

HORSHAM BRANDING

HEINE JONES

THE JOURNEY

HEINE JONES

Through a journey of discovery, creativity, design and documentation

Entrance Signs

Welcome Sculpture

Wayfinding Suite

Brand Horsham

DISCOVERY

HEINE JONES

Create a mood and set the scene.

Reflect the past present and future

The value of Horsham is in its people and connection to the country.

Themes, water, layers of woven landscape, light & shade, people, activity and movement.

Original

Authentic

Bold

Legible

Honest

Proud

Natural

Real

DISCOVERY

AGRICULTURE INSPIRATION



Grain



Oats



Chick peas



Wheat fields



NATIVE FLORA INSPIRATION



Wallaby Grass



Red Box



Grey Box



Salt Bush



DISCOVERY

COLOUR INSPIRATION



Buildings



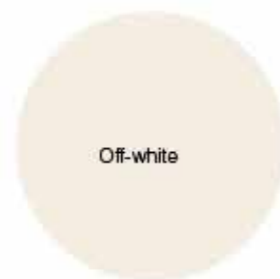
Town infrastructure



Landscape



Wheat, grains



Off-white



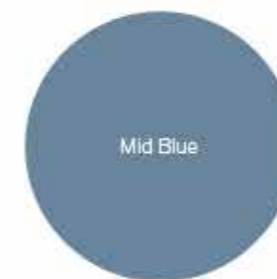
Cream



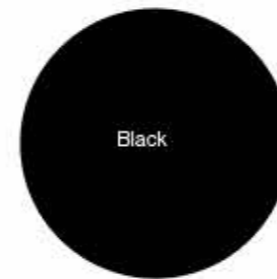
Light stone



Light green



Mid Blue



Black



Slate Grey

DISCOVERY

TYPOGRAPHY INSPIRATION



Patina



Pastoral station gates



Vintage signs



Grain sacks



Stencil lettering



Town landmarks



Hand lettering



