

## Swell Design Group (Swell) and Destination Marketing Store (DMS) win Australian Good Design Award for Excellence in Communication Design — Branding & Identity.

Sydney, Friday 20 September 2024 – The 2024 Australian Good Design Awards were unveiled, showcasing the pinnacle of design excellence in a grand ceremony at the International Convention Centre (ICC) Sydney, attended by over 1000 distinguished guests from design, architecture, engineering and business sectors.

Swell Design Group (Swell) and Destination Marketing Store (DMS) are proud to announce that we have won the prestigious Australian Good Design Award for Excellence in Communication Design, under the Branding and Identity sub-category. The Award recognises our successful collaboration in developing a purpose-driven brand, unifying name and identity for the **Botanic Gardens of Sydney**.

The Jury praised Botanic Gardens of Sydney — Brand Identity commenting:

The Royal Botanic Gardens and Domain Trust’s identity design is a masterful reflection of the power of plants and the organisation’s inclusive vision. By honouring the land’s Traditional Custodians, the design not only celebrates environmental conservation but also inspires curiosity and commitment through its thoughtful and innovative approach.

Rachel Wye, Managing Director of Good Design Australia, commented, “The Australian Good Design Awards celebrate the transformative power of design in solving complex business, environmental and societal challenges. This year’s winners showcase how design can help drive innovation, generate growth and embed sustainability principles.”

### **A Future-Focused Brand for a Diverse Audience**

The newly unveiled Botanic Gardens of Sydney brand represents a shift towards a more inclusive identity that reflects its critical role in addressing environmental challenges. It emphasises the Gardens’ contribution to botanical science through the Australian Institute of Botanical Science, reinforcing their global leadership in research and education aimed at fostering a deeper connection with plants and nature.

“We are honoured to have worked with the Botanic Gardens of Sydney on a brand identity that goes beyond visual aesthetics to embody a movement centred around the power of plants,” said Pete Flanagan, Director at Swell, who led the creative design.

“This Award recognises the collective effort to create a brand and identity that is meaningful, future-oriented, and rooted in purpose,” said Carl Solomon, Director at DMS, who developed the brand strategy and positioning that informed the design of the Garden’s new identity.

“It starts with a thoughtfully crafted brand strategy and distinctive positioning, expressed through beautiful creative that shines a light on the simplicity yet dynamic role plants play in the well-being of people and the planet.”

The new brand is more than just a logo or a name; the identity heroes the values that drive the organisation forward. From the scientific community to volunteers, partners, and visitors seeking solace and connection in nature, the brand’s creative elements were carefully crafted to resonate with diverse audiences, including First Nations’ communities, who hold deep ties to the lands upon which the Botanic Gardens and the Domain reside.

Pete Flanagan, Director at Swell says, “The design incorporates symbols such as cupped hands for drinking water at cultural gatherings and the sun’s life-giving force, complemented by natural ochre tones that pay homage to the Traditional Custodians, the Gadigal, Darug, and Dharawal peoples.”

### **A Shoutout to Our Client**

This award-winning project was made possible by our close partnership with the Botanic Gardens of Sydney.

We extend our deepest gratitude to their wonderful team who were bold and forward-thinking in embracing a future-focused positioning. Their openness to adopting the new brand strategy and identity will help position the Botanic Gardens of Sydney as a leader in both public engagement and scientific discovery for many years to come.

This Good Design Award is a testament to the power of collaboration, creativity, and the shared vision of building a sustainable future through the preservation and celebration of plants.

### **For Media Enquiries**

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**Project Title**

Botanic Gardens of Sydney  
— Brand Identity

**Designed in**

Australia

**Designed by**

Swell Design Group  
Peter Flanagan (Graphic Design)  
Ben Cochrane (Motion Graphics)

**Brand Strategy & Positioning by**

Destination Marketing Store  
Carl Solomon

**Commissioned by**

Botanic Gardens of Sydney  
(the registered business name of the Royal Botanic Gardens & Domain Trust).

— **ENDS** —

**About Good Design Australia and the Australian Good Design Awards**

Good Design Australia is an international design promotion organisation responsible for managing the annual Australian Good Design Awards and other signature design events. With a proud history that dates back to 1958, Good Design Australia remains committed to promoting the importance of design to business, industry, government and the general public and the critical role it plays in creating a better, safer and more prosperous world.

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