

Exhibitions
Wayfinding
Interpretation
Branding
Graphics

challisdesign

Challis Design invites you to browse and be inspired by this selection of our creative and educative projects. Here, we feature our expertise across exhibitions, signage, wayfinding, interpretation and graphics.

We hope these examples help you imagine new potential and possibilities for your next project.

Our design team is dedicated to working with you to transform your ideas into reality, while making the most of your budget and timeframe. Like you, we're focused on relevant, workable outcomes that use creativity and visual impact to engage, educate, inspire.

From generating ideas and concepts through to project management, developing strategy, documentation, creative design, manufacture and installation, we work with you every step of the way. We can be involved as much or as little as your project needs. Friendly and flexible – that's what our clients tell us they appreciate most about our approach.

Feeling inspired? Phone us on 03 5278 6844 to chat about your aspirations for your next project.

challisdesign.com.au

Challis Design is a multi-disciplinary design consultancy specialising in wayfinding, interpretation, environmental, exhibitions and graphic design. Since 1988 we've been delivering great design solutions for local government, business and community clients. From display and exhibition services to design and production, our experienced Geelong-based team works closely with clients at every project stage to achieve customised, creative outcomes. For each project, our mission is to achieve high quality deliverables that fulfil the brief through a mindful process of collaboration, planning and execution.



Interpretation

- environmental storytelling
- sculptural structures
- public engagement
- creative solutions
- design and build
- contemporary design
- corporate branding consolidation
- integrated graphic elements
- design and build

Exhibitions/Displays/Interiors

- public education and museum exhibits
- trade show projects
- custom designed installations
- design and build
- interior fit-out design, build and project management

Graphic Design

- creative visual communication
- branding strategies
- integrated graphics for signage and exhibitions
- design for print and digital platforms
- professional design process of approvals

Sustainability

Like many of our clients who have a strong environmental focus, we're committed to improving sustainable design and production. Where possible, we specify eco-friendly materials, stock and inks.



Project Tamar River
Client NRM North
Completed 2013
Design, manufacture
and installation

The Tamar River is situated in Launceston, Tasmania. Challis Design developed a range of signage which focused on the issue of river siltation. Other topics include aboriginal, social significance, maritime history and wildlife themes.

The Big Flood of 1939

The first 20th-century 'Big Day' for Launceston was the 1939 flood. It was a disaster that changed the way we think about flood risk. It was a disaster that changed the way we think about flood risk.

200 years on, it's time to re-evaluate the evidence for floods. Floods happen and will keep happening every year. It's time to re-evaluate the evidence for floods. Floods happen and will keep happening every year.

1939

TAMAR RIVER kanamaluka



Protecting Launceston from floods

It wasn't until after the lengthy impact of the Second World War that the Tasmanian Government put into place Act No. 43 of 1955 which aimed to investigate, mitigate and provide protection against flooding in Launceston.

Time and tide

The time that it takes for a flood to reach a town is often a matter of minutes. The time it takes for a flood to reach a town is often a matter of minutes.

How do you protect your town?

By 1955, you will see the tide rising and the water coming in. It's time to re-evaluate the evidence for floods. Floods happen and will keep happening every year.

TAMAR RIVER kanamaluka




Murrumbidgee Rock

Murrumbidgee means 'of this group' or 'of this area' - the closest traditional Pangarong word for community. The Murrumbidgee Rock concept was conceived by respected Elder Wally Cooper whose pride in his Aboriginal heritage and message of hope for the future inspired many. His ability to connect with Aboriginal and non-Aboriginal people has helped build respect, understanding and reconciliation.



During National Reconciliation Week, the Aboriginal and Torres Strait Islander community recognises the Wangarrata Citizen of the Year who has demonstrated the qualities of an Elder - community service, integrity and wisdom. These handprints are an enduring tribute to outstanding individuals in our community.

Photo: Peter Hill, 2008



Bullawah Cultural Trail



Welcome to
Bullawah Cultural Trail

We are the Pangetang (Bangerang) people. Since time began, we have belonged to this country.

In our language, Bullawah [bulla meaning two and wah meaning water] signifies the two suspension bridges crossing the river as well as the joining of the two rivers and the coming together of Indigenous and non-Indigenous people.

Wingaratta takes its name from our words: wingga meaning long neck and ratta meaning cormorant.

The trail's names were given by E. John Sander and David Khan. Along the way, we share the culture, our ways of living and our stories with you.



Bullawah Cultural Trail





Project Bullawah Cultural Trail
Client Wangaratta Rural
City Council
Completed 2016
Design, manufacture
and installation

The banks and surrounds of the Ovens and King Rivers are significant to local indigenous people.

Fifteen interpretive signs were developed and installed along the 2.4km trail, to showcase the indigenous cultural heritage of the area, including indigenous sculptures and artwork that were installed along the trail.

Signage features, angled panels, laser cut motifs, bold illustrations and colours reflective of the environment.



Byambee The Creator

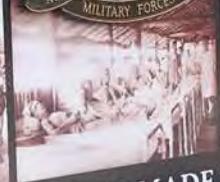
*Byambee, the Creator, came from a bright star
to our land when it was dark, cold and
without life.*

Byambee travelled the world, meeting the people I would
create. He saw the people of every land. They were, every day,
in constant struggle. The land he gave had become hard
and barren. The people were sick and dying. He saw the
people of every land. They were, every day, in constant
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The land he gave had become hard and barren. The
people were sick and dying. He saw the people of
every land. They were, every day, in constant struggle.

*Byambee's love, his great love,
is the love that lives in every heart.
It is the love that lives in every heart.
It is the love that lives in every heart.*

INTERPRETIVE SIGNAGE





IN HONOUR OF THOSE WHO HAVE MADE THE ULTIMATE SACRIFICE
 Inscribed here are those members of the Australian military services from the Knox area who lost their lives while serving their country.
 We also honour those servicemen and women who returned to our shores, forever changed by their experiences.

