

Interpretation
Wayfinding
Exhibitions
Graphic Design



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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.

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

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.

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Interpretation

*‘The action of explaining
the meaning of something.’*

Signage interpretation covers two main general categories, social history and natural history.

The design and materiality of our signage reflects the environment – the natural forms, surrounding architectural elements and/or relevant built structures. This enables the signage itself to become part of the interpretation and viewer experience, rather than an afterthought.



Bullawah Cultural Heritage Trail

Wangaratta Rural City Council

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.

2016 – Design, Manufacture and Installation



Warramundeen Rock

Warramundeen means 'of this group' or 'of this area' - the closest traditional Warramundeen word for community. The Warramundeen Rock concept was conceived by respected Elder Maddy 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 Warramundeen Citizens of the Year who have demonstrated the qualities of an Elder - community service, integrity and wisdom. These Warramundeen are an enduring tribute to outstanding individuals in our community.



Bullawah Cultural Trail



Kororoit Creek Trail

Brimbank City Council

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.

2012 – Design, Manufacture and Installation



Dunkeld Heritage Trail

Southern Grampians Shire Council

The Dunkeld Heritage Trail is a volunteer community project connecting visitors with the built environment and stories of the early 20th century. 26 Interpretative signs were developed and installed around the township giving visitors a unique opportunity to learn about the fascinating history of Dunkeld. Structures consist of rusted corten steel frames, sheeted in aluminium with 2 pack automotive paints and digital print graphics.

2018 – Design, Manufacture and Installation



Point Gellibrand Interpretive Signage

Parks Victoria

Point Gellibrand in Williamstown has a rich history that pre-dates the settlement of Melbourne. Challis Design was contracted to design a strategic plan for interpretation at the site. The signs creatively express the relevant themes of the park's history.

The signs combine bluestone, weathered timber sleepers, acid etched and patinaed signs, photo-anodised images and laser cut aluminium lettering.

2007 – Design, Manufacture and Installation



Olinda Creek Interpretation

Yarra Ranges Shire Council

Upright signage developed with a consistent style for a range of interpretive requirements throughout the Yarra Ranges Shire Council.

Design feature laser-cut motif with screen matrix design, raised interpretive panel and return edge for key regulatory information.

2018 – Design, Manufacture and Installation



Coronation Park Rock Art

Yarra Ranges Shire Council

A simple, acid-etched, laser-cut, stainless steel plaque was designed and then rebated into cut stone, along with a range of indigenous artwork panels supplied by Yarra Ranges Shire Council.

2018 – Design, Manufacture and Installation



Stormwater Treatment Interpretive Signage

City of Greater Geelong

Interpretive, podium-style structure designed and developed following the recently installed SPEL tank in South Geelong. Raised, graphic panel features bold graphics and a simple, diagrammatic map.

2018 – Design, Manufacture and Installation



Tamar River

NRM North

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.

2013 – Design, Manufacture and Installation



Inverloch Resort

RACV

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.

2010 – Design, Manufacture and Installation



Lake Mountain

Bjarne K Dahl Trust

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.

2014 – Design, Manufacture and Installation



Woodend Grasslands

Macedon Ranges Shire

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.

2003 – Design, Manufacture and Installation



Mary MacKillop Trail
Southern Grampians Shire Council

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.

2010 – Design, Manufacture and Installation



National Rhododendron Gardens
Parks Victoria

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.

2009 – Design, manufacture and installation



Otway Environmental Signage
Colac Otway Shire

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.

2012 – Design, manufacture and installation



Beechy Rail Trail
Colac Otway Shire

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.

2004 – Design, manufacture and installation

Wayfinding

Challis Design is principally a design consultancy. We develop architectural signage that is custom-designed and considers the relationship between the two and three dimensional space. This results in signage structures with strong sculptural forms that provide more engaging experiences.

We also manage signage projects from design concept through to fabrication, delivery and installation.



Tatiara District Entry Signage

Tatiara District Council

Two major entrance signs and five minor entrance signs were developed for the Tatiara region. Double-sided, frangible signage structures feature clear typography, bold, eye-catching colour on the front with simple graphics on the reverse. Major entrance design features, raised laser-cut tree motif with sunset hero image.

2018 – Design, Manufacture and Installation





Two Towns Trail

Baw Baw Shire Council

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.

2013 – Design, Manufacture and Installation





Inverloch Resort Wayfinding Signage

RACV

Challis Design was commissioned by RACV, in consultation with GHD (architects and resource managers) to design and install a range of wayfinding signage for it's new resort in Inverloch.

A range of interior and exterior wayfinding signage was required for pedestrians and vehicles across a large rural site for the resort's lodge, villa and caravan facilities. Interpretive and regulatory signage was also required.

