



CAC New Logo Brief

Our Brand/Business

Canadian Australian Club

- Non profit social club
- Promotes the interests of the Canadian community in Sydney, Australia
- Organises Canadian and general social events for all ages
- Established in 1967 by Canadian businessmen and The Canadian War Brides

Current Club Composition:

- Families and couples of all ages (75% of membership)
- Singles of all ages (20% of membership)
- Mature aged, long time members of the Club (5% of membership)
- Slightly more women than men

Target Audience

- Any Canadian expat and/or local Australians in the Sydney area with an interest in Canada

Our Competitors and how we differ

- Network Canada (<http://networkcanada.com.au/>)
 - hosts 4-5 big events a year (700+ attendees), no membership fees, open to everyone
- QuebecOZ club (<http://quebecozclub.com/>)
 - >shares Quebec culture in Australia, hosts 3-4 events a year (40-60 attendees), \$10 membership fee
- Canadians in Sydney (<http://www.internations.org/sydney-expats/canadians>)
 - part of larger, InterNations group
- Meet up groups (<http://www.meetup.com/>)

→ We are a community social group with an elected committee, who are trying to promote the interests of Canada in Sydney. Though we have a higher joining cost compared to other groups, we have at least 1 event a month rather than a few events a year.

Values, feelings, messages of design

- Welcoming / friendly / nice
- Contemporary
- Upbeat / positive
- Respectful / Equitable

Goals of design

- Overall brand for club
- Communicate clubs values in a simple design
- Use on website, smart phone app, FB, letterhead, t-shirts, signage, promotional material (postcards, flyers, etc...)
- Works in both print and digital platforms in both horizontal and square formats
- Sample specifications for FB:

Width Height

Cover Photo 851px315px

Profile Image in Header180px180px

Colours

- We like symbolic colours found in the Canadian and Australian flags, but are open to creative interpretation.

Specific ideas/imagery we like

Ideas we like:

- Consider that we are Canadians within Australia
- How Australia can alter one's Canadianness

Imagery we like:

- Positive imagery
- Australian/Canadian landscape
- Simple or lighthearted
- Club name could appear below or inside

Examples of what we don't like

- No animals
- No vintage looking flags
- No Union Jack

Past Logos/Images

