

# BALLINA SHIRE COUNCIL – SIGNAGE DESIGN

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SIGNAGE PRESENTATION

**entica**ideas ©2010

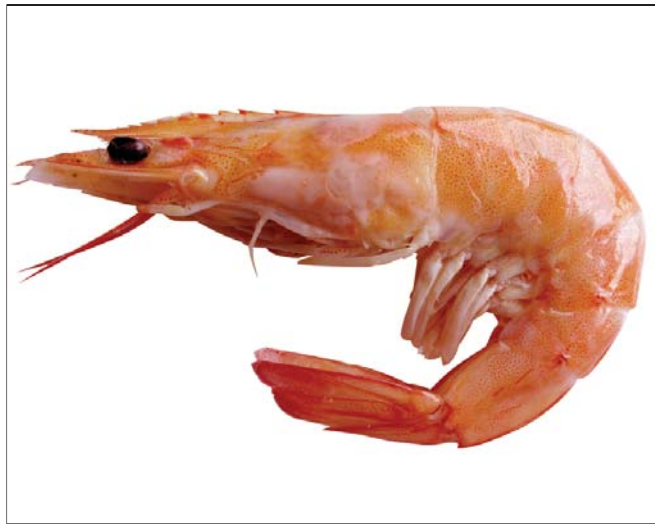
# **RESEARCH AND INITIAL DIRECTION**

## **CONCEPT ONE**



## RESEARCH & PROCESS



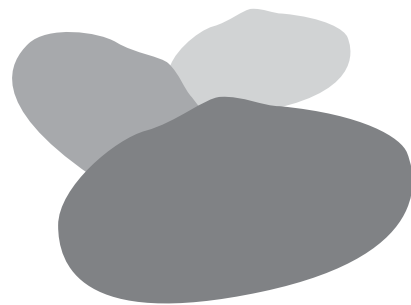
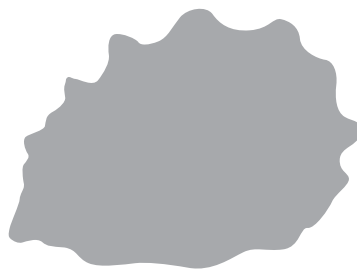


KEY IDEAS –  
INDIGENOUS FEEDBACK

Dolphin  
Oysters  
Pipis  
Family  
Water / Coast  
Island

KEY IDEAS –  
SUMMARY FEEDBACK

Island  
Marine life (pelicans, birds, river,  
boats)  
Beaches





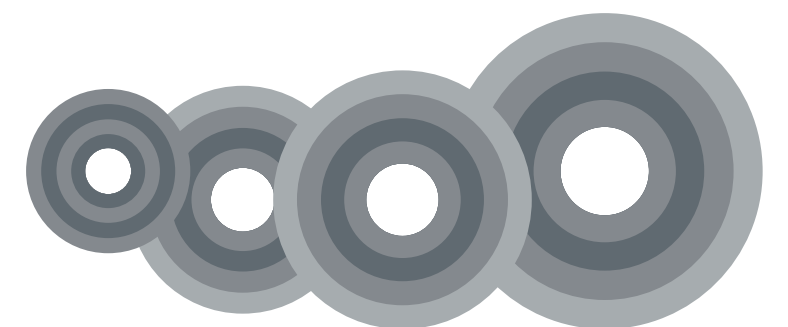
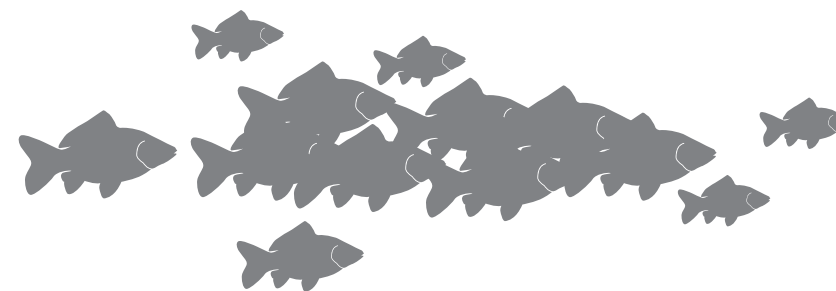


## KEY IDEAS – INDIGENOUS FEEDBACK

Seafood  
Bora rings  
Gathering place

## KEY IDEAS – SUMMARY FEEDBACK

Headland  
Teatree lake  
Seven mile beach



# RESEARCH – LENNOX HEAD





Eat cheap but delicious **aboriginal food**.