Signage features timber treatment and is designed to compliment the resort's buildings, through form, colour and material.

2010 – Design, Manufacture and Installation



Birdsland Wayfinding Signage

Yarra Ranges Shire Council

17 free-standing and three fence-mounted signs were designed and implemented across four key areas within the Birdsland Reserve, each area features custom laser-cut illustration.

Free-standing structures fabricated with laser-cut corten panels, fixed to a timber post with floating graphic panel. Three key signs also included a laser-cut title panel on the return edge.

2018 – Design, Manufacture and Installation



Yarra Ranges Reserve Signage

Yarra Ranges Shire Council

Challis Design has developed an ongoing series of wayfinding signage for Yarra Ranges Council. The series covers townships, facilities and reserves and can be found through the entire Yarra Ranges Shire.

2018 – Design, Manufacture and Installation



Barwon Health Wayfinding Signage

McKellar Centre, Geelong

To accompany the redevelopment of the Grace McKellar Centre, Barwon Health approached Challis Design to design and build a bold and dynamic arrival and wayfinding signage system that would create a sense of optimism, professionalism and provide a visual lift into the 21st Century.

Called 'colour my way,' this signage system uses bold colour and large type to assist the vision impaired, elderly and visitors to a range of buildings within the precinct. The design has been developed to compliment the range of new contemporary building structures around the site.

Signage was sheeted and framed in aluminium and painted in high quality automotive paints.

2007 – Design, Manufacture and Installation



Geelong Botanic Gardens

City of Greater Geelong

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.

2016 – Design, Manufacture and Installation



Naracoorte Lucindale Entry Signage

Naracoorte Lucindale Council

Six double-sided township arrival signs were developed, which compliment and reinterpret existing brand elements, to create a bold arrival statement.

Feature design elements include a silhouette style –grass tree illustration and laser cut corten panel. The laser cut panel, with fossil motif, compliments existing council logo elements which reflects and highlights the Naracoorte Caves – a key tourist attraction.

2018 – Design, Manufacture and Installation



Ballarat Entry Signage

City of Ballarat

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.

2008 – Design, Manufacture and Installation



Austins & Co Arrival Signage

Austins & Co

Austins & Co, a winery in the Moorabool Valley, required the development of a front entrance sign.

The overall design features a rock plinth with elegant, three-dimensional lettering. The slimline shapes create an elegant typographic form and distinctive design statement.

2017 – Design, Manufacture and Installation



Balmoral & District Township Signage

Balmoral & District

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.

2016 – Design, Manufacture and Installation



Meredith Police Paddocks

Golden Plains Shire Council

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.

2016 – Design, Manufacture and Installation



Howitt Street Signage

City of Ballarat

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.

2006 – Design, Manufacture and Installation



**Apollo Bay
Wayfinding Signage**

Colac Otway Shire Council

Challis Design fabricated and installed a range of wayfinding signage structures for Apollo Bay.

Production process included the development of a range of prototypes for client approval, finished art and layout for each sign, fabrication and installation. Each sign included dial and dig information, site location / orientation and traffic management as required.

2014 – Design, Manufacture and Installation



**Eastern Park
Community Garden**

Baw Baw Shire Council

Designed to help visitors navigate their way through Eastern Park to the Community Gardens. A key orientation map highlights the path through the township to the gardens. Fabrication consists of an aged timber post, laser cut, angled, corten panels with bold, digital print graphics.

2014 – Design, manufacture and installation



**Halls Gap
Town Entry Signage**

Northern Grampians Shire

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.

2014 – Design, manufacture and installation



**Hanging Rock
Discovery Centre**

Macedon Ranges Shire

A signage program that interprets the geographic assets and social history around Hanging Rock Reserve. Colour, shape and scale were considered during the design process in order to marry the various structures to their environment.

2004 – Design, manufacture and installation



Exhibitions & Interiors

Challis Design has over 40 years of experience in exhibition design and implementation. We provide a broad range of skills within a wide range of disciplines, including graphic design, interior design and digital media. Lighting considerations and object displays create interesting and organised spaces.



World Wars I and II Display

Soldiers Memorial Institute Military Museum Bendigo

Challis Design developed a permanent exhibition space for World Wars I and II, for the newly renovated Soldiers Memorial Institute in Bendigo.

Exploring central Victoria's contributions to both conflicts the display features many unique artifacts, showcases, text panels, murals, touch-screens, projections and custom-designed plinths.

2018 – Design, Manufacture and Installation





Dunkeld Visitor Information Centre

Southern Grampians Shire Council

In consultation with key Southern Grampians staff, Challis Design developed and implemented a range of initiatives for the refurbishment of the Dunkeld and Grampians Visitor Information Centre.

