

Media Release

APCO Australasia unveils new look

27 January 2012

APCO Australasia unveiled a new logo, colour scheme and branding elements today, all of which brings together the proud heritage and future direction of the public safety communications leader. The new look was officially unveiled today via the website www.apcoaust.com.au.

The APCO Australasia new logo maintains the APCO legacy, through the shield and colour clearly representing public safety. The familiar APCO blue colour is preserved as a link to our heritage.

The name 'APCO Australasia' is shown to clearly represent the association's reach.

The people icons connected along the radio sine wave serve a dual purpose in this logo. They represent the public we serve and APCO Australasia members connected by technology.

The radio wave design features a 'radio sine wave' that replaces the lighting bolt of the previous logo. This more relevant visual better reflects the technology aspect of APCO's public safety mission.

The tagline was added to give the public a clear statement of our mission and position APCO at the forefront of the public safety community.

As part of the new identity launch APCO Australasia updated the new membership logo, available in the members area of the website.

All media enquiries should be directed to Melinda on 1300 796 668 or info@apcoaust.com.au.