

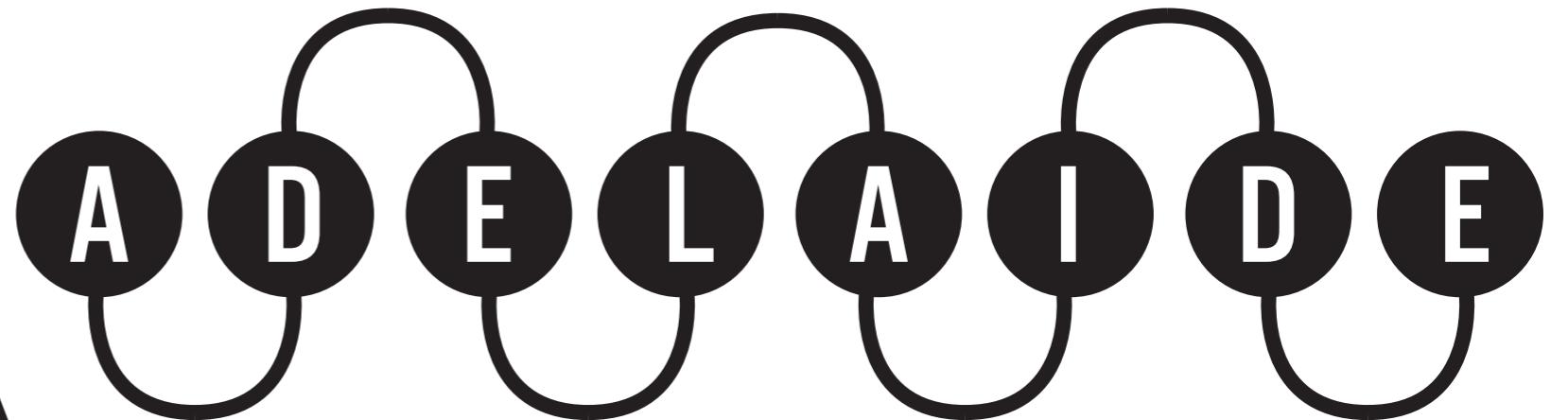
A D E L A I D E

TOM LANSDOWN

CITY BRANDING PROJECT

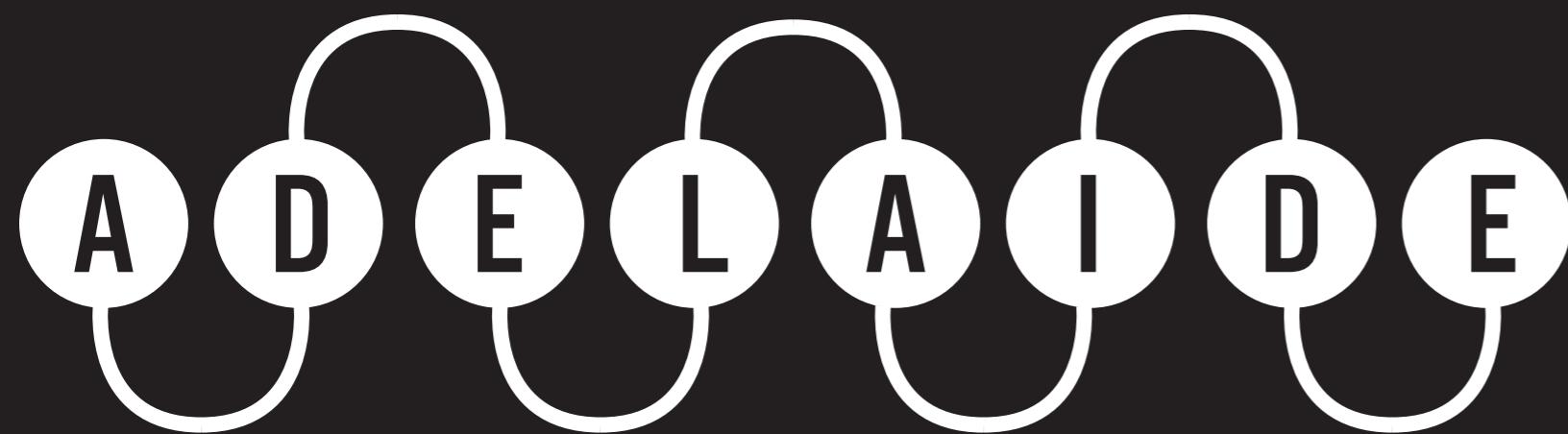
INTERNATIONAL AND INTERCULTURAL DESIGN

HORIZONTAL MARQUE



A D E L A I D E

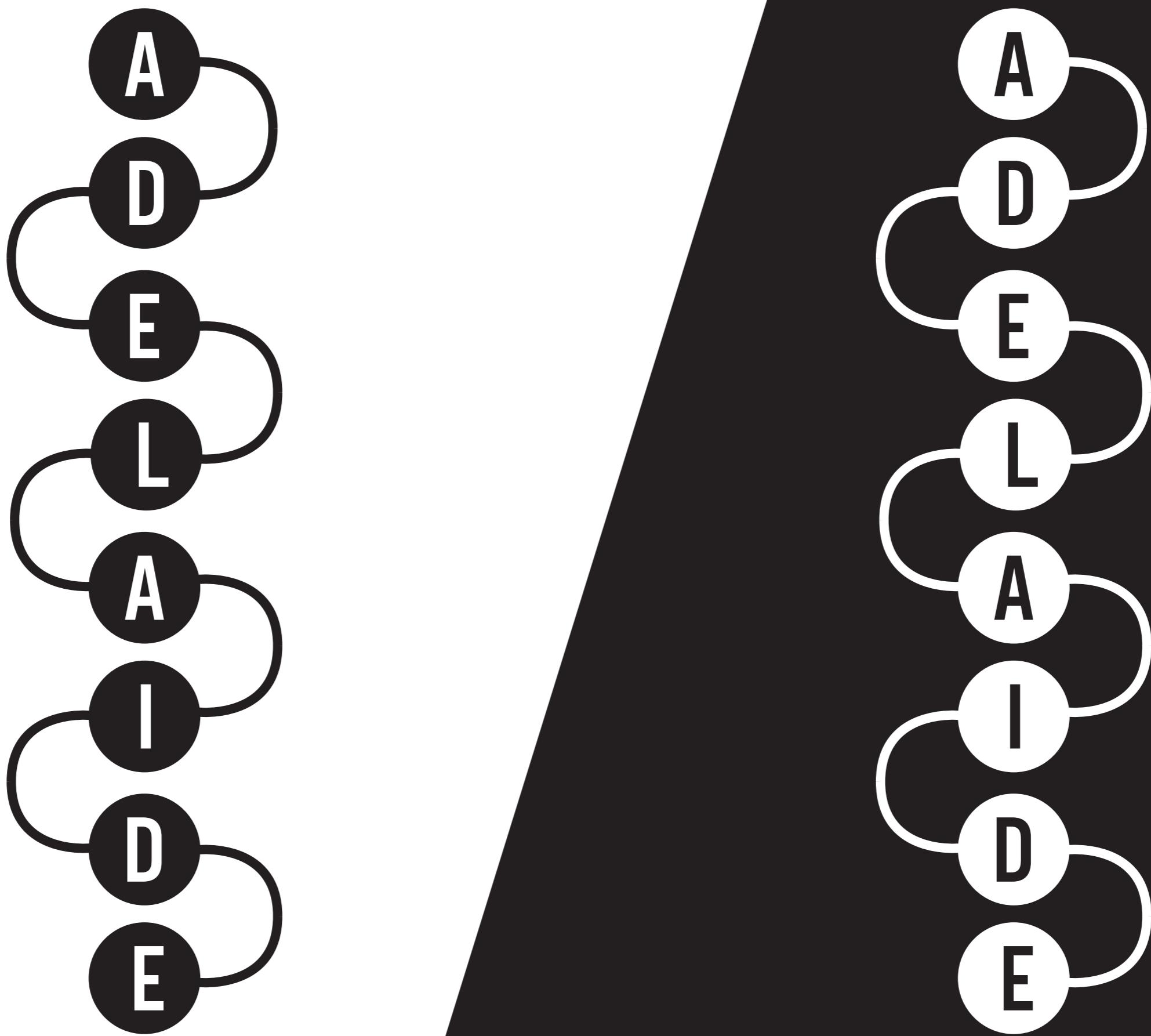
The logo consists of seven black circles arranged horizontally. Each circle contains a white capital letter: 'A', 'D', 'E', 'L', 'A', 'I', and 'D'. A thick black curved line connects the top of each circle to the bottom of the next circle in sequence, creating a continuous loop.