Dimensional letters

CREATE

HEINE JONES

CREATE



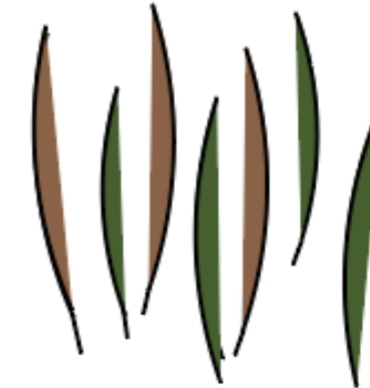
Crops



Grain



Leaves



Reeds



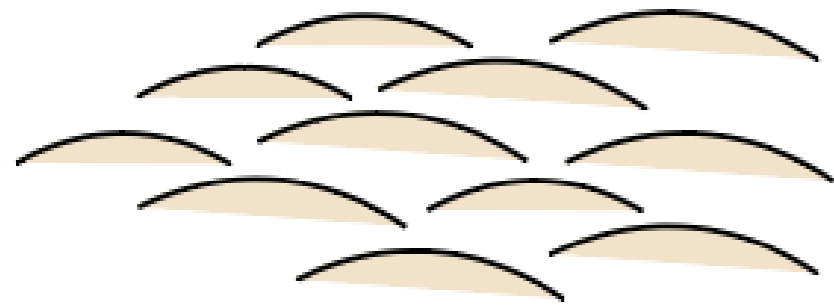
Fish



Yabbies



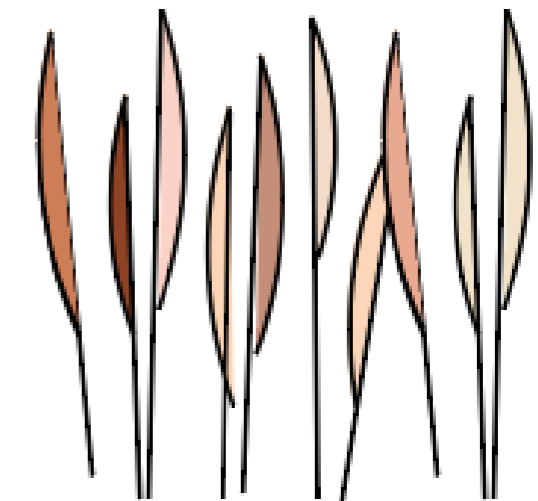
CREATE



Sheep

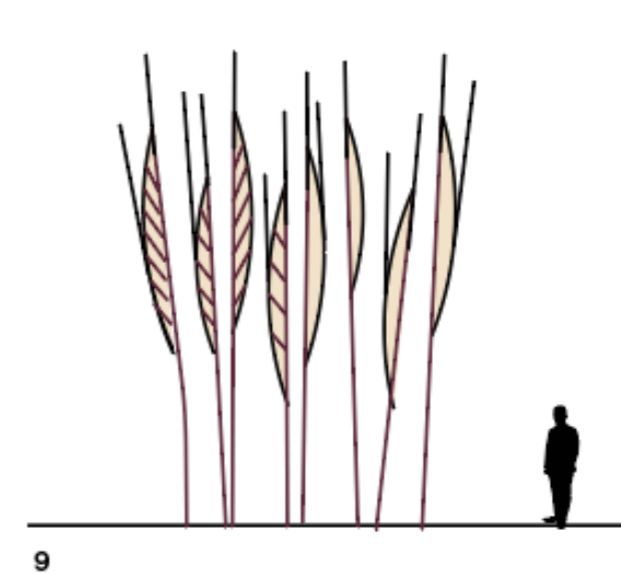
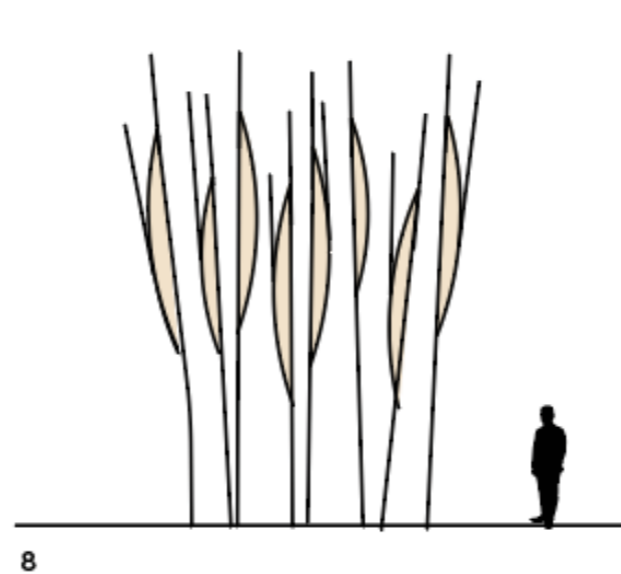
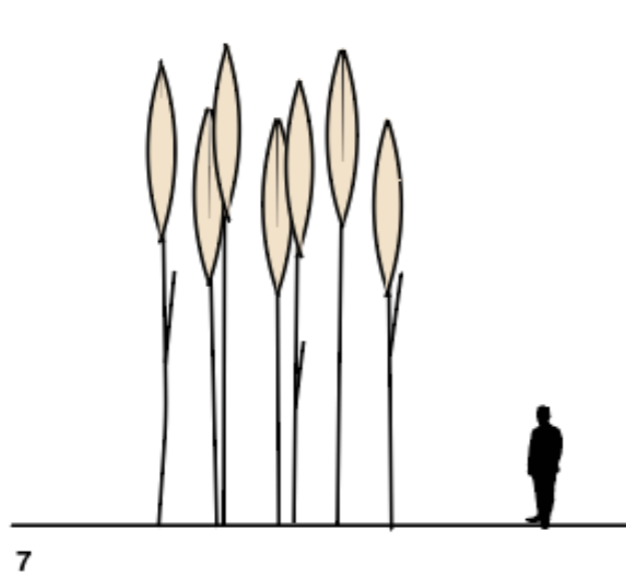
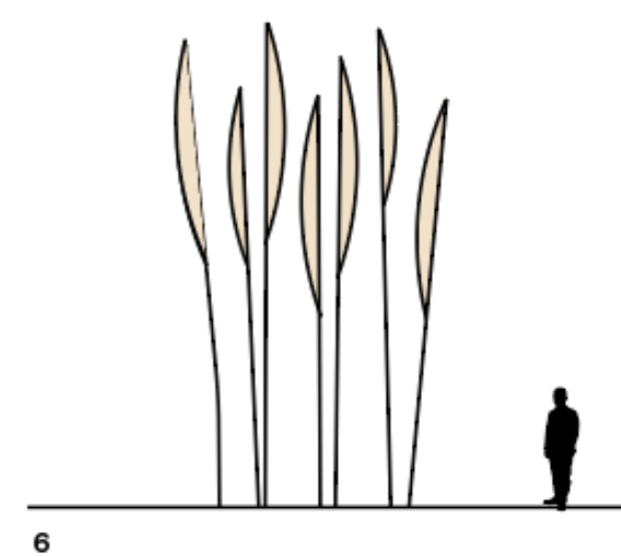
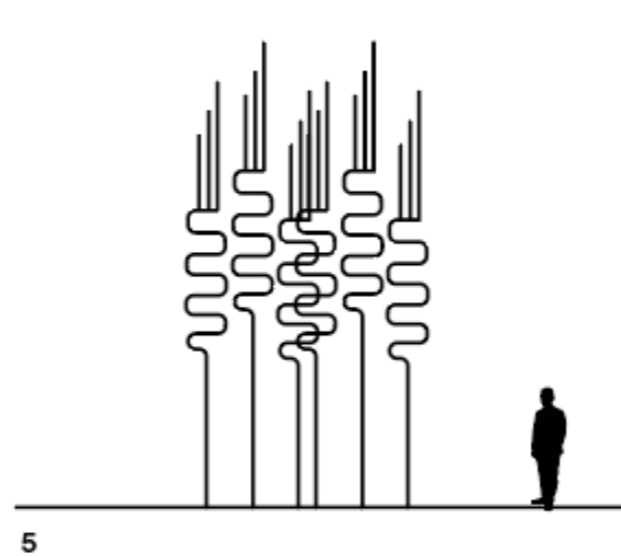
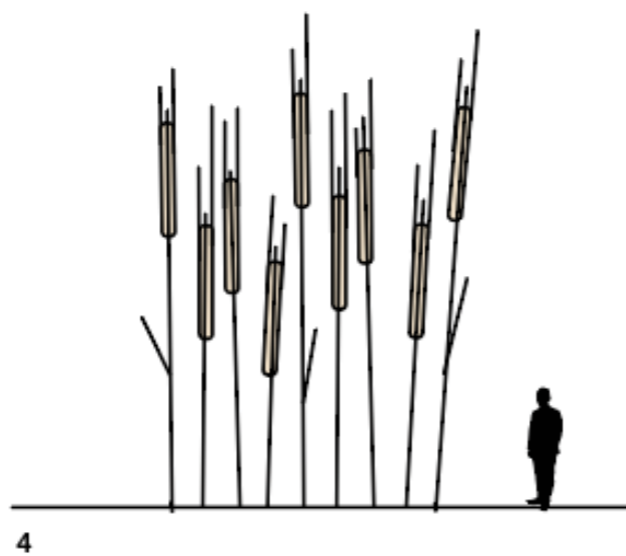
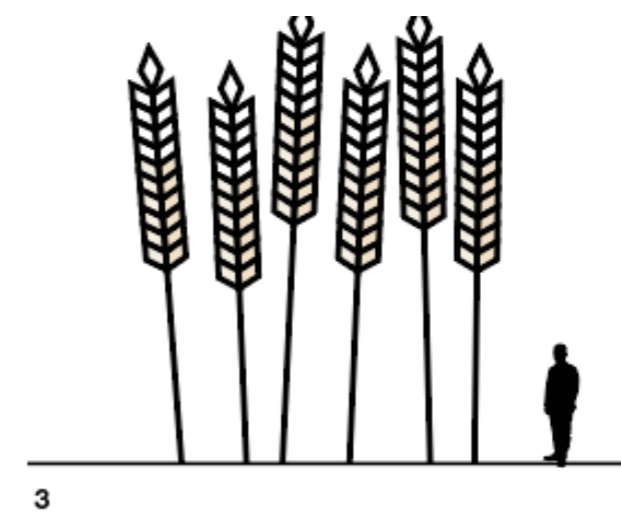
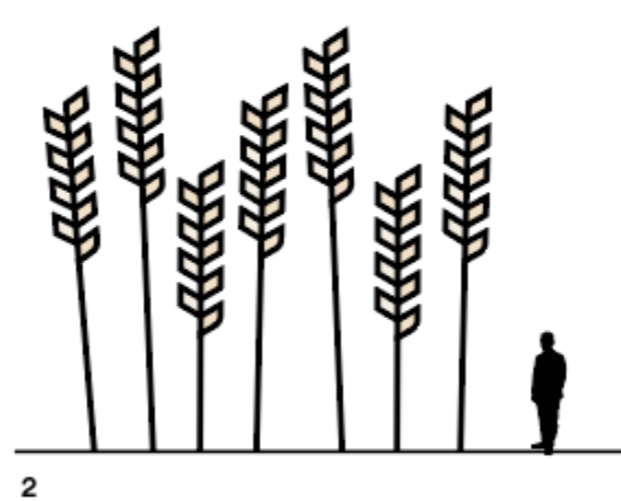