Crawford House in Alstonville - 1910 (Alstonville Plateau Historical Society)



## KEY IDEAS – INDIGENOUS FEEDBACK

Big Scrub  
Tobouchina flowers  
Plenty of food  
Swanp hens

## KEY IDEAS – SUMMARY FEEDBACK

Plateau  
History  
Agriculture



# RESEARCH – ALSTONVILLE



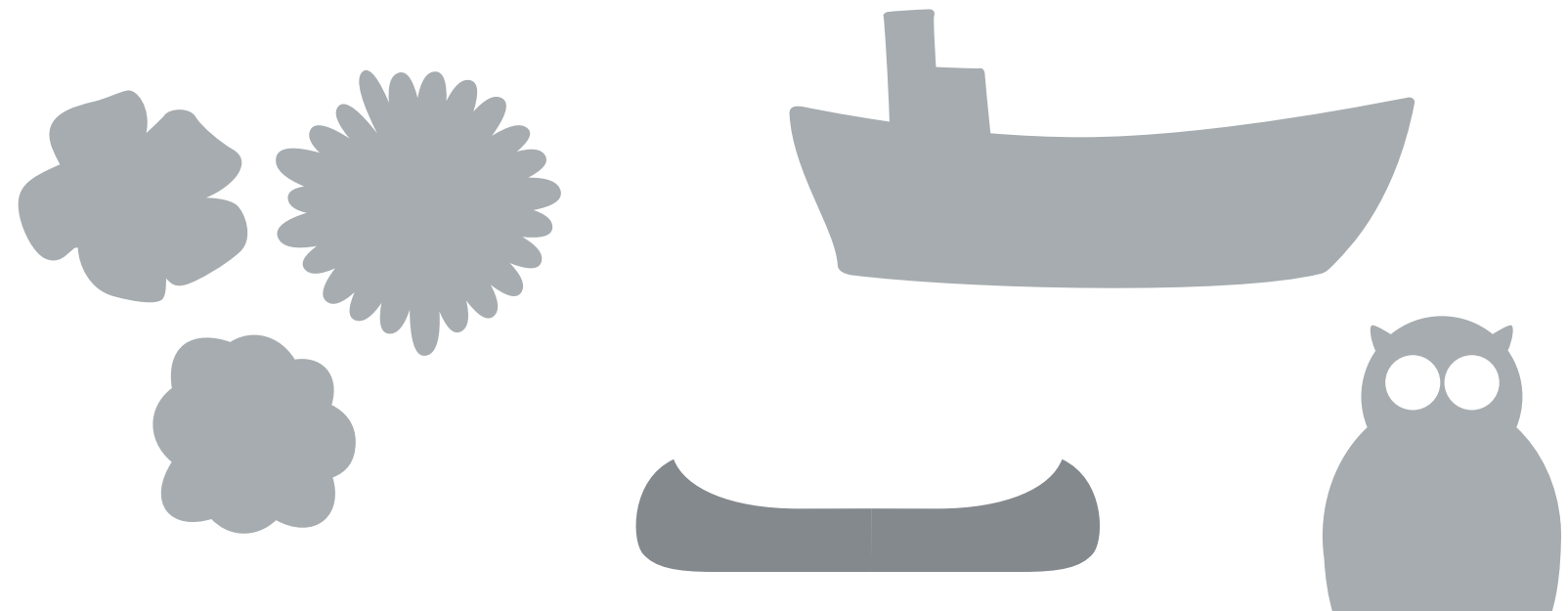


## KEY IDEAS – INDIGENOUS FEEDBACK

Eagles  
Owls  
Wildflowers  
Boats / Ship building

## KEY IDEAS – SUMMARY FEEDBACK

Sugarcane  
Scenery  
