

Sunshine Coast Greenway

STAGE 1 DESIGNS

CONCEPT 1

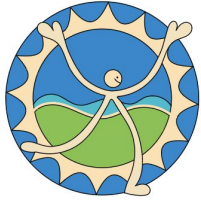


The Sunshine Coast Greenway

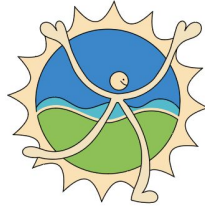
Logo and brand identity

The logo:

Primary logo-



The Sunshine
Coast Greenway



The Sunshine
Coast Greenway

Secondary logo-



The Sunshine
Coast Greenway



The Sunshine
Coast Greenway

I tested the colour of the typographical elements on a white background, and it passed all of the contrast checks.

Contrast Checker

[Home](#) > [Resources](#) > Contrast Checker

Foreground

Hex Value

#005C8A

Color Picker

Alpha

1

Lightness

Background

Hex Value

#FFFFFF

Color Picker

Lightness

Contrast Ratio

7.24:1

[permalink](#)

Normal Text

WCAG AA: **Pass**

WCAG AAA: **Pass**

The five boxing wizards jump quickly.

Large Text

WCAG AA: **Pass**

WCAG AAA: **Pass**

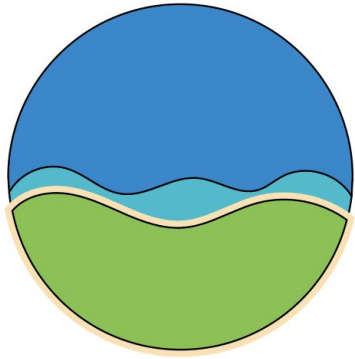
The five boxing wizards jump quickly.

Graphical Objects and User Interface Components

WCAG AA: **Pass**

Testing testing

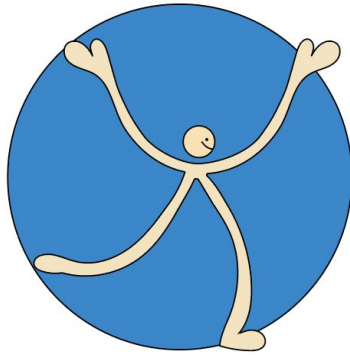
Logo breakdown:



Coastal
landscape

This simplistic illustration of a landscape reflects both the coast and grasslands.

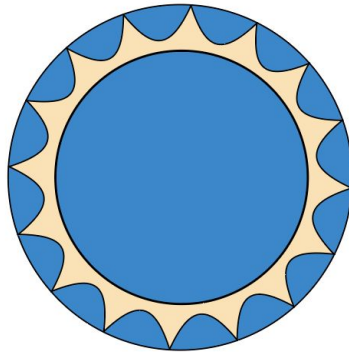
+



Mascot

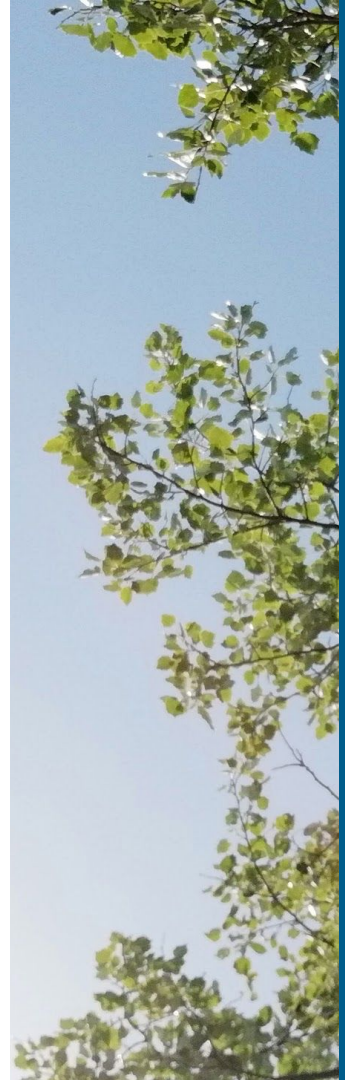
This mascot and style can be adapted to reflect a diverse range of people or even animals!