Don't we forget

WORLD WAR I			
NAME	AGE	SUBURB	PLACE OF DEATH
Farr, Basil	30	Lysterfield	Belgium
Farr, Keith B	18	Lysterfield	France
Ferguson, Samuel C.	17	Upper Ferntree Gully	East Africa
Fisher, Alfred W	32	Ferntree Gully	Gallipoli
Fletcher, Thomas Chas	33	Bayswater	Belgium
Fisher, William	30	Bayswater	France
Fisher, Joseph L	23	Ferntree Gully	France
Fisher, William	20	Ferntree Gully	France
Fisher, Charles L	20	Upper Ferntree Gully	Gallipoli
Fisher, William W J.	20	Upper Ferntree Gully	Belgium
Fisher, William	22	Scoreby	Belgium
Fisher, George S C	23	Bayswater	France
Fisher, Vincent	28	Ferntree Gully	France
Fisher, Charles P	28	Ferntree Gully	France
Fisher, Isaac S J	28	Ferntree Gully	France
Fisher, L G	23	Bayswater	Belgium
Fisher, Stanley G	23	Bayswater	Belgium

WORLD WAR I			
NAME	AGE	SUBURB	PLACE OF DEATH
Kahn, Edward	28	Ferntree Gully	Belgium
McLaren, David R	20	Gallipoli	Gallipoli
McLaren, Frank	23	Scoreby	Belgium
McLaren, Michael D	22	Scoreby	France
McLaren, Frank O	22	Scoreby	France
Muir, George	22	Lysterfield	United Kingdom
Muir, Alexander D	20	Wentworth	United Kingdom
Muir, George	22	Wentworth	France
Ogilvy, Geoffrey A	19	Bayswater	France
Ogilvy, John	30	Ferntree Gully	France
Pickard, George H	33	Ferntree Gully	Belgium
Raff, Albert J	20	Bayswater	France
Rafferty, Peter	33	Bayswater	France
Ramage, Norman M	24	Wentworth	United Kingdom
Rippon, Harold H	43	Wentworth	United Kingdom
Sheehan, Andrew C	27	Ferntree Gully	United Kingdom

WORLD WAR I			
NAME	AGE	SUBURB	PLACE OF DEATH
Mit, Frederick J	26	Bayswater	Belgium
Shannon, Frank	23	Scoreby	France
Shannon, Joseph P	23	Bayswater	France
Taylor, Perry	23	Ferntree Gully	Belgium
Taylor, Joseph	23	Ferntree Gully	Belgium
Taylor, Leonard	22	Bayswater	France
Taylor, Eric J	22	Upper Ferntree Gully	France
Woolley, Robert	22	Bayswater	France
Woolley, Frederick O	22	Bayswater	France
Woolley, William C	22	Bayswater	France
Woolley, Arthur H	22	Bayswater	France
Woolley, Ernest	22	Bayswater	France
Woolley, Charles F	21	Bayswater	France

WORLD WAR II			
NAME	AGE	SUBURB	PLACE OF DEATH
...



Project War Memorial
Client Yellowstone Landscaping
Completed 2016
Manufacture and installation

Working collaboratively with Yellowstone Landscaping, on behalf of Knox City Council, a range free-standing memorial signs were fabricated for the Haddon Bandstand Anzac Memorial.

Narrative signs feature bold graphics and corten panels. Laser cut aluminium title lettering links title sign with memorial.

Artwork and concept supplied by Yellowstone Landscaping, production and installation by Challis Design.



Welcome to Dunkeld



Dunkeld, the most pleasant town in Perthshire, is situated in a beautiful and fertile valley, and is the seat of the Earl of Perth.

It is a town of great antiquity, and is the seat of the Earl of Perth.



It is a town of great antiquity, and is the seat of the Earl of Perth.

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Project Mitchell's Gully
Roadside Stop
Client Southern Grampians
Shire Council
Completed 2015
Design, manufacture
and installation

As part of new tourist installation, Challis Design refurbished an existing road side sign and installed a new interpretive sign.

The refurbished welcome sign, with larger graphic panel, features key attractions, accommodation information and contact details for the Visitor Information Centre.

Podium-style interpretive sign features angled, graphic panel with bold graphics that tell the story of Major Thomas Mitchell. Signage structure also features sandstone block base.

INTERPRETIVE SIGNAGE



< **Project** Menzies Square
Client Hindmarsh Shire Council
Completed March 2016
Design, manufacture
and installation

Six, double-sided, interpretive signs were developed and installed at Menzies Square in Jeparit.

Signs are clustered into themed groupings that tell the life and story of the preeminent former prime minister, Sir Robert Menzies.

Overall slim line structure suits limited space. Fabrication consists of duragal steel panels, raised concrete plinth, digital print graphics and feature decorative image.

> **Project** Footscray Railway Signage
Client Thiess Balfour Beatty Joint Venture
Completed 2014
Design, manufacture
and installation

Working with Hassell Studio, RBA Architects and Regional Rail Link, Challis Design developed and implemented a range of interpretive signage elements for the newly refurbished Footscray Railway Station.

Structural elements, including dark frames and decorative fixings, complement the building's architecture. Gloss acrylic panels provide additional security in a high traffic environment.

Platforms 2 & 3

No Smoking
No Alcohol

The William Cooper Footbridge



One of the most important engineering projects undertaken by the Victorian Railways was the construction of the Government Goods Line (GGL) from South Melbourne to West Footbridge. The GGL, opened under the name of the West Footbridge, was the first to cross under the main line and proved the viability of the idea to see how the location of the main extension of the railroads.



Gateway to the West



One of the most important engineering projects undertaken by the Victorian Railways was the construction of the Government Goods Line (GGL) from South Melbourne to West Footbridge. The GGL, opened under the name of the West Footbridge, was the first to cross under the main line and proved the viability of the idea to see how the location of the main extension of the railroads.



The Independent Goods Line

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OLD BEECHY RAIL TRAIL

OLD BEECHY RAIL TRAIL

LOVE'S CREEK

Tree Change

Under the Water Street all you will see is a wall of trees that is dominated by tall trees in the canopy above their heads in this area.



The trees in this area are mostly tall, thin trees that are mostly beeches and eucalypts. The canopy is very dense and the ground is covered in fallen leaves and twigs. The trees are mostly tall and thin, with a few shorter trees scattered throughout. The ground is covered in a thick layer of fallen leaves and twigs, and the air is filled with the sound of rustling leaves and the occasional chirp of a bird.





Project Beechy Rail Trail
Client Colac Otway Shire
Completed October 2011
Design, manufacture
and installation

Interpretive signs were developed to complement existing signage, with a similar artwork style, content and colour scheme, yet remain distinctive in their own right. Nine key station signs and 15 interpretive signs, with screenprinted graphics, were developed for points of historical interest along the trail.

Seven environmental signs, with digital print graphics, were developed, which highlight significant types of vegetation along the trail.



Two Towns Trail



Project Two Towns Trail
Client Baw Baw Shire Council
Completed 2013
Design, manufacture and
installation

The Trail is an eight kilometre walking and cycling path linking two West Gippsland towns, Drouin and Warragul. Two key threatened species — the Giant Gippsland Earthworm and the Burrowing Crayfish — provided inspiration for the form and content of these interpretive structures.

In keeping with the already completed Two Towns Trail wayfinding signage, the same materials and graphic styles were adopted to ensure consistency.

Melton Shire's sporting history

Melton Shire's sporting history is a story of many and diverse. Since the late 1800s the district has produced many sporting stars in both the local and international arenas.

