



LEGISLATIVE ASSEMBLY FOR THE AUSTRALIAN CAPITAL TERRITORY

SELECT COMMITTEE ON ESTIMATES 2022-2023

Mr James Milligan MLA (Chair), Mr Andrew Braddock MLA (Deputy Chair),
Dr Marisa Paterson MLA

ANSWER TO QUESTION TAKEN ON NOTICE DURING PUBLIC HEARINGS

Asked by Elizabeth Lee MLA on 30 August 2022: Andrew Barr MLA took on notice the following question(s):

In relation to: Built for Canberra website branding

MS LEE: Thank you. Chief Minister, what was the cost—sorry, was it outsourced, the design, and what was the cost of it, if it was?

Mr Barr: I do not believe so. I understand it was undertaken in house, but Ms Johnston may be able to confirm that.

Ms Johnston: Trish Johnston, Executive Group Manager, Communications and Engagement. I have read and understand the privileges statement. The branding for Built for CBR was developed in house.

MS LEE: And is there a cost associated or a breakdown of how much that would have cost, done in house?

Ms Johnston: No.

MS LEE: Okay. And how long did it take?

Ms Johnston: Look, I do not know exactly how long that took, the actual development of the branding. There was a series of iterations and discussions about the effectiveness of the branding over a period of perhaps a couple of months. But obviously the people working on that were not only just working on that, they were doing other work as well.

MS LEE: With those other iterations, are you able to provide or have copies that you can table and provide to the committee?

Ms Johnston: I do not have copies with me, no, not today.

MS LEE: Yes, is that something you can take on notice?

Ms Johnston: Yes.

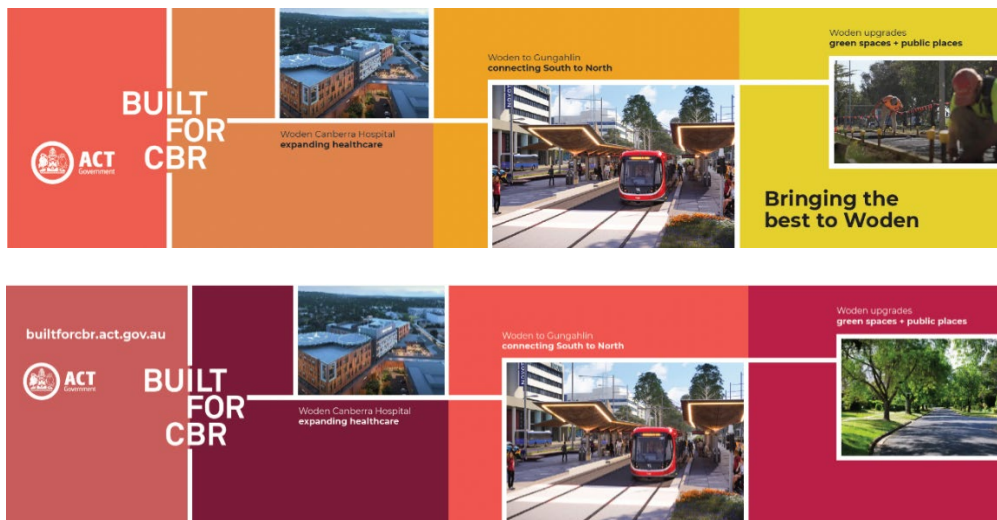
Andrew Barr MLA: The answer to the Member's question is as follows: –

The Built for CBR brand, is designed to make it easier for the community to recognise and keep up to date with information about ACT Government infrastructure projects and resulting travel impacts.

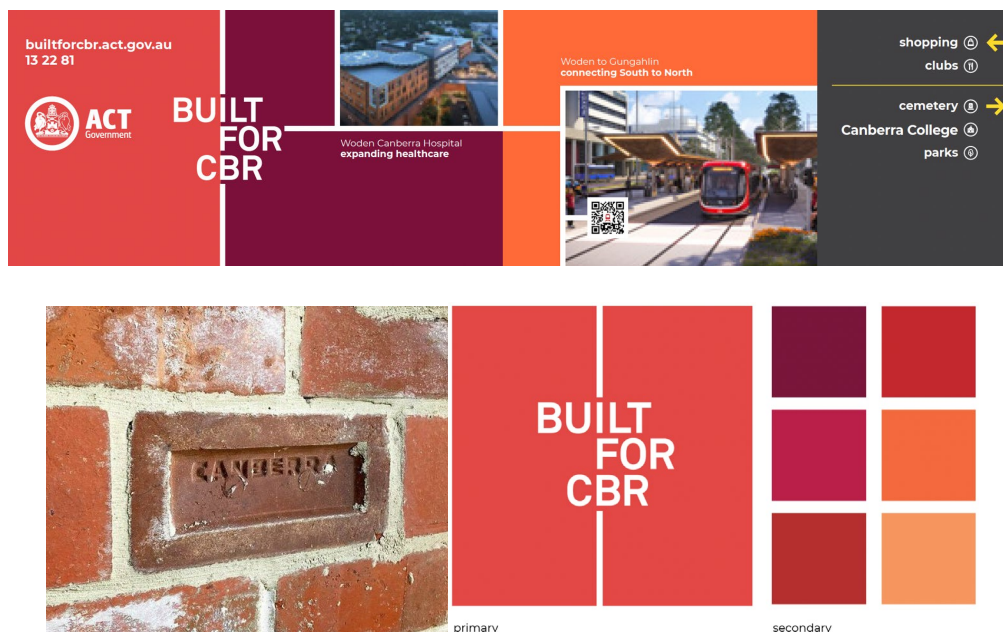
Throughout the brand's development, variations of the colour palette were tested to ensure content legibility and that the colours met web accessibility standards in a range of different contexts including on hoarding mesh, signage, and digital content. These variations are represented in the mock-up examples below. The brand selected best met these requirements.

The brand is inspired by the 'Canberra' red brick, an iconic symbol of Canberra's building design history dating back to 1913. This is demonstrated in earthy red tones of the colour palette, and the brick-like stacking of the 'Built for CBR' word mark, as per the images below.

Iterations:



Final brand:



Approved for circulation to the Select Committee on Estimates 2022-2023

Signature: 

Date: 6.9.22

By the Chief Minister, Andrew Barr MLA