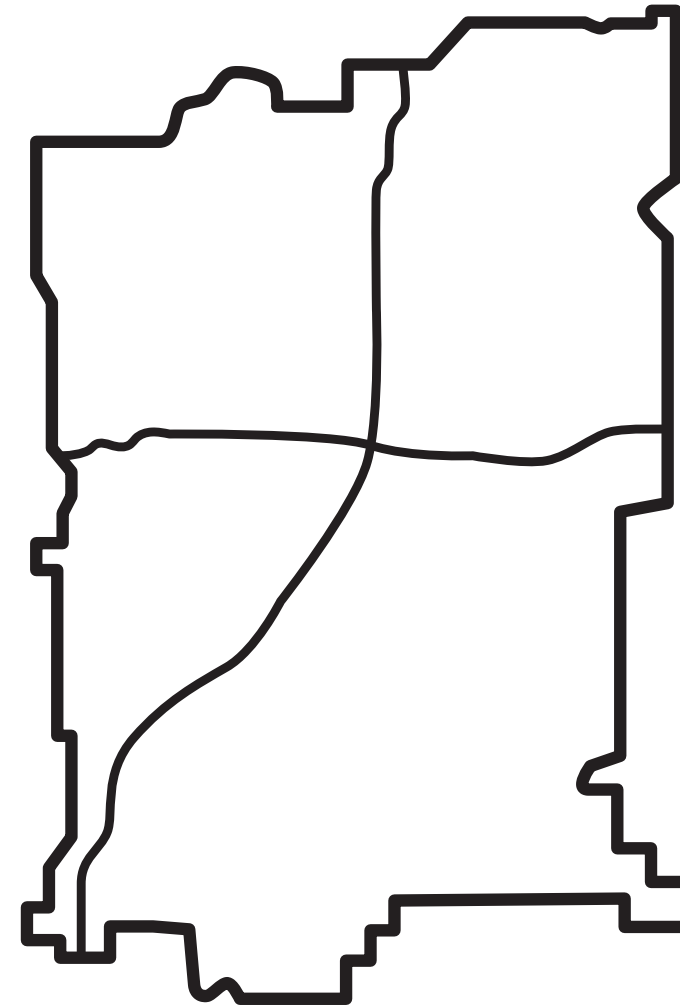


---

Current Logo

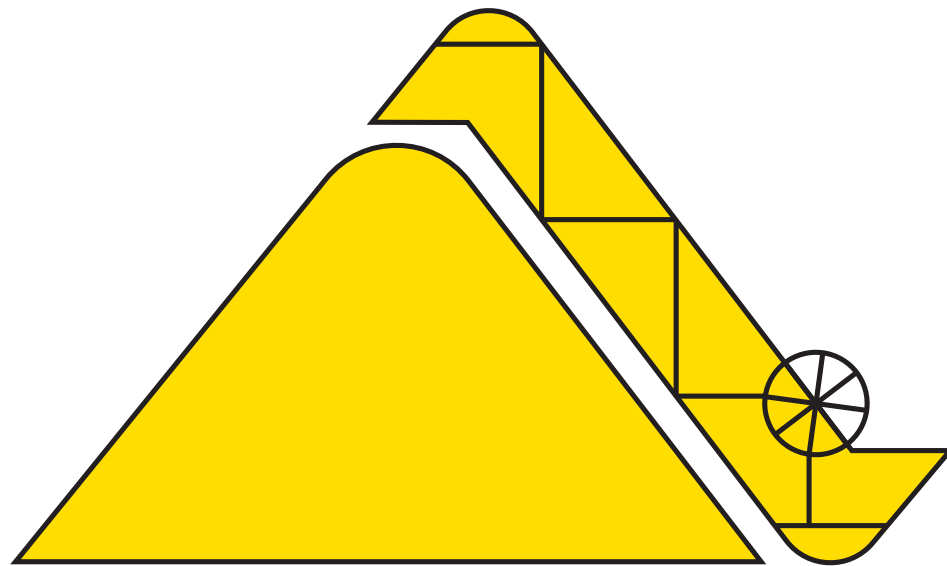


Merino Ram  
Sheaf of Wheat



Shire of Wyalkatchem  
Boundries & Main Roads





Wheat Conveyor  
and Pile of Grain



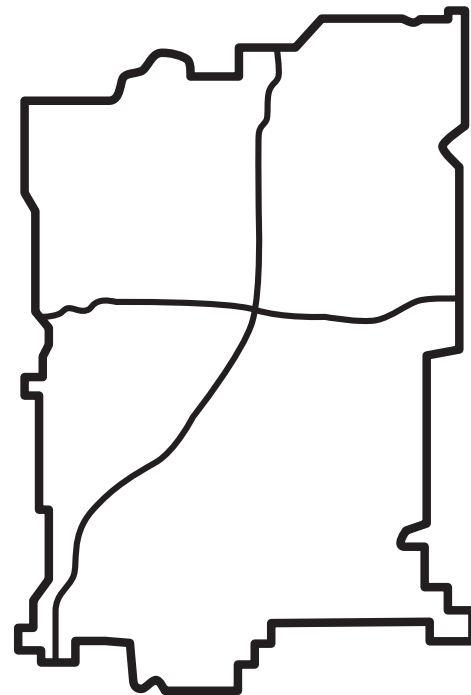
Shire of Wyalkatchem  
Est 1920  
Font: Optima

---

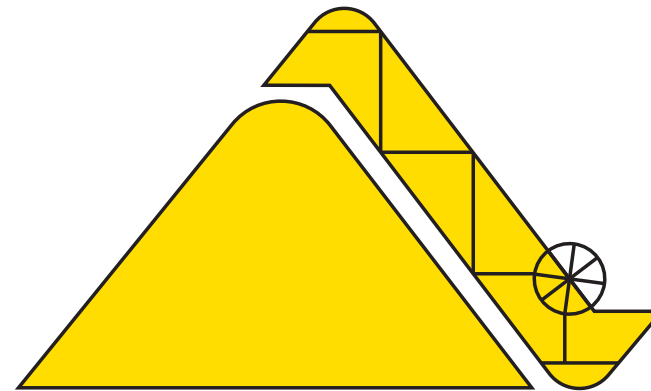
Deconstructed



Merino Ram  
Sheaf of Wheat



Shire of Wyalkatchem  