+



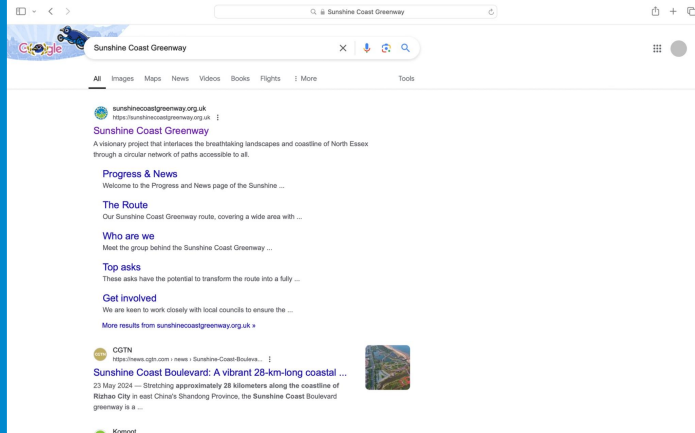
Sun and
bicycle/wheelchair wheel

This icon combines the shape of a sunshine, and the wheel of a bicycle and wheelchair! This subtly hints to how the organisation is inclusive, without forcing it into the design.



Logo applications:

With the blue outer circle-



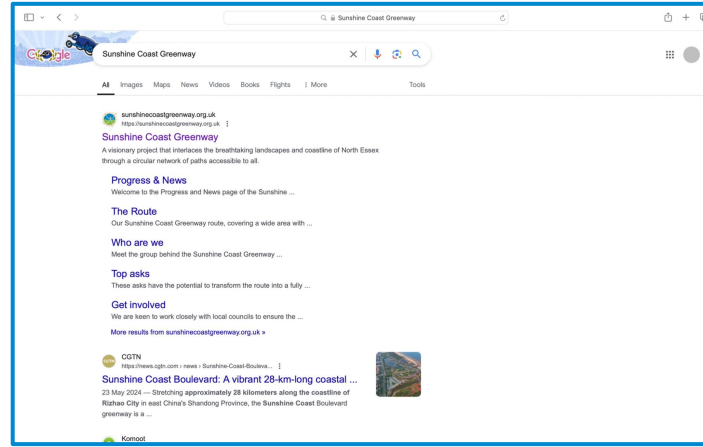
 sunshinecoastgreenway.org.uk
https://sunshinecoastgreenway.org.uk

Sunshine Coast Greenway

A visionary project that interlaces the breathtaking landscapes and coastline of North Essex through a circular network of paths accessible to all.



Without the outer circle-



 sunshinecoastgreenway.org.uk
https://sunshinecoastgreenway.org.uk

Sunshine Coast Greenway

A visionary project that interlaces the breathtaking landscapes and coastline of North Essex through a circular network of paths accessible to all.



These mockups demonstrate how the logo would be presented in web browsers.

Brand identity:

Colour palette-

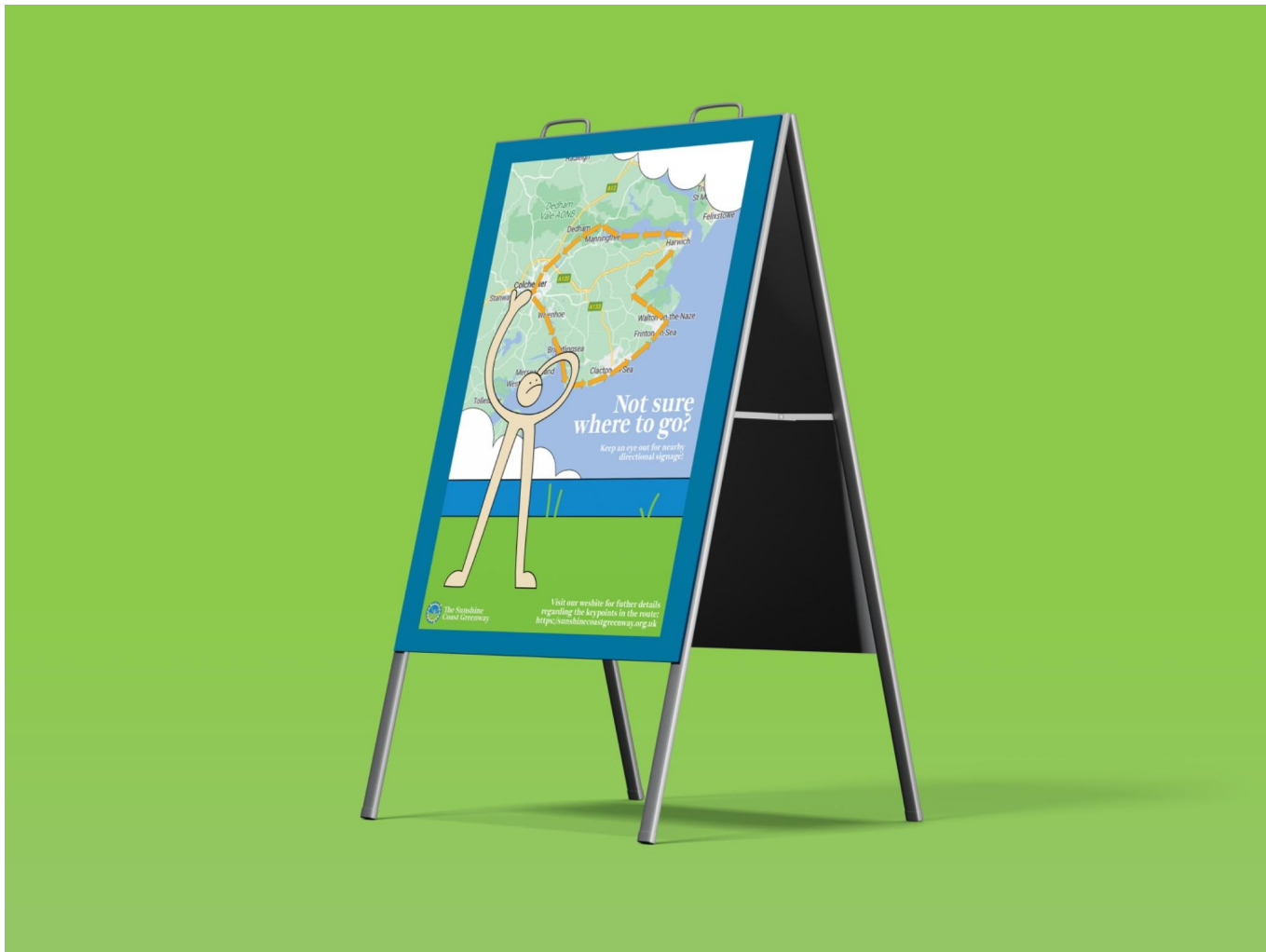
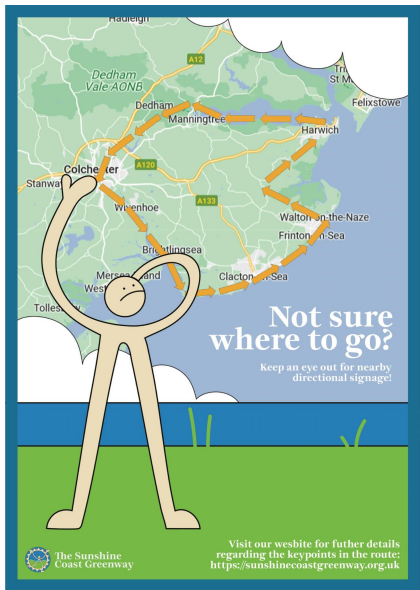
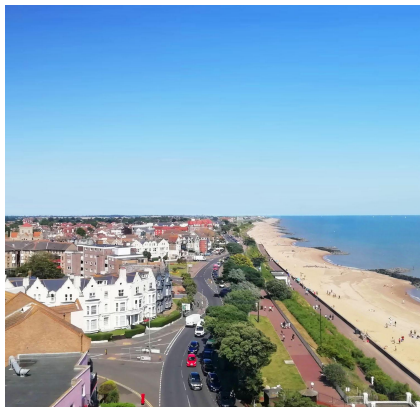
#265B86

