

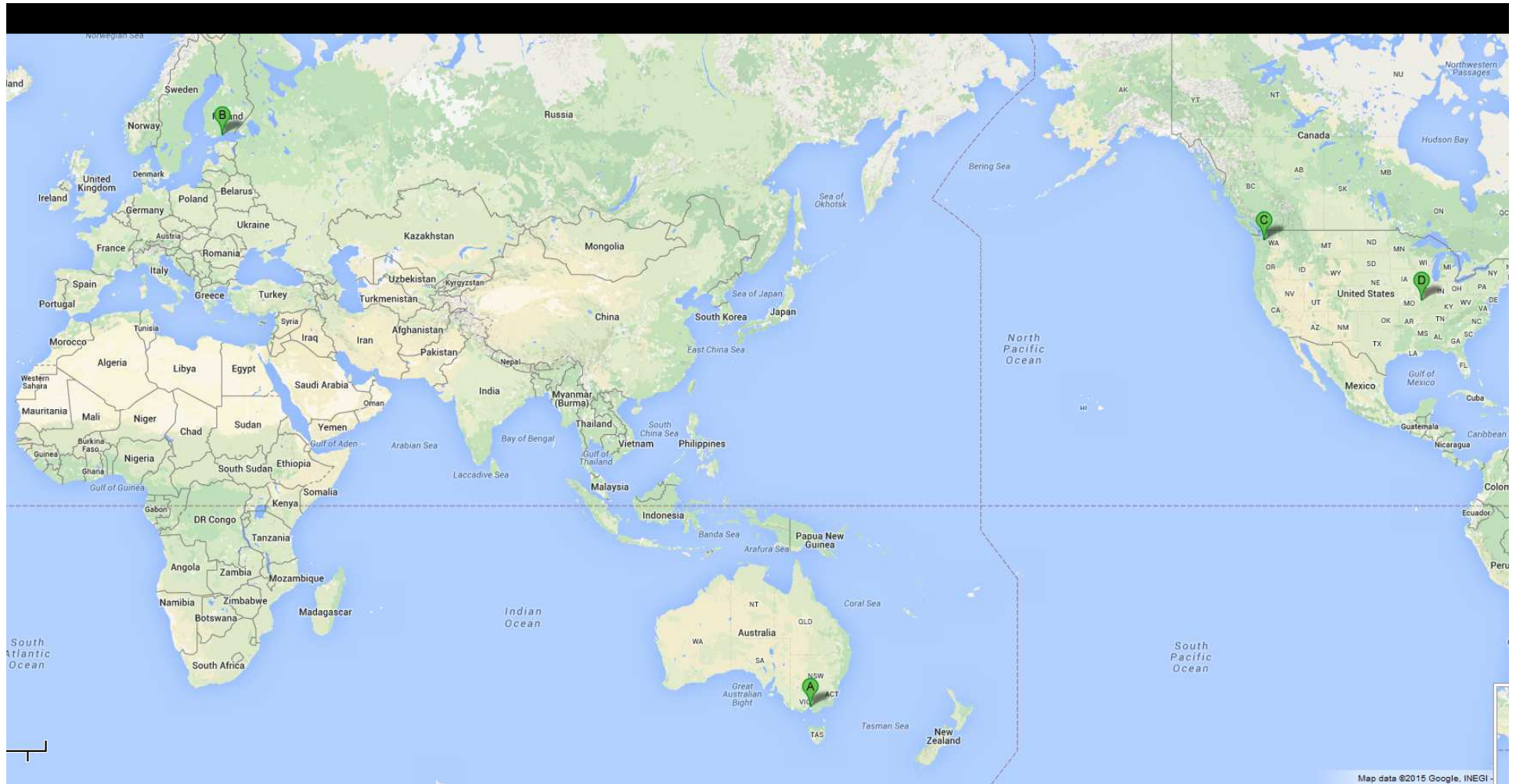
Storytelling in the Australian Garden

The three most useful things we discovered?