Boundries & Main Roads



Wheat Conveyor  
and Pile of Grain



Shire of Wyalkatchem  
Est 1920  
Font: Optima

---

Deconstructed

# The Power of Positioning

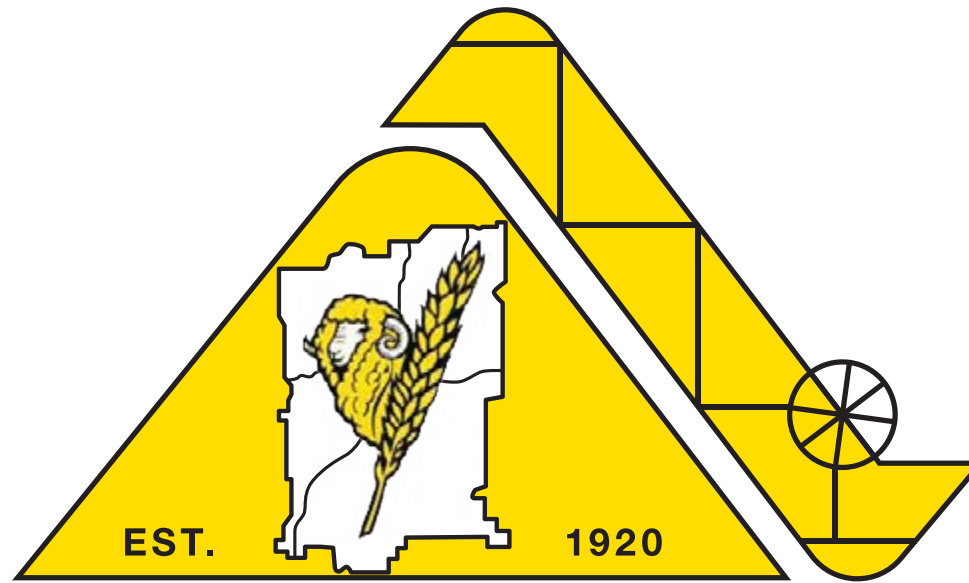
- ① **Protect and prosper**
- ② **A strong and connected community**
- ③ **Diverse, dynamic, inclusive**
- ④ **A thriving community**
- ⑤ **A connected community**
- ⑥ **Strength, growth, prosperity**
- ⑦ **United by growth**

