

Creative Brief



Rebrand Tasmania

Brand Identity Design

Overview



The task is to create a strong and cohesive brand identity that can replace the current “Explore The Possibilities” Tasmanian Government brand.

The logotype should read as “Tasmanian Government”, “Government of Tasmania” or simply “Tasmania” and may or may not have a supportive tagline.

The scope for application of the brand is to be as per the existing brand. This means it must effectively:

- 1. Represent Tasmania officially**
- 2. Represent the State Government more generally**
- 3. Work as a unifying delivery of service brand across the full spectrum of advice, services and information which is supplied by the nine State Government agencies and their affiliate programs/partners/organisations**
- 4. Be suitable for sub-branding the nine government agencies**
- 5. Act as the local support brand to the national and international place of origin identity, Brand Tasmania**

Objectives

1. Encapsulate the Tasmanian brand essence, values and personality in a robust, unique and effective brand identity
2. Respond to the insights gathered through Rebrandtasmania.com and continue to engage public opinion through out the creative process

Design Requirements

The logo must be clearly reproducible at 20mm width, in mono and preferably will reproduce in full colour with only two or maximum three spot colours.

Audience

1. Citizens of Tasmania, from right across the state
2. Visitors, settlers, investors in and customers/clients of the state and all businesses within. They may be past, present, future or potential, from interstate and overseas

Demographic Profile

- The population of Tasmania is just over 500,000, of which around 205,000 are based in the capital city Hobart
- Around 80% of Tasmanians live within the three major urban centres
- Around 98% of Tasmanians claim to be primarily of Australian, English or Irish decent
- The average age of a Tasmanian is 47, which is slightly higher than the national average
- Of the roughly one million visitors to the state each year, international visitation accounts for about 15%

Brand Overview

The following framework has been taken from the current government style guide and amended, based on feedback received via the blog.



Next Steps

To deliver a range of design options for public review. The selected option(s) is then to be refined and developed, with the ultimate aim of delivering a final and complete brand identity for public release by March, 2010.