

24 July 2008

Th Right Hon Lord Mayor of Melbourne,  
Councillor Robert Doyle  
City of Melbourne  
PO Box 1603  
Melbourne VIC 3001

Dear Lord Mayor,

We are writing to you to express our concern over the recent release of the new brand mark for the City of Melbourne. It is of concern to us that the City of Melbourne seems to have ignored the stated Victorian Government policy of supporting and promoting the State's design industry.

Mr Doyle, the pool of communication and brand design talent in Melbourne is unrivalled in this country and is arguably the most diverse in South East Asia. It is this fact that leaves us dismayed when trying to understand why you chose to appoint a Sydney based / American owned firm to complete a task that could have been just as successfully completed by any number of Victoria's internationally acclaimed graphic designers.

As for the issue of the "daggy" incumbent design, we would have rather hoped that your significant experience in politics would have taught you to more deeply consider the implication of any public comment. It was frankly insulting to the original creator of the incumbent City of Melbourne brand Mr Richard Henderson of FHA Image Design. We all acknowledge that time waits for few styles and aesthetics but Mr Henderson's work served the City very well for twenty years and such a glib, final assessment of this legacy does no marketing or design professionals any favours. It tends only to decrease the sophistication of community discussion around communication and brand design.

We urge you to consider and support fellow Victorian designers as you will find that many of these professionals are in their own right symbols to the world of "how cool, intellectual, CREATIVE and urbane" Victorians are.

Yours faithfully,

Andrew Ashton – Studio Pip and Co. Balaclava, Victoria / AGDA and AGI Member  
*AGDA Victoria Treasurer*

David Pidgeon – Design by Pidgeon East St Kilda, Victoria / AGDA and AGI Member  
*AGDA Victoria Councillor*