Sharon Willoughby

Manager Public Programs
Royal Botanic Gardens Cranbourne
email: sharon.willoughby@rbg.vic.gov.au
twitter: @swilloster





Case Studies

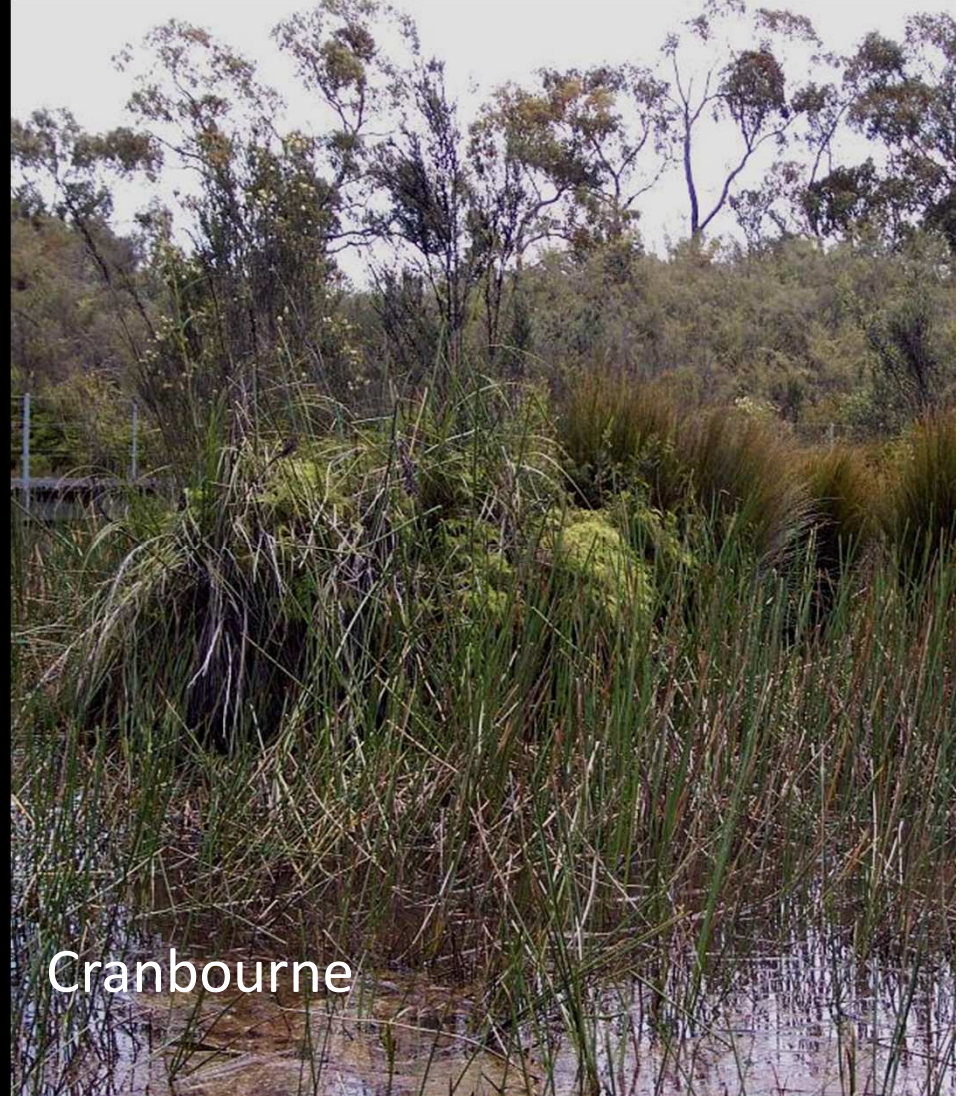
1. Kaisaniemi Botanic Garden, Helsinki, Finland.
2. Australian Garden, Melbourne, Australia.
3. Washington Park Arboretum, USA.