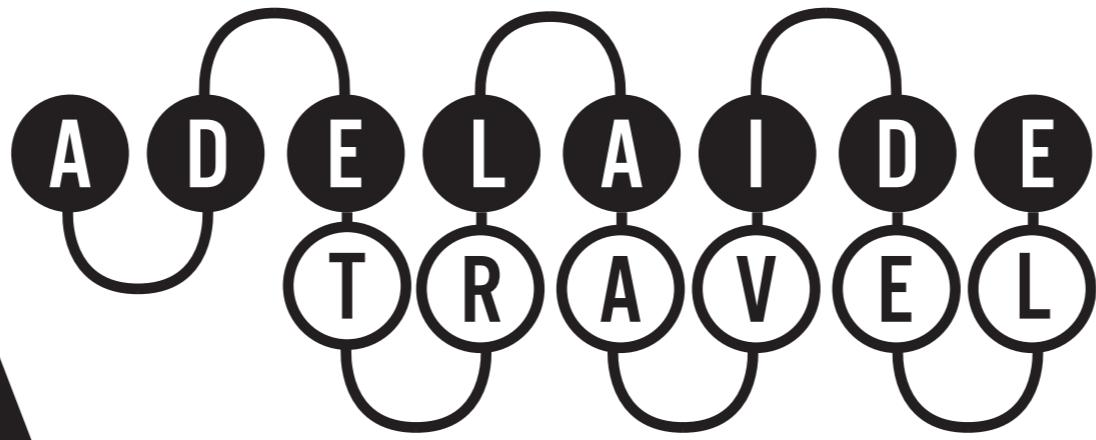
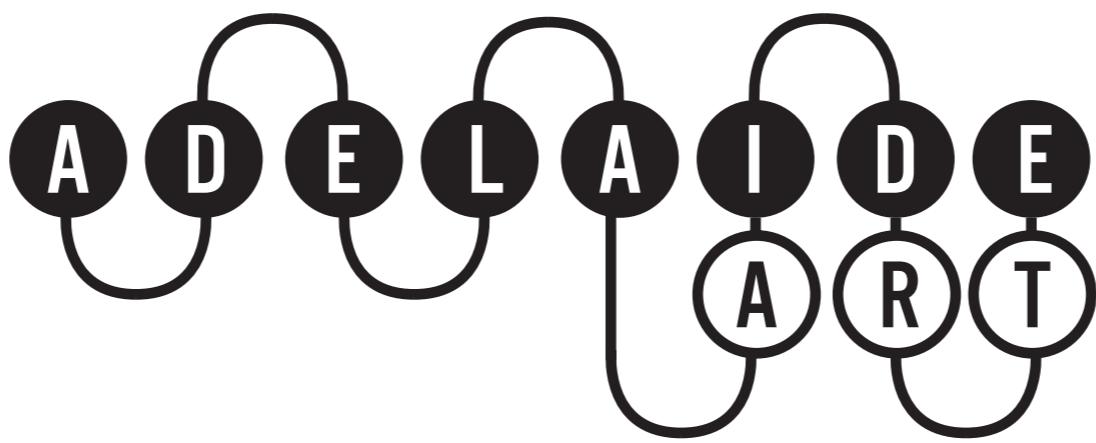
A D E L A I D E

