

Re-scoped Brand Refresh

Shire of Jerramungup

Re-scoped brand identity objectives.

- To develop an abstract brand identity that captures the essence of Jerramungup's soldier settlement history, the river connecting Jerramungup and Bremer Bay, and the sea representing Bremer Bay (i.e. soldier, land, sea and river).
- Develop a colour palette and typeface selection influenced by local landscapes, riverine hues, and historical context.

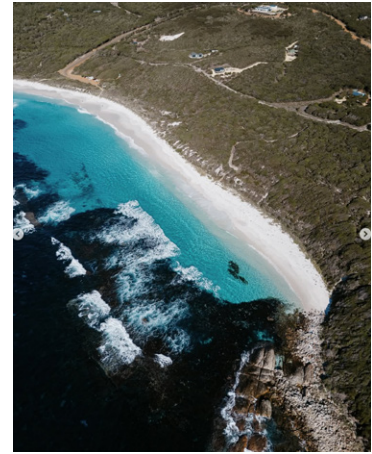
Expected outcome.

- A visually appealing, cohesive and abstract brand identity for the Shire.

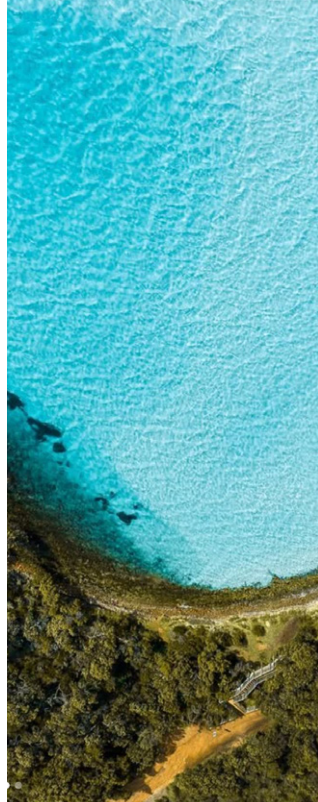
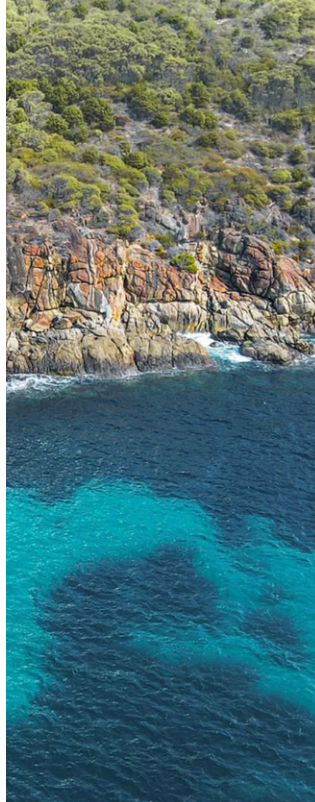
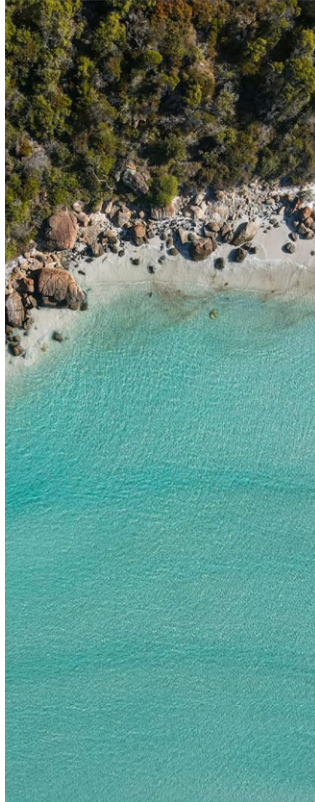
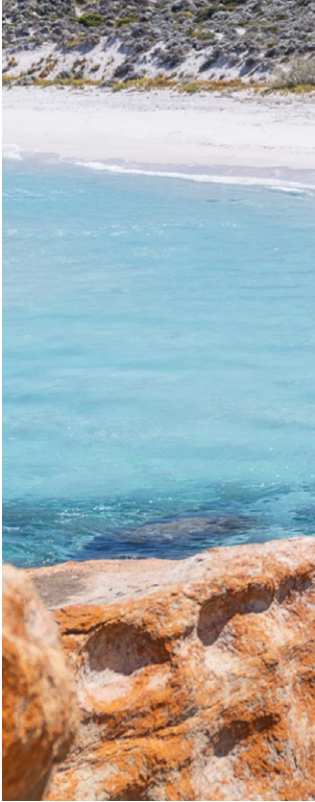
Design considerations and comments.