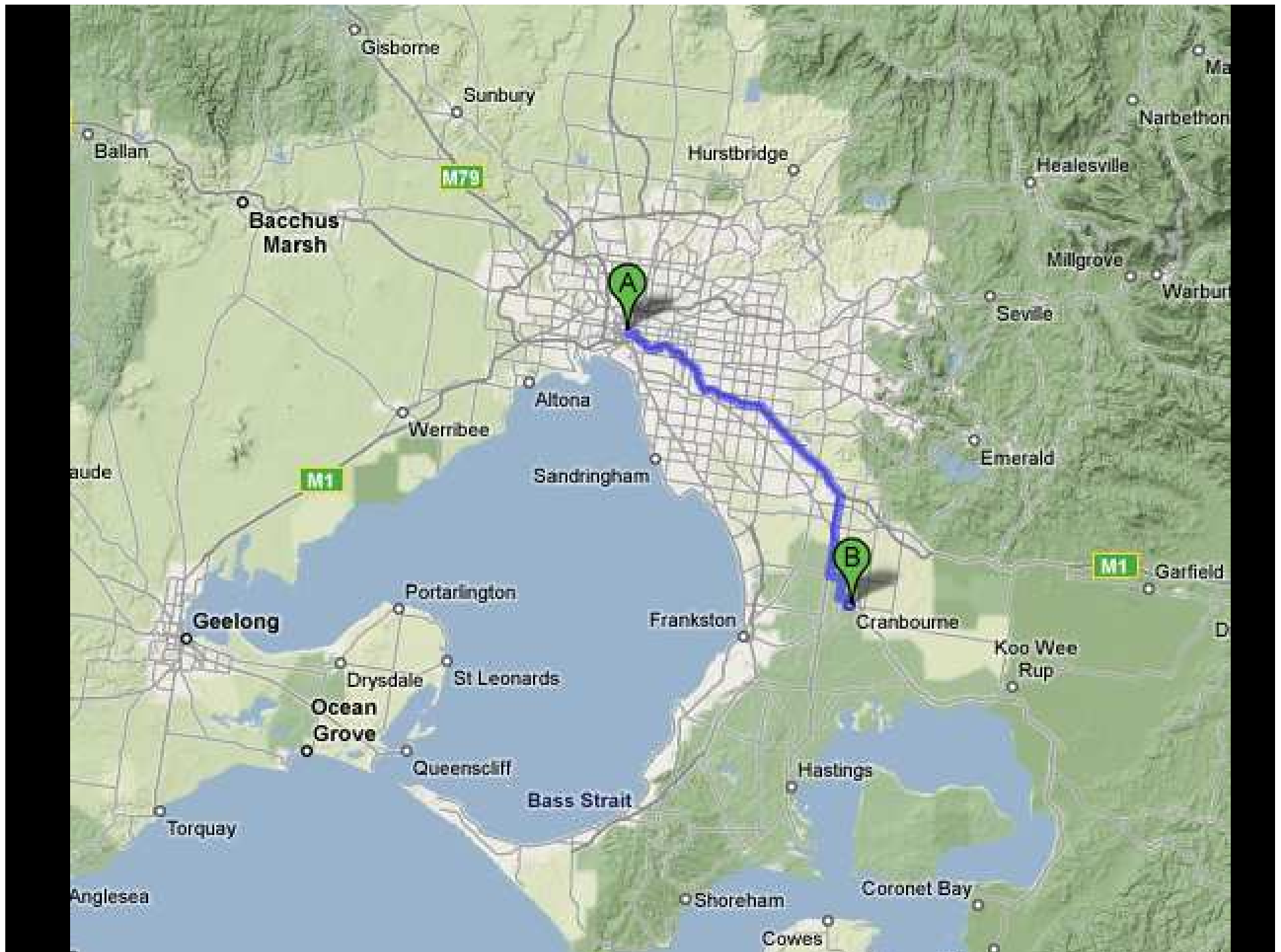
Royal Botanic Gardens Melbourne

Melbourne



Cranbourne







Aerial Photo of the RBG Cranbourn, 2013.



