

Members Lounge | July 2015

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## New branding for the RAS

Next time you open a Members Lounge email expect something different from our branding. We have a new logo!

The RAS council has approved a new logo which we are confident will modernise our image in line with the changing landscape of agriculture today.

According to President Dr Rob Wilson, the new branding developed by agency Block Branding is the culmination of an 18 month project.

“This is a crucial period for the RAS and it is important that our brand resonates with our stakeholders and lifts the profile of the range of activities we undertake,” he said.

“Block Branding has developed branding that captures the essence of the RAS and successfully creates synergy with all our business and community activities.”



In developing the new branding Block was mindful to respect the tradition and heritage of the RAS which has been part of the WA community since 1831.



According to Carolyn Hall, Director Business Strategy at Block, heritage and progression were the visual cues that inspired the branding.

“The flower element in the shape of WA signifies growth, adaptability and vitality while the ribbon banner underscores pride in local produce and industry achievements.

“At the same time a vibrant colour palette with bold typography encapsulates the rich past and vibrant future of the RAS,” said Ms Hall.

Block General Manager, Angela Palandri added, “The opportunity to collaborate with the RAS and be a part of the evolution of such an iconic WA brand, whilst still respecting and acknowledging its significant history, has been incredibly rewarding. We are very proud to be aligned with such an emblematic organisation and brand.”

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