

the story behind our name and logo



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The story behind the **Territoria Civil** name

Our chosen business name "Territoria Civil" was influenced by historical events in the Northern Territory over a century ago.

In late 1912, there was growing sentiment that the name "Northern Territory" should be changed. The names "Kingsland" (after King George V and to correspond with Queensland), "Centralia" and "Territoria" were proposed with Kingsland becoming the preferred choice in 1913, however the name change never went ahead.

The second component of our name "Civil" represents our core business in this geographic market. The two combined "Territoria Civil" reflect our specialised business in this region.



The story behind the **Territoria Civil** logo

The concepts behind the logo features three key interlocking elements.

These three elements are derived from the official Northern Territory floral emblem, Sturt's Desert Rose.

The three abstract petals from the floral emblem, are linked together, symbolising the entities working together with a single purpose.

The different size petals are used to reflect the scope and scale of various projects that will be undertaken by the new company (both large and small).

The black and ochre colours used in the logo, reflect the official Northern Territory state colours.

The font has been incorporated to provide a modern aspect to the logo.



*Northern Territory Flag