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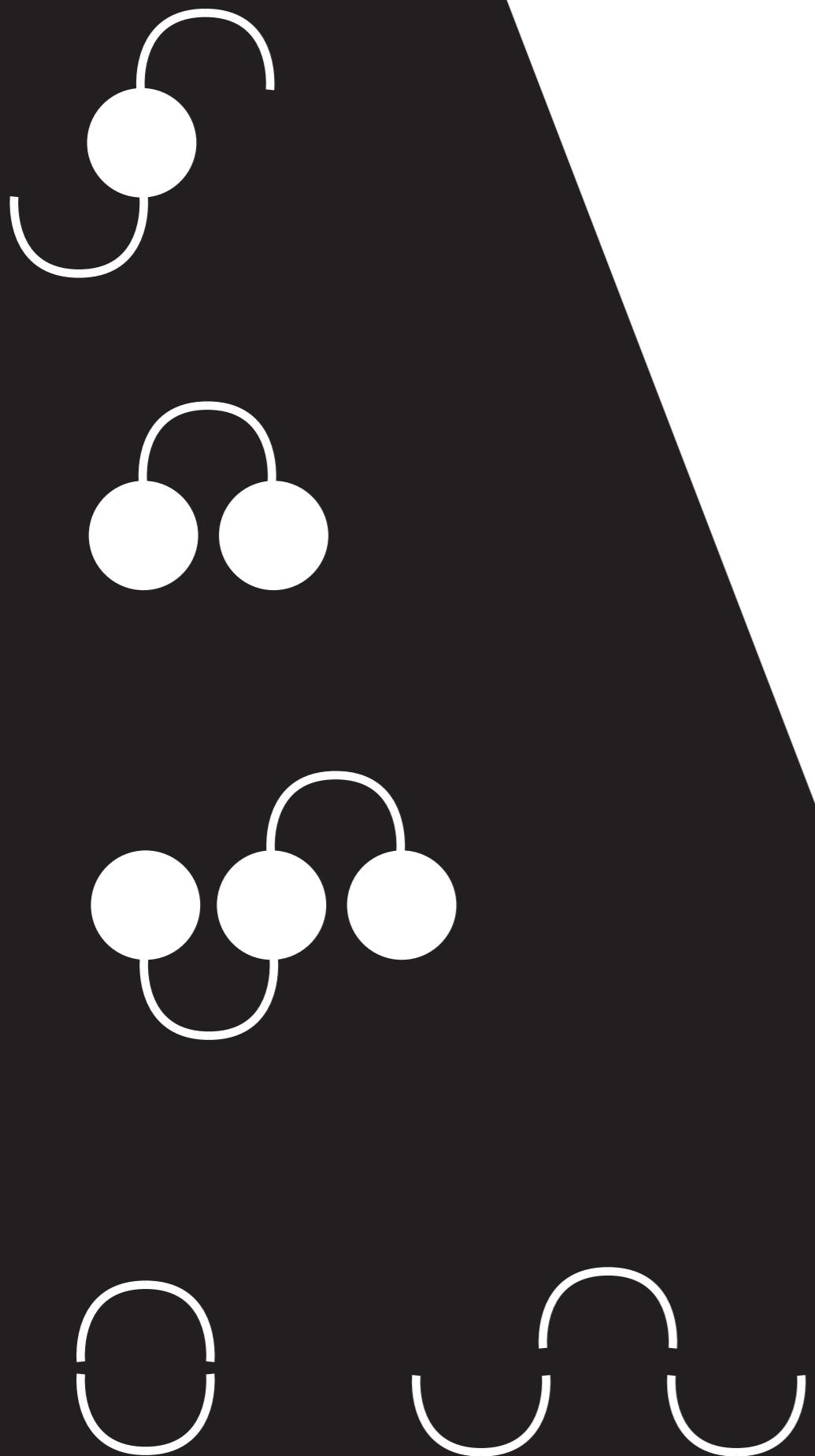
VERTICAL MARQUE



VARIATIONS



MARQUE DECONSTRUCTED

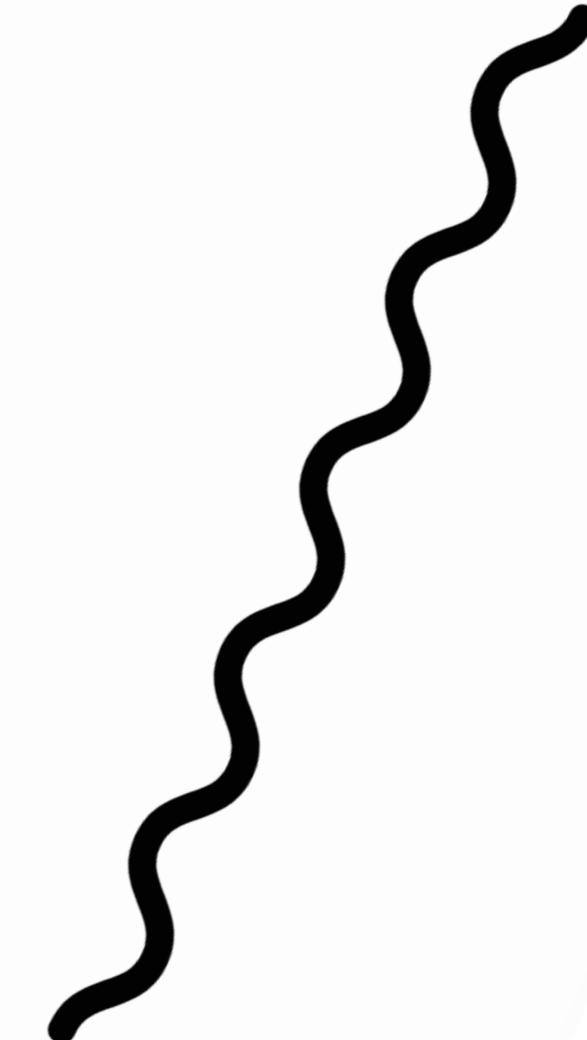
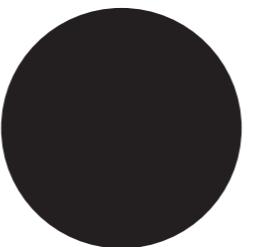