Landscape

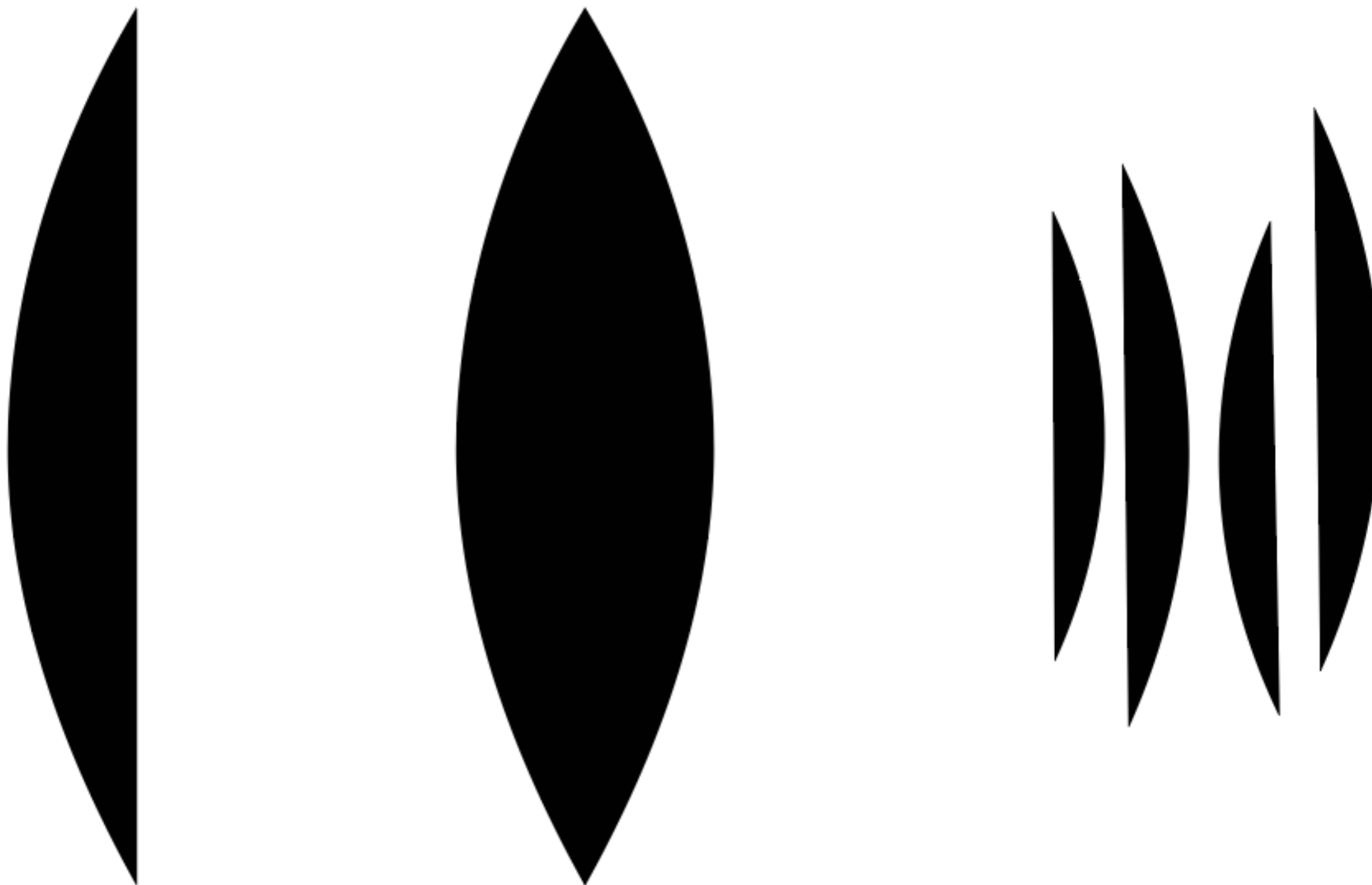


People

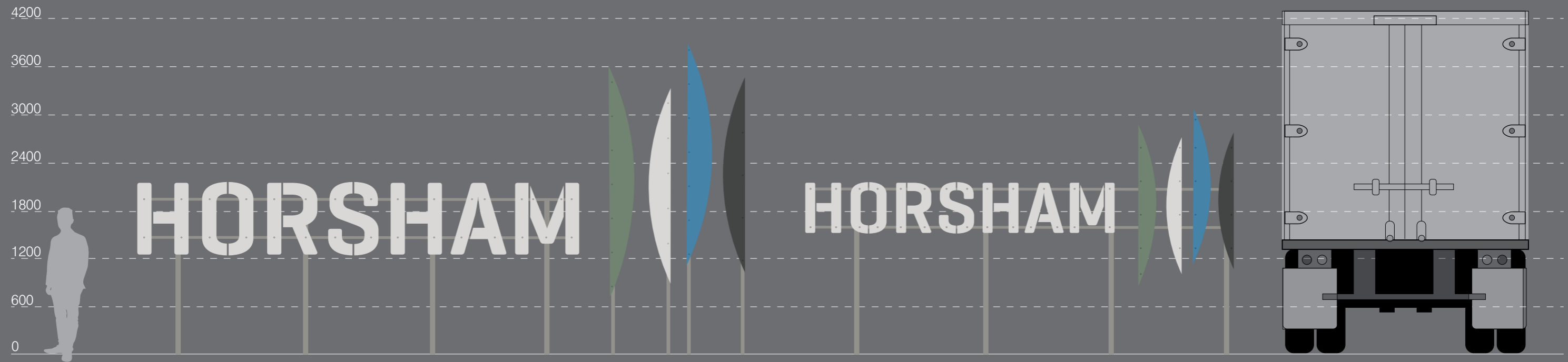
CREATE



CREATE



ENTRANCE SIGNS DESIGN



WELCOME SCULPTURE IN SAWYER PARK



WELCOME SCULPTURE IN SAWYER PARK



WELCOME SCULPTURE STORY TELLING



The 'Crate Pool' in the Wimmera River, 1908.
Image: HHS 000509

Before Horsham's War Memorial Swimming Pool was opened in 1956, the town had two swimming pools, both of which were built in the Wimmera River.

