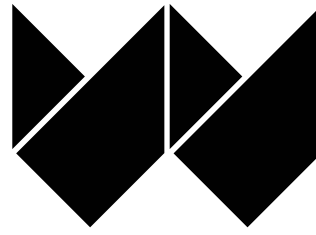


# Option 1:

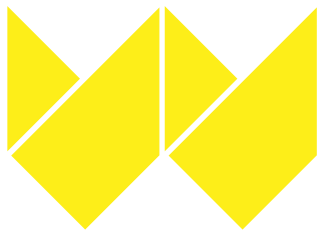
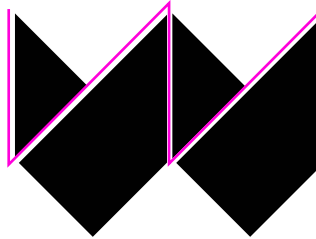
In the same vein as the original logo I proposed. Bold, angular, uncompromising.

It's all about the big W - being proud of Western Sydney, the diversity and a sense of empathy and unity the region has on offer. Hence, the W wordmark is strong, resembling 2 arrows doubling down and anchoring the concept. Also, there's actually 2 W's in the mark. See explanation on the right - black W and pink W. The big, chunking black W is evocative of the shadow cast by the harsh Western sun.

The W wordmark can be utilised as a design motif. It can be made into any colour. Each org can utilise their core colour and make it their own as well. When put together, they become a chain



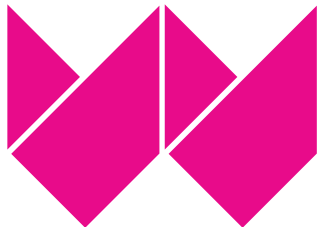
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SYDNEY  
ARTS**



**WESTERN  
SYDNEY  
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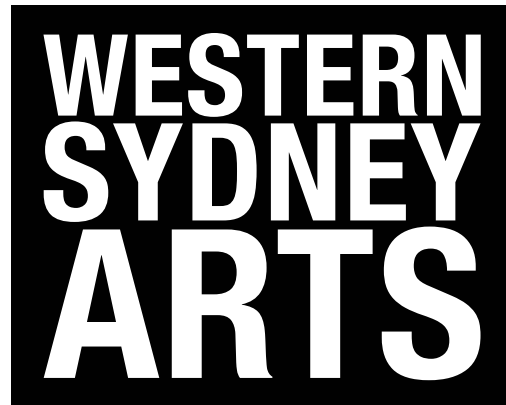


## Option 2A:

Putting Arts in the forefront.

This is a straight forward response to the brief. It's big, bold and typographic.

**WESTERN  
SYDNEY  
ARTS**



## Option 2B:

Logotype can be combined with the word mark from Option 1. Now it is a bolder, more assertive iteration of Option 1.

Messaging: Reclaiming the W and putting Arts in the forefront.



## Option 3:

Playing with the concept that Western Sydney Arts cannot be contained in a box. We are an expanding body of organisations and passionate and unique individuals

Logo mark plays with negative space. Like a stencil, it can be put on everything.

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