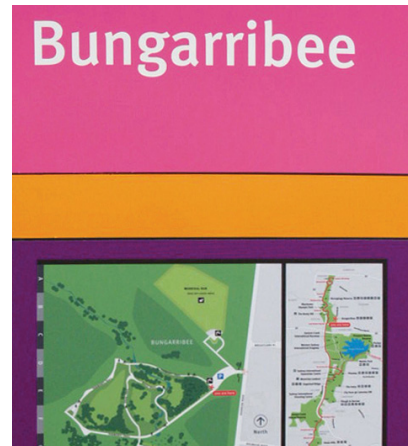


THE WESTERN SYDNEY PARKLANDS

Client The Western Sydney Parklands Trust Scope Wayfinding and Signage Timeframe 2009-2010



The 5,280-hectare Western Sydney Parklands form one of the biggest urban parklands in the world, containing world-class sporting facilities, picnic areas, cycle/walking tracks and native bushland.

For this project, we took inspiration from the idea of signs being dotted through the landscape like wildflowers. Adopting the exuberant palette of the Parklands brand, we used it to organise sign messages by colour – pink for identification, orange for directions, purple for information and charcoal for brand panels.