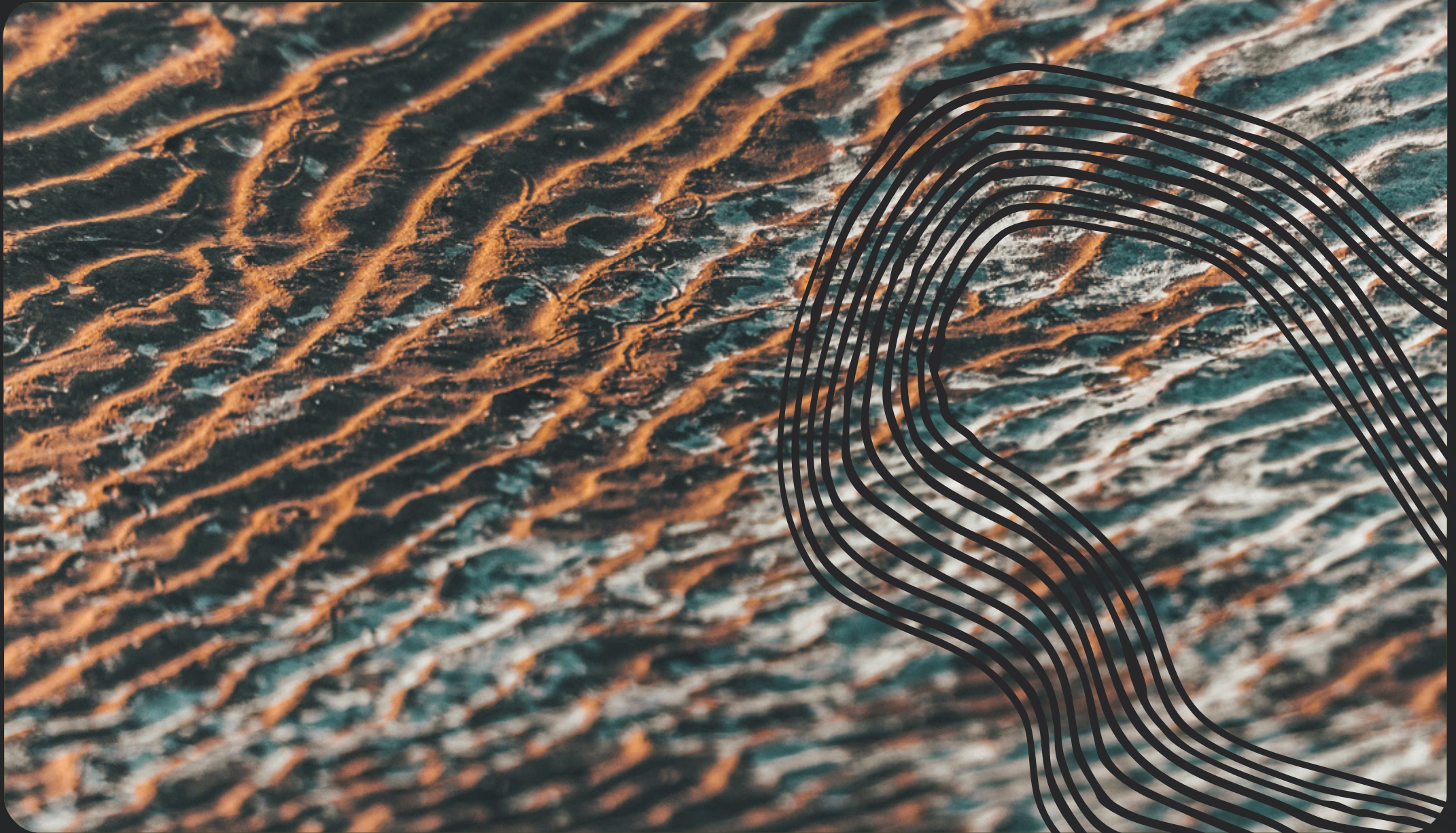


**NATIONAL
NATIVE TITLE
COUNCIL**

20 years of the NNTC
Organisation Rebrand



Introduction

As the National Native Title Council (NNTC) celebrates 20 years, we want to ensure our brand reflects who we are now and the core values of the organisation. The NNTC has worked closely with digital services agency Ngakkan Nyaagu (NGNY) to redevelop the brand which draws from our continued mission of elevating Traditional Owner voices and, providing advocacy, networking, and skill-building opportunities to ensure genuine equity and recognition.