Swamp Wallaby

Southern Brown
Bandicoot



Boobook Owl



New Holland Mouse



Koala



The Australian Garden at the Royal Botanic Gardens Cranbourne, 2012.
Photograph: John Gollings. Landscape Design: Taylor, Cullity and Lethlean with Paul Thompson.

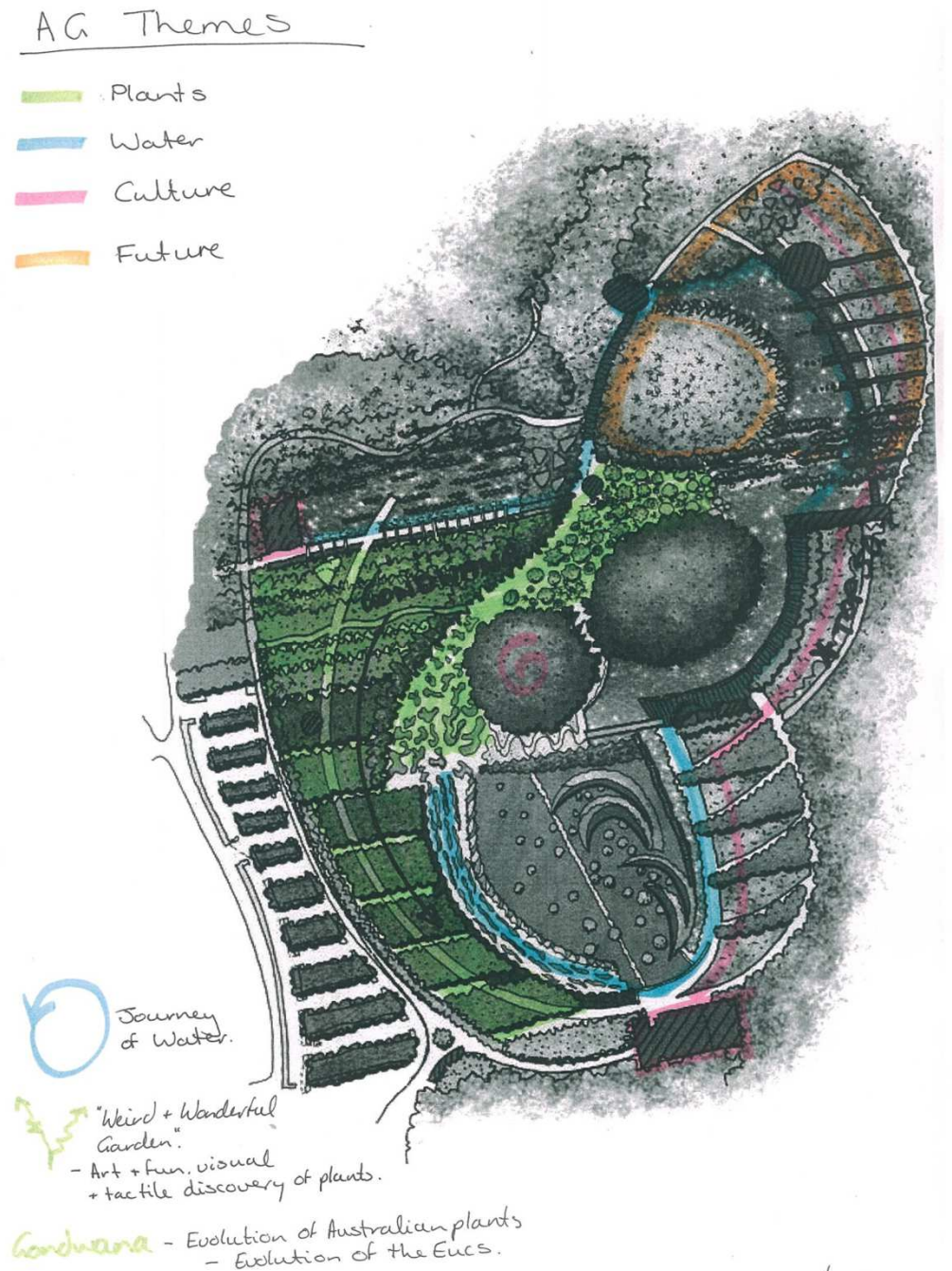
The beginning of the Journey



My first day at work – 2002

Australian Plants are Amazing!