- The use of any identifying representation of anything to do with soldiers, Anzacs and the like is heavily restricted and policed — hence the very abstract nature of some of those representations in the following concepts.
- Even with this abstract approach, there would be several of the following concepts where it may be prudent to seek approval from the (I think) Department of Defence.
- For now, we have retained use of the previously proposed fonts. Treatment and/or exploration will follow feedback on the concepts more broadly.
- We are of the firm belief that the previously proposed positioning, backed up by strong strategy, is as relevant now as it was then — almost regardless of the visuals. It is the diversity of the landscapes, geography, topography, communities, flora and fauna, heritage and attractions that make the Shire unique. As it happens, much of this is still also represented visually in all/most of these concepts.

Local area research



Colour palette inspiration



Brand visual development

Concept one

01

Concept 1: Inspiration

This concept is inspired by the unique shapes and features that make up our region's diverse landscapes. From the rugged coastal rock formations to the stark peaks of the hills and ranges, as well as the architectural beauty of historical buildings.



Concept 1: Brand mark

Each element of this brand mark comes together to form a unified circle to symbolise the unbroken flow between townships. The green shapes represent the river, the central wave the ocean, the orange shapes represent the land, all leading up to the yellow 'ANZAC rising sun'.





Brand visual development

Concept two

02

Concept 2: Inspiration

Jerramungup is home to some of Western Australia's most stunning landscapes, beloved by locals and visitors alike. The energy and vitality of these destinations have helped to shape this concept.



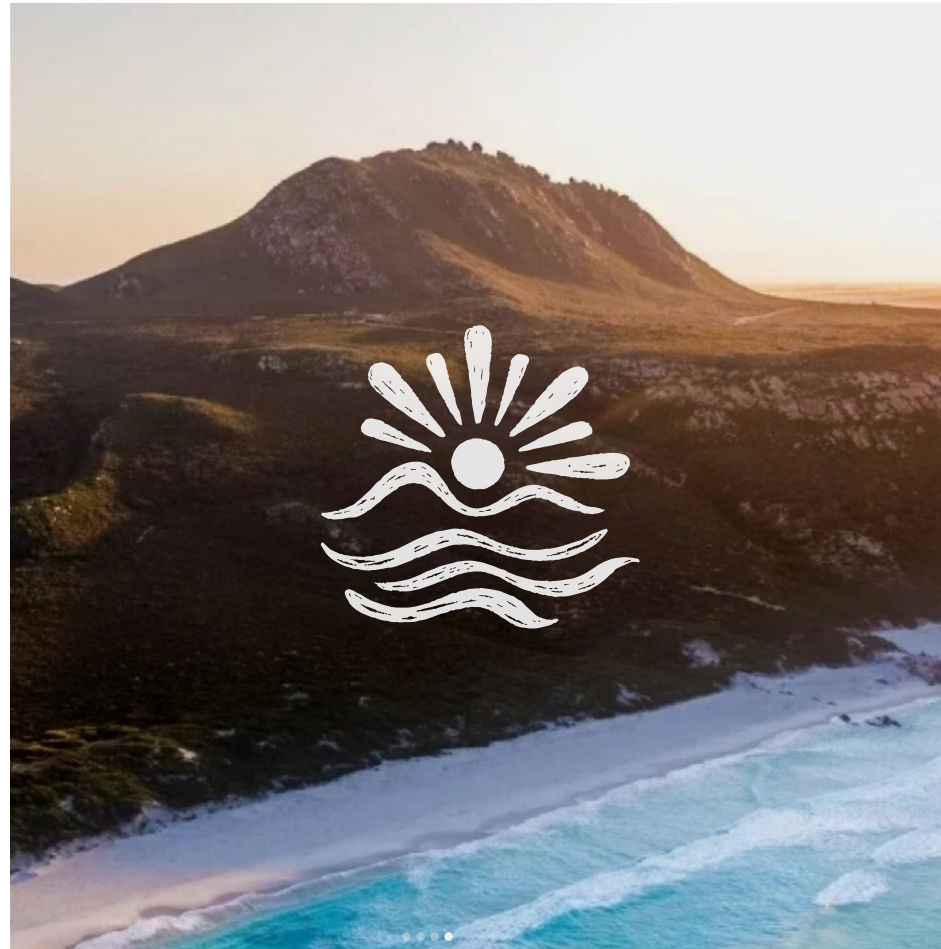
westernaustralia 🇦🇺 Here, crystal-clear waves kiss misty mountains, and sunrises glow softly over the bay. Located where the Bremer River meets the sea, this slice of paradise is worth the journey—whether it's a scenic drive or a quick flight to [@AmazingAlbanyWA](#) followed by a coastal road trip. Who's adding Bremer Bay to their must-visit list? 📍 Get dreaming via the [@WesternAustralia](#) bio!



