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## **FOR IMMEDIATE RELEASE**

*Caption: New Study Cairns logo inspires students to connect with Cairns Region.*

## **New image for Study Cairns helps attract new students to local area**

Study Cairns this week unveiled an exciting transformation of its visual identity through the announcement of a new logo.

Study Cairns President, Carol Doyle, said the new logo adopts a clean and modern vibe, with the changes designed to better reflect the world-class education programs, lifestyle and collaborative culture that Cairns has to offer its' students.

"The new visual identity is an important step in the evolution of Study Cairns. We have such a great education culture within the community and we want to keep attracting more students to the Cairns region," Mrs Doyle said.

Mrs Doyle said the new logo was part of a strategy to increase awareness of study programs that are offered in the Cairns region.

"The new logo will also be accompanied by a new website that is compatible with smart phones and tablets."

We are excited to launch the website in coming weeks, as we know there is great potential for students wishing to study in Cairns, and the new website will be a great way to inform and connect students about the local area," she said.

"Study Cairns and its 17 education providers are giving students more opportunities to broaden their life experiences and make global connections by studying in another country, and what better place to do that than in Cairns," she said.

To check out Study Cairns' new logo, find us on Facebook at [www.facebook.com/studycairns](http://www.facebook.com/studycairns)

### **For more information:**

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