

# Explanatory Notes for Members About the Proposed Club Logo



## Why was this project undertaken?

Grafton Cycle Club has evolved significantly over many years and now supports a broad range of cycling activities including road racing, mountain biking and social riding.

Over time, different logos and visual identities have been used across various parts of the Club. While these served their purpose, there has not been a single visual identity consistently representing the Club as a whole.

The Committee is not aware of any occasion on which members formally adopted a single official Club logo. Rather, the logos currently used by different parts of the Club appear to have evolved over time to meet particular needs and purposes.

The Committee considered that a more consistent and professional brand identity would better support the Club's future growth and provide a unified image across all Club activities and communications.

The objective of the project was to develop a single visual identity that could be used consistently across:

- Club correspondence
- Newsletters
- Information sheets and forms
- Website and social media
- Promotional material
- Future merchandise and jersey concepts

Importantly, the project sought to bring together all areas of the Club under one recognisable identity while respecting the Club's history and heritage.

## Member Consultation

Members were invited to complete a survey seeking feedback on the future direction of the Club's brand.

Thirty-six members participated in the survey.

Key themes identified by members included:

- Heritage and community
- Inclusiveness and belonging
- Recognition of the Club's history
- Rivers and waterways as an important local influence
- Purple, green and yellow as preferred colours

The survey results formed part of the information provided to the graphic designer during the discovery phase of the project.

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## Project Governance

In January 2026, the Committee established a Rebranding Working Group comprising:

Keaton Ingram

Susan Polsen

Peter Runge

Glen McPhillips

Three quotations were obtained and assessed. Following consideration of the submissions by the Committee, Adam Woodleigh Design was appointed to undertake the project.

The scope of the project included:

- Development of a modular logo system
- Brand style guide
- Communication templates
- Jersey design concept

## Timeline

| Date                | Milestone                                                                 |
|---------------------|---------------------------------------------------------------------------|
| February 2025       | Committee begins discussions regarding the need for a rebranding refresh. |
| January 2026        | Rebranding Working Group established and budget approved                  |
| February 2026       | Graphic designer appointed following quotation process                    |
| February-March 2026 | Member survey undertaken                                                  |
| April 2026          | Discovery workshop and review of survey findings                          |
| May 2026            | Initial logo concepts presented                                           |
| May-June 2026       | Refinement of preferred concepts                                          |
| June 2026           | Final logo proposal delivered                                             |
| July 2026           | Members asked to consider and vote on the proposed logo                   |

## About the Proposed Logo

The circular "G" symbol was developed as a contemporary identifier for Grafton Cycle Club.

The logo has been intentionally designed to be simple, distinctive and versatile so it can be used consistently across jerseys, clothing, signage, social media, websites and club documents.

The "G" provides a direct connection to Grafton while creating a recognisable symbol that can be used both independently and alongside the full club name.

Like many sporting organisations, the logo is intended primarily to identify the Club rather than illustrate every aspect of its history or location. The meaning of the symbol will continue to grow through the achievements, history and experiences of Grafton Cycle Club and its members.

# Frequently Asked Questions About the Proposed Club Logo



## **What are members being asked to approve?**

Members are being asked to determine whether the proposed logo should become the official logo of Grafton Cycle Club.

The proposal relates only to the Club logo and associated visual identity. Members are not being asked to approve a new jersey design, merchandise range or future promotional material.

Approval of the logo does not automatically approve future jersey designs, merchandise or other branding applications. Any future implementation decisions will be considered separately by the Committee.

## **Why is the Matter Being Put to Members?**

Clause 14 of the current Club Constitution requires a Special Resolution for any change to the Club's colours or logo.

Accordingly, the Committee is presenting the proposal to members at a Special General Meeting for consideration and determination.

The Committee thanks all members who participated in the survey and acknowledges the work undertaken by the Rebranding Working Group and Adam Woodleigh Design throughout the project.

## **Was there any member consultation?**

Yes. Members were invited to complete a survey which sought feedback on themes, colours, values and design preferences. Survey results formed part of the project brief provided to the graphic designer. Members were encouraged through the monthly update to provide input.

## **Why doesn't the logo include the bridge, river or other local landmarks?**

A number of concepts incorporating local landmarks and imagery were explored during the design process. The preferred logo was selected because it provides a simple, distinctive and versatile identifier that can be used effectively across a wide range of applications. Like many sporting organisations, the logo is intended primarily to identify the Club rather than illustrate every aspect of its history or location.

## **Does approval of the logo mean you are voting on a new jerseys?**

No. Members are being asked to vote only on the proposed logo and visual identity. Any future decisions regarding jerseys or merchandise will be considered separately.

## **Will the Jacaranda Jersey disappear?**

No. The Committee has previously advised members that the Jacaranda Jersey will remain part of the Club's identity.