Concept 2: Brand mark

This brand mark showcases many of the elements that make the shire so unique. The light blue waves symbolise the bright ocean waters of Bremer Bay, with the darker wave representing the river. The hills and ranges are illustrated by green peaks, while the ANZAC sun is a poignant reminder of the soldier settlement history.

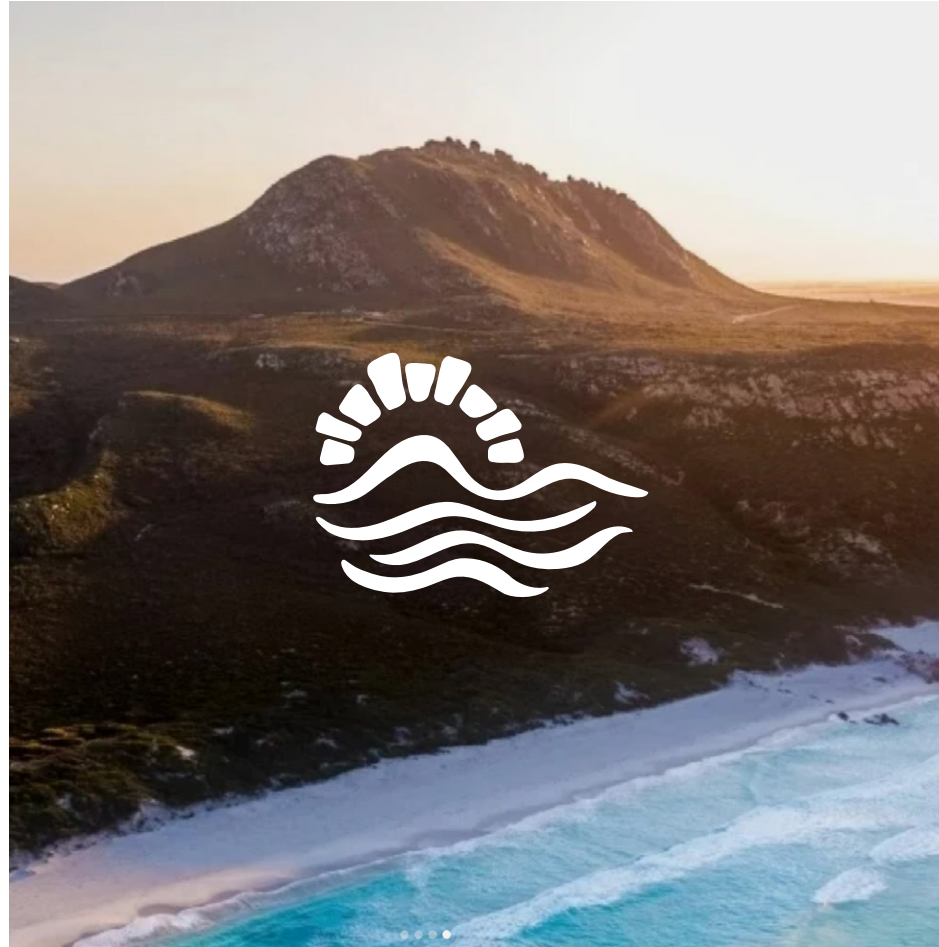




Concept 2: Brand mark variation

This version features a different abstract representation of the ANZAC sun, with its eye-catching placement reinforcing the importance of the soldier settlement history.





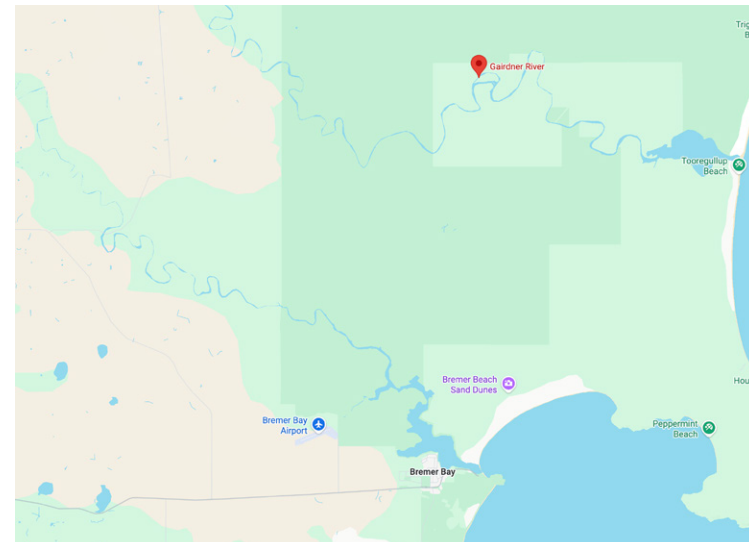
Brand visual development

Concept three

03

Concept 3: Inspiration

While the previous two concepts have both incorporated the soldier settlement's historical significance of the region, this concept makes it a true hero by incorporating the poppy as it is featured in the settlement's signage and murals.