A D E L A I D E

The word "ADELAIDE" is rendered in a bold, sans-serif font. Above the letters, there is a row of six black U-shaped marks. Below the letters, there is a row of seven black circular marks. The letter "A" is preceded by a black circle, and the letter "U" is preceded by a black U-shaped mark.

VISUAL LANGUAGE

U.S. 101



Language

&

REASONING

THE VISUAL LANGUAGE IS ADAPTED FROM THE MARQUE, WITH STYLISTIC ADDITIONS. IN GENERAL BRAND USE, BEING ABLE TO PAIR THE MARQUE WITH SERIF TYPEFACES OPENS NEW AVENUES FOR CITY EXPRESSION.

TAGLINE -

HERE NOW

REASONING

IDEA OF ADELAIDE BEING A CITY OF THE MOMENT. NEW TECHNOLOGY, FRESH CULTURE BUT STILL WITH RESPECT FOR THEIR PAST. REPRESENTATIVE OF THE ATMOSPHERE AND CONNECTIVITY.

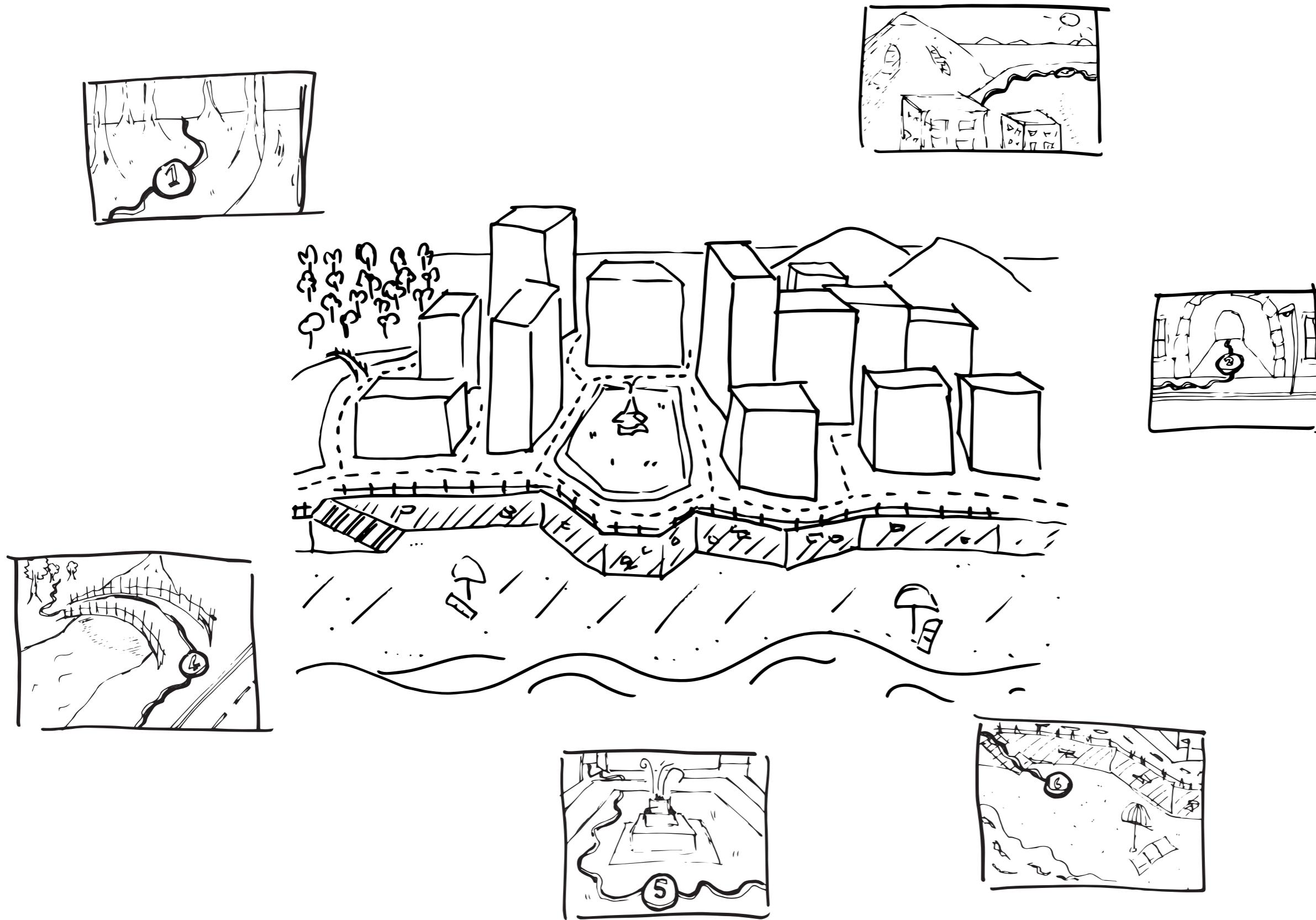
VISUALISATION ONE



VISUALISATION TWO



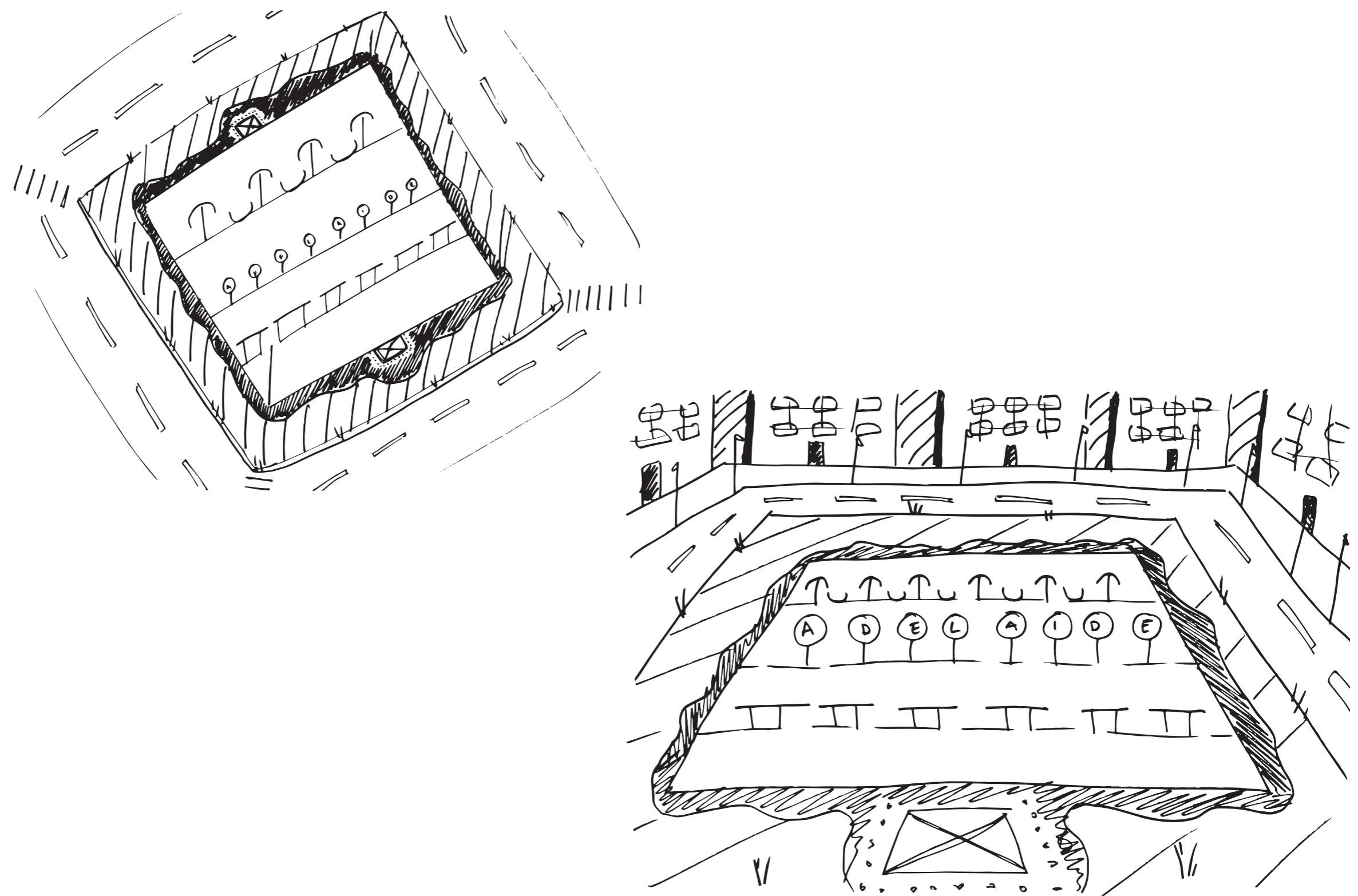
INTERACTIVE



REASONING

SIMILARLY LINKING TO THE TAGLINE, THIS INSTALLATION INVOLVES A TOUR AROUND THE CITY.
THE OBJECTIVE WOULD BE TO FOLLOW THE CIRCLES AND LINES TO SEE THE CITY.

INTERACTIVE



REASONING

PAIRING WITH THE TAGLINE 'HERE NOW' THIS IS AN INTERACTIVE INSTALLATION FOR THE CITY.
VISITORS WOULD ORIENTATE THEMSELVES TO EITHER SIDE TO SEE THE GIANT MARQUE IN PERSPECTIVE.

A U S S I E

G I N

' H E R E N O W '

BOTTLE



REASONING

WANTED A SIMPLE BOTTLE, A CIRCULAR BOTTLE WOULD BE USING THE CITY BRANDING TOO MUCH AS A CRUTCH. CORK WOULD HAVE FLAVOUR LETTERS ON, AND THE FLAT TOP WHEN LOOKED AT FROM ABOVE WILL MIRROR THE CITY BRAND MARQUE.

