



## **THE NAWIC REBRAND**

NAWIC is now in its 25th year.

Having been long-established in the market it enjoys strong brand recognition and widespread respect.

However after community and stakeholder consultation, it was determined that a brand refresh was required in order to recognise our maturity as an organisation.

This was not only to ensure another 25 years of growth, but to strengthen the association's position from a visual standpoint and to better reflect where we, as an organisation are headed.

The brief therefore was to draw on the existing logo for design direction, but to bring a modern feel, to represent our wide range of members and to provide a nod to our long history with a touch of sophistication.

As a first step, an analysis of other industry organisations was undertaken, as was research into the incredibly varied roles of NAWIC members. The 'built' form and origami-like design of the original NAWIC 'N' was used as inspiration, as was a range of construction and design materials, from paint swatches and timber, through to tiles, concrete and earth.

Both the new colour palette and logo design were generated in consultation with key members of the Board as well as members of the NAWIC Media Team – which is made up of members from each Chapter, predominantly in the role of marketing.

The end result is a mature, modern logo and colour palette that sits alone from its competitors, reflects enough of the existing NAWIC logo to maintain continuity and helps to promote us as a well-established, well-respected association or worth.

There will now only be one primary logo, but with the option to integrate the name of a State or Territory, bringing a customisable element for each Chapter. There will also be a raft of supporting colours to help chapters showcase their different departments and offerings.

Colour-wise, the NAWIC pink has been maintained, though given a deeper, darker hue, to be less polarising and more reflective of our maturity as an association. A green will also still be in existence, but now as a secondary support colour.

We look forward to sharing the entire new look with you in the coming days!