

Hail

Australian National Surfing Museum

—
Identity Design

Design presentation
7 October 2015

Audience

Experience Seekers 18–35

Primarily made up of international travelers on a limited budget, this demographic seeks to engage with locals, actively seeking out authentic experiences that are value for money and culturally significant.

They are design conscious and are drawn to locations and experiences that out of the norm. They are seeking to see the world.



Audience

Secondary Markets

Secondary markets are conservative to progressive with a leaning towards arts and culture and an interest in discovering new experiences.



Tertiary Markets



Traditional offer

Long-boards, mals, palm trees, silhouettes, psychodelia, hang loose. These symbols have become to reflect people preconceived ideas of surfing.



Background

Essence

This project attempts to create a unique mark that captures the essence of surfing and conveys it to the intended market.

We haven't taken the safe road, rather we're focused on creating an identity that uniquely defines the museum.

We have focused on creating a mark that has:

Cultural significance

Freedom

Expression

Innovation

Tone of Voice



Visual approach

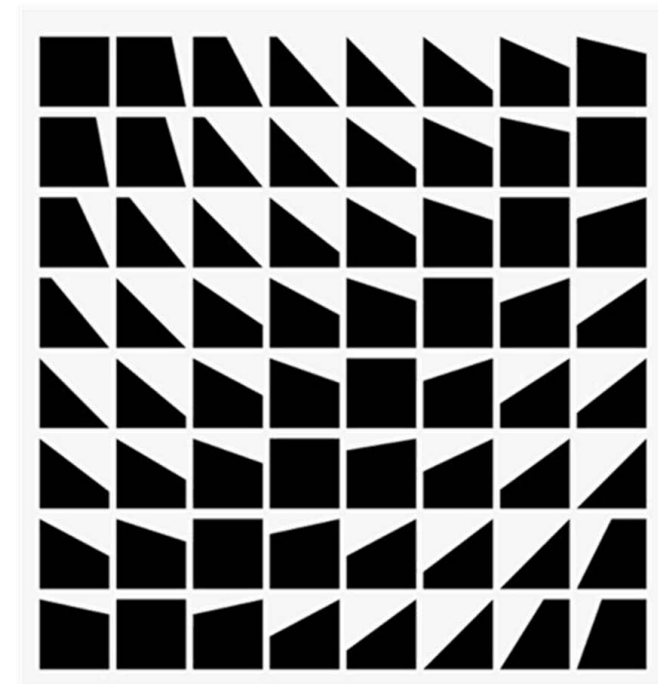
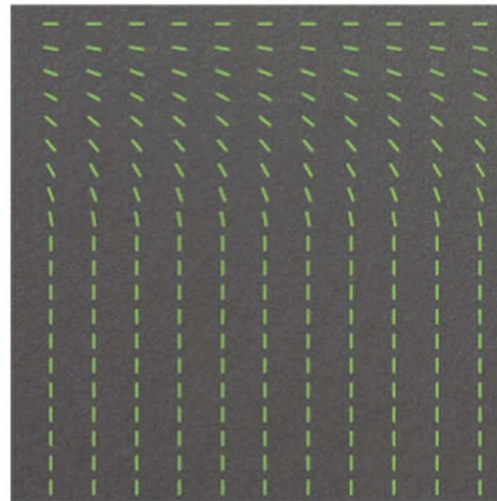
Innovative Evolution

Visual Approach Innovative evolution

Surfing is perpetually moving. Energy moving through time creates a wave, and the motion of a wave creates surfing.

Movement and innovation can become forms of expression that can be explored across many different visual approaches. The images to the right are some expressions of this.

With this approach, we are attempting to capturing the essence of movement and energy in static visual image.



Visual Approach Innovative evolution

A wave's energy show in as a flat line expressed in a lineal way creates a poetic visual. One that shows change and evolution.

When those lines are coordinated to revolve around a circle of energy, the visual becomes reflective of a wave's shape. Further investigation into this visual creates a mark that begins to feel like wave.