- Australian **Plants** are surprisingly beautiful, diverse and unique.
- The story of **Water** its cycle through the land helps us to understand the character of the Australian landscape.
- **Cultural** expressions reveal the connections between people, plants and landscape.
- Australian plants are essential to living sustainably in the **future**.



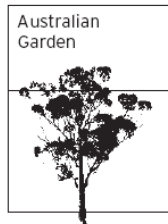
2. Create a Sign Family

What does our garden look & feel like?

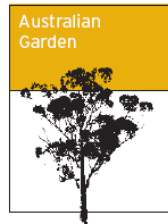
Australian Garden primary logotype

The Australian Garden primary logotype is representative of a view of the Australian landscape. It consists of a horizon within a 'window' shape, and a realistic tree icon. The typography is a clean, modern font chosen to demonstrate the garden's contemporary design.

The horizon 'window' may be transparent, or contain a colour from the Australian Garden colour palette. The preferred colour is yellow PMS 131, however, this may be changed to suit other applications where colour contrast is required.



The positive logotype as used in a one colour application.



The positive logotype as used in a two colour application.



The reversed logotype as used in a one colour application.



The reversed logotype as used in a two colour application.

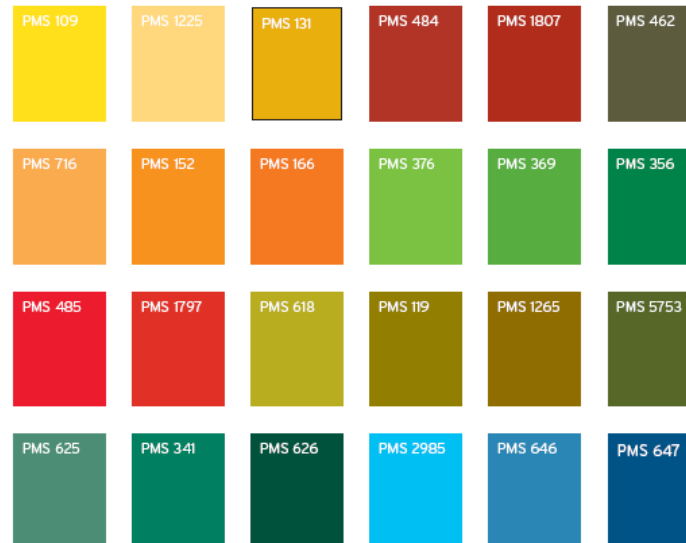
2. Australian Garden visual toolbox The colour palette

The Australian Garden colour palette contains vibrant, rich colours indicative of, and unique to, the Australian landscape.

These colours have been chosen for their ease of reproduction as either a spot PMS (Pantone Matching System) colour or from four colour process. It is intended that these colours be used at 100% strength, at all times. It is not appropriate to use a stipple of any of these colours.

Royal Botanic Gardens Marketing and Communications branch must be consulted before using these secondary colours.

