



**Coffey logo**

The original Coffey logo, implemented during the days of Coffey and Hollingsworth, represented a two soil strata. The arrowhead form was directed outward to project a forward thinking image and a degree of movement. The colour – earth red ochre – was chosen as it was clearly identifiable on site.

The original logo was designed by Michael Bryce and Associates in the early 1970s. Michael is a pre-eminent Australian designer and architect who is responsible for many of Australia's heritage and environmental organisation's logos including The National Trust, The Australian War Memorial and the National Parks and Wildlife Services. He was principal design adviser to the Sydney 2000 Olympic Games and is married to Australia's Governor-General Quentin Bryce.

The new Coffey identity, launched in 2006, embodies these original ideas of progression and moving forward. It symbolises something unique to Coffey – a family of specialist service offerings.

# An Extraordinary Journey 1959–2009