In 1882 the need for a public bathing place was raised, especially since many homes lacked a bathroom. There were many complaints of public nudity with young men and boys swimming in the river. This suggests that the community felt that a more controlled swimming place was necessary.

Horsham's first pool was a simple swimming hole, created in 1895 when the Council removed the snags and cleared out the river immediately below the original wooden weir. The result was a humble swimming basin which provided the community with an opportunity to bathe and cool off during Horsham's long hot summers.

By 1908 a new swimming enclosure had been constructed in the river up-stream of the weir.

It was known by locals as the 'Crate Pool', as it was constructed of horizontal timber railings and looked like a wooden crate.

The Crate Pool was a popular spot for the Horsham community to meet, swim and relax. With its diving boards and a slide, it was likely considered a step up from the original swimming basin. Many local children attended swimming lessons at the pool.

The Crate Pool was located not far upstream from this site. The stones that lined its north bank are still visible.

In 1956 the War Memorial Swimming Pool opened in memory of Horsham locals who served in World War Two. When this happened, the Crate Pool enclosure was removed from the river.

The Wimmera River continues to be integral to the well-being of the Horsham community. It remains one of Horsham's main attractions and provides locals with a range of recreational opportunities and a place to connect with nature.



Horsham community gather for 'Back to Horsham' celebrations, 1929.
Image: HHS 000265

A vision document has been developed for Horsham that sets out the hopes and aspirations of the community, well into the future.

In the winter of 2021, the people of Horsham gathered to create the first community driven vision for the future of the rural city. Never before had a twenty-year plan been developed by the community, for the community.

The Horsham Rural City Talks Community Panel met over the course of three Sundays to listen to one another, understand the wants and needs of the people of Horsham and develop a masterplan that will inform future decision makers.

Their task was a challenging one, as they worked to understand the feedback provided by the

community; analyse information and data; and collectively develop a long-term vision that could meet the current and future needs of the city.

The Panel consisted of people from diverse backgrounds, and ages, all with a common goal: to make Horsham a better place to live, work and enjoy.

The community vision aspires that in 2041, the Horsham region is a vibrant, liveable hub that thrives on strong economic growth and social connectedness. The overarching goal is to empowering people to live, work and access opportunities for recreation and culture.

For more information about Horsham 2041 Community Vision, contact Horsham Rural City Council.



Western Highway bridge over the Wimmera River, Horsham, 1930.
Image: HHS 010994

The Wimmera River that ebbs and flows past this site has a rich history of early exploration and is appreciated by the many residents and visitors as a place of tranquillity and natural beauty.

Rising in the Pyrenees, on the northern slopes of the Great Dividing Range, the Wimmera River winds its way generally north by west. The Wimmera River is Victoria's largest river, however instead of flowing into the sea, it terminates in a series of lakes, the largest of these being Lake Hindmarsh and Lake Albacutya.

In early 1838, British explorer, Edward John Eyre, led an expedition

from Sydney to Adelaide, taking with him 300 head of cattle. He followed the course of the Wimmera River for some time, passing the site of present-day Horsham and finishing up at Lake Hindmarsh.

In 1860, explorers Robert O'Hara Burke and William John Wills, and their cavalcade of camels passed through Horsham at the beginning of their ill-fated Victorian expedition to north central Australia. They made camp near the Wimmera Bridge and drew crowds of eager onlookers who flocked to watch them pass through the town.

The Wimmera River is steeped in local history and remains an important part of Horsham's natural environment.



Sawyer's Brickworks, O'Callaghan Parade, Horsham.
Image: HHS 000468

This park is named after the Sawyers', a local family who ran a brick manufacturing business near this site on the river for over half a century. The clay soils along the river provide an excellent quality for manufacturing bricks.

William Sawyer and his sons were already experienced brick makers when they moved to Horsham in 1874. Sawyer's brick works supplied the bricks that were used to build the Shire Hall, Church of England, Railway Station and the Post Office.

Sawyer's bricks were considered so superior in quality that the construction specification for the Roman Catholic Church in Horsham was changed from Ballarat bricks to Sawyer's bricks.

Brick making was hard work and the Sawyer family experienced their share of hardship at the brick works site. James Sawyer suffered a serious accident while loading some bricks on to a dray when his foot slipped off the heap and he fell, sustaining a severe injury to his left side.

During a flood in 1909, when the town of Horsham was inundated, the clay pit at Sawyer's brick works was ruined by the water, resulting in 280,000 bricks being destroyed.

The Sawyers ceased their brick making operations in Horsham in 1939. With the area no longer used as a brick works, several development projects were undertaken along the river between 1967 and 1976, resulting in a changing relationship between the town and the river.

The riverbank has been progressively modified from its' natural state, including the establishment of Sawyer Park and the Horsham Soundshell.