#FAE2B6

#8DC056

#3B87C9

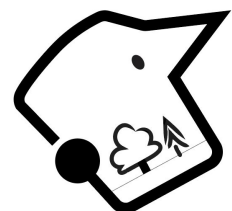






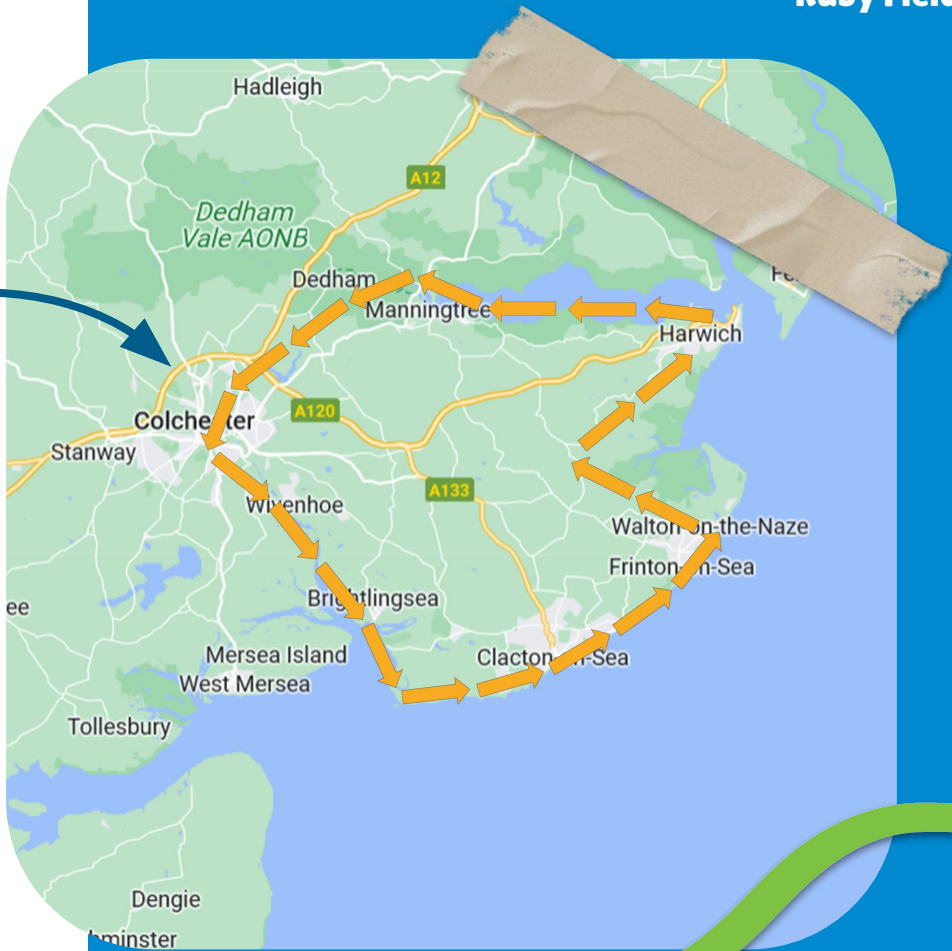
Additional logo concept:

Unrelated to the logo and branding that I have presented, this is another logo design concept.



**The Sunshine
Coast Greenway**

This concept uses a very simplistic style and incorporates the rough outline of the route on the map.





SunshineCoastGreenway

I wanted to create a logo mark that sticks out to the audience and portrays the meaning behind the identity. I chose a real pastel yellow to represent the chilled environment around the trail, the green gives it a big contrast when paired together. Green is usually connotes with nature, health, and life.



Logo Breakdown



I made the path winding like how the trail wraps in and out of the sea wall along the coastline. The semi-circle around it represents Essex as a whole.



Highlights that the trail is along the coastline.



