

Shire of Serpentine Jarrahdale **TRAILS // Brand Plan**

The opportunity

To position the Jarrahdale Trails as:

“The most enjoyable trails experience in Perth”.

Our goals:

To promote Jarrahdale as a destination of choice for people who understand the importance of heritage and are seeking an enjoyable trails experience - by foot, horse or bike.

To attract public and private engagement in Jarrahdale via engagement with the Shire's trail network.

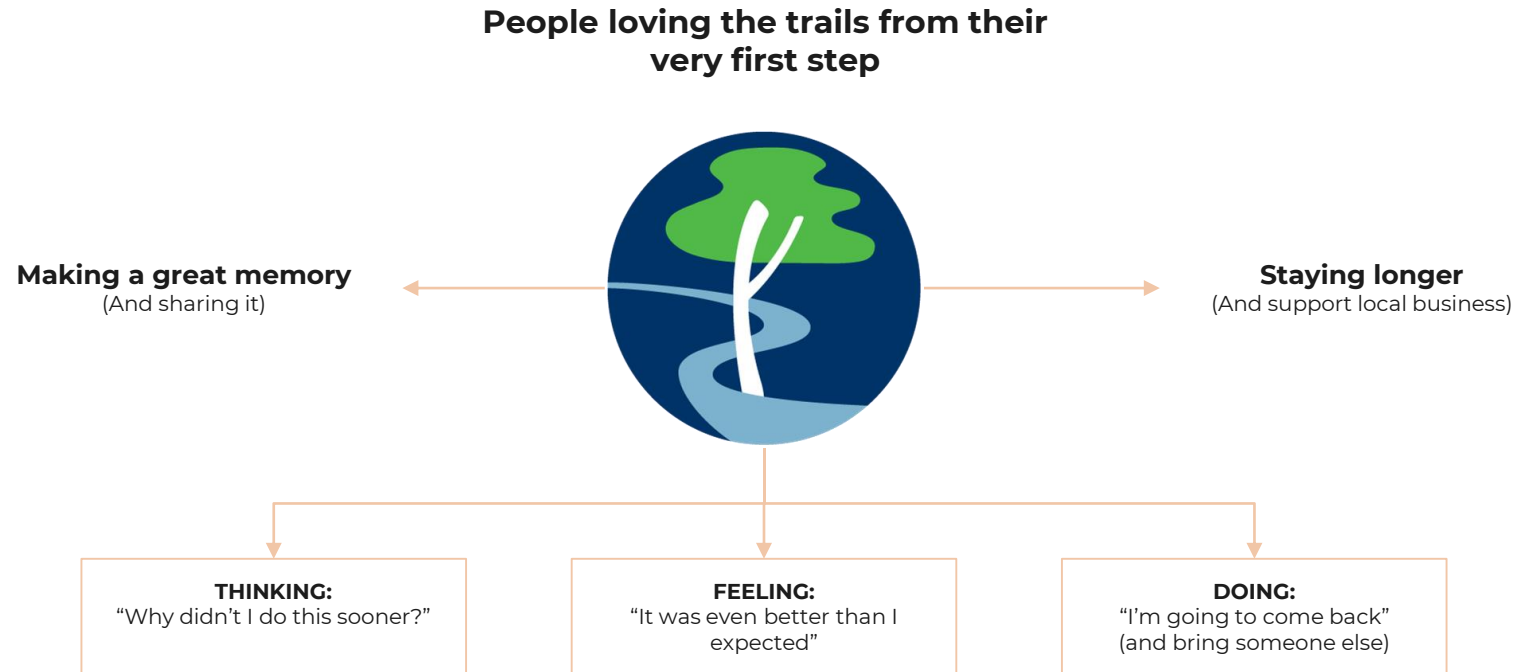
Signage and Wayfinding style guide:

The Shire has identified the need for a cohesive and cost effective sign system to meet the needs of increased foot traffic and visitation to the Shire, and as part of this project, the enhancement of the “visitor experience” to Jarrahdale town centre and associated trails.

Through a Signage and Wayfinding Style Guide we are seeking to:

- Develop a visual identity using clear and legible contemporary graphic design principles.
- Limit the number of signs through better location and integration.
- Create contextual and sympathetic design outcomes.

Measuring success



Narrative

Welcome to The Jarrahdale Trails

A series of beautiful trails around the historic Jarrahdale township, where you can choose to walk, trot or pedal - all within an hour of the Perth CBD.

Because we believe that being surrounded by nature helps us grow - mentally, physically and spiritually.

All you need to do is ***Step outside.***

Step outside and...

Tell a story

Test yourself

Meet a new friend

Lose yourself in another world

Step back in time

Learn something you didn't know

Find your own piece of history

Find something new every time

Teaching the kids something new

Immerse yourself in Aboriginal culture

Try horse riding for the first time

Get lost

Connect with others

Disconnect from everything

The Jarrahdale Trails



Step outside.

The Jarrahdale Trails...



Step outside and watch them grow



Step outside and try something new



Step outside and take it to the next level

The Jarrahdale Trails...



Step outside and find a new perspective



Step outside and take a different path



Step outside and make a
new friend

The Jarrahdale Trails...



Step outside and disconnect



Step outside and share a story



Step outside and take another step forward

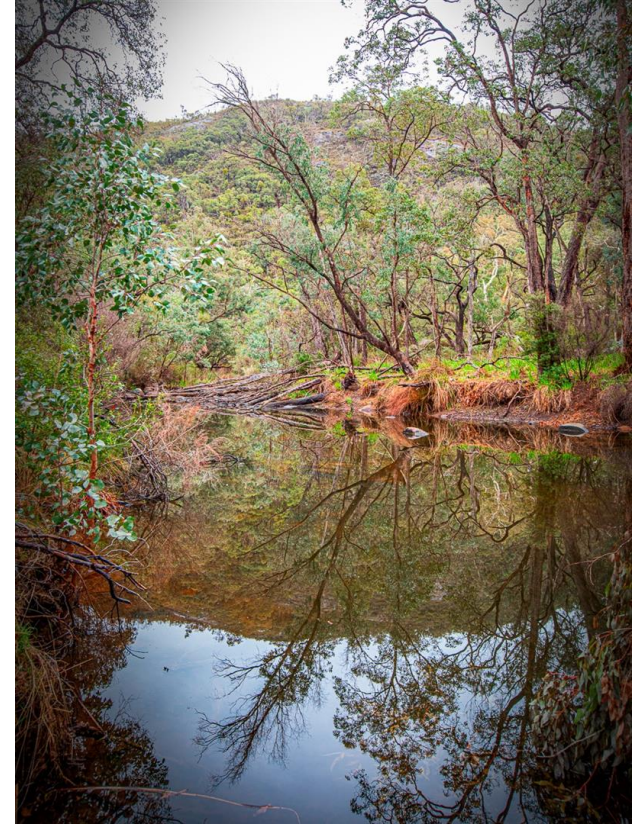


Step outside and meet one of the locals

The Jarrahdale Trails...



Step outside and get lost in time



Step outside and take time to reflect