Wildlife



# RESEARCH – WARDELL



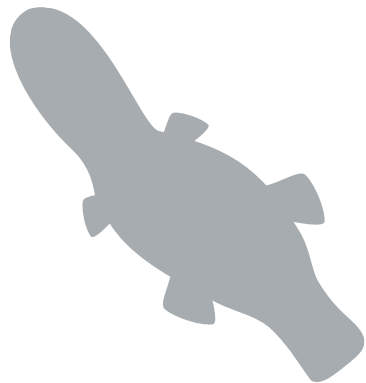


KEY IDEAS –  
INDIGENOUS FEEDBACK

Macadamias  
Echidna  
Platypus

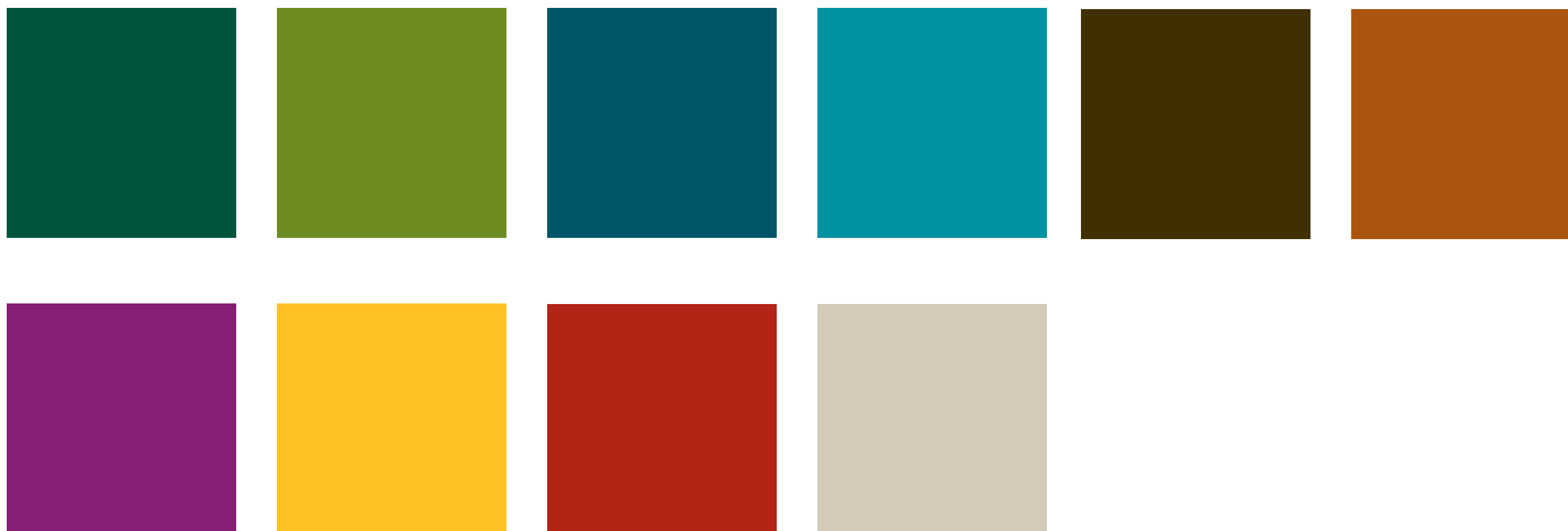
KEY IDEAS –  
SUMMARY FEEDBACK

Industry  
Macadamias  
Scenery



RESEARCH – WOLLONGBAR

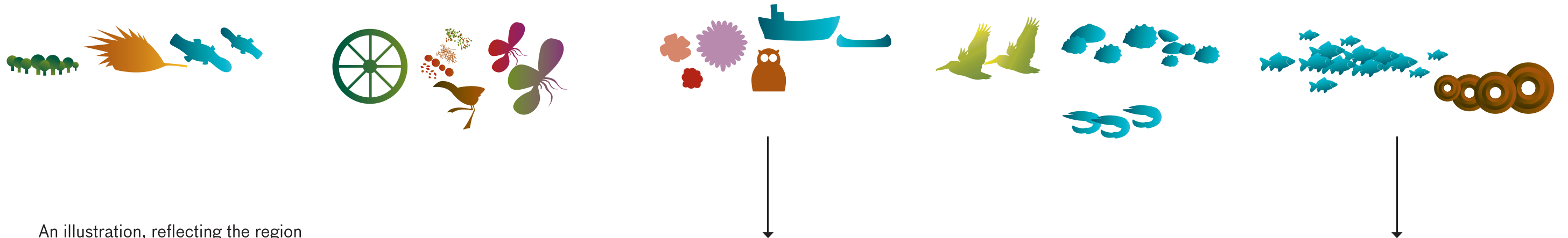




Derived from the workshop findings, this colour palette is the base for building the illustration and the character of each township.

