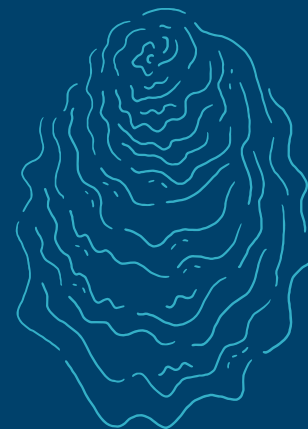




THE SPIT IDENTITY STRATEGY

January 2021





The Department of State Development, Infrastructure, Local Government and Planning

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Disclaimer

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Copies of this publication are available on our website at www.dsdlgp.qld.gov.au/thespit and further copies are available upon request to:

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ACKNOWLEDGING COUNTRY



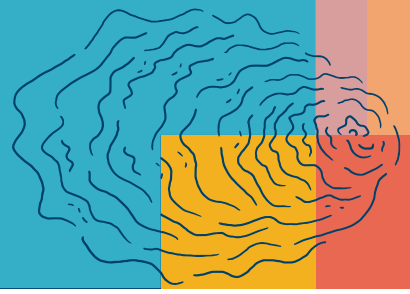
The Queensland Government acknowledges the Kombumerri and the broader group of Yugambeh speaking people as the traditional custodians of The Spit, The Broadwater and the surrounding Gold Coast area, part of the Bundjalung nation.

We acknowledge Yugambeh Elders past, present and emerging and recognise their unique and ongoing spiritual and cultural connection with the land and waters of the Gold Coast area.

We also acknowledge Aboriginal and Torres Strait Islander residents of the Gold Coast and all First Nations people.

The Spit Identity Strategy has been developed in consultation with local Aboriginal people, particularly the Danggan Balun (Five Rivers) People. Through this process we have taken time to engage with elements of The Spit that are significant and can be utilised by traditional custodians to share their rich history and cultural connection with The Spit. The intention is to provide starting points from which traditional custodians can continue to tell their story of connection with land and waters and play a significant role in the social, cultural and economic future of The Spit.

PART A



CONTEXT

INTRODUCTION

Creating distinct visual identities for public spaces helps establish integrated destination planning and management that adds value to the economy, social fabric and ecology.

It provides a unifying vision of a place that allows their unique characteristics to be elevated and celebrated.

The Spit Identity Strategy (the strategy) draws from the community's vision in The Spit Master Plan (the master plan) for The Spit to be valued as a destination exemplifying a harmonious balance between tourism, recreation, leisure experiences and the natural environment.

The strategy creates a distinct identity for The Spit and the seven precincts of the master plan.

The identity celebrates The Spit as a place shaped by Indigenous and western ecological knowledge, formed by a landscape of shared stories, connected through a network of hubs and labs, parks and paths and places to stay and play.

It draws on the many and varied influences that have shaped The Spit to capture how The Spit shines as the Gold Coast's park for nature and play.

PURPOSE

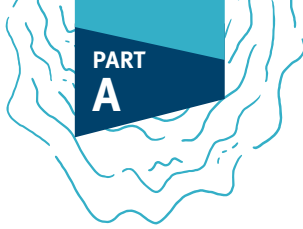
The strategy contributes to implementation of the master plan's big picture strategy actions regarding making people places and celebrating cultural heritage.

It provides holistic guidance for how The Spit identity is interpreted through elements such as wayfinding and interpretive signage, public art, street furniture and communications and advertising collateral.

The strategy:

- distills the DNA of The Spit into three key typologies (Places, Networks and Storylines);
- from the key typologies creates The Spit identity celebrating both The Spit as a whole and as a series of distinct but connected precincts;
- outlines the technical specifications in applying The Spit identity; and
- illustrates The Spit identity across a range of applications.

The strategy sets out a consistent style to ensure future works contribute to The Spit identity.



CONTEXT

The strategy is part of a series of documents being created to inform the design and delivery of projects on The Spit as part of the implementation of the master plan. It is strategically connected to the master plan, sits alongside The Spit Public Realm Guidelines (the public realm guidelines) and draws guidance from supporting documents such as City of Gold Coast Signage Masterplan.



DEVELOPMENT

Like the public realm guidelines, the strategy has been developed as a collaboration between state government, the Gold Coast Waterway Authority (GCWA) and the City of Gold Coast.

It has been informed by consultation and engagement with the Danggan Balun (Five Rivers) People and other members of the Gold Coast Aboriginal and Torres Strait Islander community.

In particular, the master plan's precincts have been named in a Yugambeh language animal name, along with a secondary ecological feature for use. The names are representative of significant ecological species in the proximity of the precincts and significant species to local Aboriginal culture. Significant Yugambeh storylines identified through the consultation have been included within this strategy and woven into the narrative of The Spit identity.

The feedback received through the public consultation undertaken by GCWA on the draft identities has also shaped the overall Spit identity and the identities for the master plan precincts.

THE SPIT MASTER PLAN | Big picture strategies

The community's vision for The Spit is articulated under six key big picture strategies in the master plan. To capture this vision through a visual identity for The Spit, the big picture strategies provided key reference points. A high-level summary of the connections is outlined below.

GROWING A GREEN PENINSULA

The places theme of The Spit identity allocates significant animals and other ecological species to each of the master plans precincts, providing new ways for people to connect with and understand the importance of biodiversity on The Spit. Through this approach, knowledge about these species can be shared, supporting the experience of The Spit as a green peninsula.

PROMOTING TOURISM AND RECREATION

Creating a unique identity provides a framework for promoting tourism and recreation for The Spit. The development of individual but connected identities for the master plan's precincts brings to light different parts of The Spit. Through its identity this strategy will provide guidance for investment into public spaces and infrastructure.

MAKING PLACES AND CULTURAL CONNECTIONS

The strategy aims to elevate and celebrate the cultural heritage of The Spit, such as the history and culture of the Kombumerri people; the early Moondarewa township; oyster farming and trade; and The Spit as a holiday destination. Six different storylines have been created, providing scope to tell a variety of stories for people to experience and celebrate. It is these stories and histories that help make people places.

LINKING EXPERIENCES

The strategy helps set the framework for development of innovative and interactive public art and wayfinding, providing further opportunity for cultural connections. The development of storylines and networks (Hubs and Labs; Parks and Paths and places to Stay and Play) provides a structure for enriching the existing and proposed movement networks.

CONNECTING TO THE CITY

Building on existing and establishing new connections provides new opportunities for people to structure the way they engage with The Spit. All elements of The Spit identity can be utilised in the design for future entry points and will assist in managing visitor demand and travel behaviour.

OPENING THE GATEWAY TO THE GOLD COAST

World class marine facilities need a world class identity. The inclusion of significant marine and coastal species as the graphics promotes public interest in these animals, creating space for new conversations about coastal management, marine animal rescue and research.

THE SPIT PUBLIC REALM GUIDELINES | Typologies

The Public Realm Guidelines communicate the place-based character and materiality expectations of hard and soft finishes across the public realm areas of The Spit. It does this through ascribing four key typologies: natural still, natural surf, urban still and urban surf, which are connected broadly to land and water-based settings of The Spit.