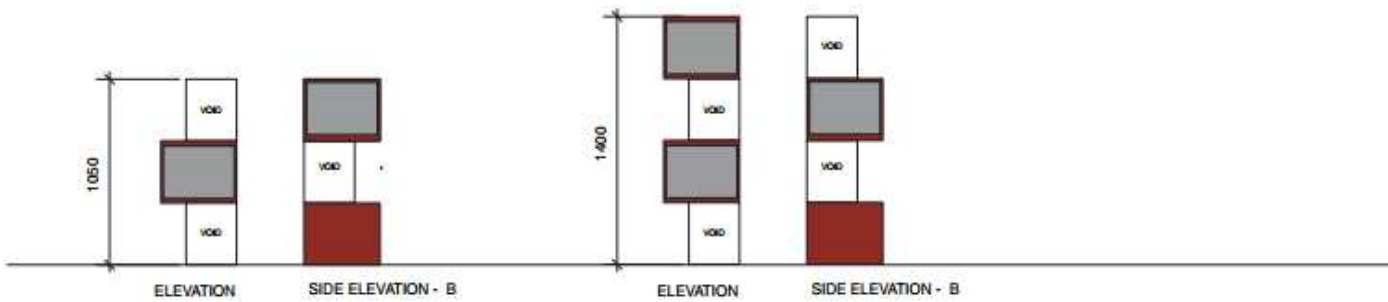
The primary logotype colour is Yellow PMS 131.



AG sign overview sign family

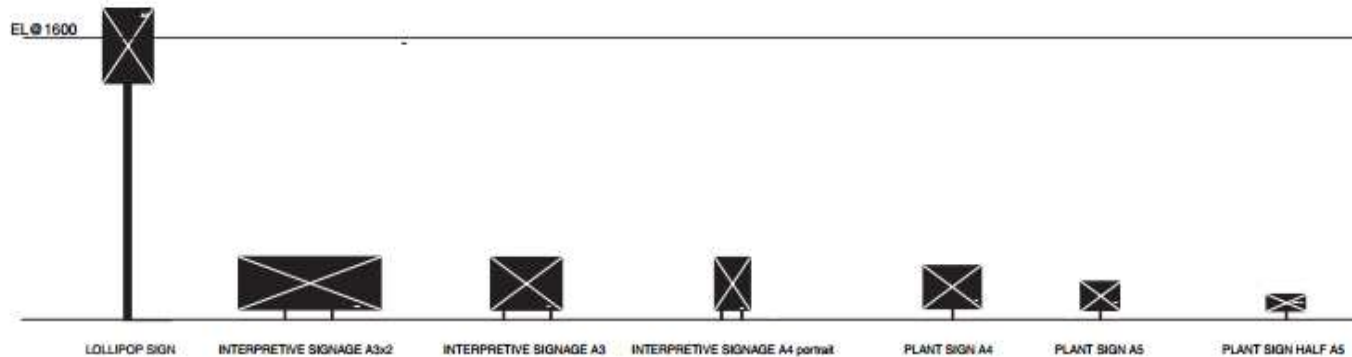
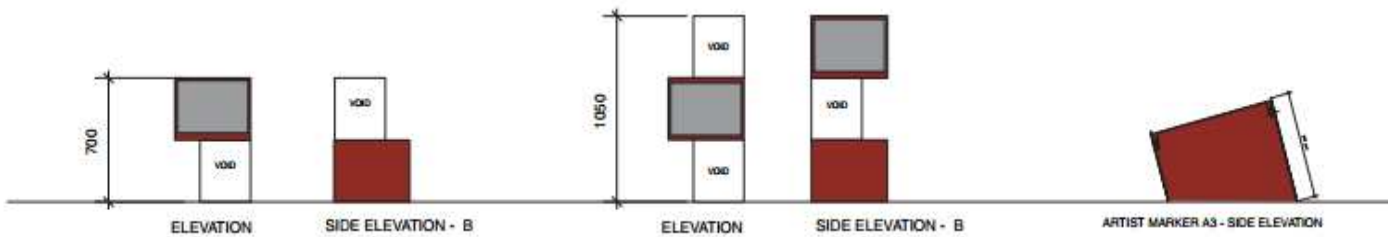
PRIMARY PRECINCT SIGNAGE - ELEVATION

EL @ 1600



SECONDARY PRECINCT SIGNAGE - ELEVATION

EL @ 1600



Australian Garden sign family
The full complement sign family for the Australian Garden.