Circles can be associated with togetherness, inclusivity and community.

Directional signage

I wanted to create signage that was clear to the public on where to go - how far they were traveling before the next turning - and what trail they were following. I decided to go for a classic shaped arrow that was bold and readable from a distance.





Map/information board

This type of key will be used on map and information boards along the trail. I was unsure on what types of paths you would find along the trail as the route has not yet been decided (as of why I didn't design a map to go with this key) but I came up with possible types of terrain/ paths you would find. Public footpaths can be used by majority of wheelers and footers. But in some cases they're not, so alternate routes would be there, so the trail can be used by all.

KEY			
PUBLIC FOOTPATH		W C	TOILETS
ROAD			CAFE
ALTERNATE ROUTE			LOCATION
CARRIAGEWAY			TOWN

Icons

Small icons as such can be used on trail maps and possibly website icons. I thought the letters as people could be a good idea as it also poses as a lettermark I incorporated different modes of transport/ sport could be used on the trails.

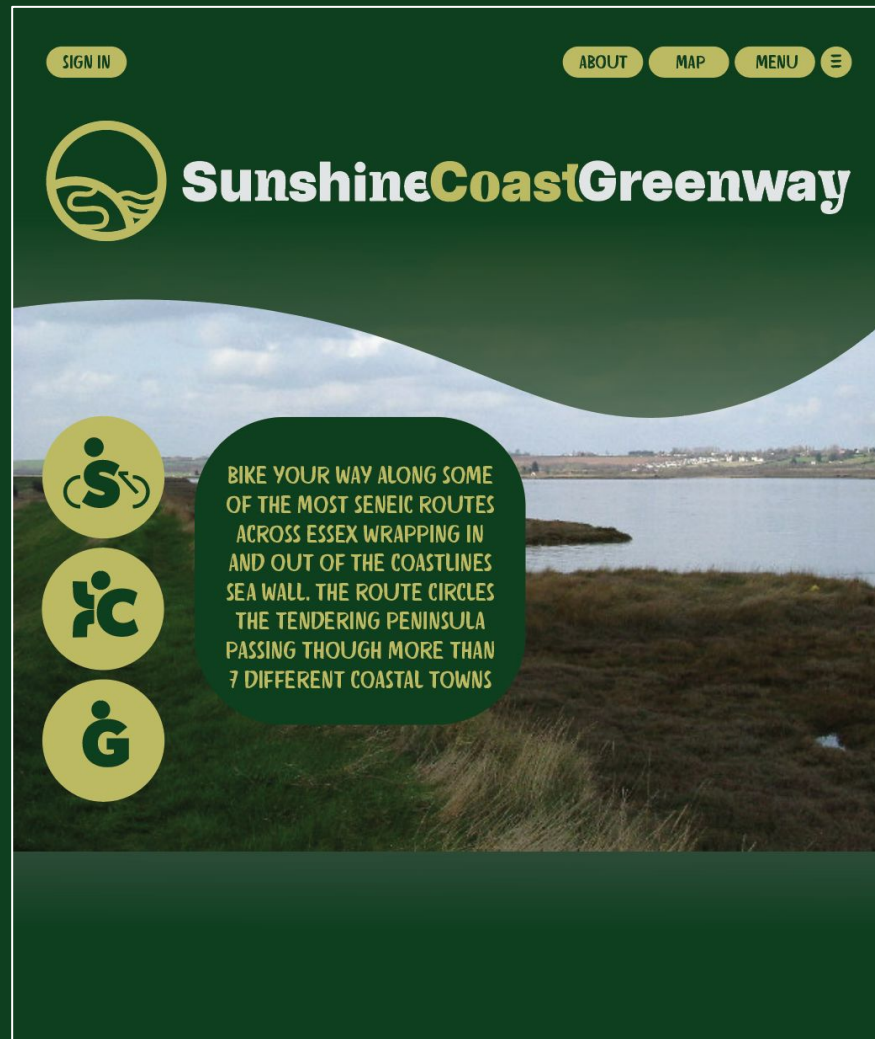


10 YRD

**Sunshine
Coast
Greenway**



Website page





Although the brief is to rebrand the logo, I believe that the simplistic style should be retained due to its ability to reflect inclusivity. Therefore I have designed a logo that's easily recognised and distinguishable.

