MELBOURNE IDENTITY SYSTEM

Patrick Reiley

MISSION

Problem Statement

Melbourne, Australia has become a hotspot for the youth in Australia, and from this it has emerged as a cultural epicenter of the nation, where art, food and music from all backgrounds come together on the shores of Victoria.

The current identity of Melbourne has fallen out of date with the current landscape of Melbourne, and the identity of the city does not match its atmosphere. Melbourne needs striking imagery to show the world the personality that the city is becoming known for.

Solution

I intend to tackle the problems that the city has with their identity by creating a new logo, giving the city a bright color scheme, updated stationery, tourism merchandise and applying the new brand identity I create to their way-finding in the city's population hubs.

Interest

I chose to work on this project because it involved my interests in design, design research and branding. I chose the city of Melbourne because I felt that the city had a lot of good things going for it, and would have a stronger presence with a more modern identity.

RESEARCH

City Demographics

Melbourne is a city with a population near 5 million people, and the distribution is about 48:51 Male:Female. Most of the city sits in the upper middle class bringing in around 100,000 AUD, annually. Melbourne has a majority of their citizens identify as white, and the second largest ethnicity in the city is Asian; around 33 percent of the people in Melbourne were born outside of Australia, most coming from England, Ireland and China.

Landmarks

As a coastal city, Melbourne has many kilometers of scenic oceanside beaches, shops and restaurants, but the majority of the city lies further inland on the rivers running through the city. The city has one of the most noticeable Australian landmarks, which is Flinders Street Station, a major transportation hub in the heart of the city's center. Several other historic landmarks include Luna Park, an amusement park known for its eccentric entrance, Federation Square, a modern city plaza, and the Royal Botanical Gardens Victoria.

Inspiration Points

For my inspiration in the creation of the brand system, I am looking mostly to the water and nature that have become synonymous with the city. In every photograph of Melbourne the waves and trees go hand in hand, and the city has become known for these over the centuries it has been formed.

RESEARCH PHOTOGRAPHS

Luna Park

Royal Botanical Gardens Victoria

Federation Square

BRAND IDENTITY

Icon

For the mark of the logo, I wanted to make something reminiscent of the waves that the ocean has, as well as something asymmetrical that reflected the diversity that Melbourne is known for.

The organic shape of the logo makes it come off as friendly and welcoming, much like the city itself, and gives Melbourne a proper mark to represent itself with.

Colors

The dark blue of the logo references the water in the ocean that crashes along the beaches of Melbourne, and makes the icon dense, giving it the agency to quickly grab attention.

The green underneath and offset of the darker blue is a reference to the foliage and nature that is all around the city, and the vibrancy of the green references the vibrant personality that the city has come to take on.

BRAND IDENTITY

Typeface

For the typeface, I chose Rubik. It is a typeface with a friendly humanist feeling, and has the capabilities to be seen large and small, making it a successful typeface for the new brand identity of Melbourne.

Aa

Rubik Regular

Aa

Rubik Medium

Aa

Rubik Bold

Aa

Rubik Regular Italic

Aa

Rubik Medium Italic

Aa

Rubik Bold Italic

LETTERHEAD

melbourne

20/01/2020
From the Office of,
Lord Mayor, Sally Capp

Dear Melbourne,

Hariat il imus molorib ustrum et volupta tiurem. Ita dolentem quam, que enet excepe num sum ipsus nihictia sus diti temque dolo et laboresequam in eum fugite veliae doluptaeped mosam fuga. Nam sinime volorib erchicab intioreptis repero ist, quiam qui te prae. Xerum quid maxim vel ipsa eos audae aut imil ius sum as voluptatem aut as ad qui denet as essi denda dolupta con elibus eatur, sum et doloritae non ex et aditas molorum evel ius rae sit, tecus dem aut dem el et a quis ma nit, quiandit, volupta aut repelentis eossitatius re reped eos eic temporrores di ut odipict emposa iunt volorep erundellit dic to qui ut quide ant ut et aut que sae. Ita cus, ut odit fuga. Ituturi tasimet ut excerspis dis que plit, culparchil molescit et audita volorep udiorem erspero ommod et qui sed unt earupta idem quasitiores dolorest eos aut omnimet volor remodissin non pratintiis minimi, officidelit molorer ovitat quidust, ullaut aut aut ea as none qui restis ea dipictae pratur?

