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Rebranding heralds new era for Geelong icon

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The Geelong Chamber of Commerce has unveiled a new brand, replacing the logo that has represented the iconic organisation since it was first established more than 160 years ago.

Chamber CEO Bernadette Uzelac said that the fresh brand signifies a new chapter in the organisation's history.

"Geelong's business landscape continues to evolve. Our businesses are vibrant, entrepreneurial and resilient – and the Chamber has a responsibility to accurately reflect our constituents," Ms Uzelac said.

"Our previous brand, which dates back to 1854, features historical industries, such as wheat and wool. These industries played a crucial role in shaping the Geelong we know today."

The new logo features a bright and progressive design, a vivid colour palette and geometric elements together with a typeface that is both strong and unique in character.

Ms Uzelac said the new brand better reflects Geelong's contemporary business community and also the Chamber's role in helping to position the city for evolution as a digital economy into the 21st century and beyond.

"The new identity will help support the Chamber's long-term sustainability and ensure the organisation remains relevant to a younger and more entrepreneurial business community," she said. "But we will never forget the history of the Chamber; it forms an important part of the story of Geelong."

Ms Uzelac said with a membership base of around 900, the Geelong Chamber of Commerce continues to fulfil an important role as the 'voice of business', representing the city's largest employers to smallest of start-ups.

"The new brand is designed to reflect the vibrancy of our members whilst also conveying credibility, innovation, trust, respect and a collaborative, integrated approach," Ms Uzelac said.

The rebrand will be rolled out over coming months and follows an extensive process involving sector analysis, the development of several creative directions, and consultation with the Board, staff and the Chamber's Member Advisory Committee.

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