In considering how these typologies and their corresponding materiality are translated through The Spit identity, Part C outlines their application through proposed designs for wayfinding and interpretative signage.

The Spit Master Plan

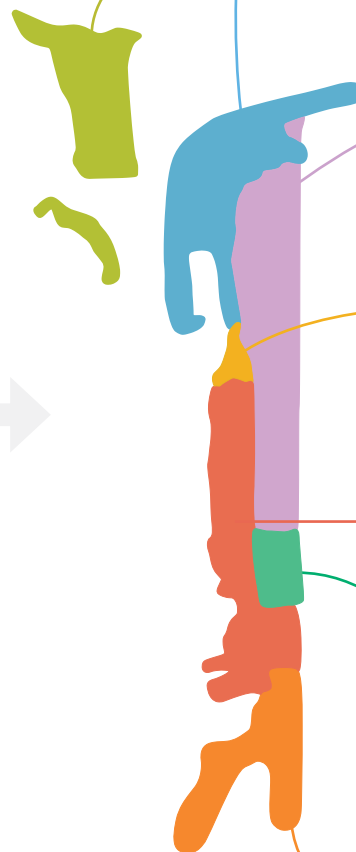
The Public Realm Guidelines



Mapping precincts to Public Realm Guidelines



Mapping the typologies to the precincts



Top of The Spit
Natural Still / Natural Surf

Wave Break and Curlew Islands
Natural Still / Natural Surf

Federation Walk Coastal Reserve
Natural Surf

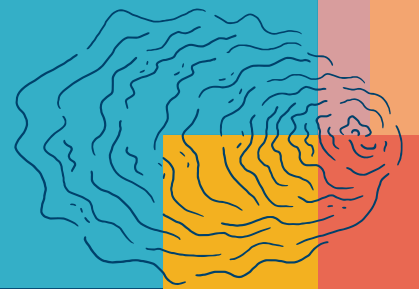
Muriel Henschman Park
Natural Still

The Village Centre
Urban Still / Urban Surf

Philip Park
Urban Surf

The Southern Gateway
Urban Surf / Urban Still

PART B



DISTILLING THE DNA OF THE SPIT

To create an identity that elevates both The Spit master plan area as a whole and the individual precincts, the DNA of The Spit was distilled through three key typologies: Places, Networks and Storylines. Together with the four typologies of the public realm guidelines, these make up The Spit DNA.

PLACES

A RESPECT OF PLACES THROUGH WESTERN AND INDIGENOUS ECOLOGICAL KNOWLEDGE

Places connect the seven master plan precincts with significant natural ecologies from both western and Indigenous perspectives, important to that precinct. Yugambeh language names have been used to honour the significance of The Spit to the Yugembeh and Kombumerri people of the Gold Coast.

NETWORKS

A NETWORK OF HUBS AND LABS, PARKS AND PATHS AND PLACES TO STAY AND PLAY

Networks have been identified by connecting master plan outcomes into three key activity themes. Viewing The Spit through the networks theme provides opportunities to build on people's experiences and understanding of The Spit as a place filled with different opportunities to engage.

STORYLINES

A LANDSCAPE OF STORYLINES TO ENJOY

Storylines connect trends and themes in the master plan, other documentation and in consultations. Key stories include the north moving passage story, the Moondarewa Town story, the seaside playground story and the oyster story.

PLACES | A respect of places through western and Indigenous ecological knowledge



Gowondo 'Dolphin' Place

Precinct 1 – Top of The Spit

Gowondo (dolphin) Place or Precinct 1 The Top of The Spit celebrates the bottle-nose dolphin as its hero species due to its presence around this area of The Spit and its significance to local Kombumerri people, evident in the Gowondo Dreaming story.

Sand is chosen as the significant ecological pairing, recognising the significance of the movement of sand to the history and formation of The Spit, including the loss of the Moondarewa township.

Pandanus is the hero flora due to its iconic prevalence along the Gold Coast coastline.



Bottlenose Dolphin
Tursiops aduncus

Pandanus
Pandanus tectorius



Booangun 'Curlew' Place

Precinct 2 – Wave Break and Curlew Islands

Booangun (curlew) Place or Precinct 2 Wave Break and Curlew Islands celebrates the Eastern Curlew as its hero species, reflecting the islands role as home for the Eastern Curlew while it prepares for migration to northern polar lands. The Eastern Curlew is also significant to local Kombumerri and Yugambah culture evident in the Booangun Dreaming story.

Seagrass has been chosen as the hero flora due to the role it plays in providing habitats and nursery grounds for many marine animals and as a natural shoreline stabiliser.



Eastern Curlew
Numenius madagascariensis

Seagrass
Halophila Decipiens

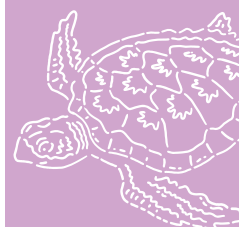


Bubayeh 'Turtle' Place

Precinct 3 – Federation Walk Coastal Reserve

Bubayeh (turtle) Place or Precinct 3 Federation Walk Coastal Reserve celebrates the Bubayeh as its hero species. Both Green, Loggerhead and Hawksbill Turtles use dunes along The Spit for their nests and the Scottish Prince wreck located off Main Beach provides excellent sea turtle habitat. The Bubayeh is also significant to the local Kombumerri people and broader Yugambah culture.

Littoral rainforest is the hero flora. Once abundant along The Spit but now critically endangered, littoral rainforest provides habitat for threatened plants and animals and is an important buffer to coastal erosion.



Loggerhead Turtle
Caretta caretta

Littoral Rainforest



Yungunn 'Dugong' Place

Precinct 4 – Muriel Henschman Park

Yungunn (dugong) Place or Precinct 4 Muriel Henschman Park celebrates the dugong as the hero species. Dugongs are an integral part of the traditional culture of many coastal Indigenous peoples, including the Kombumerri and peoples of broader Yugambeh language group.

Beach spinifex is the hero flora for this precinct, representing its significance in the fore-dune complex vegetation community. The hero ecology pairing for this precinct is saltwater.



Kinyingarra 'Oyster' Place

Precinct 5 – The Village Centre

Kinyingarra (oyster) Place or Precinct 5 The Village Centre celebrates the oyster as the hero species reflecting the history of marine industries on The Spit, the oyster frontier and the significance of shell middens in Kombumerri culture. Oyster and shell middens have been found in the Broadwater region and signify sites where clan groups would come together and feast and celebrate.

The coastal Pigface plant, predominant on the banks of the Broadwater, is the hero flora.