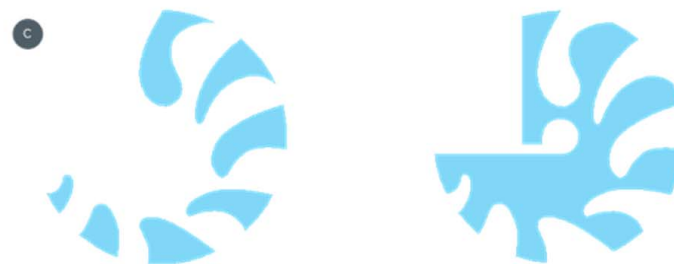
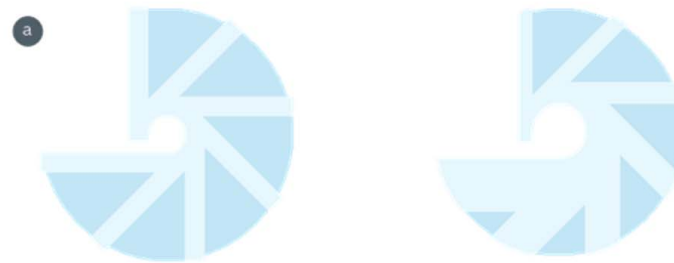


Visual Approach Innovative evolution

The negative shapes made from revolving line work like this creates triangles as shown to the right. (a)

These triangular shapes also resemble surfboard fins. Fins have changed shape and form over the years with the intent to improve surfing. This evolution of fins can symbolically reflect the evolution of surfing over time. (b)

When we replace the triangles in (a) with the fins from (b) we begin to create a unique mark (c) that reflects the motion of the wave and the evolution of surfing.



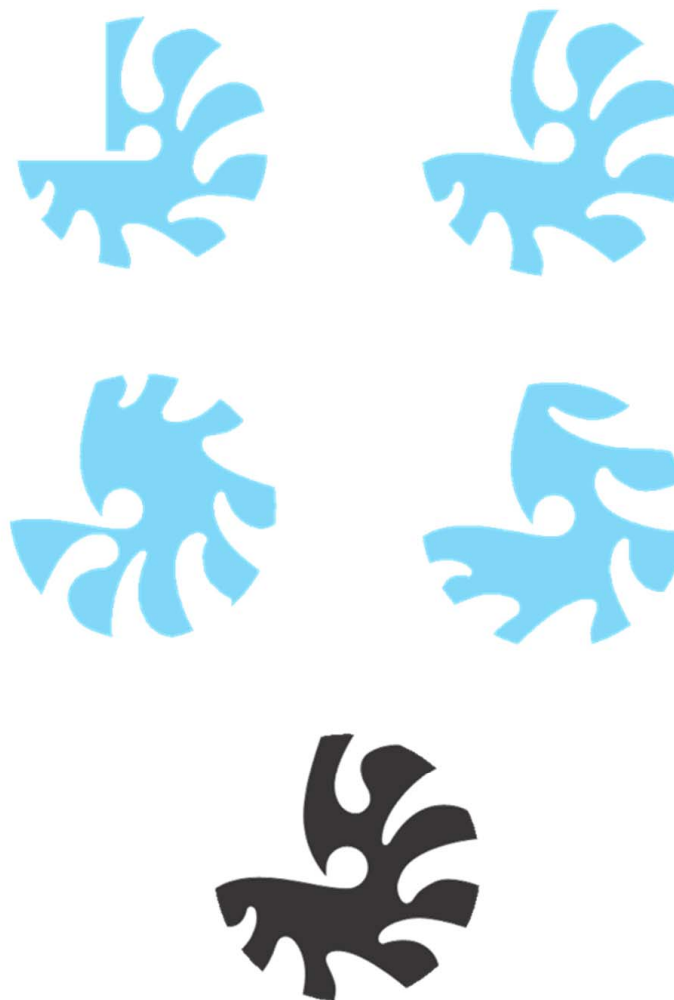
Visual Approach Innovative evolution

Further investigation into the fins overlapping the wave-form create an interesting visual mark.