# Concept 1

## Logo **Rework**



# Shire of **Wyalkatchem**

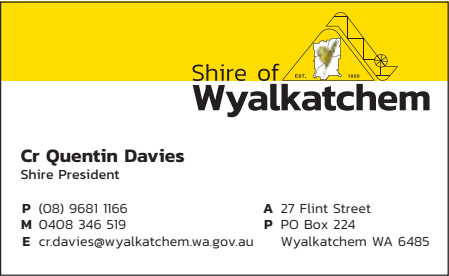


A strong and connected community

Letterhead



Business Card (Front)



Business Card (Back)





Shire of  
**Wyalkatchem**

**wyalkatchem.wa.gov.au**  
A strong and connected community

Shire of  
**Wyalkatchem**

**Cr Quentin Davies**  
Shire President

**P** (08) 9681 1166  
**M** 0408 346 519  
**E** cr.davies@wyalkatchem.wa.gov.au

**A** 27 Flint Street  
**P** PO Box 224  
Wyalkatchem WA 6485

**P** (08) 9681 1166  
**E** general@wyalkatchem.wa.gov.au  
A strong and connected community

**A** 27 Flint Street, Wyalkatchem  
**P** PO Box 224, Wyalkatchem WA 6485  
**wyalkatchem.wa.gov.au**

# Concept 2



# Shire of **Wyalkatchem**

*A strong and connected community*



Letterhead



Business Card (Front)



Business Card (Back)





[wyalkatchem.wa.gov.au](http://wyalkatchem.wa.gov.au)



**Cr Quentin Davies**  
Shire President  
P (08) 9681 1166  
M 0408 346 519  
E [cr.davies@wyalkatchem.wa.gov.au](mailto:cr.davies@wyalkatchem.wa.gov.au)  
A 27 Flint Street, Wyalkatchem WA  
P PO Box 224, Wyalkatchem WA 6485



A 27 Flint Street, Wyalkatchem WA  
P PO Box 224, Wyalkatchem WA 6485

P (08) 9681 1166  
E [general@wyalkatchem.wa.gov.au](mailto:general@wyalkatchem.wa.gov.au)  
[wyalkatchem.wa.gov.au](http://wyalkatchem.wa.gov.au)