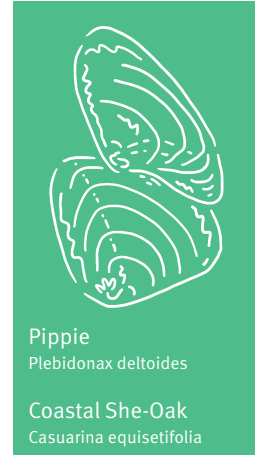




Eugari 'Pippie' Place

Precinct 6 – Philip Park

Eugari (pippie) Place or Precinct 6 Philip Park celebrates the pippie or eugari as the hero species. Collecting eugari is a significant story for local Kombumerri people, along with this being a past-time that extends extending down Australia's east coast. Eugari shells contributed to shell middens and are a significant part of celebration stories for the area. Coastal she-oak (Casuarina) is the hero flora due to its abundance throughout the fore-dune complex vegetation community as the dominant tree layer.



Pippie
Plebidonax deltoides

Coastal She-Oak
Casuarina equisetifolia



Meringimpa 'Eagle' Place

Precinct 7 – The Southern Gateway

Meringimpa (sea eagle) Place or Precinct 7 The Southern Gateway celebrates the sea eagle as the hero species, an important species to the Kombumerri and broader Yugambah culture who are custodians of a significant sea eagle songline. Today, The Southern Gateway is home to a sea eagle nest.

Norfolk pines, present along much of the foreshore and considered heritage trees of the Gold Coast is the hero flora.

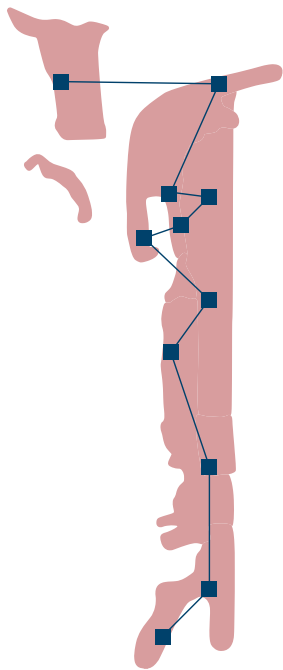


Sea Eagle
Haliaeetus leucogaster

Norfolk Pines
Araucaria heterophylla

NETWORKS | A network of hubs and labs, parks and paths and places to stay and play

Networks have been identified through connecting master plan outcomes, the typologies of the public realm guidelines and research conducted into The Spit. Viewing The Spit through the networks theme provides opportunities to build on people's experiences and understanding of The Spit as a place filled with different opportunities to engage. The networks are structured into three narratives: Hubs and Labs, Parks and Paths and Stay and Play.

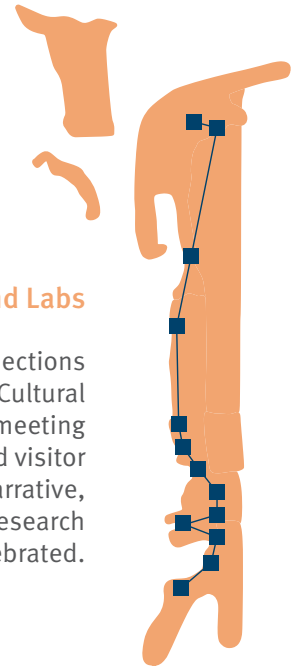


Paths and Parks

The Parks and Paths narrative allows people to orient themselves on The Spit through the variety of planned and existing paths and parks. The Paths and Parks narrative talks to experiencing the environment of The Spit in both active (walking, cycling, playing a game of footy) and non-active ways (sitting and having a picnic, spending time on the beach).

Hubs and Labs

The Hubs and Labs narrative brings together the connections created between outcomes such as the Aboriginal Cultural Centre, the Centre for Coastal Resilience, the community meeting spaces, the markets and pavilions, and information and visitor centre in the master plan. Through the Hubs and Labs narrative, the cultural, educational, community, recreational and research themes of these developments is celebrated.



Stay and Play

The Stay and Play narrative acknowledges the existing relationship people have with The Spit as a place for recreation, leisure activities, a holiday destination. People spend time on The Spit boating, fishing, surfing, diving, dog walking and picnicking, with the master plan outlining a desire to continue bringing to life managed events and providing new and improved spaces for these activities to occur.



Networks

-  Hubs and Labs
-  Parks and Paths
-  Stay and Play



STORYLINES | A landscape of storylines for locals and visitors to experience

Six key storylines have been developed by drawing on the master plan and enriched by the stories told throughout research and consultation. They provide another perspective from which people can engage with The Spit. The storylines and example stories also provide themes for future strategies addressing elements such as interpretive signage and public art.

Heritage Lines

Celebrating the heritage of The Spit from both a western and Indigenous perspective. The Spit has a rich Indigenous and western heritage that can be told at different locations across its geography. Example stories include: the underwater town and history of Moondarewa; Moondarewa's Yugambah meaning of place of mosquitoes; the Gardiner Island family; the Southport families looking out at and engaging with The Spit.

Leisure Lines

The Spit is filled with captivating places and has been used as a place of leisure throughout its history. From visiting Sea World, driving up to the Seaway to go surfing, picking up fish and chips to picnicking in the parks of The Spit. The Spit is also closely connected to the celebrations attended by clan groups from across the region. Example stories include: The Seaside Playground Story; Marriage Lines and Festival Lines.

Caring for Country Lines

Caring for Country acknowledges the stories of conservation that stretch across The Spit from the care of land and sea by traditional custodians through to the care and preservation of key natural landmarks such as the Federation Walk Coastal Reserve. Example stories include: Friends of Federation Walk.



Community Lines

Community Lines recognises the extensive and passionate care the community has for The Spit. This has resulted in the master plan that exists for The Spit today. Community connection to The Spit can be celebrated through stories of both historical and contemporary community groups who have advocated for The Spit.

Dreaming Lines

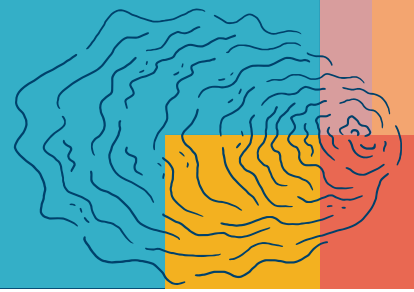
This storyline pays respect to the changing landforms of The Spit and the traditional custodians of the land. Stories to be considered include: The North Moving Passage Story; Indigenous astronomy; Gowondo Dreaming; Curlew Dreaming; Freshwater Songlines; Saltwater Songlines; Two Stars dreaming; and Swimming across from Southport.

Trading Lines

The continuing story of The Spit as a place of sustenance and trade celebrates stories from both western and Indigenous perspectives, with stories that overlap, bringing our histories together. Example stories include: The Humphreys Success Story; fishing and crabbing; grannies collecting pigface; Native foods for local people such as mullet season; the Oyster Frontier story; and collecting Eugeri (Pippies).

The storylines identified provide guidance only. Further community consultation with relevant community members is necessary to ensure that the stories chosen are appropriate and told correctly.

PART C



THE SPIT IDENTITY | Design statement



The Spit is the Gold Coast's park for nature and play! From this starting point a distinctive identity captures and celebrates the multifaceted typologies of The Spit.

The Spit Identity expresses a distinct overall identity for The Spit through the creation of a word-based logo form, with the dot of the 'i' emphasized as the Welcome Motif.

