

Shire of Dowerin

Amended Tourism Logo and Signage Proposal

May 2025



Current Logo - Tourism



This logo has been used across the Shire and in tourism and media applications since 2022. It was developed as part of Dowerin's tourism branding framework to represent key aspects of the town's identity.

The one-line illustration includes:

- A tree for the natural environment
- A home symbolising community
- A tractor to reflect Dowerin's farming roots
- The iconic tin dog, representing local heritage

The tagline "Home of the Field Days" connects to the well-known Dowerin Machinery Field Days, reinforcing the town's reputation as a regional events hub.

Proposed Logo

This updated logo builds on the original design introduced in 2022 as part of the Shire's tourism branding. It retains the single-line format but includes key changes to better reflect Dowerin's identity.

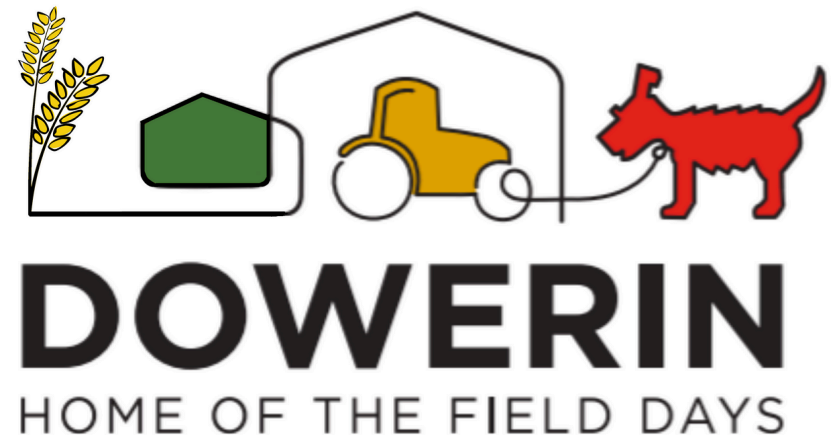
Key differences:

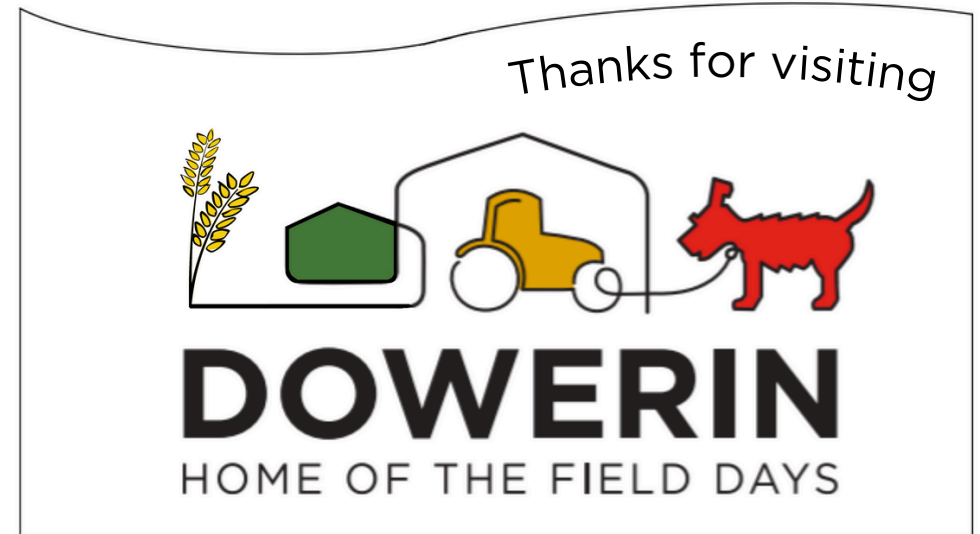
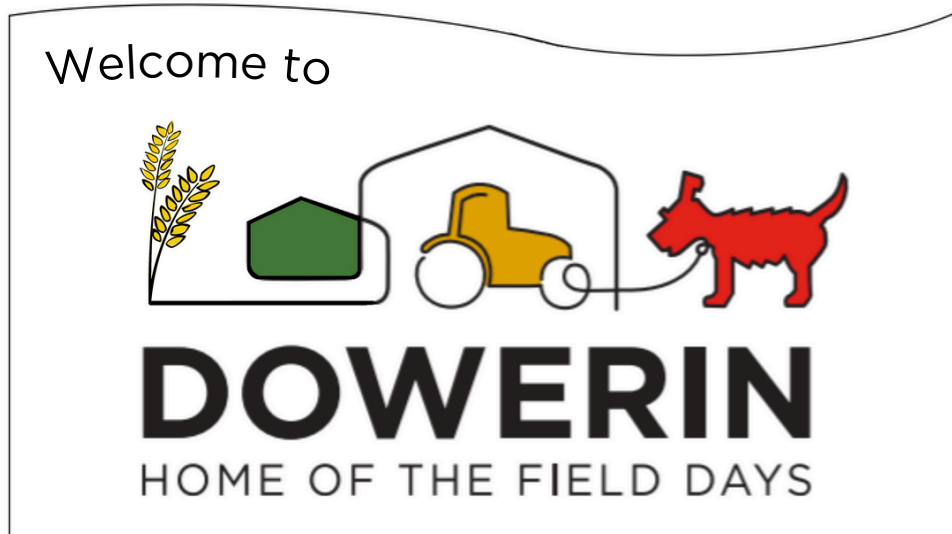
Wheat replaces the tree, strengthening the link to local grain production.

The home icon is now a green shed, aligning more closely with rural infrastructure and the Field Days.

Other elements remain, including the tractor, shed outline, and the Tin Dog – maintaining continuity and recognisability.

The tagline "Home of the Field Days" is unchanged. This version offers a more accurate visual link to the Shire's agricultural base and is presented for formal Council endorsement.





The proposed signage uses a clean layout and simplified logo to make it easier to read while driving. The updated image is clearer and more recognisable at a glance, especially from a distance or at speed.

Key visuals like the wheat, shed, tractor and Tin Dog are retained but presented in a more streamlined way. This keeps the design impactful without being cluttered.

The sign delivers the message quickly and effectively while still reflecting Dowerin's identity.