The NNTC brand is built on clarity, adaptability and interconnectedness. With its connection bracket, the logotype offers a supportive structure, while fluid graphic shapes inspired by pools and ponds symbolise the flow of stories and relationships. This flexible, modular identity allows NNTC to seamlessly integrate with diverse narratives and adapt to future challenges, while maintaining cultural depth and promoting creative expression.

The following document has been developed in conjunction with NGNY's lead designers.

Logo

The National Native Title Council logo is a modular, adaptable mark, designed for clarity, versatility, and connection. Its structured yet flexible nature allows it to integrate seamlessly across diverse applications, reinforcing the brand's narrative of interconnectedness and continuous evolution.

Primary Logo

The primary logo is a single-colour mark featuring a connection bracket (keyline), a structural element that frames and anchors the identity while allowing dynamic connections to other brand elements. This bracket reinforces unity and adaptability, ensuring the logo remains a strong yet unobtrusive presence within visual communications.

Secondary Logo

A reversed variation of the primary logo, enclosed within a fluid, contemporary shape inspired by pools and ponds. This adaptation reflects the organic flow of stories and relationships, offering flexibility for applications that require a contained format or enhanced legibility, such as on detailed images.

PRIMARY

**NATIONAL
NATIVE TITLE
COUNCIL**

SECONDARY

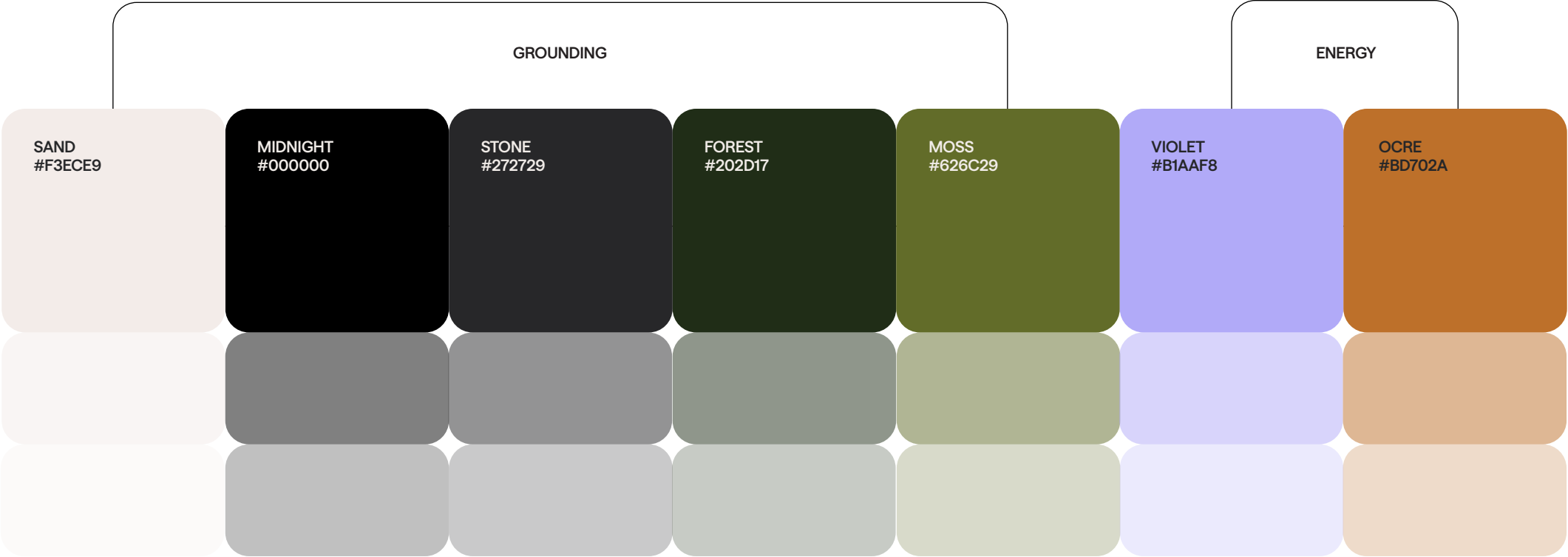
**NATIONAL
NATIVE TITLE
COUNCIL**

**NATIONAL
NATIVE TITLE
COUNCIL**

**NATIONAL
NATIVE TITLE
COUNCIL**

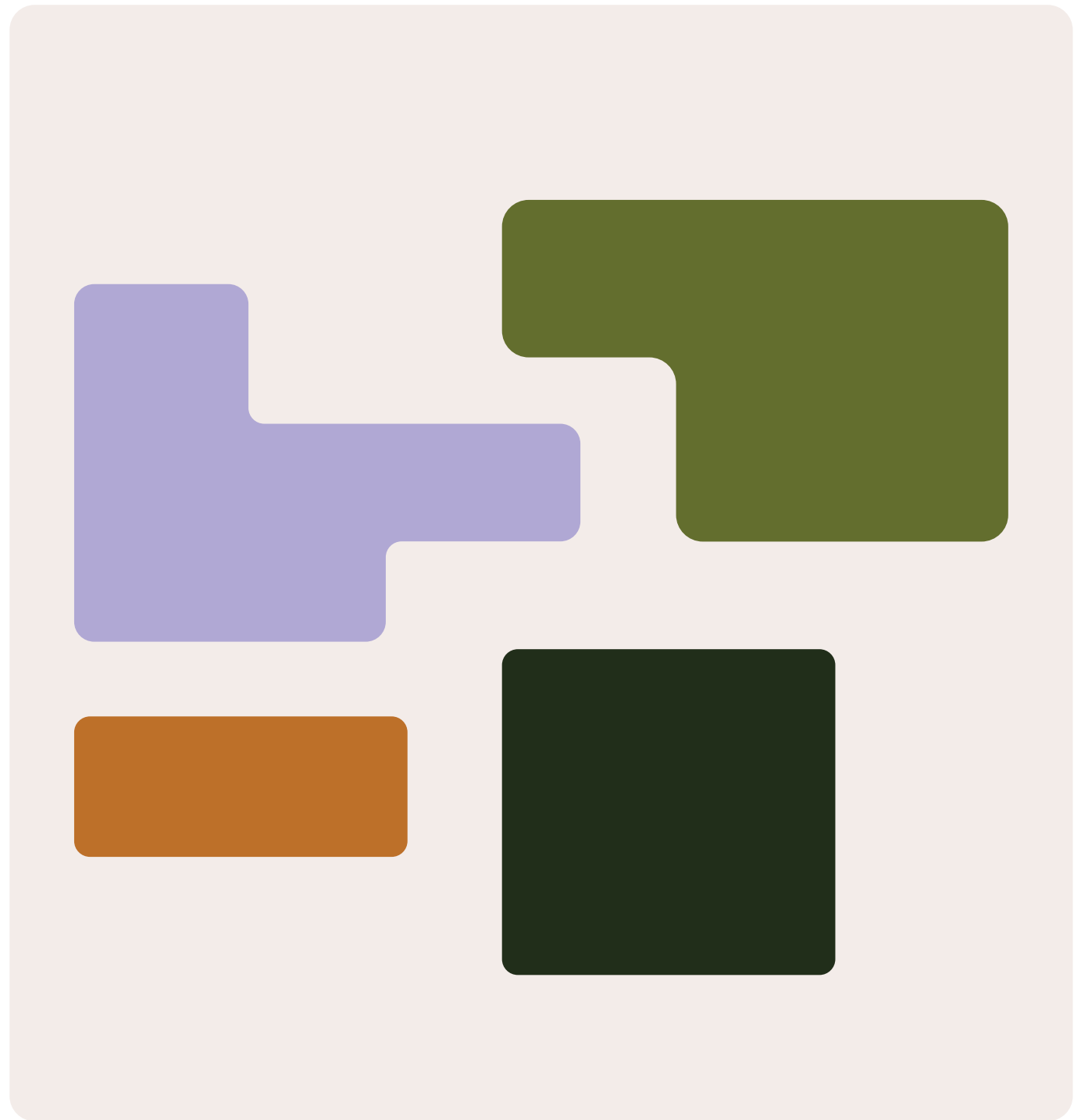
Colour Palette

The colour palette is a thoughtful blend of grounding tones and modern accents, reflecting a deep connection to Country while embracing forwardthinking progress. The grounding colours provide a strong foundation rooted in the natural landscape, while the modern colours offer vibrancy and energy, creating a dynamic balance between tradition and innovation.