A network of hubs and labs is celebrated through the mechanics of pushing and pulling open new innovative ideas suggestive in the Welcome Motif. A network of places to stay and play is celebrated through the playfulness of the overall logo form and Welcome Motif. The Welcome Motif is also suggestive of a love heart, a sense of the sails of boats or the tail of a surfboard.

The Welcome Motif 'nests into' the logotype, which together are suggestive of plants growing in the dunes or of the undulations of the sea and sand. The 'i' ascending into the Welcome Motif provides a sense of the thin Seaway passage, opening out into the Broadwater or the sea.

A network of parks and paths is celebrated through the softness of the overall logo form in the overall logo and in the Welcome Motif being suggestive of the natural environment and food harvesting; the eugeri (pippie) shell, the kinyingarra (oyster), the Halophila Decipiens seagrass is crucial to the health of The Spit and the shape of a sprouting Pigface plant.

A clear and strong typeface has been adapted ensuring the focal point of the logo is the place name. The 't's' and 'S' of the logotype are softened both as a reference to the movement of sea and sand overtime and to capture an element of playfulness present in many of the ways The Spit is used.

The Spit colours represent sand, sun, shoreline and deeper water. The colours capture a vibrancy connoting playfulness and enjoyment of our water-based activities and outdoor lifestyle.

theSpit

theSpit



THE SPIT PRECINCT IDENTITIES

The precinct identities created from The Spit Identity, celebrate the Yugambeh language, pairing The Spit word logo with the Yugambeh animal name for that precinct. Illustrative animal motifs interpreting the hero animals sit alongside the language pairings. The use of place based colour and playful yet refined linework allow elements of the precinct identities to be interpreted across a variety of applications.



theSpit
Bubayeh
Turtle Place



theSpit
Kinyingarra
Oyster Place



theSpit
Booangun
Curlew Place



theSpit
Meringimpa
Sea Eagle Place



theSpit
Gowondo
Dolphin Place



theSpit
Eugari
Pippie Place



theSpit
Yungunn
Dugong Place



THE SPIT IDENTITY | Introduction

The Spit identity comprising the key word-based logo form (The Spit logo) and the place-based collateral created for the precinct identities is supported by a series of identity assets.

Consistency in use of the identity assets will enable delivery of a strong, unique and exciting visual program, helping to grow affinity and loyalty to The Spit identity.

USAGE AND IMPLEMENTATION

It is vital that the technical guidance provided in this strategy is used across all areas of the identity experience. The strategy does not describe all possible applications of The Spit identity but provides examples and instructions that illustrate correct use and application that can be translated into a wide variety of scenarios.

ARTWORK

In most instances artwork files are provided in the following formats:

- EPS (Encapsulated Postscript – Vector)
- PNG (High Res Bitmap)

Fonts are not provided but are readily available from most font suppliers.

USAGE RIGHTS

Only authorised parties may use the Brand Marks in this strategy. Usage rights will vary between organisations.





THE SPIT LOGO

PRIMARY LOGO

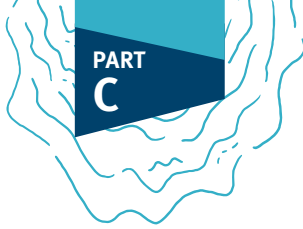
Primary logos are used when the user deems it appropriate. They should be used in the correct manner according to structure and colour of the composition.

HORIZONTAL



STACKED





SECONDARY LOGOS

Secondary logos are used when the primary logo doesn't aesthetically fit the composition or when the primary logo is deemed unusable. For example; on an aqua colour background which is too similar to the logo.

HORIZONTAL



STACKED



MONO LOGOS

Mono logos are used when the primary logo doesn't aesthetically fit the composition or when printing colours are limited. It can be used more frequently on collateral and public wayfinding applications.

HORIZONTAL



STACKED





PRIMARY AND SECONDARY COLOUR PALETTE

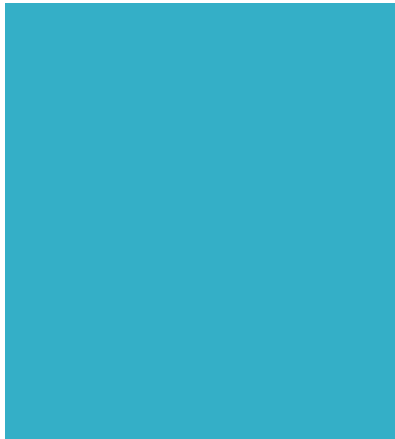
PRIMARY COLOURS

The Spit identity has four core colours which are incorporated into The Spit logo. These colours should be used across all communications.



PANTONE 7694 C

R: 012 G: 066 B: 106
C: 100 M: 077 Y: 044 K: 031
HEX: 0c426a



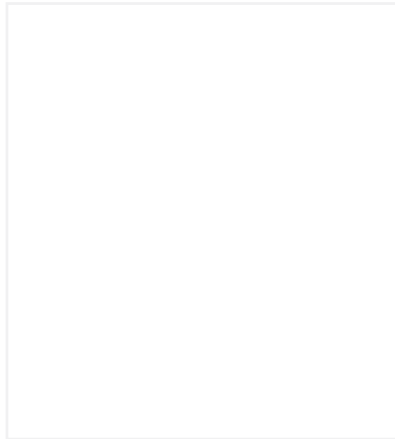
PANTONE 631 C

R: 052 G: 175 B: 200
C: 070 M: 010 Y: 018 K: 000
HEX: 34afc8



PANTONE 7409 C

R: 244 G: 178 B: 032
C: 003 M: 032 Y: 098 K: 000
HEX: f3b120



WHITE

R: 255 G: 255 B: 255
C: 000 M: 000 Y: 000 K: 000
HEX: ffffff

SECONDARY COLOURS

Secondary colours are used to support and complement the primary colours.



PANTONE 156 C

R: 241 G: 188 B: 123
C: 004 M: 028 Y: 058 K: 000
HEX: f0bc7b



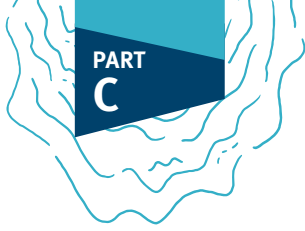
PANTONE 1565 C

R: 248 G: 109 B: 108
C: 000 M: 045 Y: 061 K: 000
HEX: f89e6b



PANTONE 700 C

R: 247 G: 174 B: 184
C: 000 M: 039 Y: 013 K: 000
HEX: f7adb8



TYPOGRAPHY

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
12345678910!@#\$%^&*()

PRIMARY BRAND FONT

The typeface used in the primary logo is Mont Heavy. This typeface is to be used only on headings and any promotional material, digital or print. It should also be used with tracking set at -25.

Heading 01

Font: Mont Heavy
Size: 40pt
Tracking: -25

Heading 01

Font: Mont Heavy
Size: 30pt
Tracking: -25

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
12345678910!@#\$%^&*()

SECONDARY BRAND FONT

The typeface used in the primary logo is Spoof Bold. This typeface is to be used only on headings and any promotional material, digital or print. It should also be used with tracking set at -50.