LABELS



REASONING

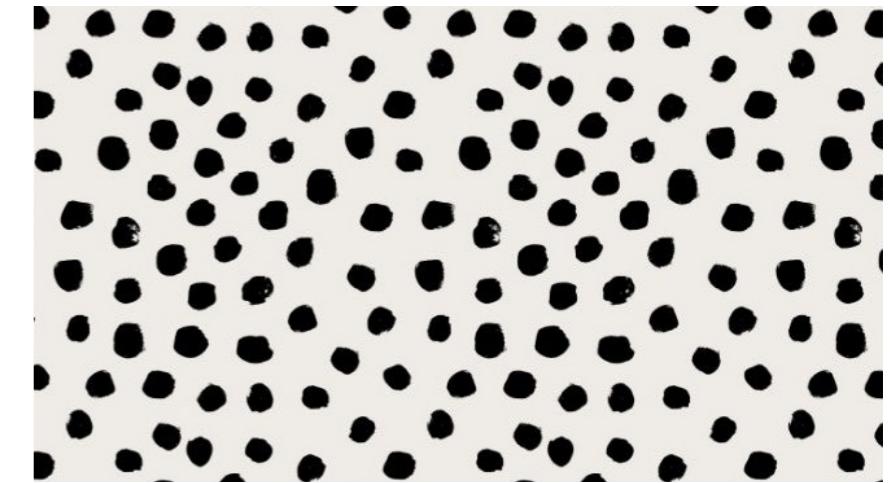
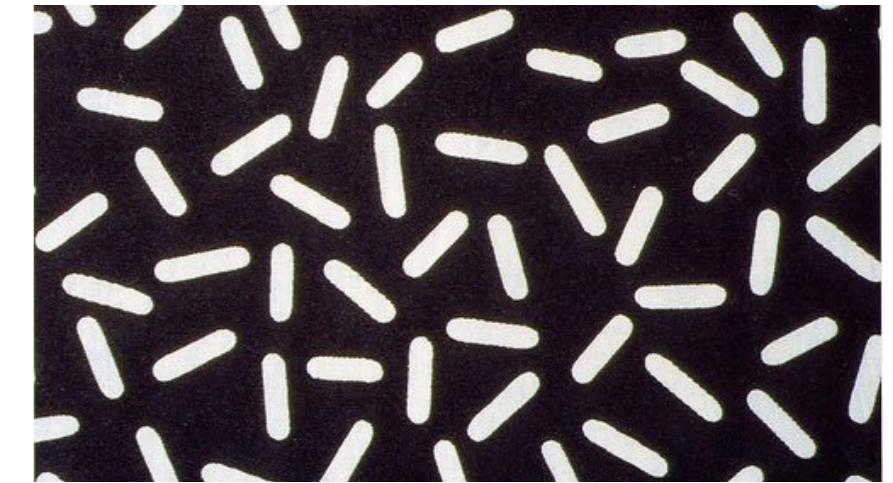
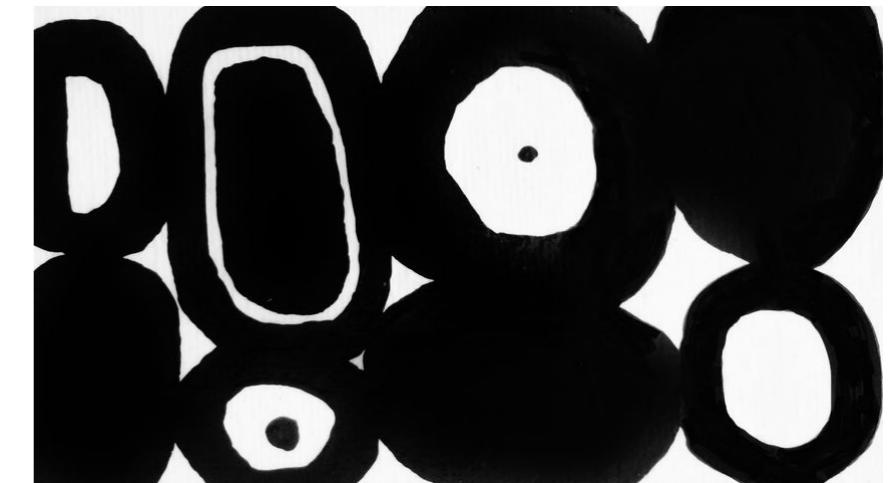
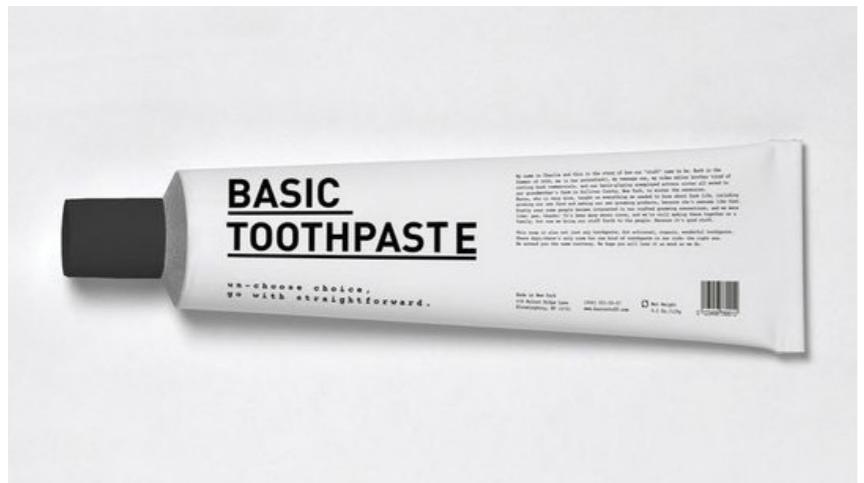
CONTEMPORARY HAND DRAWN LABEL IMAGE - SEEN AS A LIME, LILY OR LIQUID DROP. TYPE AND