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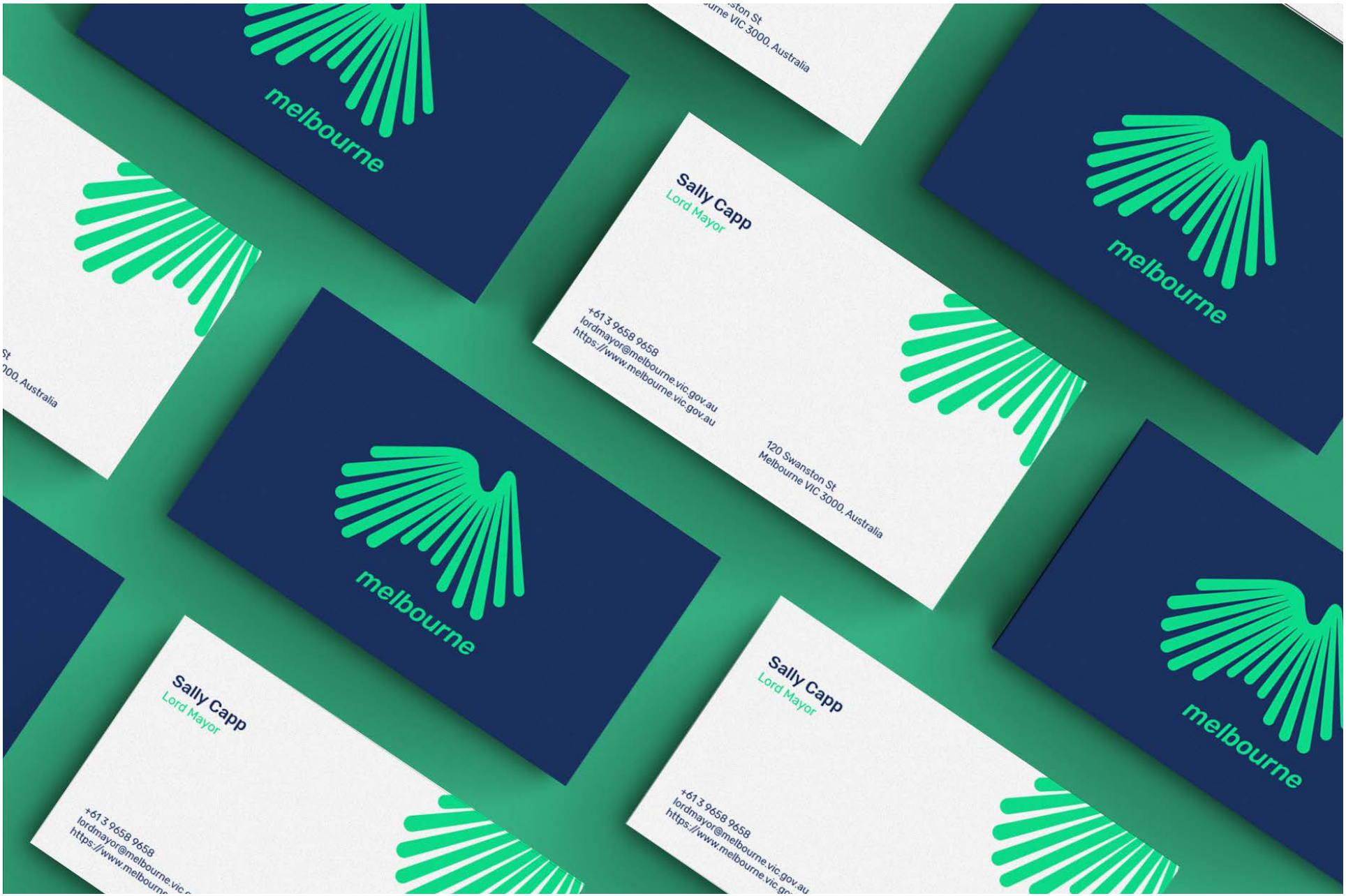
Thank you,