Concept 3: Brand mark

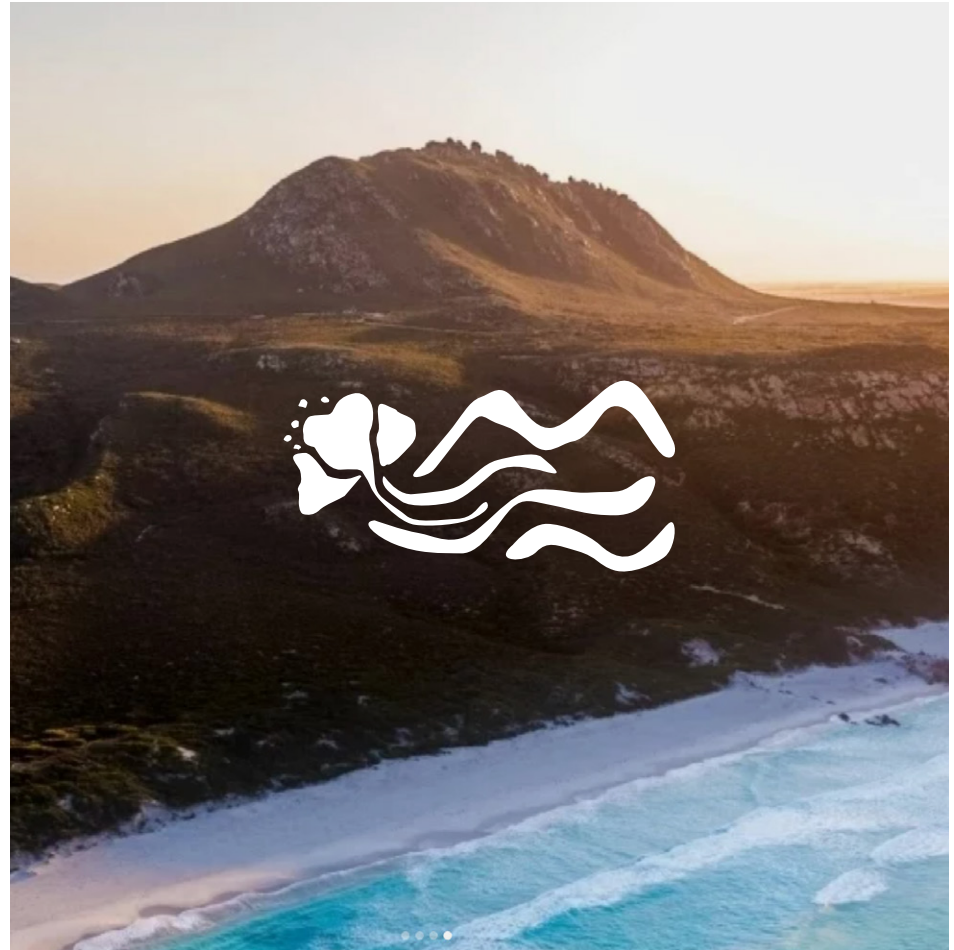
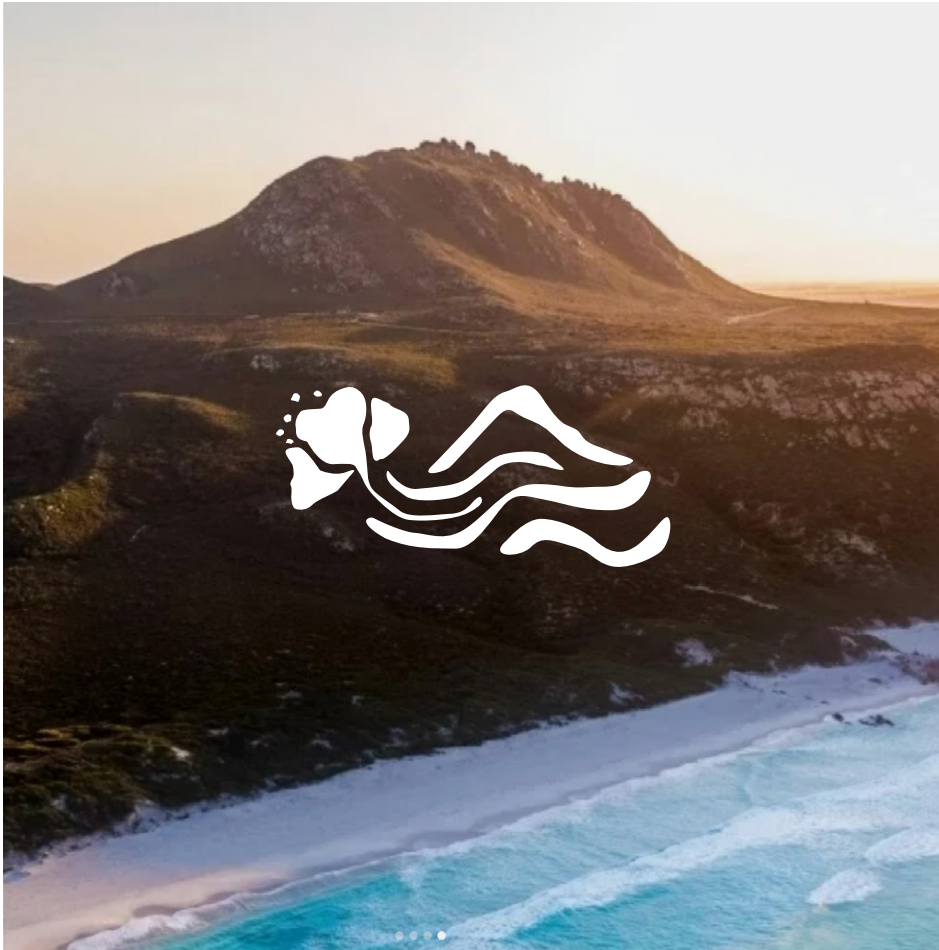
The red poppy features predominately in this brand mark and is supported by the ocean, river and the mountainous peaks – landscape features with stories of their own to share.