The Australian Garden signage system for use at primary and secondary levels consists of a single boxed unit that is repeated by stacking them on top of each other.

The units are able to be configured in a number of different ways.

The basic options are illustrated – refer configuration options at primary & secondary levels.

A greater range of options can be achieved by drilling extra holes in the tops/bottoms of the boxes.

These should be specified prior to fabrication as the holes will need to be countersunk on the inside of the boxes.

The solid sides of the boxes are intended to carry graphic panels in A3 landscape and A4 portrait format.

The graphic panels have a digital output with protective filmspray applied to the face.

Deep red is indicative of corten steel.



From chest rub to laundry tub

Today *Eucalyptus* oil remains a favourite in many Australian homes.

Eucalyptus oil was one of the first products sent back to England from Sydney in 1789. It was distilled from the leaves of the Sydney Peppermint *Eucalyptus piperita*.

In 1852, Baron Ferdinand von Mueller, the Victorian government botanist, encouraged a young pharmacist, Joseph Bosisto, to set up a commercial *Eucalyptus* oil distillery

in Dandenong, Victoria. Bosisto's also produced *Eucalyptus* lozenges and cigarettes, recommended for chest and throat ailments.



Illustration from Felton Grimwade & McLeod Pty Ltd. Reproduced by permission.

Thysanotus multiflorus
Many-flowered Fringe-lily
Liliaceae



AG interpretive grid A3: ways to use grid

The grid utilises a 2 column text structure - accommodating about 100 words of text. If required. The below examples show how the grid can be used - pictures are required at all times to 'snap to the grid',

and text will always be positioned in the 2 columns provided. Single pictures can be used, or multiple images. This will be largely dictated by the story to be told.

NOTE: The example shown below still runs over 2 columns, however the column heights are shorter than the previous example. This is to be used for grabs of information.

[illegible]

<h1>Emotional Toll</h1> <p>destructive agent or symbol of renewal?</p>			
<p>Lorem ipsum annus domine lorem ipso anuum domini confulate rex ipsum annus domine lorem ipsum anuum domini confulate rex ipsum annus domine lorem ipso anuum domini confulate rex ipsum annus domine lorem ipsum anuum domini confulate rex lorem ipsum annus domine lorem ipso anuum domini confulate rex ipsum annus domine lorem ipso anuum.</p>	<p>70mm(w) x 74.25mm(h)</p>	<p>70mm(w) x 74.25mm(h)</p>	<p>70mm(w) x 74.25mm(h)</p>
	<p>210mm(w) x 111.375mm(h)</p>		

[illegible]

Emotional Toll

destructive agent or symbol of renewal?

210mm(w) x 297mm(h)

Lorem ipsum annus domine lorem
 ipos anum domini confutate rex ipsum
 annus domine lorem ipos anum
 domini confutate rex ipsum annus
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 rex Lorem ipsum annus domine lorem
 ipos anum domini confutate rex ipsum
 annus domine lorem ipos anum.

<h1>Emotional Toll</h1> <p>destructive agent or symbol of renewal?</p>									
<p>single square is 35mm(w) x 37.125mm(h)</p>					<p>lorem ipsum annus domine lorem ipso anum domini confutate rex annus domine lorem ipso anum domini confutate rex ipsum annus domine lorem ipso anum domini confutate rex. ipsum annus domine lorem ipso anum domini confutate rex. lorem ipsum annus domine ipso anum domini confutate rex annus domine lorem ipso anum.</p>				
<p>210mm(w) x 148.5mm(h)</p>					<p>70mm(w) x 74.25mm(h)</p>				

3. Evaluation: Is this approach having an impact?



In the Australian Garden



Out beyond the boundary!



A inter-disciplinary
approach.



avoidance

Sharon Willoughby

@swilloster

sharon.willoughby@rbg.vic.gov.au