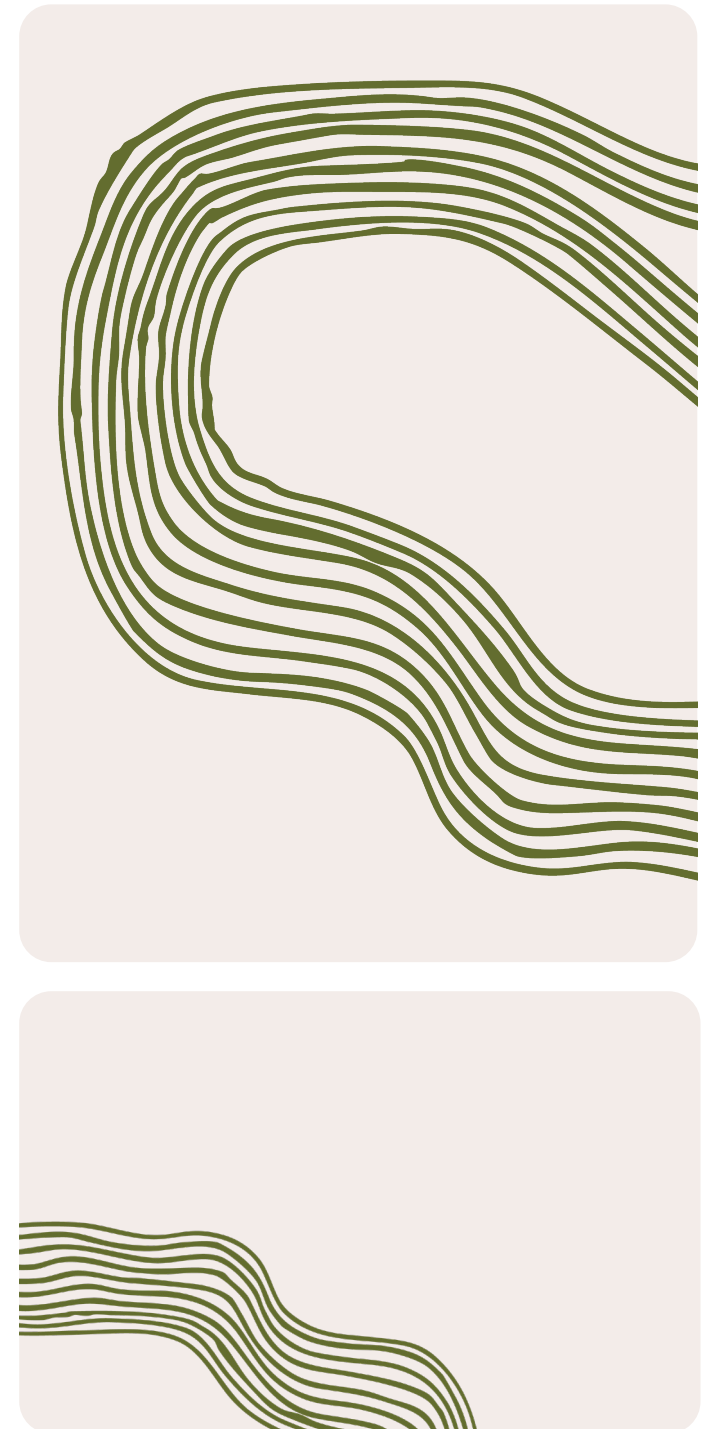
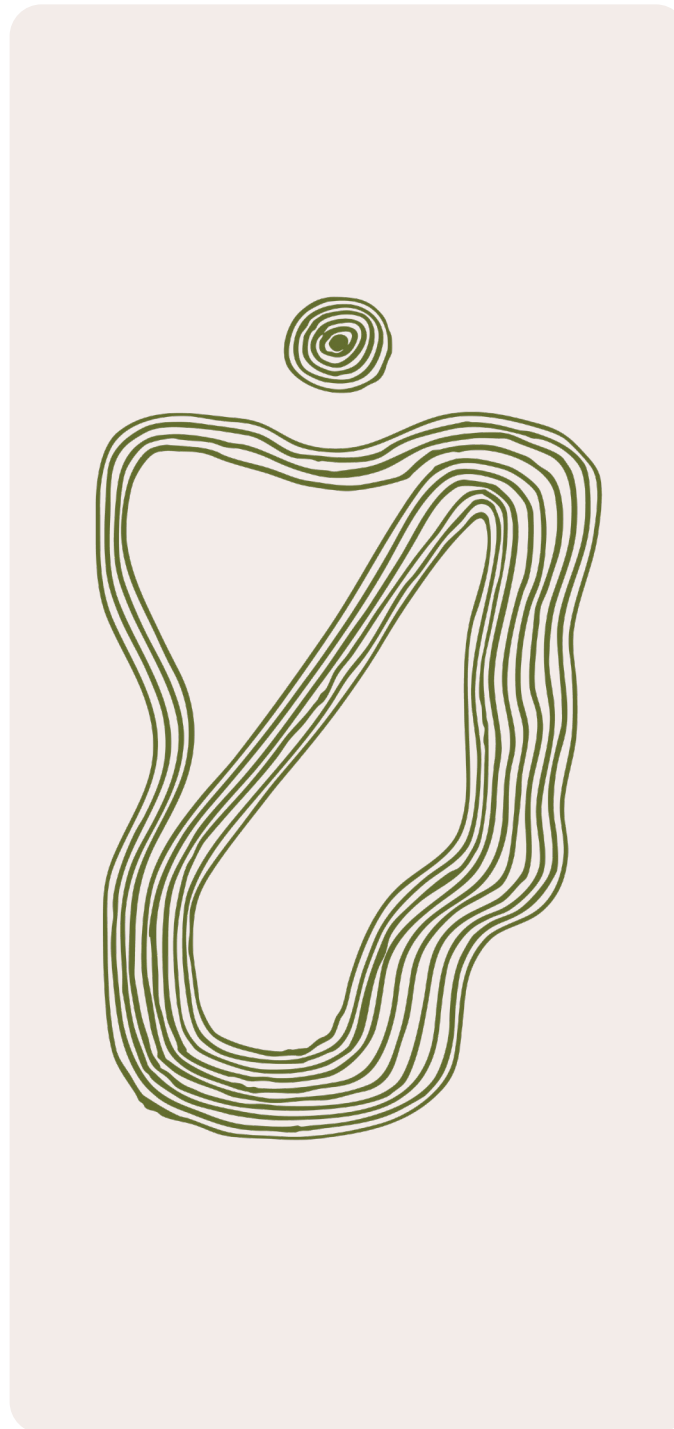
Shapes

The shapes are central to the brand's identity, symbolising interconnectedness and flow. They offer structure and flexibility, allowing for creative expression while maintaining a cohesive visual identity.



Illustration

The illustration is a key element of the brand's visual language. Inspired by pools and ponds, the fluid, contemporary graphic shapes symbolize interconnectedness and the flow of stories and relationships.



Signature

Inspired by the evolution of former branding, the brand signature draws from the imagery of a river meeting the horizon and the sun rising, symbolizing growth and new beginnings.

