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Shire of Serpentine Jarrahdale

‘The Jarrahdale Trails’ Brand Development Concepts

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‘The Jarrahdale Trails’ Brand Development Concept A

Font exploration

NATURE SPIRIT

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890!?$&*

BOURTON BASE DROP

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890!?$&*

BRICKLANE

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890!?$&*

Quatro (light / regular / bold / black)

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890!?$&*

Shire of Serpentine Jarrahdale **‘The Jarrahdale Trails’ Brand Development Concepts**

Colour palette

Swatches taken from the Shire of Serpentine Jarrahdale Style Guide

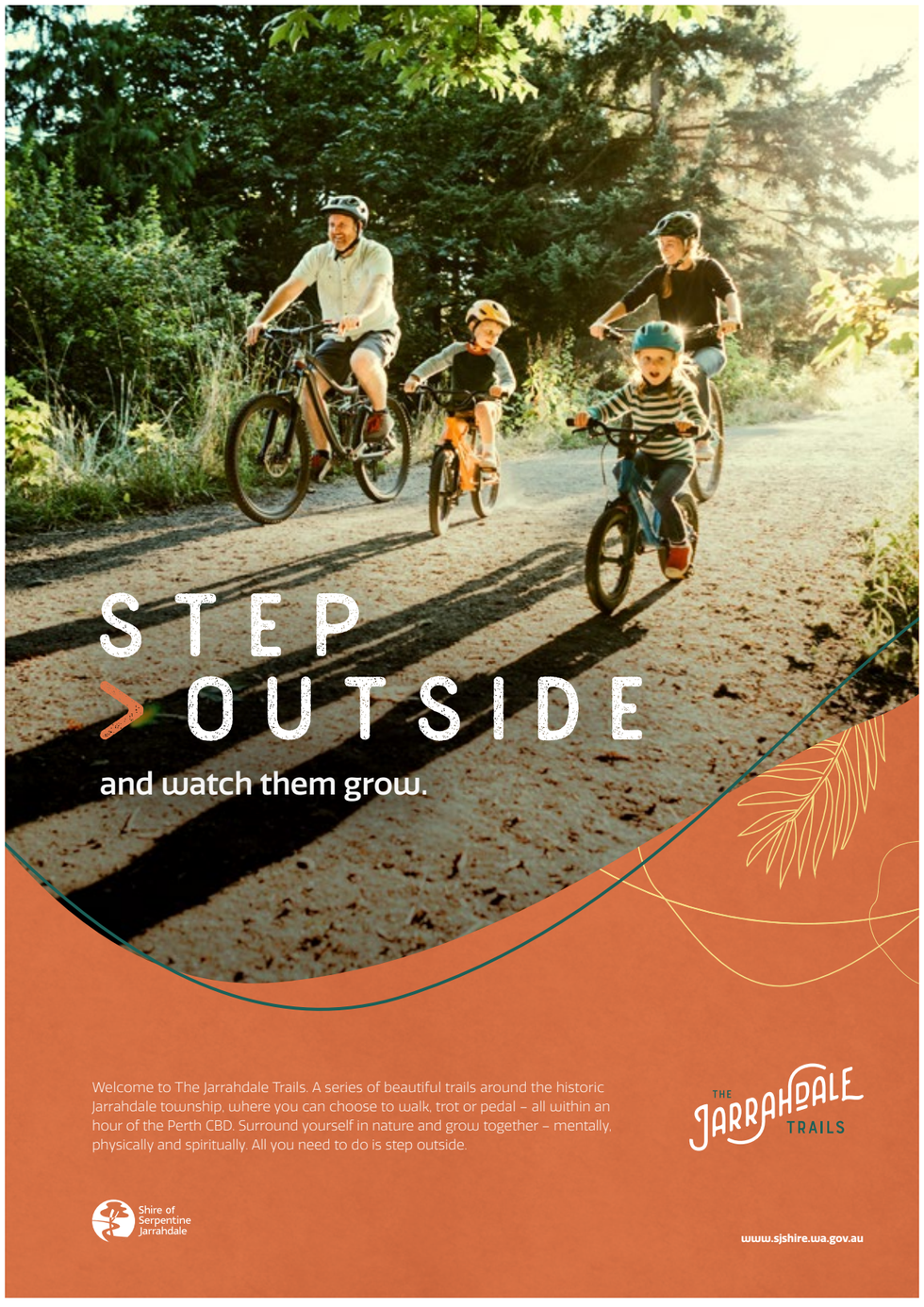
THE JARRAHDALE TRAILS

Shire of Serpentine Jarrahdale **‘The Jarrahdale Trails’ Brand Development Concepts**