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Always in the game - Melton Shire's local sporting history

The Melton Shire has always been a sports-minded municipality. From its days of earliest settlement our community has enjoyed a range of sporting activities and produced many successful and famous athletes.

The Melton Cricket Club was formed in 1868 and was also prominent in the promotion of football and athletics. The Football Club formed shortly after in 1880 and is still active today. Over the years it has produced many talented players; one of its earliest stars was the 1888 St Kilda Football Club's captain.

The first Athletics Carnival was organised by the Cricket Club and held on 28th May 1878. As reported by the local paper The Express, it was attended by a large crowd from adjoining districts and competitors were enticed by the substantial prize money on offer.

Melton Shire's square history dates back to the mid 1800s, with the first racetrack established in the period 1856-1858. As the demand for housing increased race meetings were held in various locations. In response to the declining number of town meetings H.W. Staughton surveyed and fenced a course on his own property on the Western Highway. The set-up included a grandstand, jockey rooms and horse stalls. Special trains operated to ferry crowds to the meetings.



INTERPRETIVE SIGNAGE



Project Markers
Client Melton Shire Council
Completed 2006
Design, manufacture and installation

These vibrant signs are a celebration of the achievements of local athletes and the 2006 Commonwealth Games.

Construction consists of aluminium sheets over steel frame, painted in automotive paints with mask and spray artwork.



Map of the Mallee region showing various locations and routes.



Why Sea Lake?
 The heart of the Mallee
 The heart of the Mallee
 The heart of the Mallee

The Mallee Rally
 The Mallee Rally
 The Mallee Rally
 The Mallee Rally

Lake Tyrrell
 Lake Tyrrell
 Lake Tyrrell
 Lake Tyrrell

Welcome to Sea Lake
 The heart of the Mallee



Project Sea Lake Display Panels
Client Buloke Shire Council
Completed 2012
Design, manufacture and install



Sea Lake is a small rural town located in the Mallee region of North-West Victoria and is the main township for a number of wheat farms in the area.

Challis Design developed and installed a range of interpretive panels for a newly developed shelter that provided information on Sea Lake's history as well as key maps of the township and surrounding regions.

INTERPRETIVE SIGNAGE



< **Project** Kitjarra Residences
Client Deakin University
Completed 2008
Design, manufacture and installation

Informative signage located within residency at Deakin University, identifying the site as part of Wathaurong Country.

The design reflects the colours and shapes of the surrounding environment. The panels were designed to provide minimal interference with the visual ambiance of the site.

The main panels are fabricated from a light weight steel sub frame with aluminium cladding. Spray paint and text is applied in adhesive vinyl with a protective coating.

> **Project** Geoglyph, You Yangs
Client Parks Victoria
Completed 2006
Design, manufacture and installation

A series of sculptural artworks was commissioned by the City of Greater Geelong to celebrate the Commonwealth Games.

One of the artworks was commissioned in conjunction with Parks Victoria for siting at the You Yangs National Park.

The artwork was inspired by Aboriginal history and culture of the region and was based around the image Bunjil, wedge-tailed eagle.

Geoglyph



This stone sculpture was completed on 30 March 2006 as a tribute to the Olympic spirit through the Melbourne International airport. It is made of stone and limestone. The sculpture is a tribute to the spirit of the Commonwealth Games and the Commonwealth Games Festival Melbourne 2006.

Historically, Bunjil formed all the natural features of this land, the primary spirit, which all persons, might descend. The land and spirit are the primary spirit of the Commonwealth Games Festival Melbourne 2006. Many thousands of people have been inspired by the land and spirit of Bunjil (the Eagle) and can be seen soaring from the top of the eagle.

Bunjil was created as a part of the Commonwealth Games Festival Melbourne 2006

This Geoglyph is also one of the world wide 'Rhythm of Life' series of sculptures created by renowned artist Andrew Rogers.



CURLEW'S PARKS ESTATE

Welcome to our Playground

This is the story of Reg's family. It gave us the idea for our playground.

Reg is Aboriginal. His grandfathers would find grassy bush plants with long skinny leaves. He would make them into baskets and eat nets and catch eels to feed his family.

Can you see any eels? Can you swim or crawl or swing through the hoops?

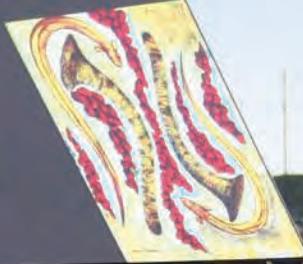
Warruploona is a type of eel tree. Reg's grandfathers would use the bark and the leaves to make eel nets.

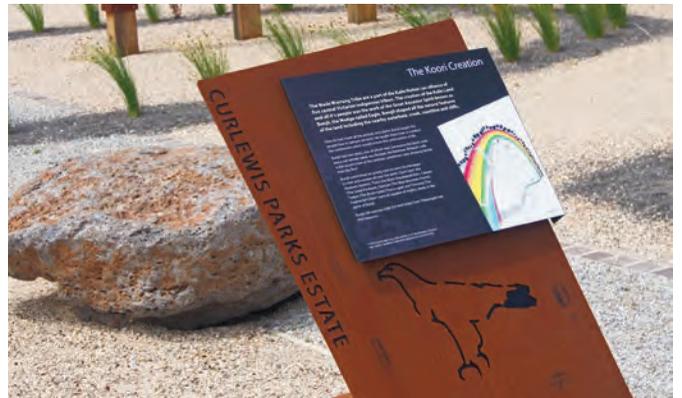
In our playground, there are two types of trees - Flame Trees and Manna Gums. When it is very hot, the Flame Trees drop their leaves just before they flower.

Is it hot enough today for the flowers to open?

Reg's grandfathers used the sap and the wood from the Manna Gums to make shields, koolas and possums' nests to live in their trees.

Can you see any possums today? Can you smell the Manna Gums?





Project Curlewis Parks Estate
Client Streetscapes
Completed 2014
Design, manufacture
and installation

As part of the development of this estate, Challis Design worked with Infinity Landscape Architects to develop and implement four interpretive signs that feature Indigenous artwork and stories relevant to the area.

The design features rolled, rusted metal structure, raised graphic panel and feature, laser cut motif that reflects each individual artwork.





Proximity Drive, Sunshine West
**Koroit Creek
Water Quality
Improvements**

Wetlands form an essential part of Australia's ecosystem as they help to improve the quality of the water flowing in our rivers and creeks.

The wetlands constructed in this section of Koroit Creek act as a natural buffer between the urban development of Sunshine West and the creek itself.