Concept 3: Brand mark variation

This version incorporates a double mountain range.





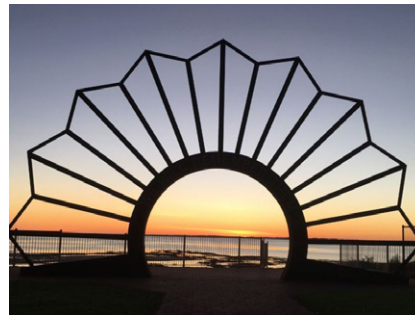
Brand visual development

Concept four

04

Concept 4: Inspiration

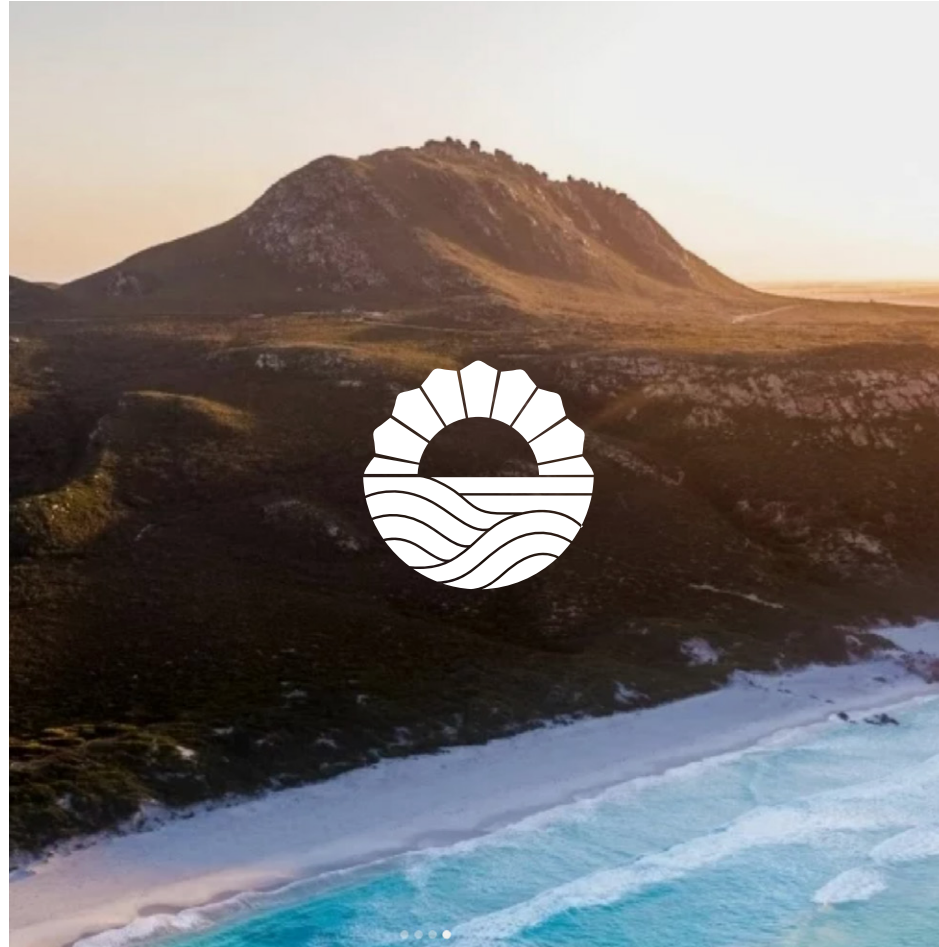
This concept continues to honour the history of the region via the ANZAC rising sun, but in a brighter, more vibrant and structured form.