Starting from the straight overlap from the previous page, we have added a subtle curve at the base of the wave to make it feel a little less computer generated. With the addition of this curve, the shape begins to feel a lot more organic.

Next we considered the direction of the fins. Flipping them in the other direction creates a nice feeling at the base of the wave, but feels confusing at the top where the wave is cresting.

The desired approach is shown in black to the right. The fins in this examples lowly build to become the wave. We have also refined the shapes are a little more – joining fins to the wave.



Visual Approach Innovative evolution

The final mark is organically unique. It manages to blend the wave with the story of surfing evolution. It feels oceanic, like a nautilus shell, or seaweed. The mark also feels like it belongs to a museum. It appeals to the arts and culture qualities of the intended audience.

Importantly it creates a unique identity for the museum that is connected to the soul and spirit of surfing.



Visual Approach Innovative evolution

In choosing the typeface we have considered it as part of the larger visual language of the museum. Not only does it form the lettering for the word mark, but can also be used throughout future collateral and exhibitions.

For a typeface to work as a large part of the identity, it needs to be legible and distinct, with a unique voice.

We have selected Replica by Line-to to be this voice. The typeface has a very legible and familiar feel, with distinct slices taken from certain letters to create a unique voice for the museum.

**AUSTRALIAN
NATIONAL
SURFING
MUSEUM**

RAQ
1234567890

Visual Approach Innovative evolution

The Replica typeface can flow across into the visual language for the museum representing the voice of the museum as much as the logo. Here it is shown in various weights.

20/20 EXHIBITION 20 YEARS COLLECTING MEMORABILIA

20/20

The **Surfworld Museum** celebrated its 20th anniversary on December 2013 and to acknowledge this milestone the museum is staging a new exhibition titled 20/20.

The exhibition showcases the 20 most significant items from the museum's collection including rare photographs, surfboards and other items not previously displayed to the general public.

An exciting journey through the history of the museum and Australian surf culture the 20/20 Exhibition will be on display at the Surfworld Museum Torquay until May 2014.

Visual Approach Innovative evolution

The two final elements of the graphic mark, include the logo (left) and the wordmark (right).



Visual Approach Innovative evolution

When combined, the word mark and logo create a distinct brand mark for the museum.



Visual Approach Innovative evolution

The logo has been carefully configured to create a mark that is balanced. This diagram shows how the wordmark and visual logo should be correctly aligned.

It also defines the clear space required for the logo to allow for a legible mark at various sizes.



Visual Approach Innovative evolution

Primary colours

The primary colours of the logo are inspired by the natural coastal environment of Victoria's coastline. The two primary colours are PMS 639C and PMS7470C.



**AUSTRALIAN
NATIONAL
SURFING
MUSEUM**



AUSTRALIAN
NATIONAL
SURFING
MUSEUM

639C



AUSTRALIAN
NATIONAL
SURFING
MUSEUM

7470C

Visual Approach Innovative evolution



Visual Approach Innovative evolution



SURFING IN VICTORIA

Australia is renowned as one of the world's premier surfing destinations. Surfing underpins an important part of the Australian coastal fabric. It forms part of a lifestyle in which millions participate with a mystique in which millions more have a documented interest. Australian surfboard-makers have driven innovation in surfboard-design and production since the mid-1960s



Alternative concepts

Alternative concepts

We have also investigated other conceptual directions for the museum, however in our professional opinion, the evolution concepts is the preferred choice.



Hail

Contact details

Hail Design Pty Ltd

17 Platypus Court,
Ocean Grove, Victoria,
Australia 3226
Ph +61 3 5255 3820

jason@haildesign.com.au
www.haildesign.com.au