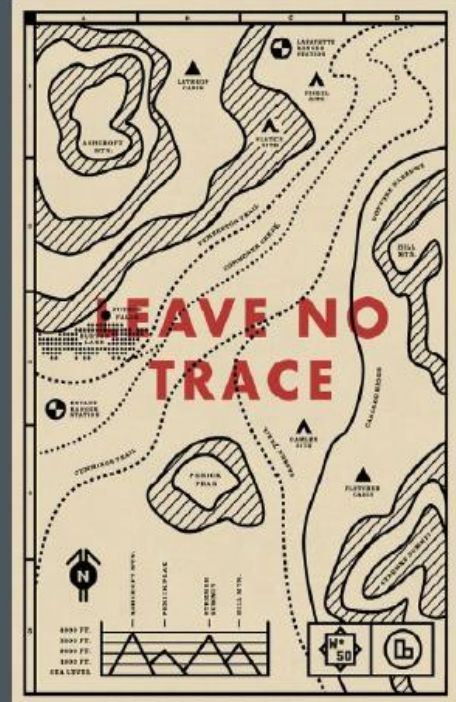


Starting points



The motif

The patch device combines the visual languages of camping, the great outdoors and the National Parks.

The panels within the patch work to create a very functional framework for delivering information at different levels.

The device has been modified to identify camping categories. Colour, text and graphics are used to differentiate but each variation still retains the essence of the top level brand logo.



Signage Hierarchy

- Threshold Signage – Boundary Marker for Camping Management Zones
- Repeater Signage – More detail in locations where people may stop and spend more time
- Permit Area Signage – On entry points to permit areas
- Audit of Existing signs & Impact
- Developing a signage hierarchy
- Critical placement over Quantity
- Different Style of Language to existing bylaw signs (ELL)

Example Signage: Threshold



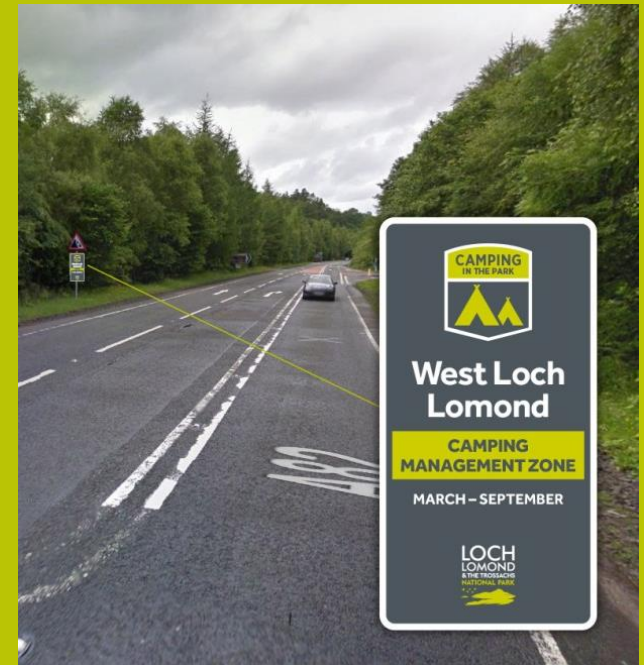
Threshold Signs – Boundary Marker for Camping Management Zones



Threshold Signage: in situ



- Sympathetic to the surrounding environment while delivering the firm message
- Use of existing signage infrastructure – reducing costs and road side clutter



Example Signage: Repeater and Permit Area

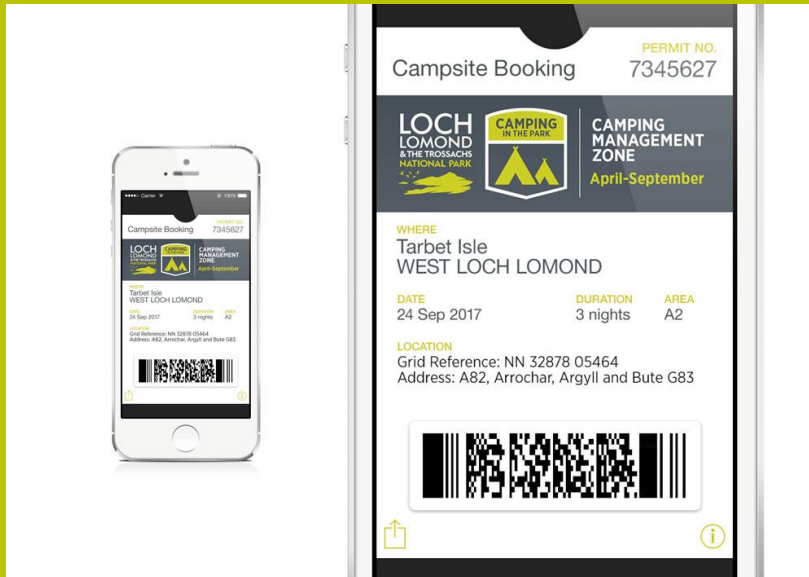


Repeater



Permit Areas

Permit Information



- Character Mapping
- Simple & Clear Layouts

Partnership Approach



Working with other public organisations sharing expertise and technical guidance



Journey through a zone