Heading 01
Sub-Heading

HEADING

Font: Spoof Bold
Size: 40pt
Tracking: -50

SUB-HEADING

Font: Spoof Light
Size: 20pt
Tracking: -50

Heading 01
Sub-Heading

HEADING

Font: Spoof Bold
Size: 30pt
Tracking: -50

SUB-HEADING

Font: Spoof Light
Size: 15pt
Tracking: -50

CLEAR SPACE AND MINIMUM SIZES





CLEAR SPACE

Wherever possible, The Spit logo should be surrounded by a minimum clear space area. This ensures that headlines, text or other visual elements do not intrude on the logo. The area is defined by using the height of the 'h' on all sides of the logo.



MINIMUM SIZING

Wherever possible, The Spit logo should be clear and sharp. By defining a minimum size this allows the logo to appear clear and visible across different applications.

	SCREEN (PX)	PRINT (MM)
HORIZONTAL	 14px	 30mm
STACKED	28px 	8.5mm 



PLACE-BASED LOGOS

PLACE-BASED LOGOS – PRIMARY APPLICATION

Primary full colour lock ups for the place-based logos with two styles of application. These are used throughout all collateral when associating with identity and place.

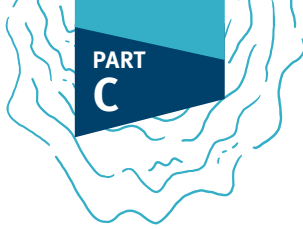




PLACE-BASED LOGOS – SECONDARY APPLICATION

Secondary mono lock ups with solid colour for two styles of applications. These are used throughout all collateral when associating with identity and place.





PLACE-BASED LOGOS – TERTIARY APPLICATION

The tertiary applications introduce a third graphic element; the map based on the changing Landform sub graphic. The map is situated in different positions for each precinct identity. This is done intentionally to show the different locations of each animal place, for example Bubayeh Place focuses on this precinct on the map.



PLACE-BASED LOGOS – TERTIARY TWO TONE APPLICATION

Two-tone graphics developed as conversational applications to appeal to a younger audience. These should be used on merchandise and any other print publications that coincides with a younger demographic.





PLACE-BASED COLOUR PALETTE

IDENTITY SECONDARY COLOURS

Seven colours have been selected which identify with places and animals. They have been tied to the Yugambeh word for each animal.



Gowondo – PANTONE 2915 C

R: 095 G: 179 B: 228

C: 058 M: 014 Y: 000 K: 000

HEX: 5fb3e4



Kinyingarra – PANTONE 7416 C

R: 234 G: 105 B: 082

C: 003 M: 073 Y: 070 K: 000

HEX: e96852



Yungunn – PANTONE 7409 C

R: 244 G: 178 B: 032

C: 003 M: 032 Y: 098 K: 000

HEX: f3b120



Eugari – PANTONE 7479 C

R: 070 G: 185 B: 120

C: 070 M: 000 Y: 072 K: 000

HEX: 46b978



Meringimpa – PANTONE 715 C

R: 247 G: 141 B: 042

C: 000 M: 054 Y: 094 K: 000

HEX: f78d2a



Booangun – PANTONE 7744 C

R: 186 G: 188 B: 051

C: 032 M: 015 Y: 100 K: 000

HEX: babc33



Bubayeh – PANTONE 715 C

R: 204 G: 163 B: 204

C: 018 M: 039 Y: 000 K: 000

HEX: cca3cc



SPECIALTY MOTIF

This specialty motif depicting a Gowondo (dolphin) and Ngrang-wal (shovel-nose sand shark) has been developed as potential digital application to prompt viewers to learn more about the coordinates of the country, The Spit and surrounding region The Spit is part of. The animals are two totem animals of the Kombumerri people, outlined by the Danggan Balun (Five Rivers) People as an appropriate combination for a motif. This subgraphic has been created to be used in a series of different colour accompanying colours illustrated below.



SUBGRAPHICS

NETWORKS SUBGRAPHICS

Three subgraphics illustrating Hubs and Labs, Parks and Paths and Places to Stay and Play for use in application when referring to the networks typology.



parks and
paths



hubs and
labs



stay and
play

CHANGING LANDFORMS SUBGRAPHICS

This subgraphic can be used with any of the brand or place-based colours. When used to describe a precinct, the map is enlarged to highlight the area that the hero species is from. Outside of that the map is allowed to be used freely.



REPEAT PATTERNS

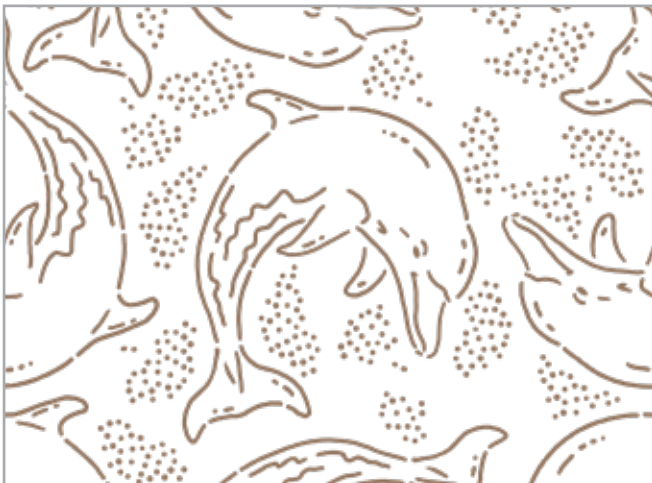
A library of repeat patterns that cover all the site precincts are available to use. Originally created as part of the wayfinding architecture, these assets span a number of different mediums through digital and print. The only rules that apply are to its usage when describing or navigating through different precincts.



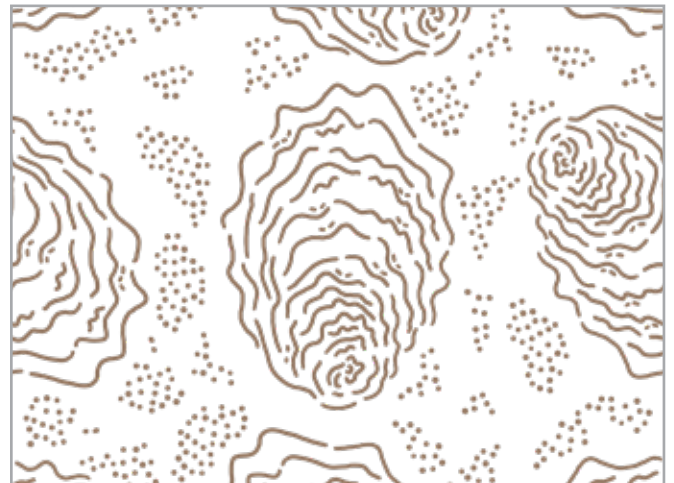
BUBAYEH PATTERN is a repeatable pattern that should only be used in its appropriate precinct.



