

# MEDIA RELEASE

NEWS FROM THE UNIVERSITY OF TASMANIA

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ATTENTION: Chiefs of Staff, News Directors

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## Do local councils need a good logo?

As everyone knows, all businesses need a logo. Where would McDonalds be without its 'golden arches'. What's more, logos are all around us. There are few parts of the world not familiar with the logos of Coca Cola, Nike or Shell.

But what about your local council? Modern councils are frequently multi-million dollar businesses. Does this mean that their logos are just as important as McDonalds' golden arches? Certainly councils all have a logo...

Two academics from the University of Tasmania's School of Management are looking to answer some of these questions in an innovative and unusual study of the logos of Tasmanian councils.

Kim Lehman and Dr John Byrom have developed a typology of design components in council logos and applied that to the 29 Local Government Areas (LGAs) in Tasmania.

"Previous research has suggested that in the business world logos need to be distinctive, which would set firms apart from their competitors," Dr Byrom noted. "With no competition as such, LGAs seem not to concern themselves overly with distinctiveness."

For example, 55% use water as a design component and 52% use a landform, such as fields, mountain or coastline. Similarly, 34% use a seaside lifestyle as a motif, a boat, lighthouse or beach, with 21% of council logos using a country lifestyle as a design component.

Something that the councils appear to have taken on board is the idea that using design components that are relevant may mean they can connect to their customers through the logo. Over 40% of Tasmanian councils logos depicted a well known local feature, such as a recognizable coastline or landform.

The UTAS research also suggests that incorporating too many design components may result in logos that are overly complicated, making them potentially difficult for the public to store in memory.

"Complicated designs perhaps may come about as a council tries to connect to too many different stakeholder groups at the same time," Dr Byrom said.

Kim Lehman and Dr John Byrom will be presenting their findings at the VIth International Congress on Public and Non Profit Marketing in Portugal in June. Prior to this they will be presenting a paper Tasmanian LGA's use of logos at the Australian Marketing Institute's regional marketing conference to be held in Launceston from 23-25 May.

**For more information please contact Kim Lehman, 03 6324 3001, or Dr John Byrom, 03 6324 3797, UTAS School of Management.**

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