Runoff from the adjacent development areas through grass retention strips, swales and the water storage tanks of culverts, houses and sheds. The water then flows into the wetlands, first to shallow ponds and then to deep ponds, home to many indigenous and aquatic plants, including reeds and rushes. These ponds trap the silt, organic matter, nitrogen and other pollutants and reduce the sediment. The water is held in the ponds for 24 hours, before being piped to the creek at a line of high weirs, to prevent flow.

The area was originally sold to Frank [unreadable] by Peter and Susan [unreadable] and surrounded by many [unreadable] and [unreadable] grass and [unreadable] grass.

Wetlands are a natural buffer between the urban development of Sunshine West and the creek itself.





Buckingham Barracks, Scrubshaw War memories and Aboriginal campsite

Buckingham Barracks was named after Buckingham Palace, which is its street address. It was built in the 1940s after World War II from 1940 to 1944.

As a precursor to a road to Buckingham Barracks was one of the largest campsites along the River Ouse for Aboriginal people, particularly in the 1940s. The site was used by many people from other parts of the country.

Buckingham Barracks was built in 1940 and was named after Buckingham Palace. It was built in the 1940s after World War II from 1940 to 1944.



The site was used by many people from other parts of the country. It was used by many people from other parts of the country.

Some of the trees in the area were planted in the 1940s and 1950s. They were planted in the area of the barracks.

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INTERPRETIVE SIGNAGE



Project Kororoit Creek
Client Brimbank City Council
Completed 2012
Design, manufacture
and installation

The Kororoit Creek Trail is a shared path for cyclists and pedestrians, which follows Kororoit Creek in the inner western suburbs of Melbourne.

Interpretive signage was designed and installed along the trail with key information on aboriginal, social and geological aspects of the Kororoit Creek region.

INTERPRETIVE SIGNAGE



< **Project** Geoglyph,
Eastern Beach
Client City of Greater Geelong
Completed 2010
Design, manufacture and
installation

A simple interpretive sign
was required to accompany
the environmental sculptural
installation in Eastern Park,
Geelong over looking Corio Bay.

Constructed with a steel
frame, aluminium sheeting and
automotive paints with clear,
anti-graffiti coating.

> **Project** Marine Parks,
Pacific Hydro
Client Parks Victoria
Completed 2012
Design, manufacture
and installation

Marine Parks, in collaboration with Pacific Hydro,
required a series of signs that informed visitors of the
significance of the Wind Turbines and wildlife found
in the surrounding parks.

The structural organic blades reflect the nature of not
only the wind turbines, but the marine elements as well.

The use of high-grade stainless steel, aluminum,
UV resistant prints and 2pak clear ensures maximum
durability for the harsh coastal conditions.

MARENGO MARINE SANCTUARY

An underwater oasis

Just over 150 metres offshore is a protected sandstone reef teeming with life.

Consisting of two low reefs that form small islands (Henry and Little Henry), Marengo Marine Sanctuary protects a range of marine species such as large schools of fish, colourful marine plants and many invertebrates. It is also an important resting site for Australian Fur Seals.

Colorful soft corals, sponge gardens and sea anemones flourish in the waters between the two reefs, or slightly deeper water. Many soft coral species of various sizes, including Bull Kelp of delicate red and green algae.

The sanctuary is an excellent site for SCUBA diving and snorkelling. Beginners snorkellers should stay close to shore as conditions further out can be challenging due to ocean swell and strong currents.

Seals are a protected species. They come back to rest, or groom their fur, often on the rocks or the water's surface near the reef. They are often seen resting on the water's surface near the reef. They are often seen resting on the water's surface near the reef.



The Department of Environment, Water and Heritage is responsible for the management of the Marengo Marine Sanctuary. For more information, visit www.environment.gov.au or call 1300 065 253.



Department of Environment, Water and Heritage
Parks Australia

INTERPRETIVE SIGNAGE



< **Project** Sustainable Farms
Client Tarago Catchment
Sustainable Farms
Completed 2010
Design, manufacture and
installation

Challis Design was commissioned to undertake the design and manufacture of a creative sign detailing the vision and operation of the Tarago Catchment Sustainable Farms project.

The structural design reflects fencing elements and consists of galvanised poles and cables. Graphics feature bold imagery, diagrams and maps.

> **Project** Inverloch Resort
Client RACV
Completed 2010
Design, manufacture
and installation

A major project involving conceptual development, research, copy writing, photo reference, design, graphic design, fabrication and installation.

The project provides insight into the natural history of the area, including its geological forms and key flora and fauna species. Aboriginal cultural values are also presented with information on indigenous land use, including water usage and food sources.

Warrain (ocean)

Aboriginal people would have been camped in this area behind us to come to this location to study the ocean and weather conditions. This would dictate activities for the next few days.

If the weather was with you, you would gather around at a place called The Caves. They would now fish at the ferryings for snappers, flatfish, flounder, mullet and many other species.

Those who were assimilated were only permitted to wear pieces of fabric. This also marks the end of the manlyer forest and the start of the sacred barkasa forest.

The warrain you see before you has been restored as close as possible to its original form. The warrain would appear as a high ridge. This warrain was created by the aboriginals. This warrain would have been used as a place for the aboriginals to gather their children and grandchildren, gathering coastal herbs and also keeping watch for snappers or opportunities.



INTERPRETIVE SIGNAGE



- < **Project** Woodend Grasslands
Client Macedon Ranges Shire
Completed 2003
Design, manufacture and installation

The old racecourse at Woodend in Victoria is a site for native grassland preservation. This signage educates local residents and visitors on the reserve project and its history.

Three signs were commissioned — one main arrival sign and two orientation signs located at each end of the park.

Laser cut lettering in rusted metal and clean angular shapes project a natural, contemporary and sculptural feel. The information panels appear to float in front using a recessed and secure bracket system.

- > **Project** Gasworks
Client Lovell Chen Architects
Completed 2009
Design, manufacture and installation

As part of a redeveloped site that featured key recycled buildings, Lovell Chen Architects commission Challis Design, on behalf of their client, to provide signage story boards for the old Gasworks site. Signage provides interpretation on the important planning requirements and historic aspects of the site.

Signage story boards are designed to complement the materials and key visual aspects of the building, including vitreous enamel panels, clear graphics and bold colour sections.



Craig & Seeley Office building

This building was constructed on the site of the Brunswick Gas & Coke Company's works. The gasworks opened in 1891, and comprised the retort house (still extant) abutting the Upfield railway line, a large gas holder or gasometer near Percy Street, as well as several workshops and stores. These are shown on the accompanying map, taken from a Melbourne Metropolitan Board of Works plan, prepared in 1906.

The Brunswick gasworks were closed in 1904, and subsequently some buildings were demolished while others, such as the retort house, were leased as a foundry and stove manufactory. The Lull Foundry, E.S. & F. Fenner and most recently, Craig & Seeley have all used the site for stove and appliance manufacture for nearly one hundred years.



