
Using the Redfern brand

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WHAT?

The Redfern brand aims to change the perception of Redfern by promoting Redfern and the surrounding areas of Waterloo, Darlington and Eveleigh as a destination that is welcoming and vibrant - for both the local and wider community, as well as for business and recreation. The Redfern brand is in the shape of a smile to capture the diverse spirit of the area and was developed in close consultation with the community.

WHY?

The Roll Up Redfern partnership was formed in 2009 to work collaboratively on business and community issues in the Redfern and Waterloo area. The group comprises the City of Sydney, Redfern-Waterloo Authority (RWA), South Sydney Business Chamber (SSBC), REDWatch and South Sydney Rabbitohs. Having a brand that can be used to promote Redfern was considered to be important in changing perceptions of the Redfern area.

HOW?

The Redfern brand is owned by you, the community, and can be used in many different ways by the public, government agencies, community organisations and businesses to promote the Redfern area and to increase business and visitors.

BUSINESSES AND NGOS

- Flyers
- Brochures
- Newsletters
- Letterhead
- Banners
- On your website
- Emails

THE PUBLIC

- Put a bumper sticker on your car
- Wear a Redfern t-shirt
- Spread the word to your family, friends and colleagues
- Use your smile to welcome people to the area
- Get involved in Redfern-branded community activities

WHEN?

The Redfern brand is ready to use now. A detailed style guide on using the brand is available from City of Sydney.

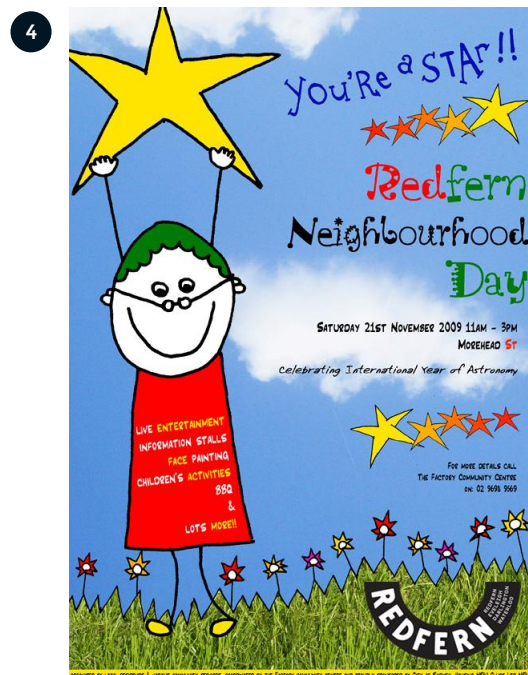


Examples of using the Redfern brand

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1 Merchandise
2 Sports Wear

3 Flyers & Brochures
4 Posters



To purchase or sell merchandise, please contact the South Sydney Business Chamber at info@ssbchamber.com.au.

For help or questions using the brand, please contact City of Sydney on 9265 9333.