Full colour logo suite

Shire of Serpentine Jarrahdale **‘The Jarrahdale Trails’ Brand Development Concepts**

Brand elements and messaging example



‘The Jarrahdale Trails’ Brand Development Concept B

Font exploration

QUIRK

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890!?$&*

Quatro (light / regular / bold / black)

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890!?$&*

TRADESMITH STAMP

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890!?$&*

Shire of Serpentine Jarrahdale ‘The Jarrahdale Trails’ Brand Development Concepts

Colour palette

Swatches 1 and 2 taken from the Shire of Serpentine Jarrahdale Style Guide

1

2

3

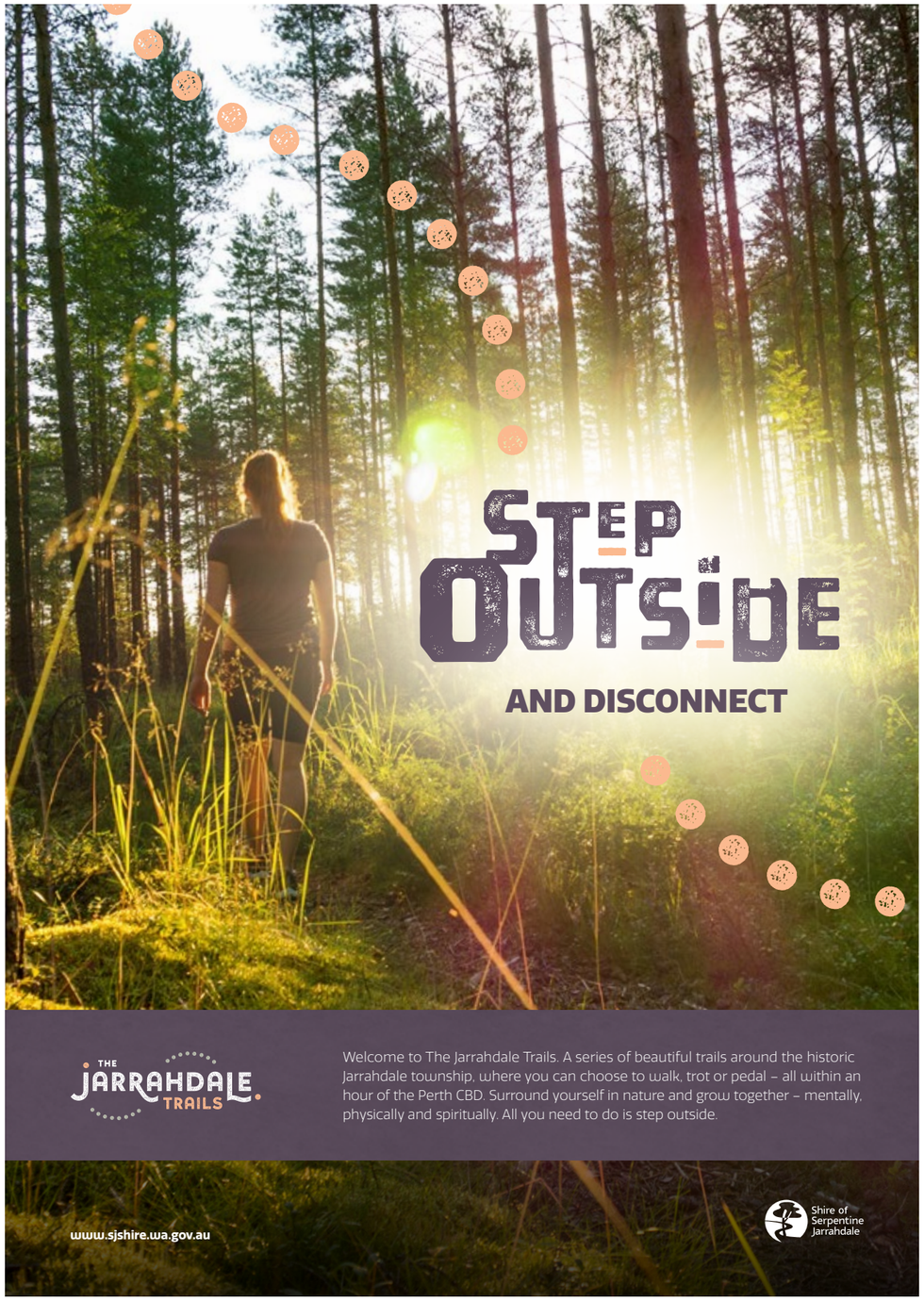
THE JARRAHDALE TRAILS

Shire of Serpentine Jarrahdale **‘The Jarrahdale Trails’ Brand Development Concepts**

Full colour logo suite

Shire of Serpentine Jarrahdale **'The Jarrahdale Trails' Brand Development Concepts**