# Concept 3



# Shire of Wyalkatchem

Strength Growth Prosperity



Concept 3a



Shire of  
**Wyalkatchem**

Strength	Growth	Prosperity
----------	--------	------------



Concept 3b





Shire of  
**Wyalkatchem**

Strength	Growth	Prosperity
----------	--------	------------



Shire of  
**Wyalkatchem**

Strength	Growth	Prosperity
----------	--------	------------



Shire of  
**Wyalkatchem**

Strength	Growth	Prosperity
----------	--------	------------

**Concept 3d-1**  
*Recommended*



Shire of  
**Wyalkatchem**  
*Strength and Prosperity*



Shire of  
**Wyalkatchem**  
*Strength and Prosperity*



**Concept 3d-3**  
*Recommended*



Shire of  
**Wyalkatchem**

Strength	Growth	Prosperity
----------	--------	------------



Concept 3e





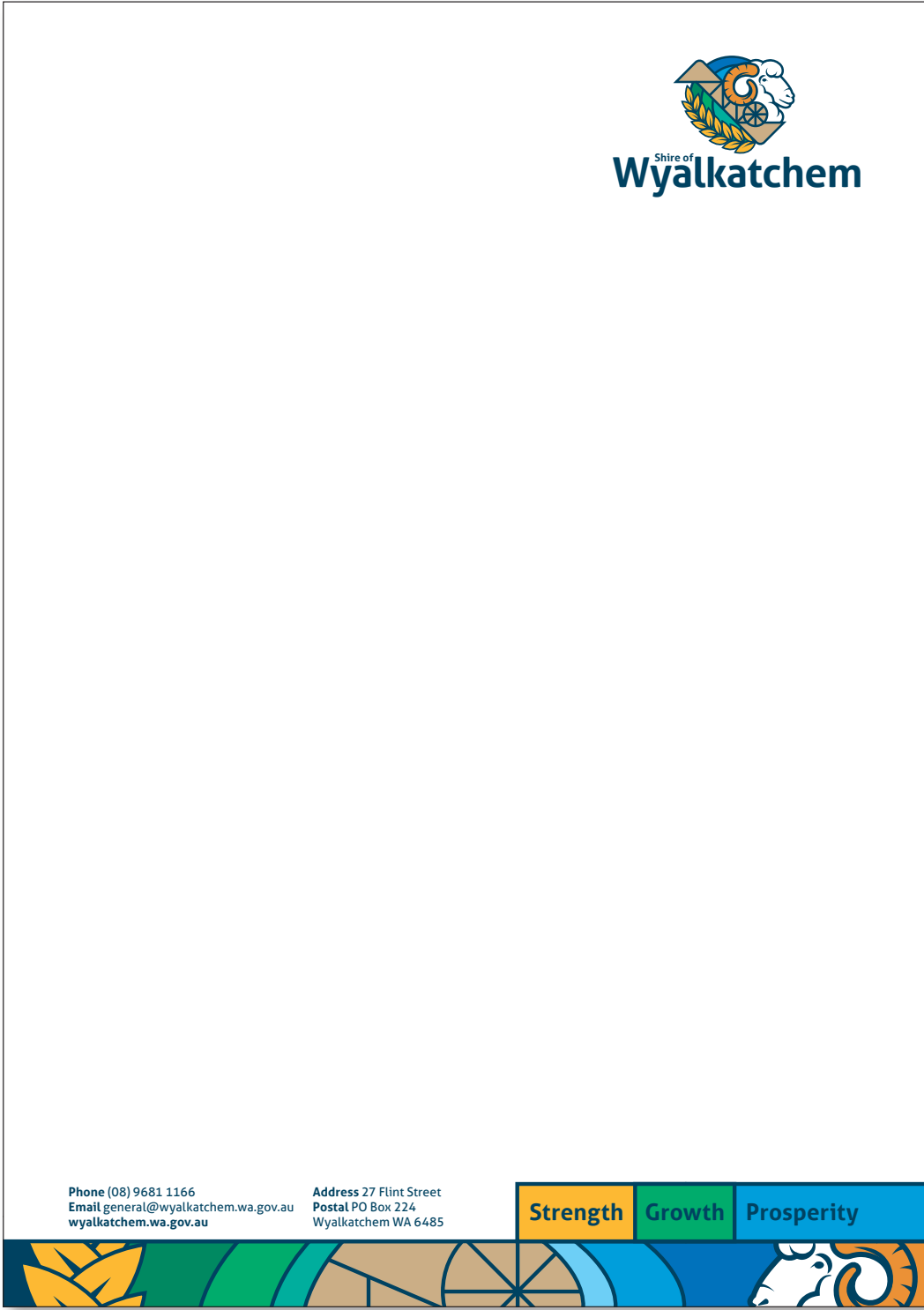
---

**Merino Ram Examples**



# Possible **Extensions**

Letterhead



Business Card (Front)