WELCOME SCULPTURE IN SAWYER PARK



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Horsham community gather for 'Back to Horsham' celebrations, 1929.
Image: HNS 000066

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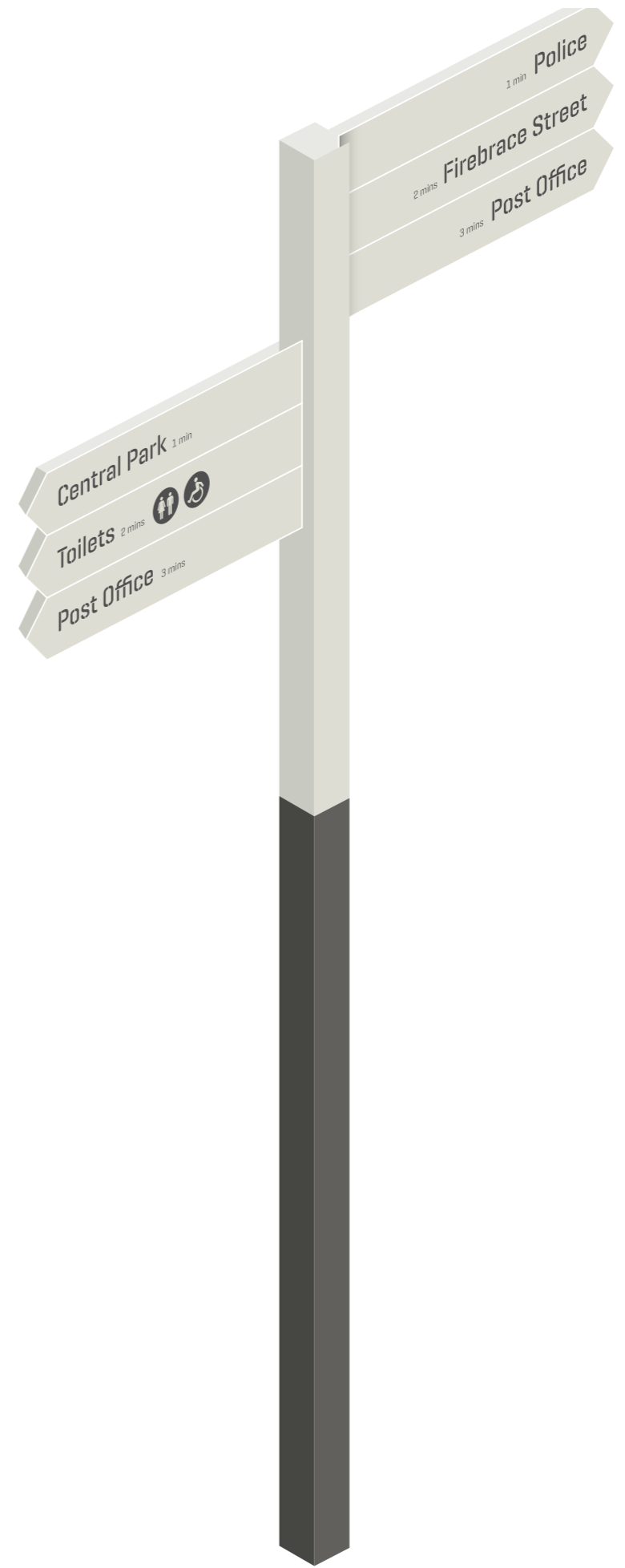
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WELCOME SCULPTURE IN SAWYER PARK



SIGNAGE IN SAWYER PARK



A NEW BRAND FOR HORSHAM

HEINE JONES

Can we create a new brand expression for Horsham based on the journey of discovery and creativity we have taken?

A brand that builds on the discoveries and creativity that delivered the entrance signs, welcome sculpture and signage.

A brand that is unique to Horsham. A brand that is modern and simple, friendly and consistently implemented.