Craig & Seeley Office building

This building, formerly the Head Office of Craig & Seeley stove manufacturers, is included on the Victorian Heritage Register. Designed by Theodore Berman in 1962, it is considered to be a sophisticated example of advertising by design, where the building itself promotes the quality and durability of the product being manufactured.

Craig & Seeley manufactured gas and electric appliances on the site between 1962 and 2001. The most well-known among their products was the Chef range of stoves and cookers. Many different Chef models were manufactured and sold under brands such as the Consul, the Royal and the Opuscul, names which imparted a sense of timelessness, importance and dependability. The stoves were badged with the company's fondly regarded trademark, the man with the pan, visible today on the large red circular sign. The building's facade features green enameled metal panels manufactured by the company on this site. Today these panels show little wear after many years of exposure, attesting to the superior finish of the company's appliances. The simple and austere landscaping treatment reflects the architect's original scheme.

INTERPRETIVE SIGNAGE



< **Project** Mary MacKillop Trail

Client Southern Grampians
Shire Council

Completed 2010
Design, manufacture
and installation

The canonisation of Mary MacKillop was a significant event in 2010. A number of communities in western Victoria collaborated to plan and implement a touring trail of significant sites in relation to Mary MacKillop's life and work.

Challis Design designed and manufactured fourteen interpretive signs that covered Mary MacKillop's early years in Hamilton, Penola, Portland, Robe and Port Macquarie.

The signs were manufactured using materials relevant to the region, including basalt in Hamilton and Portland and sandstone in Robe.

> **Project** Benalla Lake Interpretation

Client Benalla Rural City Council

Completed 2008
Design, manufacture and installation

Double-sided interpretive sign. One side provides historical context on the life of Ned Kelly, whilst the reverse panel provides orientation information with key attractions for the popular Benalla lake Walk.

Graphics, textures and colours are consistent with two existing brochures. Structure consists of a powder coated, steel frame with aluminium sheeting and full colour, weather resistant digital prints.

Benalla

Hometown of Ned Kelly



As Kelly's home town, Benalla was the epicenter of Kelly's bushranging days and headquarters for the Kelly Gang manhunt. The gang comprised Ned and Dan Kelly, Steve Hart and Jos Byrne. The town and surrounds has a fascinating collection of authentic Kelly artifacts and a wealth of legendary historic sites, including the ill-famed Stringybark Creek, the very name of which reverberates to the core of the Kelly Legend.

So, put on your walking shoes, grab your camera, and prepare to follow the trail of Australia's most famous bushranger, Ned Kelly.

Start at the Visitor Information Centre in Main Street where you can collect the Benalla Touring Route brochure.

BENALLA TOWNSHIP



KELLY BUILT



INTERPRETIVE SIGNAGE



< **Project** Eureka Markers

Client City of Ballarat

Completed 2004
Design, manufacture
and installation

A collaborative design project
between Challis Design and FHA
Landscape Architects.

A series of location markers
were commissioned to identify
the boundaries of the Eureka
Stockade precinct.

Fabricated in recycled Australian
hardwood, etched and patinaed
brass fixed to an exposed
aggregate concrete pad.

> **Project** Environmental Signage

Client Colac Otway Shire

Completed 2012
Design, manufacture and
installation

Three, free-standing road signs and three, smaller,
wall-mounted signs were designed and installed to
help educate and engage the travelling public on the
rare and threatened species in the local region.

The simple design allows the species to be the focal
point, with the use of black allowing the bright colours
to attract attention. This simple layout was particularly
important for the road side signs, in order to allow
motorists time to view all the information.




Colac Otway
SHIRE

Photograph: Peter Robertson

Hear the growl

The Growling Grass Frog (*Litoria raniformis*) is one of Victoria's most endangered frogs. It grows up to 100mm long with a 'warty' back and a large tympanum (ear). Their colours are variable but usually olive to bright emerald green with irregular bronze, gold brown or black spotting.

The Growling Grass Frog is found amongst emergent vegetation along the edges of slow or still-moving water bodies, such as dams, creeks, rivers and lakes.

Adult males are renowned for their distinctive calls, which consist of a long modulated growl or drone, followed by a few short grunts: 'crawark-crawark-crawark-crokcrok'.

It is active in the warmer months of the year (September to March) and likes to bask in the sun on mild, sunny days. Like most frogs they usually call, feed and move around after dark.

They feed on a wide range of insects and even small lizards, fish, tadpoles and frogs.

The Growling Grass Frog was widespread and common throughout much of south-eastern Australia but their range and numbers declined since the 1980s with populations disappearing.

For further information please refer to the Department of Sustainability and Environment website (www.dse.vic.gov.au) or Google for "Growling Grass Frog".



Growling Grass Frog



Climate

Gardening in your Climate

The Dandenong Ranges' cool climate has two to three times the average rainfall (1200mm) and is around 5°C cooler than the city of Melbourne.

This unique climate and the rich, clay acidic soils support a large range of plants suited to cooler, wetter conditions including plants that originate from Europe, America and Asia.

In late summer and autumn, early morning fog rolls in through the trees creating a mystical atmosphere of quiet stillness. In summer the cooler temperatures encourage visitors to relax in the shade of the trees and winter treats you to the snow and dew covered branches of the beautiful winter flowering plants.

Plant Selection— the Key to Sustainable Gardening

In times of drought and climate change public and private gardens have suffered the effects of dwindling water supplies. This in turn intensifies their vulnerability to pests and disease, leaving plants in poor condition.

In order to combat limited water resources we need to develop our gardens to suit the environment and conditions. Some simple tips can assist you to make better decisions and grow healthy, colourful gardens wherever you live.

Appropriate plant selection is the key to a healthy garden. Choosing plants that will thrive with minimal input of water, pest intervention and pruning.

Things to consider:

- What is the annual rainfall? e.g. 292mm Mildura, 1200mm Dandenong Ranges
- Consider the annual evaporation, e.g. 2000mm Mildura, 1200 mm Dandenong Ranges
- How will the plant survive in dry times? How often will it need extra water?

- How does it tolerate temperature extremes? (frost, snow, heat waves etc)
- What position? (shade, full sun, part sun, full spray, frost, soil drainage)
- Soil type required? (clay, loam, sand, acid, alkaline)

Hints to selecting plants for your garden!

- What is the plant's country of origin? Is it a similar climate? Australia has many similar climates throughout the world such as South Africa, California and the Mediterranean.
- Natives can be a great choice but still check that they are suited to the conditions and position you have chosen.
- Many plants will survive dry conditions but will they look healthy? Take a walk around your suburbs and note what looks great especially when the weather is at its extremes!
- Can the garden be modified to suit the plant? Mulch, rain water collection, grey water, water crystals, shade or shelter from structures.