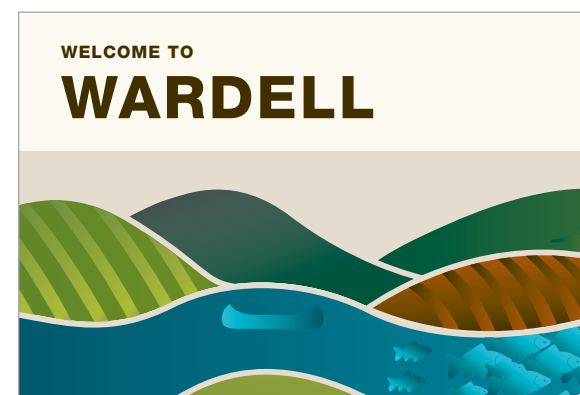
## COLOUR





An illustration, reflecting the region and research findings depicts the individual character of each township. As a complete illustration, the region is reflected from plateau to the ocean, the river being a key element throughout and each town being represented within.

Slices are to be taken from the complete illustration to become individual sign panels for each town/village.



## PLATEAU TO SEA



1800

1200



## SIGN PANEL DIRECTION



# **A NEW DIRECTION**

## **CONCEPT TWO**



STYLISH  
SIMPLE  
CONTEMPORARY  
ELEGANT  
VIBRANT COMMUNITY  
TOPOGRAPHY  
GROWTH

A GLIMPSE  
A FEELING



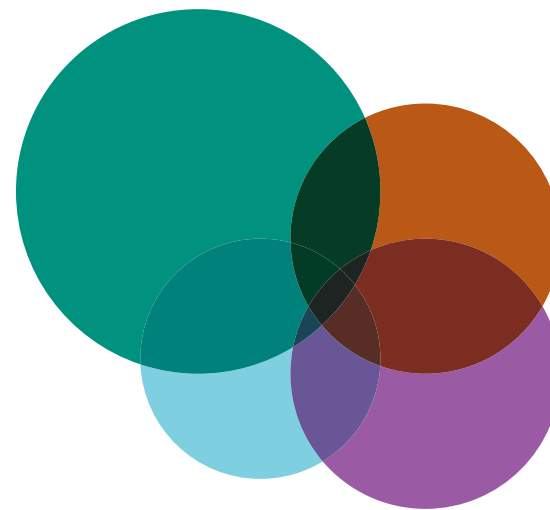




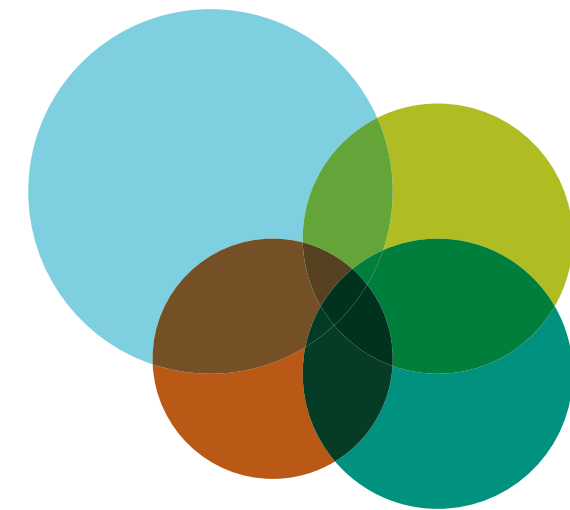
## GROWING, VIBRANT COMMUNITIES



Wollongbar:  
Red earth  
Bush flowers  
Agriculture  
Forest and hills



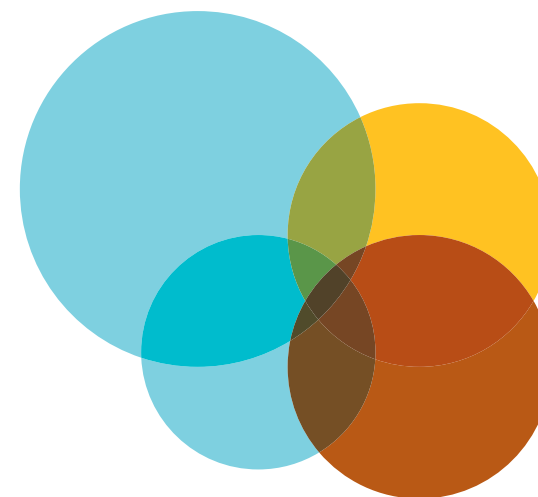
Alstonville:  
Plateau  
Red Earth  
Water  
Flowers