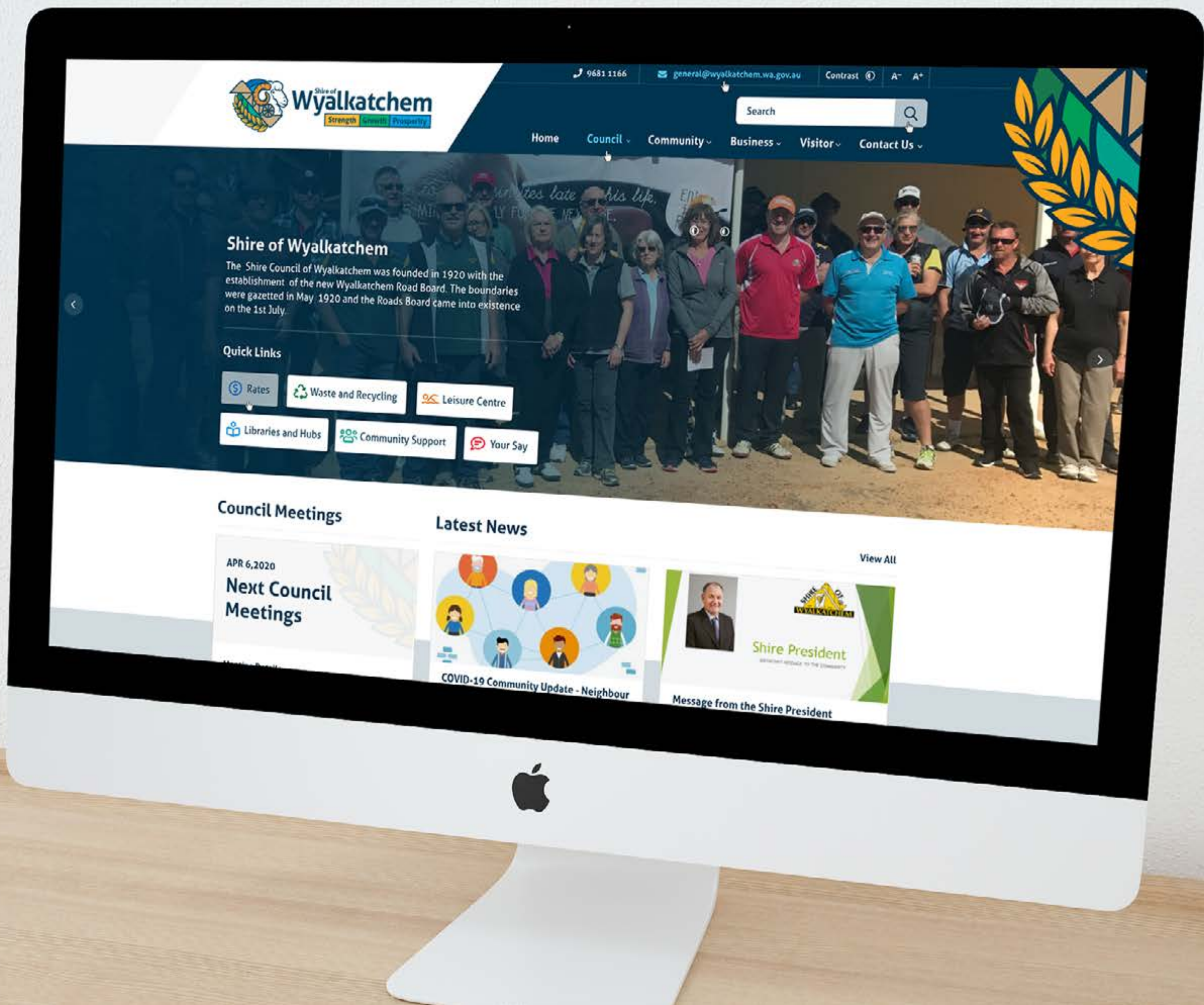


Business Card (Back)









9681 1166

general@wyalkatchem.wa.gov.au

Contrast A- A+

Search

Home

Council

Community

Business

Visitor

Contact Us

## Shire of Wyalkatchem

The Shire Council of Wyalkatchem was founded in 1920 with the establishment of the new Wyalkatchem Road Board. The boundaries were gazetted in May 1920 and the Roads Board came into existence on the 1st July.

### Quick Links



## Council Meetings

APR 6, 2020

### Next Council Meetings

## Latest News



COVID-19 Community Update - Neighbour



Message from the Shire President

View All



### Perth Office

(08) 6168 1000

mc@marketcreations.com.au

26 Railway Road,  
Subiaco, Western Australia, 6008



### Geraldton Office

(08) 9920 8500

mc@marketcreations.com.au

7 Chapman Road,  
Geraldton, Western Australia, 6530



Silver Application Development  
Silver Collaboration and Content  
Gold Datacenter  
Gold Small and Midmarket Cloud Solutions



# making a difference

Marketing ■ Information & Communications Technology

[www.marketcreations.com.au](http://www.marketcreations.com.au)

[www.councilconnect.com.au](http://www.councilconnect.com.au)

[www.geraldtondatacentre.com.au](http://www.geraldtondatacentre.com.au)