

# See Change: The Brand Story

The story of Newcastle is a familiar one. A hard working and blue collar city; its roots entrenched in heavy industry, coal and steel. A place blessed with natural beauty and ingrained with a 'never give up' and 'never give in' spirit.



Newcastle is no longer just steel mills and coal mines. Its beautiful environment offers a vibrant, energetic and interesting place to live and work in.

As the city has grown and changed so have the characteristics and attributes that define it. This brand aims to encapsulate the new story of Newcastle, demonstrating the diversity, vibrancy, surprise and world class the city now possesses.

## The landmark uses colour to challenge perceptions of the city.

The various hues suggest the different dimensions, activities and influences available in terms of commercial, recreational and lifestyle opportunities that Newcastle has to offer.

## The result is a fusion of colour that is surprising, animated and energetic.

The City of Newcastle encourages all Newcastle based businesses, groups and events to use the Newcastle Brand on all communication products and materials.

