



Seedhead
Holistic Graphic Design

Logo & branding
presentation designed
by Seedhead Holistic
Graphic Design for the
Montville Chamber of
Commerce

MONTVILLE LOGO BRIEF EXTRACT

ELEMENTS TO INCORPORATE

- Art Element
- Community Element
- Indigenous Element
- Heritage Feel (But Upmarket)
- Natural Beauty Element
- Wedding / Romance Element

WORDS TO DESCRIBE

- Beautiful
- Classic
- Elegant
- Unique
- Welcoming
- Village

SUGGESTED COLOURS TO DESCRIBE

- Classic
- Historical
- Natural

POSITIONING

ARTISAN VILLAGE

This is a strong statement to strengthen Montville's existing brand as a place of art and craft, a creative place, where visitors can find artisan products, be it jewellery, photography, gourmet food, pottery, furniture making or painting.

Calling ourselves artisan will draw artisans to our area. Retail outlets will think about what they offer in the way of artisan.

LOGO ELEMENTS

MONOGRAM-

The logo has been developed using a monogram as the basis of the design. Artists have used monograms for centuries to mark their work. Often monograms are used for upmarket **historic** events such as **weddings**.

STYLE -

Being an **artisan village** the logo must be unique in design and artistic in nature

BUNYA NUTS -

Bunya nuts embody the **community spirit** and **indigenous history** of our area. The indigenous bunya gatherings lasted for months and as well as feasting on the nuts, involved marriage ceremonies, arranging marriages, the trading of goods, resolving of disputes and regional issues. Using the bunya in the design addresses the **nature indigenous and community element** of the brief

FONT-

The font used **Kleide** is formal to match the brief of **'elegant' and 'upmarket'** but not stuffy or old fashioned. There are sufficient numbers of font weights to add versatility to any design used under the Montville Branding



Montville

artisan village

LOGO

©2014
Logo designed by Paula Phillips
Seedhead Holistic Graphic Design



Montville

artisan village

ADJUSTED LOGO

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Logo designed by Paula Phillips
Seedhead Holistic Graphic Design



PATTERN

This pattern is an optional design that can be licensed by whoever wants to utilise it when working with the Montville Brand.

It is based on the bunya nut external segments and can be placed on designs for Montville merchandise (e.g. tea-towel design or as watermarks on Montville brochures) The colour can be reversed or made as an outline to give a softer effect



Montville

artisan village

PATTERN

This is a sample of what the reverse of one of the logos would look like over the bunya pattern

ARTISAN MERCHANDISE

The products that Montville sell, especially those with the Montville Artisan brand, should be artisan in nature.

For example you would not design a mug with the logo using the generic white mug used by many corporations. You would use a fine china mug to showcase our village.

The logo can be used on a swing tag or card to identify locally made products or produce



ARTISAN
MERCHANDISE

~TEA TOWEL

Tea towel would be made of a linen
material - denoting 'craft' & high
quality, befitting the artisan brand