→ **Camellia Garden**
400m
Serenity Point
600m
Oval Lawn
700m

↘ **Deciduous Azaleas**
100m
Protea Beds
200m
Mooreland
300m

← **Rockery**
500m
Kurume Bowl
650m
Exit/Gift Shop
750m

↙ **Lyrebird Track**
200m
Lake
300m
Vireya Bank
400m

Harbours—The Cherry Blossom Festival is celebrated here every year in mid-September with tea ceremonies and picnics. Ask at the gatehouse for more information.





Project National
Rhododendron Gardens
Client Parks Victoria
Completed 2009
Design, manufacture
and installation

A pedestrian-focused system with a consistent hierarchy for orientation, identification and interpretation.

A distinctive design that complements the surrounding environment, with the rhododendron motif providing a link across signage types.

With bold and creative use of timber elements, laser cut patinaed metal and graphic motifs, this signage strategy was adapted and themed across four additional gardens within the region.

INTERPRETIVE SIGNAGE



- < **Project** Lake Mountain
Client Bjarne K Dahl Trust
Completed March 2014
Design, manufacture and installation

Lake Mountain is a cross-country ski resort in Victoria 120 km from Melbourne. It is the most popular ski resort in Australia in terms of visitor numbers, due to its proximity to the populous city of Melbourne.

The Bjarne K Dahl Trust funded the 13 interpretive signs to be installed along the 'memorial boardwalk' on the mountain. The blue panels provide information on the social history of Lake Mountain, while the orange panels reflect the surrounding flora and fauna.

- > **Project** Pearsons Crossing
Client Vic Roads
Completed 2012
Design, manufacture and installation

Named Pearsons Crossing after William Pearson, the river pedestrian footbridge was designed to withstand severe floods, whilst connecting the towns of Sale and Wurruk.

To coincide the opening of the new bridge, Challis Design was commissioned to design and install interpretive signage within the area that gave an insight to the development and history of the region's infrastructure.

Old Princes Highway

Old Princes Highway

The difficulty of access between Melbourne and Gippsland in the mid-nineteenth century proved an obstacle to trade and communication at the time. Roads were either non-existent or impassable, and travel by ship to one of Gippsland's ports was the only alternative.

It was not until 1860 that a route through to Melbourne was proclaimed a main road and in 1863 a coach service was established between Melbourne and Sale. Despite this, the poor condition of the main road remained a problem through to the early twentieth century.

In 1920 the road was renamed the Princes Highway following a visit by the Prince of Wales, and subsequently sections were sealed by the Country Roads Board (CRB). The Princes Highway was declared a state highway in 1925, and the name was ultimately bestowed on a highway network connecting New South Wales through to South Australia. The road was upgraded in the 1960s, and as part of these works a new 1.6 km

elevated section of the highway known as the Sale Causeway opened to traffic in 1962. The Gippsland Times-Argus family reported that the new causeway made the Princes Highway from Melbourne to Sale an "all-weather road".

This remnant section of the pre-1962 alignment of the Princes Highway comprises sprayed bituminous surfacing which dates back to the 1950s, and is significant as an example of early main road construction, and for demonstrating the former alignment and historic nature of the old Princes Highway in Gippsland between the Flooding Creek and Thomson River bridges.

Princes Highway
Princes Highway, Sale
c. 1925

Princes Highway
Princes Highway, Sale
c. 1925



WELLINGTON
SHIRE COUNCIL

The Heart of Gippsland

West Wimmera Shire

*The best
of country living*



West
Wimmera
Shire Council



Kaniva

Land of windmills



West
Wimmera
Shire Council





Project Branding and Signage Refurbishment
Client West Wimmera Shire Council
Completed 2016
Design, manufacture and installation

West Wimmera Shire council required a brand refresh and a range of boundary and township signage.

To provide a fresh, clean and consistent feel the broлга motif was simplified, the typography updated and a limited colour palette was adopted for the logo and signage hierarchy.

Illustrations were also developed for the Edenhope and Kaniva arrival signs, to help promote these key townships.

Balmoral and district

Welcome to Balmoral

The Balmoral people are the Traditional Owners of this land. The area was known as 'Dangarrup' by the Balmoral people who conducted an intricate artificial drainage system for soil and fish trapping on the Darling River. They respected and cared for this land for countless generations.



Statement of Intent
The Balmoral Community Centre is a place where people can come together to share their experiences and knowledge of the area. It is a place where people can learn about the history and culture of the area and where they can connect with each other.



Day trips and surrounding attractions





Project Township Signage
Client Balmoral & District
Development Association
Completed 2016
Design, manufacture and installation

To help promote the Balmoral township, Challis Design developed orientation signage, designed to help visitors navigate their way through and around the township.

A key orientation map highlights the town's tourist attractions, key facilities and accommodation sites, while a secondary regional map showcases the broader region.

Fabrication consists of laser cut, angled, corten panels with bold, digital print graphics.

Stead Park

CITY OF GREATERT
GEELONG





Project Stead Park
Client City of Greater Geelong
Completed 2016
Design, manufacture and installation

Arrival signage features a layered curved structure and dynamic, abstract graphics to reflect the parks' sporting facilities.

Structure consists of a duragal steel frame, sheeted in aluminium with 2 pack automotive paints and digital print graphics.

Directional signage was also installed within the park and is consistent with other directional signage we have installed throughout the Geelong area.





Project Meredith Police Paddocks
Client Golden Plains Shire Council
Completed 2016
Design and manufacture

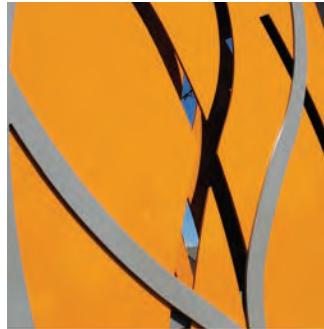
A sculptural arrival sign for the Meredith Police Paddocks. The design reflects the indigenous, environmental and historical significance of this important, local site.

This simple, bold structure, comprises three themed panels laser cut from mild steel and fixed to solid timber posts.



howitt street
shopping centre





Project Howitt Street Signage
Client City of Ballarat
Completed 2016
Design, manufacture and installation

Challis Design was contracted to design a range of signage which enhanced the image for the busy retail and business precinct.

Signage and place branding designed to promote and build a sense of community and pride.



HALLS GAP

The heart of the Grampians



Project Town Entry Signage
Client Northern Grampians
Shire Council
Completed 2014
Design and manufacture

Challis Design was commissioned to design and develop entry signs to provide a gateway entry into this internationally recognised tourist attraction.

Design features laser cut title text and eucalyptus leaf with stone wall.

Detailed construction specifications were supplied for production and installation by others.