The upgrade took into account the practical needs of staff and visitors and was designed to inject a fresh and contemporary feel.

Challis design provided recommendations on layout, signage, lighting and colour schemes. Key deliverables included, exterior banners, arrival signage, orientation graphics, movable map table and a reception desk that featured laser cut panels and local sandstone.

2011 – Design, Manufacture and Installation



Kyneton Museum

Friends of Kyneton Museum

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.

2012 – Design, Manufacture and Installation



Bendigo Pottery Museum

Bendigo Pottery

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 theatrette 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.

2000 – Design, Manufacture and Installation



MacKillop Family Services

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





J Ward—Prison for the Criminally Insane

City of Ararat

Exhibition interpreting the buildings history, first as a gaol and then as a prison for the criminally insane. Challis Design was responsible for the design, project management and production of the exhibition.

Timeline mural with acrylic showcases. Large custom built aluminium and glass showcases with integrated lighting.

1999 – Design, Manufacture and Installation



Interpretive Discovery Centre – Hanging Rock

Macedon Ranges Shire

This exhibition was divided into two galleries exploring the themes of natural history and social history. A series of text panels also presented the history of the site in chronological order.

An audio visual re-enactment of scenes from the novel ‘Picnic at Hanging Rock’, together with theatrical lighting and life size mannequins, helps to engage the visitor’s sense of mystery.

Fabricated in painted MDF with applied digital images. Polyurethane rock sculptures with fibre-glass mannequin’s. Steel framed text panels and murals, video, soundscapes and speciality lighting.

2004 – Design, Manufacture and Installation

CAFIZZA



Cafizza Restaurant Fit-Out

Cafizza

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

2016 – Design, Manufacture and Installation



Rosemount Fit-Out

Rosemount Kitchens

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.

2011 – Design, manufacture and installation



Penola Visitor Centre

Wattle Range Council

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.

2013 – Design, manufacture and installation



Gum San Chinese Heritage Museum

City of Ararat

This museum was established to celebrate the discovery of gold on this site by the Chinese, leading to the founding of the Rural City of Ararat. The displays incorporate video, dioramas, photographic murals, audio visual effects, and a range of interactive media.

2003 – Design, Manufacture and Installation



Stawell Visitor Information Centre

Northern Grampians Shire Council

The Visitor Information Centre in Stawell needed to relocate to the Stawell Hall of Fame complex, a strategically better location for its operation. Challis Design was commissioned to design and implement a range of joinery items (for staff), brochure displays and key promotions regarding local attractions.