Wardell:  
River  
Red Earth  
Hills and forest  
Sugar cane



Ballina:  
Sandy beach  
River & ocean  
Sugar cane  
Surrounding countryside



Lennox Head:  
Sandy beach & sun  
River & ocean  
Surf culture  
Headland





# GRAPHIC PALETTE



PLATEAU TO SEA

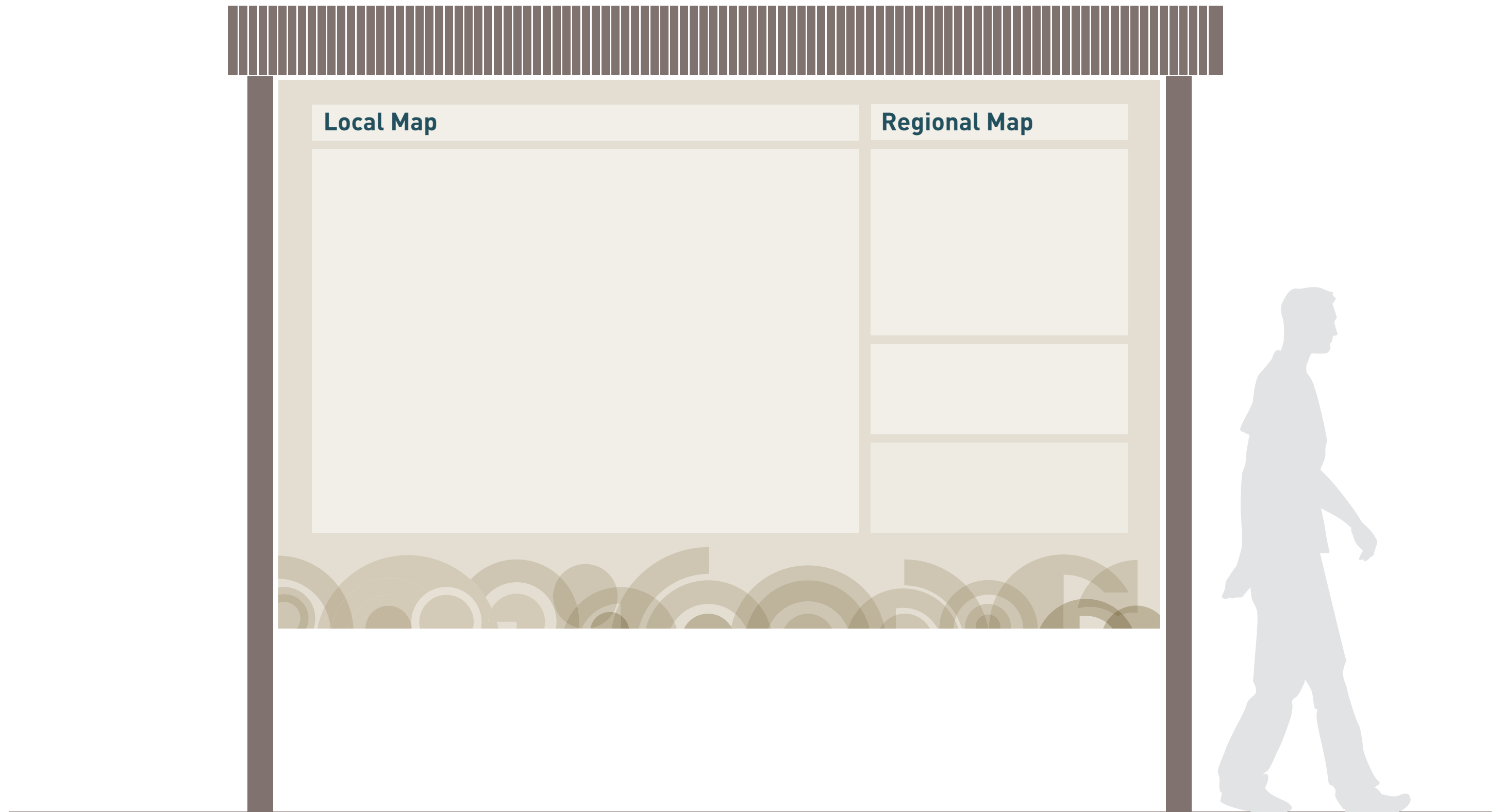


**Wollongbar**



**Ballina**





## LOCATION MAP EXAMPLE





## STREET BANNER EXAMPLE

# **FURTHER DEVELOPMENT AND A NEW CONCEPT**





## ENTRY SIGN PANELS (NO ICON)



## ENTRY SIGN PANELS (WITH ICON)