Dunkeld Grassy Woodland *a natural asset*



Project Dunkeld Environmental Signage
Client Wannon Water
Completed 2016
Design, manufacture and installation



Arrival signage to highlight the importance of preserving this native grassland reserve.

The structural design consists of a laser cut rusted metal panel, aged timber post supports and a simple, clear title panel.

The rusted metal panel features a laser cut snake motif and the sweeping curved structure provides a natural, sculptural look that complements the natural environs.

ARRIVAL SIGNAGE



< **Project** Balgownie Estate
Client Balgownie Yarra Valley Estate

Completed 2007
Design, manufacture and installation

An arrival sign was designed and installed to strict council guidelines as a key arrival and promotional tool for the Balgownie Estate Winery, Resort and Spa facility.

The double sided graphics enable viewing from different approaches and is fabricated in structural steel, aluminium sheeting with feature digital photo prints and graphic lettering.

> **Project** Centenary Park Signage

Client Frankston City Council

Completed 2008
Design, manufacture and installation

Frankston council commissioned Challis Design to design and implement a major sign to raise public awareness of the relevant sporting facilities.

Designed to reflect a sporting theme through the use of bold colour and dynamic angles the sign also accommodates viewing from multiple directions.

The prominent design also provides secondary information for visitors.

Centenary Park Public Golf Course

18 Hole Course

Golf Pro Shop • 03 9789 1480
On Course Golf Shop
Bookings • Lessons • Cante



FRANKSTON SOUTH RECREATION CENTRE



Home of the
**Mornington Peninsula
Family History Society**



Project Arrival Signage
Client Frankston City Council
Completed 2006
Design, manufacture
and installation

Arrival sign to compliment the refurbishment of a public facility.

The sign needed to announce arrival to the Centre, with only minimal information required. The design also had to engender quality and a modern feel.

The signage compliments the architectural elements of the Recreation Centre.

Map of Century Gardens, Gellong

Legend:

- Blue 'P' icon: Parking
- Green circle icon: Tree
- Blue rectangle icon: Building
- Blue line icon: Path

Map Labels: Century Gardens, Gellong, Century Gardens, Gellong, Century Gardens, Gellong.

Scale: 1:1000

North Arrow: N

Map Source: Gellong Council

Map Date: 2018

Map Author: Gellong Council

Map Contact: Gellong Council

Map URL: [www.gellong.vic.gov.au](#)

Map License: CC BY-NC-SA

Map Version: 1.0

Map Status: Draft

Map Notes: This map is a draft and is subject to change without notice. It is not intended for use as a legal document.

Map Disclaimer: Gellong Council is not responsible for any errors or omissions in this map. It is provided as a guide only.

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GELLONG



GBG

GEELONG BOTANIC GARDENS





g b g

GEELONG BOTANIC GARDENS



Project Botanic Gardens
Signage

Client City of Greater Geelong

Completed 2016
Design, manufacture
and installation

Main arrival signage features large, laser cut lettering with decorative background motif that reflects the existing fence design.

Complimentary free-standing arrival signage features corporate branding and orientation map.

Corporate logos and map artwork supplied by the City of Greater Geelong.

Hanging Rock

Experience
the Mystery

Project Hanging Rock Signage
Client Macedon Ranges Shire
Completed 2004
Design, manufacture
and installation



A signage program that interprets the geographic and social history assets around the Hanging Rock Reserve.

Colour, shape and scale were considered during the design process in order to marry the various structures to their environment.

ARRIVAL SIGNAGE



- < **Project** Bluestone Church Artspace
Client Maribyrnong City Council
Completed 2013
Design, manufacture and installation

This sign forms a prototype for a range of signage requirements for similar assets and buildings throughout the Council.

Signage features distinctive, decorative mural on the front face, with a custom designed, secure cabinet on the rear face that allows for updateable information on a range of upcoming events. Concrete foundation allows for easy landscape maintenance.

- > **Project** Ballarat Entry Signage
Client City of Ballarat
Completed April 2008
Design only

Challis Design was commissioned by the City of Ballarat along with a consortium of businesses, including THA Landscape Architects, to research, plan and provide conceptual designs through to final working drawings for town entrance signage.

The signs adopt a clear three dimensional form and feature back-lit lettering, up-lighting and textural effects.

welcome to
BALLARAT



come to life
BALLARAT



CAFIZZA

CAFE | PIZZA BAR





CAFFIZZA

CAFE | PIZZA BAR

CAFIZZA

Project Cafizza Restaurant
Client Cafizza
Completed 2016
 Design with some items
 manufactured and installed



Restaurant design features bold colour palette, decorative nib wall, entry image mural, decorative hallway motif and image montage band with bold LED strip lighting.

Final artwork was presented as a series of three dimensional renderings to help validate the design process (picture opposite and on previous page).

Other key deliverables included corporate identity, menus, business cards, coffee cup labels, uniforms and advertising.



Project Various Airshows and Landforces Conferences
Client SDD



Our 16 year relationship with UK company SDD has enabled us to undertake the project management of trade show stands and chalets at the International Avalon Airshow in Victoria every two years.

We have also provided a number of additional stands for the Aerospace and Landwarfare shows in Melbourne, Brisbane and Adelaide.

Kilns

of the bottle-shaped ones (left) they feature a (1) a chequered brick work floor in the lower part of the base and a single door opening for wickets.

were modified to down-draught style to allow combustion which characterised much of Benetton pottery's kilns.

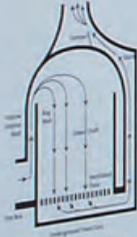
When you see existing such kilns, remember the one adjusted at the first firing to allow for expansion, cooling dampers on top of the kiln domes and iron holes can be seen on the kiln walls.

were burned in various combinations to achieve the temperatures required for commercial quality ware required 6 tons of coal and 16 tons of wood.

are about the existing kiln firing process in the open.

product was brought to the kiln by a busy team who deftly scaled 3 metre ladders to the mezzanine and descended carrying laden boards of stock, up to 50 kilograms. Moving quickly amongst the heat, a good stacker could carry one board on each side of a full board atop their head. Later, much of this work was done by conveyor or endless lifts.

used to "setters", who expertly stacked the kiln to the very available space. Once fired and cooled, "drawers" were and hauled it to the grading and packing area.



184 CROWN POTTERY BOTTLE KILN

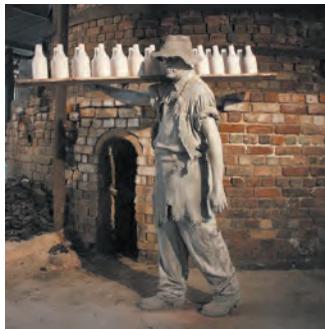


Workers load the kiln with wood and coal to increase the temperature to 1200 degrees Celsius c. 1920

the classic Acid Jars

the classic Acid Jars were made in the 1920s and 1930s. They were made in a kiln that was built in the 18th century. The kiln was built in the 18th century and was used to fire the jars. The jars were made in a kiln that was built in the 18th century. The jars were made in a kiln that was built in the 18th century.