2010 – Design, manufacture and installation



Meredith Interpretive Centre

Golden Plains Shire

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

2013 – Design, manufacture and installation

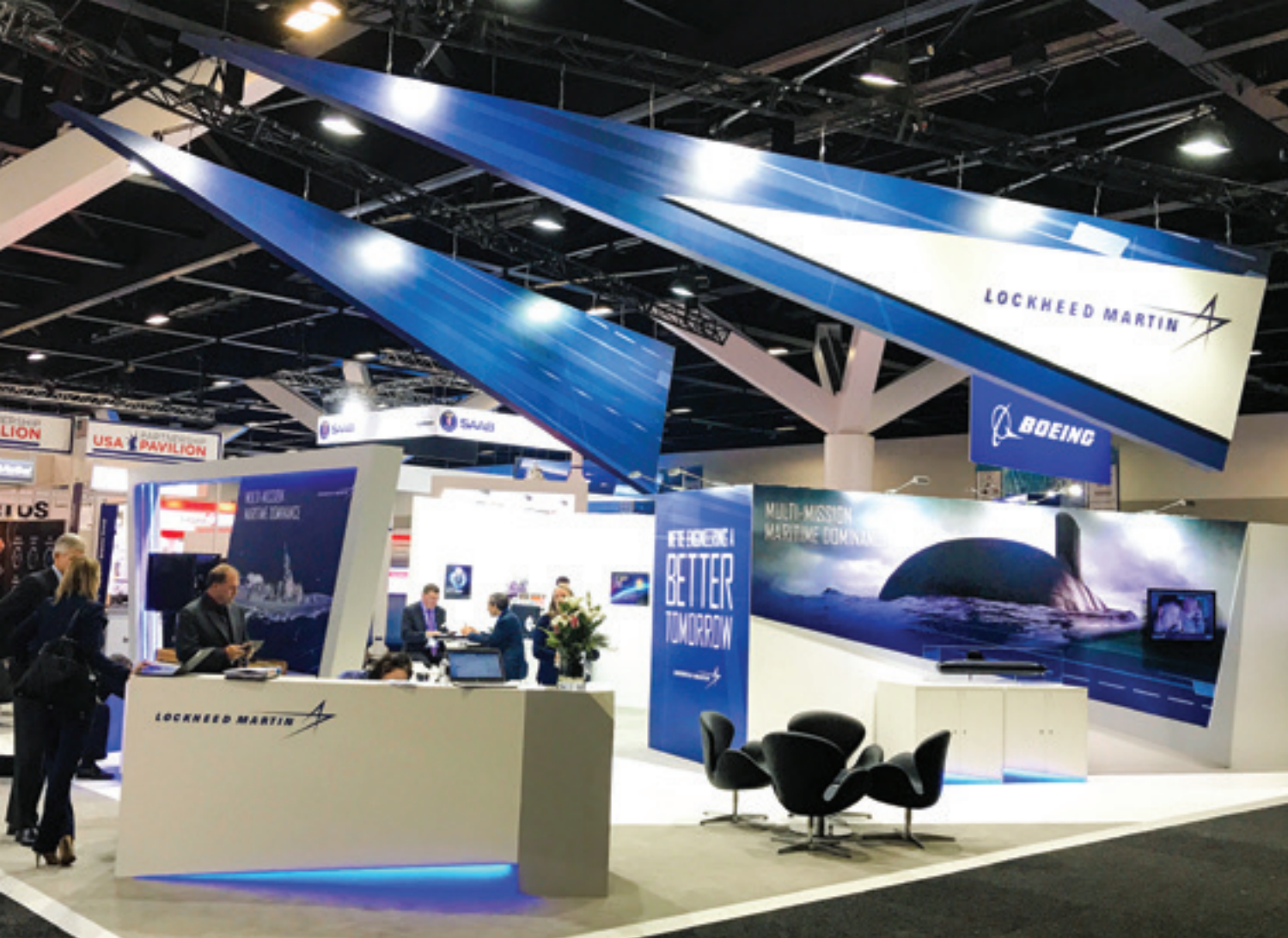


Eucalyptus Discovery Centre

Friends of the Peter Francis Points Arboretum

Presented through a range of media including an audio visual presentation, computer game, interactive displays, murals and text panels. Organic materials and timber structures, large format digital prints and painted MDF.

2003 – Design, manufacture and installation



Trade Show Stands & Chalet Fit-Outs

GES

Our 16 year relationship with UK company GES 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 Naval and Land Warfare shows in Melbourne, Brisbane and Adelaide.

Ongoing – Project Management, Manufacture and Installation



LOCKHEED MARTIN

Australia

LOCKHEED MARTIN

Move from data to decision
before adversaries can react.

LOCKHEED
Australia



Graphic Design

'The process of visual communication and problem-solving through the use of typography, photography and illustration'

We create visual compositions that are creative, clear, consistent and aesthetically pleasing. Graphic Design underpins everything we do – from branding and identity development, mapping, layout and typographic systems.



**QUEENSLIFFE
HISTORICAL
MUSEUM**



Brand Identity and Signage

Queenscliffe Historical Museum

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.

2014 - Design, Manufacture and Installation



Corporate Branding and Print Collateral

Estate Australia

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.

2010 – Design and print management



Corporate Branding and Print Collateral

GWM Water

Following the merging of Grampians Water and Wimmera Mallee Water, Challis Design was commissioned to design and develop a corporate logo and a range of stationery items and style guide.

The development of a style guide provided corporate graphic standards for the application and use of the logo for a range of design applications.

2005 – Design and print management



Fisheries Victoria

Fisheries Victoria

Challis Design has provided a range of public education and information collateral.

Projects include Fish Ruler sticker, 'Your Licence Fees at Work' and 'Recreational Fishing Licence' brochures and logo, 'Report to Stakeholders' pamphlet and newspaper advertisements.

2002 – Design and print management



Mountain Bike Trail

DSE

As part of the development and upgrade of the Forrest Mountain Bike Trails, Parks Victoria required four trail head signs and the development of a visual identity.

An accompanying pocket-sized brochure was also developed to complement the signage.

2007 – Design and print management



Active Lifestyle Strategy

Melton Shire Council

Designed to complement the council's existing corporate style, this marketing document promotes active participation within the shire.

Targeted primarily at sporting associations, developers and stakeholders, the design is simple and clear and reflects the active lifestyle message through the use of vibrant images, bold colour and clean typography.

2007 – Design and print management



Access Map

Barwon Disability Resource Council

The Barwon Disability Resource Council required a crashfold brochure aimed at those with a disability within the Geelong region.

Certain design considerations were outlined to Challis Design, such as a minimum font size, in order to adhere to the existing marketing guidelines of Assert 4 All.

2011 – Design and print management



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