Concept 4: Brand mark

In this brand mark, the ANZAC rising sun shines brightly over the land, river and ocean.





Concept 4: Brand mark variation 1

This version includes a series of central dots to symbolise the people across the Shire of Jerramungup.



Concept 4: Brand mark variation 2

This version adds another soldier settlement dimension to the brand mark for even greater emphasis.



Brand visual development

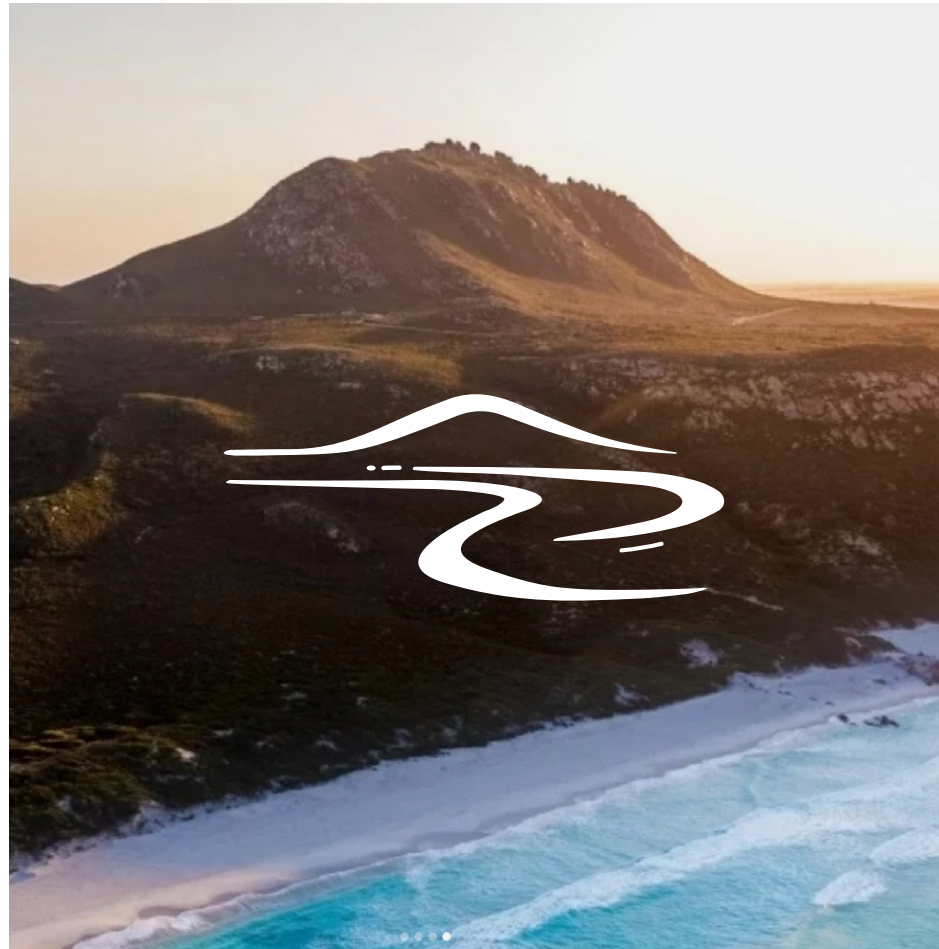
Concept five

05

Concept 5: Brand mark

Here we strip the design back to the core, ageless elements of land, river and sea. This stylised abstract brand mark incorporates the green of the river flowing from inland to meet the bright blue ocean, watched over by the hills and ranges in green.





Concept 5: Brand mark variations

This version also includes a stylised version of the ANZAC rising sun.



Thank you.

(08) 9287 1299
115 Birkdale Street Floreat 6014
creativeadm.com.au



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