Project Pottery Museum
Client Bendigo Pottery
Completed 2000
Design, manufacture
and installation



A comprehensive exhibition program utilising previously inaccessible locations and archives. Explores the history of the Pottery and the lives of the people that shaped it. Central to the exhibition are the original kilns, utilised for an audio visual theatre presentation. Also features life size mannequins, soundscapes, time-line, a large collection of historic pieces and equipment.

Incorporating back-lit showcases, free standing text panels, timeline, theatrical lighting and custom designed plinths.

EXHIBITIONS / INTERIORS



< **Project** Penola Visitor Information Centre
Client Wattle Range Council
Completed 2013
Design, manufacture and installation

Penola and the Coonawarra region in the Wattle Range, South Australia is known for its wine, food, and Mary McKillop.

Challis Design also designed, manufactured and installed signage and displays for the Beachport and Millicent Visitor Information centres within the same region which were completed simultaneously.

> **Project** Rosemount Fit-Out
Client Rosemount Kitchens
Completed 2011
Design, manufacture and installation

A unique project that required the development of a premium brand for a growing company, with the requirement for signage and stationery deliverables.

The result was a refit of a retail space with interior and exterior signage and decorative branding features.



Rosemount
Kitchens





Sir Henry Bolte

About 1950, in a conversation with Sir Henry Bolte, the Minister of the Interior, it is recalled that he was asked to write a book about the life of Sir Henry Bolte. The book was written and published in 1952. It was a very successful book and was read by many people. It was a very interesting book and was a very good read. It was a very good book and was a very good read. It was a very good book and was a very good read.

HENRY BOLTE

KIALLA

Agriculture

Developed from the 1950s to the 1970s, the Kialla region was a major agricultural hub. The area was known for its sheep and cattle farming. The region was a major agricultural hub and was known for its sheep and cattle farming. The region was a major agricultural hub and was known for its sheep and cattle farming.








Project Meredith Interpretive Centre
Client Golden Plains Shire
Completed 2013
Design, manufacture
and installation

A multi-purpose facility that required an interior fit-out that would reflect the district's rustic environment as well as the building's architectural elements.

The design provides general information, such as key tourism events like the Meredith Music Festival, and information on Henry Bolte, a key political figure.

Final designs presented as a series of three dimensional renderings (pictured).

Deliverables included feature display areas, murals video, brochure racks and key object presentation section.



< **Project** Home Ideas Show

Client Challis Lifestyle

Completed 2004
Design, manufacture
and installation

Brand and product presentation
for a line of contemporary home
wares.

Construction features painted
MDF walls, bold colour scheme
and wash lighting.

> **Project** Trade Show,
Melbourne Exhibition Centre

Client Gangnail

Completed 2004
Design, manufacture
and installation

Designed to be interactive through the use of computer
stations. The client's own product formed the
supporting structure.

Challis Design provided all of the structural design,
printing and production services.



GANG-NAIL®

GANG-NAIL
PREFABRICATED

GANG-NAIL®

MangoTech

MiTek 2000

The powerful business tool for tomorrow's building...



35 Years commitment to improving prefabricated technology

Gang-Nail
building on
innovation

Gang-Nail has spent nearly 35 years changing the way we build.

Mackillop Family Services

A long, low-profile display wall with a series of informational panels and a large map on the left side. The wall is light-colored and features a series of rectangular cutouts along its length. The panels are arranged in a row, each containing text and images. The map on the left is a large, detailed map of the Mackillop region.

Apology to former residents of the founding agencies of Mackillop Family Services



A glass display case containing several trophies and awards. The trophies are of various sizes and designs, including a large silver cup and several smaller silver and gold trophies. The case is illuminated from within, highlighting the awards.



Project MacKillop Heritage Display
Client MacKillop Family Services
Completed 2013
Design, manufacture and installation

Working closely with MacKillop Family Services in South Melbourne to achieve a fit out that would be striking, empathetic and importantly, pay tribute to all former residents.

Deliverables included an eight home display panel, timeline mural, apology panel, key display items and an interactive image library.

Carriage Style

There were only a few options for the style of a horse drawn carriage. A carriage could be open to the elements or enclosed; it could run on two wheels or four and could be pulled by one horse or two.

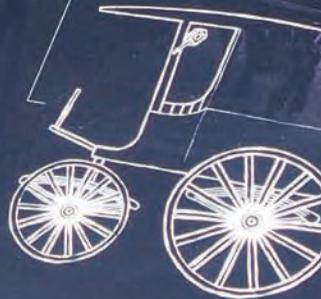
Gig or jinker is a light, two wheel carriage for two or three people.



Four wheel open carriage is a well sprung vehicle that could carry four adults.



Four wheel buggy has two seats, a hood to provide shelter and a rear window.





Project Kyneton Museum
Client Friends of Kyneton Museum
Completed November 2012
Design, manufacture
and installation

The Kyneton Museum is located on Piper Street in Kyneton, approximately one hour north of Melbourne.

Challis Design designed, fabricated and installed a range of signage for the permanent exhibits including the original bluestone stables, servant's kitchen, laundry, Theaden Cottage and the historical agricultural equipment.

Materials include UV resistant, high quality digital prints mounted and wrapped to aluminum panels with stainless steel collars.



Imagine

Preserve

Silence

Interpret

 **QUEENSCLIFF**
HISTORICAL MUSEUM

Opening Hours
Wednesday 10am-4pm
Thursday 10am-4pm
Friday 10am-4pm
7th-12th Sts
4th Floor, Street
Lakeside Walkway
Queenscliff, Victoria

Imagine. Interpret. Preserve. Experience.
MUSEUM





**QUEENSCLIFFE
HISTORICAL
MUSEUM**

Project Corporate Branding

Client Queenscliffe Historical
Museum

Completed 2014
Design, manufacture, installation
and printing



The Queenscliffe Historical Museum required a new brand and identity that would be applied to new signage and collateral within the Museum.

The logo reflects architectural elements of the building. Challis Design also supplied the Museum with a Brand Style Guide.

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Fax: (02) 9548 0363

with compliments

Estate Australia P/L, 400 Mt St, Cammeray NSW 1585



Project Corporate Branding
Client Estate Australia
Completed 2010
Design and print management



Estate Australia required Challis Design to develop a branding strategy, which included the development of a corporate logo, a range of stationery items and a series of flyers that promote Estate Australia's growing product range.

Corporate identity features strong geometric shapes and angles to reflect the company and its key products.



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