



## Retro brand set for the future

A short ferry ride from the CBD, Devonport is a heritage and arts destination - a seaside village to explore. This elevator pitch is captured in its new, retro, public-facing brand.

We asked [Devonport Business Association](#) Manager, Toni van Tonder, to tell us how the modern twist on the historic themes came about in the new logo, *above left*.

“Since taking up the Devonport BID seat last August, I’ve been working towards gaining better traction in the digital space. This includes greater presence on social media as well as sending out a consumer EDM.

“I was lucky enough to inherit a great database of consumers from former Shop & Win campaigns, but these people had not yet been communicated with. The existing Devonport logo (top right) felt perfect for our business association, but didn’t necessarily speak to the place of Devonport for these uses.

“After toying with a contemporary concept, a few of the board members and I decided that a modern iteration of the historic Devonport Borough seal (above) should be developed. Heritage is one of the cornerstones of the Devonport place brand, and it was therefore important to root the design in the heritage of the village.

“The brief to the designer was to create a logo that reflected history ([Est 1886 - when Devonport Village became a commercial centre](#)), the naval influence ([rope circle](#)), our relationship with our *maunga* ([Takarunga](#) - Mt Vic - and [Maungauika](#) - North Head) and the tag line '[A Village to Explore](#)' which invites our visitors in to take their time and discover everything our place has to offer in the shopping precinct and beyond.”