BOOANGUN PATTERN is a repeatable pattern that should only be used in its appropriate precinct.



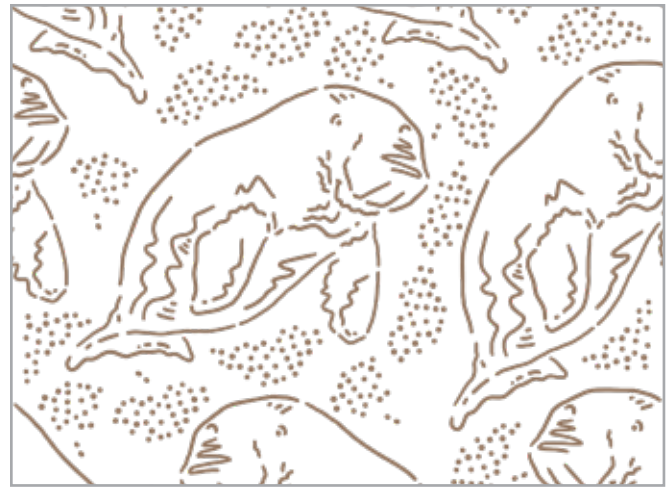
GOWONDO PATTERN is a repeatable pattern that should only be used in its appropriate precinct.



KINYINGARRA PATTERN is a repeatable pattern that should only be used in its appropriate precinct.



MERINGIMPA PATTERN is a repeatable pattern that should only be used in its appropriate precinct.



YUGAN PATTERN is a repeatable pattern that should only be used in its appropriate precinct.



EUGARI PATTERN is a repeatable pattern that should only be used in its appropriate precinct.

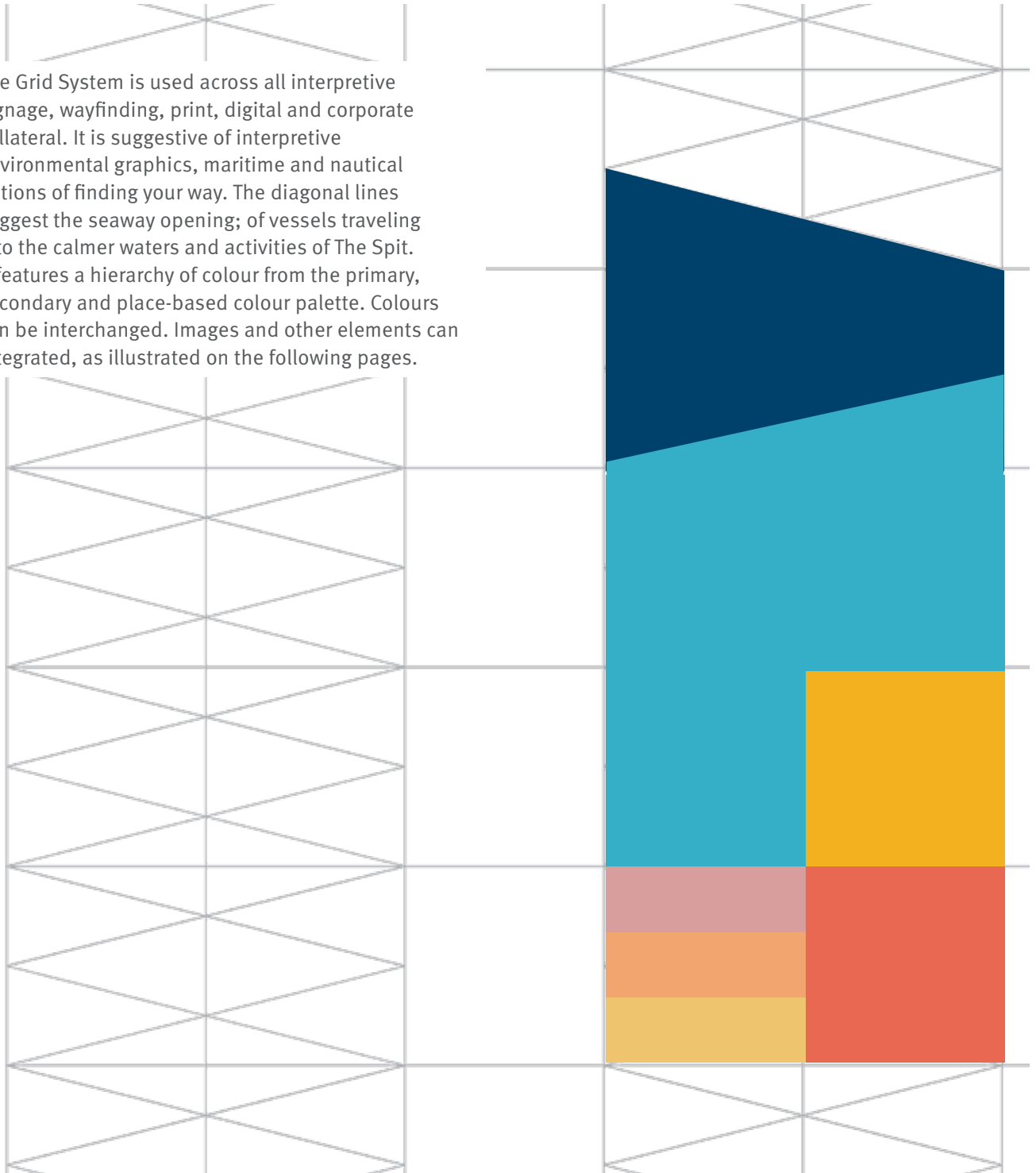


MIXED PATTERN is a repeatable pattern that incorporates all the hero species. It can be used in all precincts.



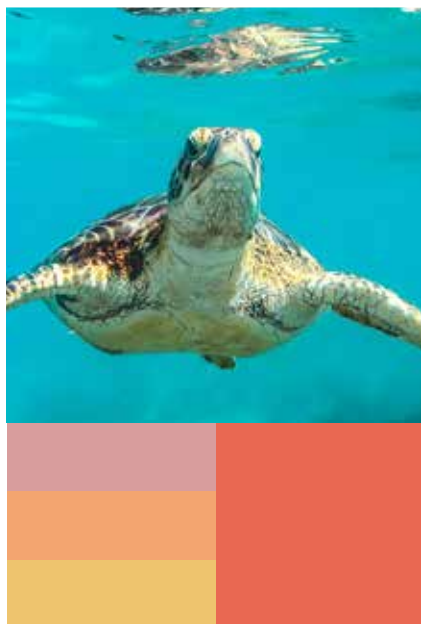
GRID SYSTEM

The Grid System is used across all interpretive signage, wayfinding, print, digital and corporate collateral. It is suggestive of interpretive environmental graphics, maritime and nautical notions of finding your way. The diagonal lines suggest the seaway opening; of vessels traveling into the calmer waters and activities of The Spit. It features a hierarchy of colour from the primary, secondary and place-based colour palette. Colours can be interchanged. Images and other elements can be integrated, as illustrated on the following pages.