The colours chosen are simple pastel colours that also correlate to the sea (blue), coast/beach (yellow) and greenway/paths (green).

Smaller versions of the main logo can be made with just the icon in the sign or just the letters.



Colours

Foreground
Hex Value
#006EFF
Color Picker
Alpha 1
Lightness

Background
Hex Value
#FFFFFF
Color Picker
Lightness

Contrast Ratio
4.49:1

Foreground
Hex Value
#FFDD00
Color Picker
Alpha 1
Lightness

Background
Hex Value
#FFFFFF
Color Picker
Lightness

Contrast Ratio
1.34:1

Foreground
Hex Value
#37FF00
Color Picker
Alpha 1
Lightness

Background
Hex Value
#FFFFFF
Color Picker
Lightness

Contrast Ratio
1.35:1



0

110

255

R G B ↕



255

221

0

R G B ↕



55

255

0

R G B ↕

Font

KG Happy à € by Kimberly Geswein ↗

KG HAPPY



Sunshine Coast Greenway

Our icon

It is important that all aspects of the our story is symbolic in our icon:



The sunshine

+



The coast

+



The trails

+



The journey

Our icon is designed to be used in many different locations and scenarios:



Small filled



Filled



Border



Outline



Small



Logo Icon

Our face

It is important that our logo is unique in its glyphs:

u a t

Our logo can be used in many different scenarios and pairs beautifully with our icon and stands strong alone:

 Sunshine Coast Greenway  Sunshine Coast



Main logo



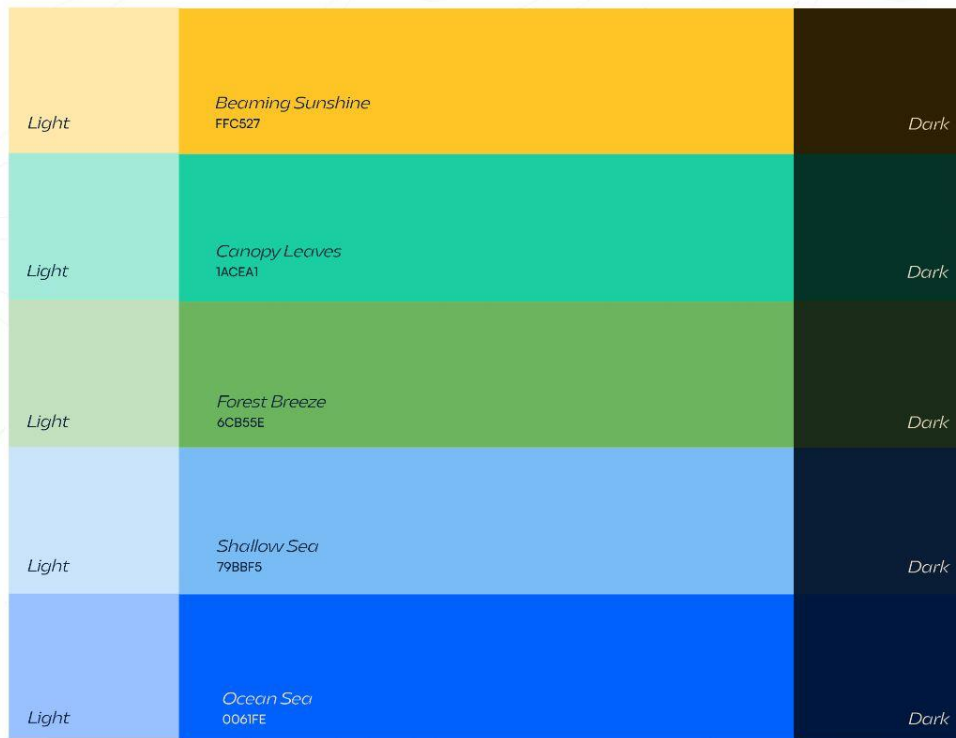
Sunshine Coast Greenway

Our energy



It is important that our colours pair with each other to create a visible strong contrast for eye-catching effects.