Brand elements and messaging example



‘The Jarrahdale Trails’ Brand Development Concept C

Font exploration

QUIRK

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890!?$&*

Quatro (light / regular / bold / black)

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890!?$&*

BRICKLANE

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890!?$&*

Shire of Serpentine Jarrahdale **‘The Jarrahdale Trails’ Brand Development Concepts**

Colour palette

Swatches taken from the Shire of Serpentine Jarrahdale Style Guide

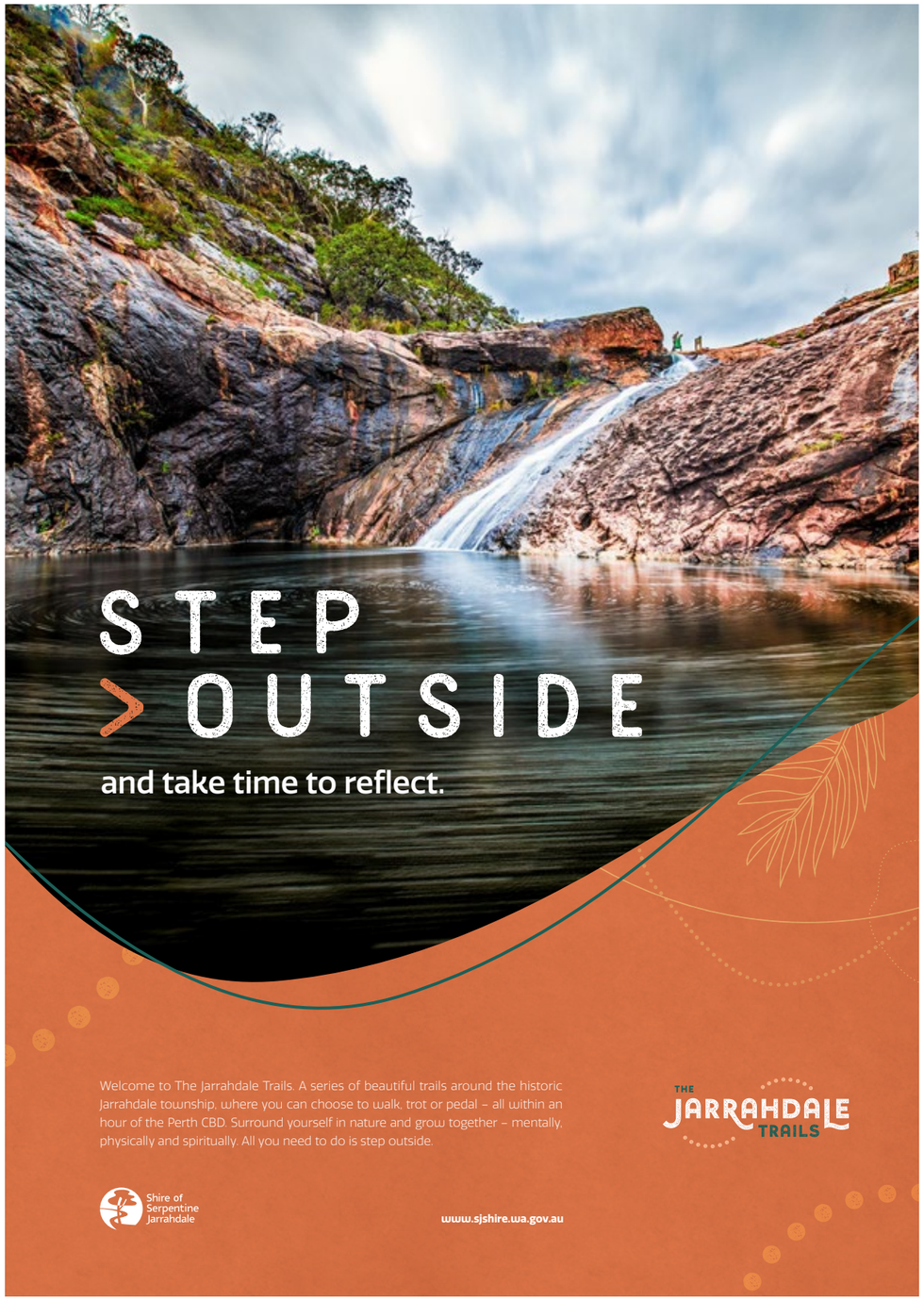
THE JARRAHDALE TRAILS

Shire of Serpentine Jarrahdale **‘The Jarrahdale Trails’ Brand Development Concepts**

Full colour logo suite

Shire of Serpentine Jarrahdale **‘The Jarrahdale Trails’ Brand Development Concepts**

Brand elements and messaging example



Thank you

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