PHOTOGRAPHY

Photography nests within the grid system in a variety of ways as shown here. A variety of images embodying the key themes of the identity strategy should be used to celebrate The Spit. Where using scenic photographs of The Spit, these should not have any graphic overlays other than being framed by the grid system. This ensures the raw vibrancy and beauty of the natural environment is left to shine on its own. Where possible, a contrasting colour from the palette is used adjacent to the photograph to amplify its framing.

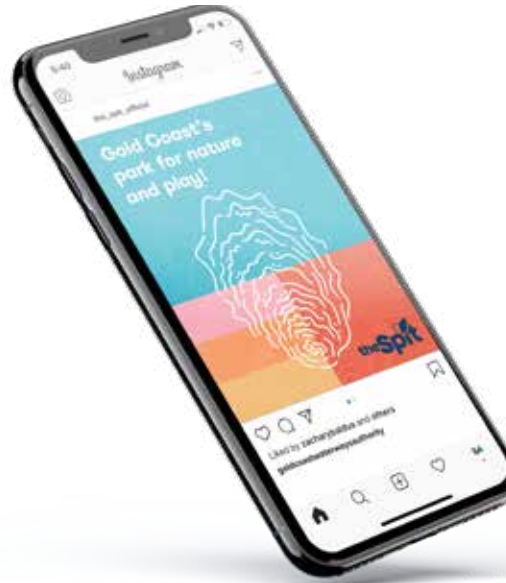


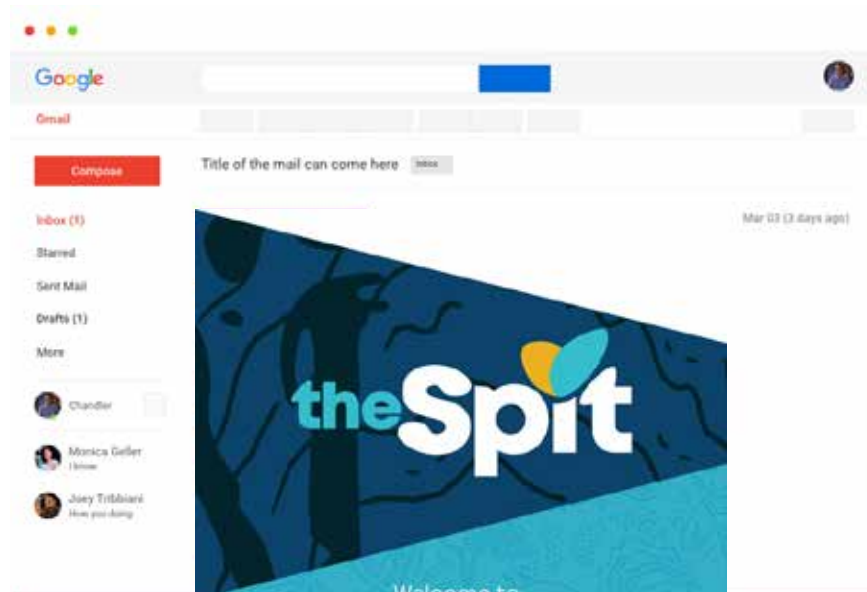
BRINGING THE SPIT IDENTITY TO LIFE

SOCIALS AND DIGITAL

“A friend tags me in an Instagram post about an upcoming event on The Spit. This makes me look at more of what The Spit has to offer and I’m excited to come and visit.”

“I want to plan my trip to The Spit and understand transport access, what’s on offer to eat and whether there are any events the weekend I plan to attend.”

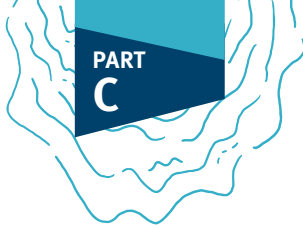




EDM

“An email pops up in my inbox with some fun things happening on The Spit. I organise a group of friends to have a picnic in the park and listen to some live music.”





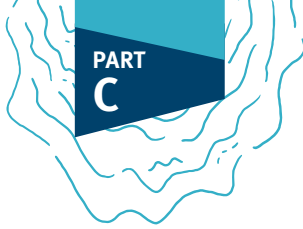
SHELTER ADVERT

“My child points out a fun ad when we’re waiting for the bus. I explain to her about how kinyingarra is the Yugambeh word for oyster and we decide we should go and visit.”