It is important that our colours represent elements of the environment around us and giving them unique names for recognisability and personality.



Our language

It is important that our language and typeface has a vibrant energy just like our team and our audience and a simple Sans Serif typeface to balance it out on signage and advertising:

PRIMARY TYPOGRAPHY

Aa

Asgard Trial

FREE FOR PERSONAL USE ONLY

SECONDARY TYPOGRAPHY

Aa

Satoshi Variable

FREE FOR PERSONAL & COMMERCIAL USE



The main type is a trial only typeface which would need to purchase a licence for. This can be substituted for a free font, but this will effect the overall match with other assets.

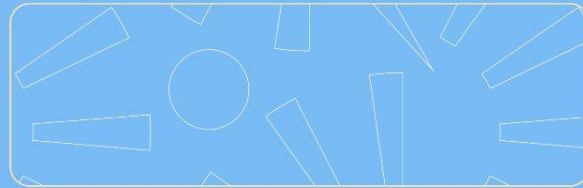
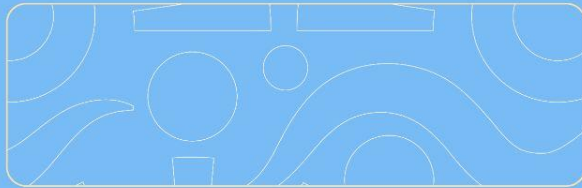
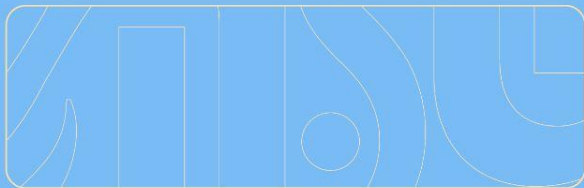
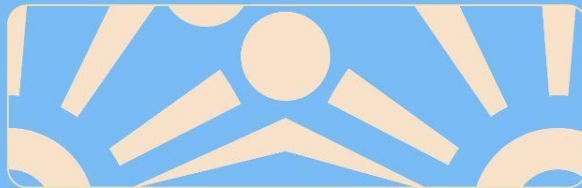
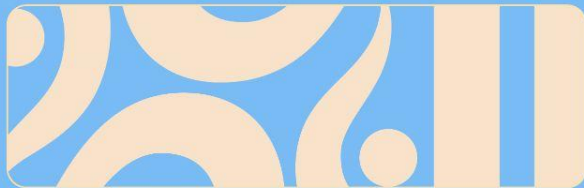
Point Clear
Harwich

Clacton-on-Sea

Jaywick
Dedham
St Osyth
Colchester
Manningtree
Brightlingsea

Our art

It is important that we express our personality through patterns and art to emphasise our creativity and mood to relate to our hikers, by using elements of our logo, it reinforces the visual style of the brand and the recognisability.



Seaweed

Horizon

Sunshine

It is important that our pictograms are easy to understand and uses the same symbols within our icon to increase the recognisability of the brand to our hikers:



Walkers



Accessible



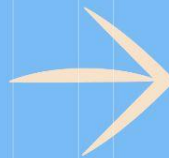
Cyclists



Seaside



Riverside



Direction



Milestone

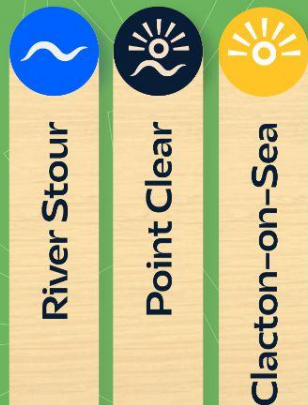
Our signage

It is important that all our signage stays constant to our brand identity so our explorers are always pointed towards their desired adventure.

Next stop signs:



Milestone signs:



Pole signs



Walking route

Accessible route

Directional signage:



Welcome signs:

Welcome to River Stour

Find yourself in nature.

 Sunshine Coast Greenway





