



The Rural City of
**MURRAY
BRIDGE**

Bridge to Opportunity

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MEDIA RELEASE

Subject: Murray Bridge Entrance Statement

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A VIBRANT iconic representation of Murray Bridge greets travellers along the South Eastern Freeway inviting them to visit a regional centre that promises excitement and colour.

Entrance statement signage featuring the 'Big M' is the cornerstone of a new brand being rolled out by the Rural City of Murray Bridge to create a strong sense of identity.

The Big M featured in the design is inspired by the structure of the iconic railway bridge visible from the waterfront. The accompanying tag-line 'Thriving Communities' articulates the community's vision for Murray Bridge.

Chief Executive Officer Michael Sedgman said the entrance statement signage provided a sense of arrival as visitors approach the town.

"The consistent and cohesive design accurately conveys the forward looking, inclusive, dynamic and developing Rural City we are," he said.

"We are using an integrated approach to economic development, planning and place activation and the new design embodies this approach.

"The vibrant colours of the panels are representative of our physical environment and align with Council's strategic themes and aspirations - Valued Environment, Great People and Lifestyle, Dynamic Economy and Connected Communities."

The colourful themes are showcased on the entrance statement sign panels and the new identity will be used on promotional material, signs, bins and public facilities throughout the region.

Visual elements will be used to quickly and easily identify material as being associated with Murray Bridge.

An official ribbon cutting to celebrate the entrance statement signage was held on location on the South Eastern Freeway 4.15pm Thursday 7 March 2019.