

OUR PROPOSED NEW COUNCIL LOGO

WHAT DO YOU THINK?



MOUNT BARKER
DISTRICT COUNCIL

The free standing banner and the information brochure introduces the proposed new logo for the Mount Barker District Council in recognition of the transformation that is taking place in our District.

The Council has endorsed the new logo for community consultation following extensive research to assess the likely community response. Now the Council is keen to receive wider feedback from the community.

The new logo has been inspired by the blossom of the eucalyptus gums which dominate the landscape of the District. The District's historic villages are represented by linked dots in the graphic design. The colour reflects the eucalyptus blossom and also the predominant seasonal colour of the Adelaide Hills.

If endorsed by Council, the new logo with the name Mount Barker District Council will be progressively introduced. New marketing materials are planned to promote community development, economic opportunities and local businesses. The new brand will also feature prominently in upgrades to community infrastructure within Mount Barker and the District.

Please take the time to answer this brief questionnaire after reading the attached information brochure which further explains the thinking behind the new logo and the rationale to justify its implementation. Please tick the boxes that reflect your views:

QUESTION ONE: What is your initial response to the logo featured in the presentation banner?

Yes No Answer yes or no if your initial response is favourable.

QUESTION TWO: On a scale of 1 to 5, where 1 is very favourable and 5 is not at all favourable, please rank your response.

1 2 3 4 5

QUESTION THREE: In your own few words please explain what you like or alternatively what you don't like.

QUESTION FOUR: In your own words what features of the new logo do you feel well expresses our District.

QUESTION FIVE: Please read the explanation in the brochure and then answer yes or no if you agree or disagree with the reasons presented by Council in wanting to introduce the new logo and supporting marketing initiative.

Yes No

QUESTION SIX: Council is keen to receive feedback on the new logo and its reasoning. Please take the time to share any additional thoughts on the initiative.

Place your response in the box provided or lodge at the Council.
Additional comments can be emailed to: gsarre@dcmtbarker.sa.gov.au