

Sunshine Coast Greenway

STAGE 2 DESIGNS

The background features a large, faint, circular logo. The top half of the logo is a solid teal circle, and the bottom half consists of stylized, wavy lines representing waves or a coastline, also in a lighter shade of teal.

SunshineCoastGreenway

INITIAL COLOUR

NEW COLOUR



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I FEEL THE WORDMARK WAS IN NEED OF A UPDATE AS IT DIDNT REALLY ENTAIL MUCH EMOTION AND FLOW TO THE REST OF THE IDENTITY. I THOUGHT OF USING SECTIONS OF THE CIRCULAR LOGO AND INCORPORATE THEM INTO SOME OF THE LETTERS. I ALSO RESOLVED THE REST OF THE TYPE BACK TO THE ORIGINAL SAN SERIF FONT.

WHAT ARE YOUR THOUGHTS ON THIS?



I HAVE LIGHTENED THE GREEN WHICH NOW LOOKS LESS HARSH ON THE REST OF THE DESIGN, I HAVE ALSO MADE THE YELLOW A MORE SANDY-LIKE TONE TO CONNOTATE WITH THE IDEA OF THE TRAIL BEING ON THE COAST - CONTINUING ON THIS I HAVE NOW INCLUDED A BLUE INTO THE PALLETE TO START TO MOVE AWAY FROM THE BRAND LOOKING MORE WOODLAND TRAIL OVER COASTAL.

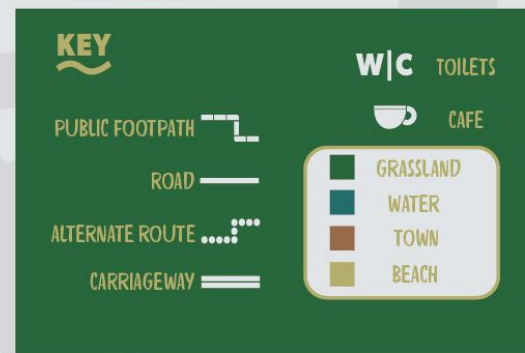
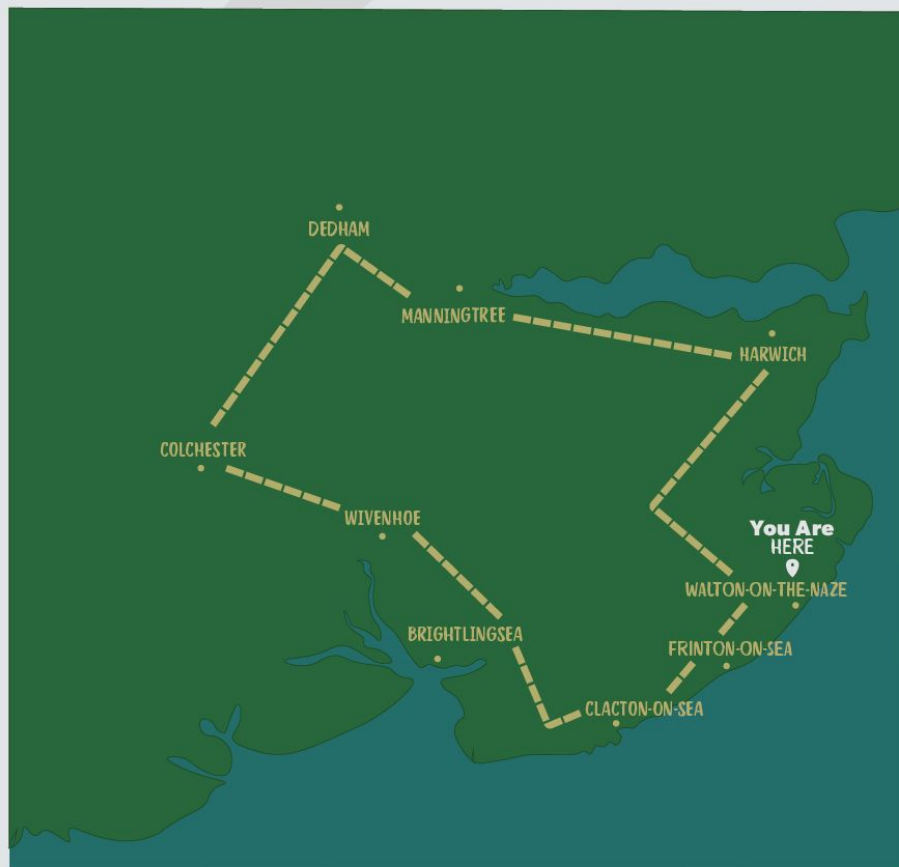
FROM OUT OF THE DARK

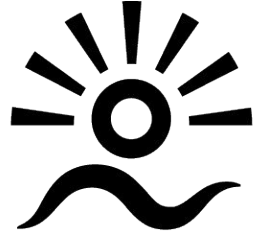


INTO THE LIGHT









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retain though the pictograms for walking, cycling and wheeling.



Welcome to Clacton-on-Sea!

Clacton-on-Sea is a charming seaside town on England's Essex coast, known for its vintage vibes, sandy beaches, and classic pier packed with amusements. It's a great spot for summer fun, from arcades and fish & chips to watching the sunset over the water. Perfect for a nostalgic day out with a relaxed, quirky atmosphere!

Wivenhoe

Brightlingsea

Point Clear

St. Osyth

Jaywich

Clacton-on-Sea

Great Oakley

Beaumont-cum-Mose

Kirby-le-Soken

Walton-on-the-Naze

Frinton-on-Sea

Next stop is:
Holland-on-Sea



Your
adventure
continues.

Next stop:
Holland-on-Sea