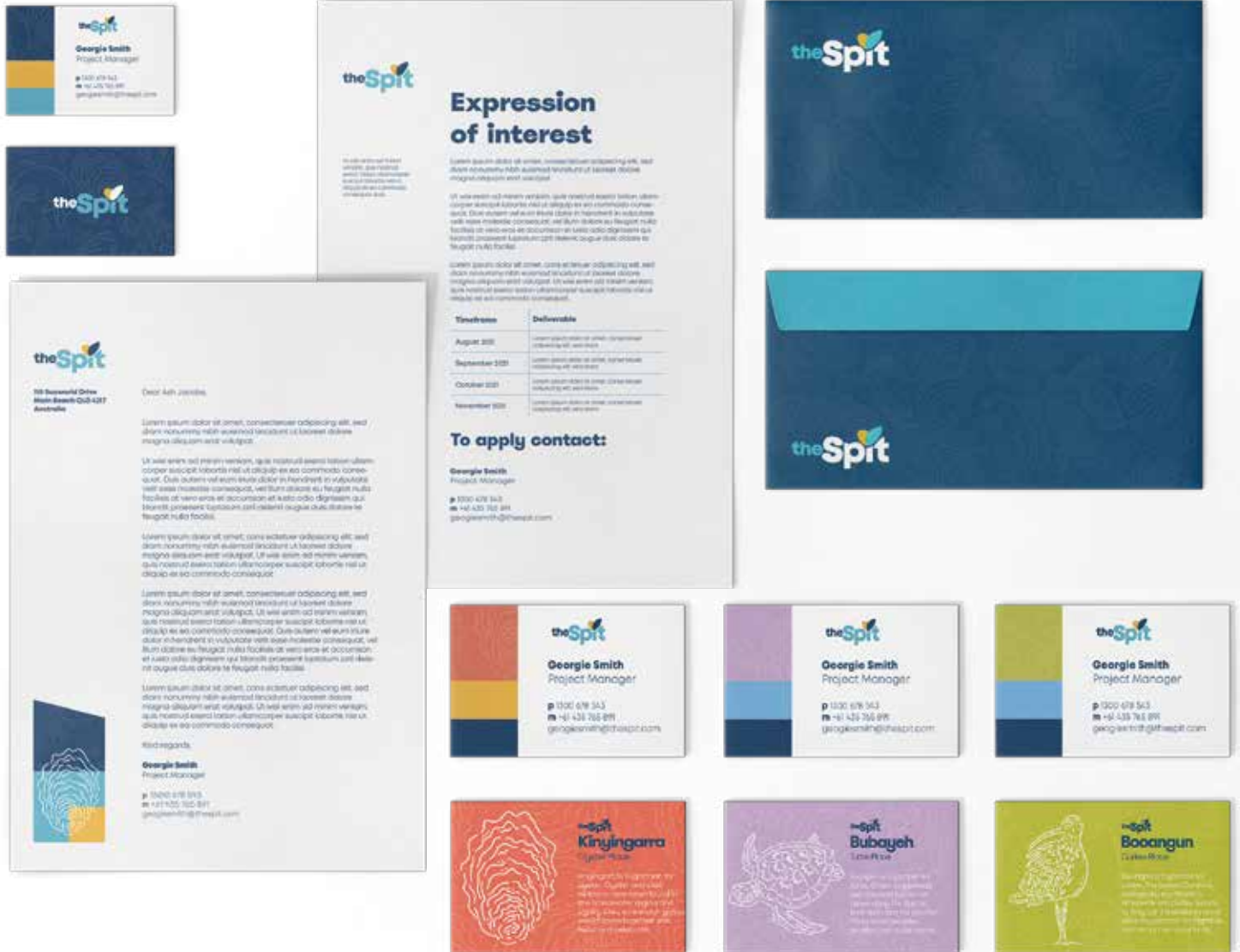
BROCHURE



“We’re having a coffee at our local café and a publication grabs our eye, looking in more detail we find out about some of the events happening on The Spit and some new ideas for how to make use of this fantastic park. We schedule a weekend away to make the most of everything going on.”



LETTERHEADS, BUSINESS CARDS, STATIONARY



WOVEN PATCHES

"My teenager comes home from school telling me about these cool patches his friends have on their bags, they're of different animals of The Spit and only available from locations on The Spit. I promise I'll take him surfing there on the weekend and pick some up. I check the website out and see there are good places to have lunch too."



PLAY TRAIL BOOKLET

"My daughter comes home from school with a Play Trail booklet for The Spit, there are so many fun activities in here and ideas for ways to spend time exploring The Spit. Inspired for a fun day out we get planning, there's even ideas for picnics to pack."



INTERPRETIVE SIGNAGE AND WAYFINDING

In considering how The Spit Identity translates on wayfinding and interpretive signage, key materials from the typologies of the public realm guidelines have been selected and interpreted as four built form characters: Shifting Sands; Ocean Hike; Urban Seafarer; Dockyard Play.



Shifting Sands character, expressed through rammed earth and cast or etched artwork, is used in natural settings where the intention is to invoke a sense of sand banks and shorelines being naturally shaped by time.



Ocean Hike character is expressed through sustainable timber with laser etched artwork. It is used in natural settings where the intention is to invoke a sense of materiality emanating from its natural surroundings, such as on paths through Federation Walk Coastal Reserve.





















Urban Seafarer character is expressed through concrete form and cast or etched artwork is used in urban settings where the intention is to invoke a sense of connecting with contemporary blockwork often found across the Gold Coast's promenades and precincts.



Dockyard Play character, expressed through laser cut coloured aluminium is used in urban settings where the intention is to invoke a sense of playfulness tying to the materials used around harbours and docks. It celebrates the seaside playground character of The Spit.

Like the typologies of the public realm guidelines, each precinct or place can span one or more of the built form characters. The below table outlines the predominant character for each place.

		CHARACTERS			
		Shifting Sands	Ocean Hike	Urban Seafarer	Dockyard Play
PLACES					
					
					
					
					
					
					

The Dockyard Play colour in the table above illustrates the application of the place-based colour according to the Village Centre Precinct combined with the laser cut aluminium, as colour application will vary depending on location.

NATURAL TYPOLOGIES

SHIFTING SANDS CHARACTER



OCEAN HIKE CHARACTER

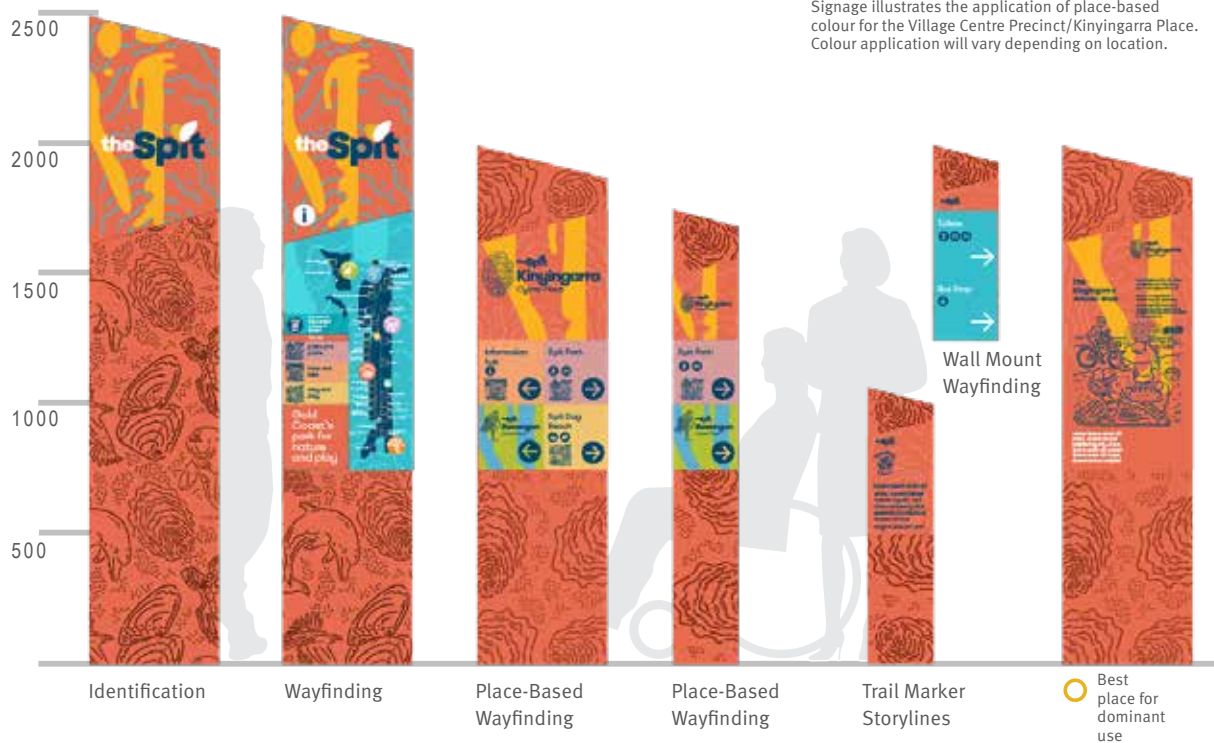


URBAN TYPOLOGIES

URBAN SEAFARER CHARACTER



DOCKYARD PLAY CHARACTER



Signage illustrates the application of place-based colour for the Village Centre Precinct/Kinyingarra Place. Colour application will vary depending on location.

Indicative example of a place based wayfinding plinth within the Village Centre Precinct



Indicative example of Wayfinding Plinth within the Top of The Spit Precinct



Indicative example of Wayfinding Plinth within the Top of The Spit Precinct



Indicative example of a wall mount wayfinding within the Village Centre Precinct





The Spit Identity Strategy

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