Sally Capp
Lord Mayor
lordmayor@melbourne.vic.gov.au

GPO Box 1603 • Melbourne VIC, 3001 • 03 9658 9658

BUSINESS CARD



ID BADGE

WAYFINDING

Civic Sign

For all governmental buildings, I designed a sign that will sit outside of the entrance into the building, which will inform the public of the building's purpose, contact information, location and hours of operation so that the public may have a better experience locating and utilizing the many governmental buildings in Melbourne, Victoria's capital.

Park Sign

To better serve the public that uses the numerous parks inside the city, I designed a system of wayfinding that gives tourists and locals their location, as well as the direction to another popular location. This better serves the city, because it makes Melbourne more tourist friendly, and makes the city life easier for the new ex-pats who move Melbourne get familiarized with the city quicker.

Transit Sign

To help people get around the city, and utilize the transit infrastructure that Melbourne has in place, I created a high contrast design that makes routes and locations quickly noticeable, and when placed on a physical piece of metal, will make the green reflect light to help improve the visibility of the sign at night. The identity would be applied to both tram and bus.

Street Signs

I updated the signs that indicate each street's name, as well as the blocks that each street covers in that segment between two intersections. I made them high contrast so that the name is visible for everyone that uses the roads, so that traffic dos not get congested because of low visibility and poor wayfinding.

Walkway Signs

As Melbourne is a very tourist and pedestrian friendly city, I designed signs to compliment the signs on the street, to show which way certain attractions and major locations are. The signs are in the secondary neon green to differentiate which signs are for drivers, and which are for pedestrians.

Street Banners

In Melbourne there are a few neighborhoods that are each known for specific things, and have attracted certain demographics because of what each has to offer. I designed street light banners that would represent the neighborhood it is, and what that neighborhood is known for, which gives each part of Melbourne a distinct feel.

CIVIC SIGN

melbourne
PARLIAMENT HOUSE
Spring Street
East Melbourne, Victoria, 3002
(+61 3) 9651 8911
M-F: 8:30–5:30 PM

PARK SIGN

ROYAL BOTANIC GARDENS VICTORIA
SOUTH
WEST
NORTH
EAST
melbourne

BUS STOP

FLINDER
STREET STATION
Gladstone Park
Airport West
Glenroy
Maribyrnong
West
Coburg
Keilor
Downs
Moonee
Ponds
Sunshine
Footscray
Southern Cross
Coach Terminal
Brooklyn
Newport
Flinders
Street
Carlton
Brunswick
Thornbury
Templestowe
Kew
Collingwood
Richmond
Station
941
942
944
945
951
952
955
961
Hail Bus Here

STREET SIGN

WALKWAY SIGN

STREET BANNER

MERCH

T-Shirt

As Melbourne continues to grow as a major tourist attraction, it will be able to capitalize on this as a source of revenue, and I designed a t-shirt that utilizes the logo to represent the city, and will be able to act as advertising when tourists return to their native home, and share stories of the city.

Tote Bag

As a coastal city, Melbourne has to maintain a grip on their environmental impact to ensure that their city does not lose the beauty it has become known for. I designed a tote bag that serves this purpose, and can also act as a souvenir or gift when visitors come to the city.

Reusable Bottle

Acting alongside the tote bag, the reusable water bottle that I have made to go along with the brand identity will cut down on the use of plastic, and can be used as a promotional material at events, as well as be sold as a form of revenue.

Hat

Another big merchandise item that I have applied the identity to is a hat. When tourists come to visit, they will be blinded by the sun, and this hat will be able to shield their eyes so they can see all that the city has to offer, as well as act as a nice item to take home as a memory of a vacation.

T-SHIRT

T-SHIRT

REUSABLE BOTTLE

TOTE BAGS

HAT