LAYOUT CALLING BACK TO HISTORICAL LETTER PRESSING TECHNIQUES. BACK HAS MAP OF ADELAIDE COAST AND WHERE THE INGREDIENTS COME FROM.

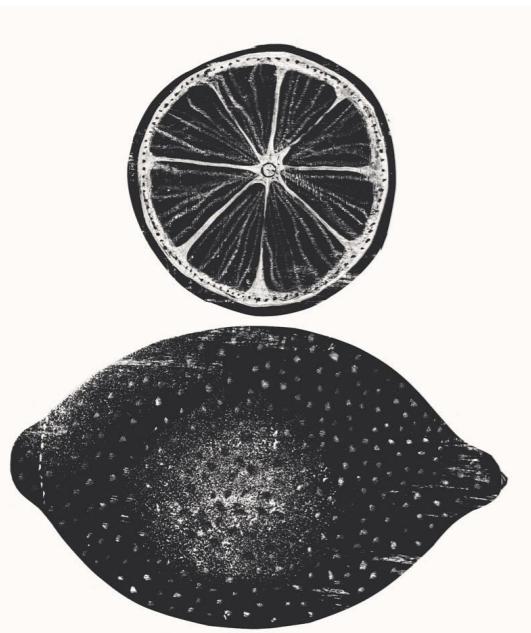
VISUAL



APPENDIX

VISUALS





*A slice of lemon put under a chair
will ensure a friendship.*

