

Belmont Trust

Attachment 3

Item 6.1 refers

**Belmont Trust Land –
Website and Visual Identity**

Website and Visual Identity

Visual Identity

To support the community consultation process, a visual identity has been created. The aim of the identity is to enable the community to distinguish between the different roles and responsibilities of the Councillors as Trustees, and as City of Belmont Elected Members.

This visual identity represents the responsible body in charge of overseeing the development of the land, the Trustees, and is separate for any future destination marketing brand which may be developed for the parcel of land itself.

The visual identity is comprised of a tri colour hexagon. The colours represent the community (yellow), land (green) and proximity to water (blue). The hexagon was chosen as the shape can be found in nature, and is made up of six triangles that together form a single entity. This symbolises the different community stakeholders that will come together to discuss and formulate an agreed outcome for the future of that land.



This visual identity will be used for the community consultation process and future correspondence related to the Belmont Trust Trustees. It is proposed that further consultation is undertaken to develop a place name and visual identity, as part of a destination brand strategy once the agreed use of the land is finalised.

Website

A standalone website for display of all publicly available information pertaining to the Belmont Trust land has been developed.

At launch, the website will include information regarding the:

- history of the land since 1829,
- role of the different authorities who oversee and approve the management of the land,
- frequently asked questions related to the complexity of the developing the land, approval process,
- details of consultation process and how to be involved.

The content of the website will evolve throughout the consultation period and will be maintained for historical reference into the future.

There will be a link to this website from the City of Belmont website.