WHAT OTHERS ARE DOING



Ararat Rural City



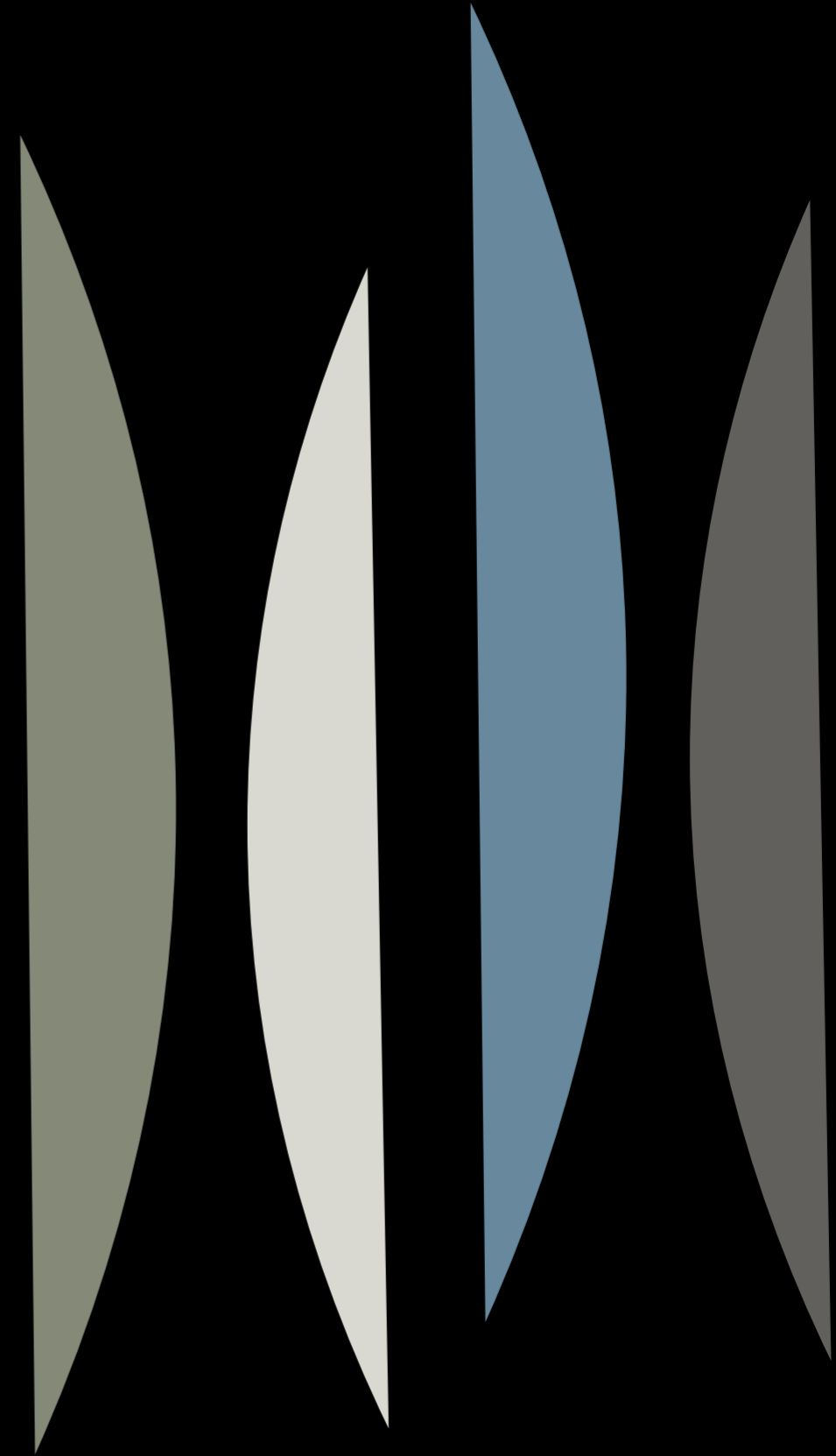
BRANDING THAT IS CONNECTED TO KEY THEMES

Sustainability

Liveability

Accessibility

Community



COLOUR EXPLORATION

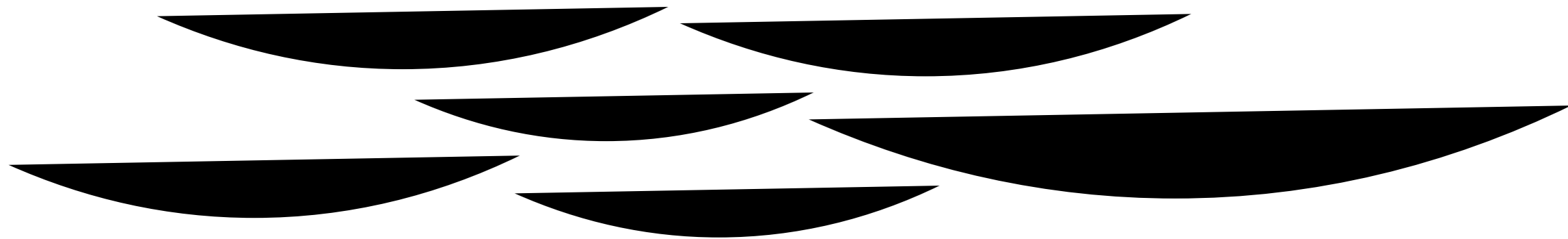
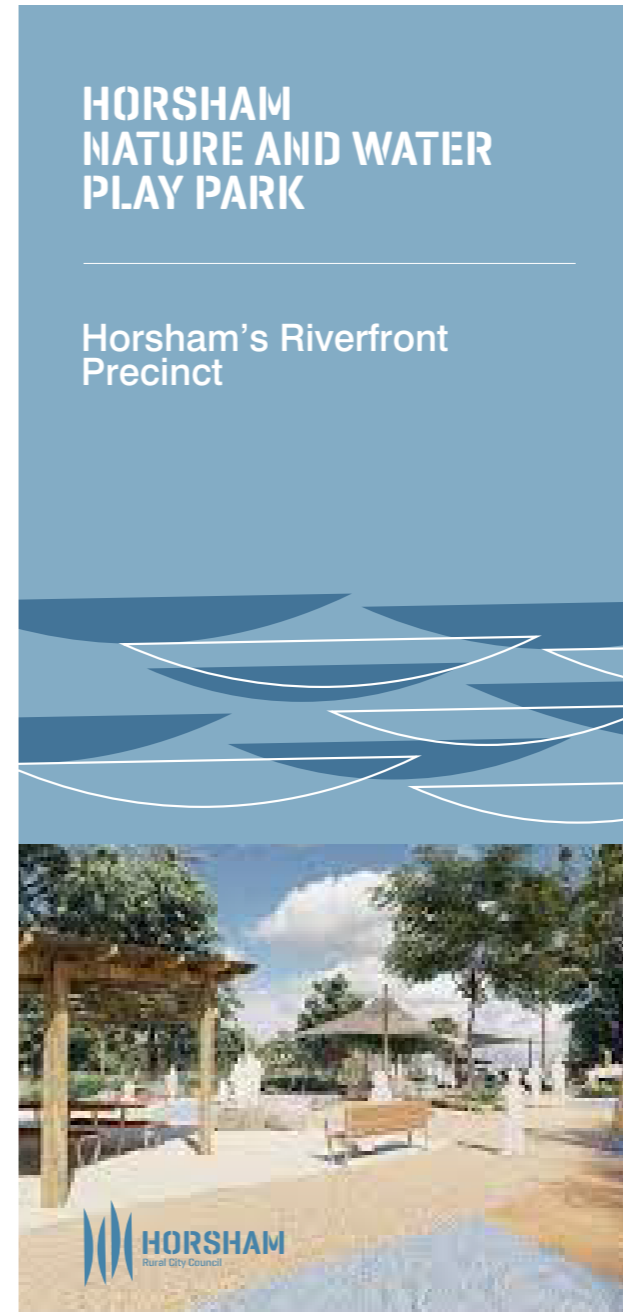
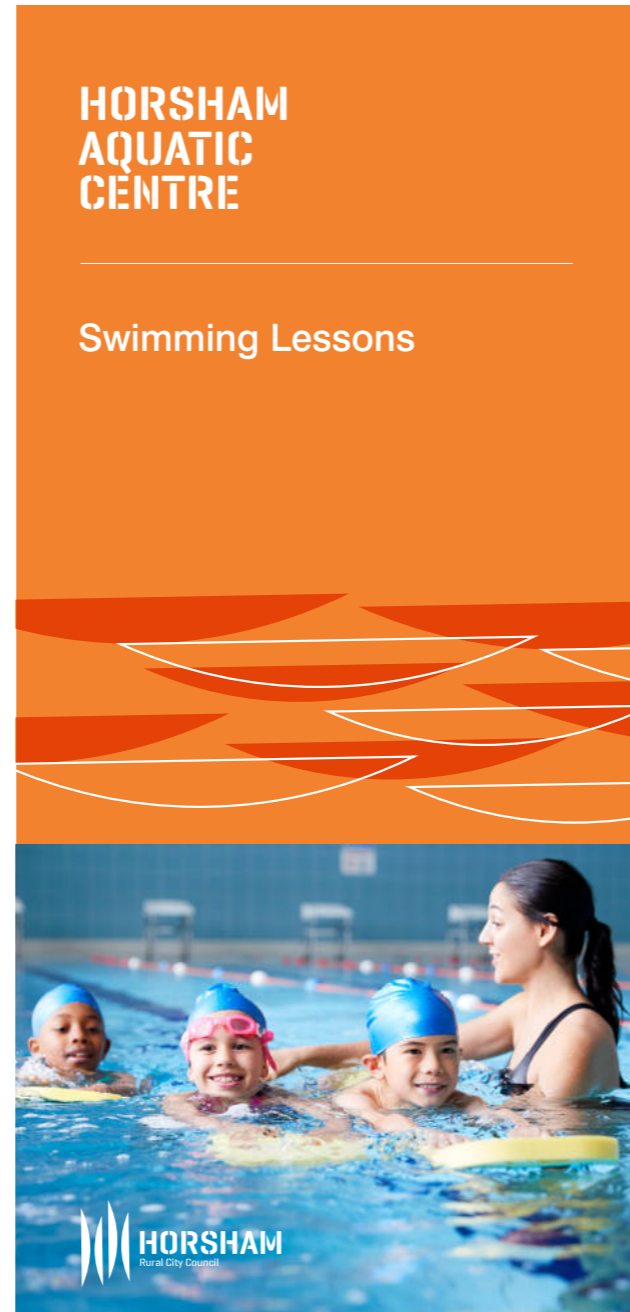


SYMBOL, NAME AND DESCRIPTION



HORSHAM
Rural City Council

APPLICATION





CERTIFICATE OF APPRECIATION

Presented to

NAME

Aliquam erat volutpat. Aliquam convallis varius felis, nec porta quam cursus ac. Ut mattis a turpis pulvinar dapibus. In mattis quis lectus at laoreet.

01 January 2023



Name
Mayor, Horsham Rural City Council

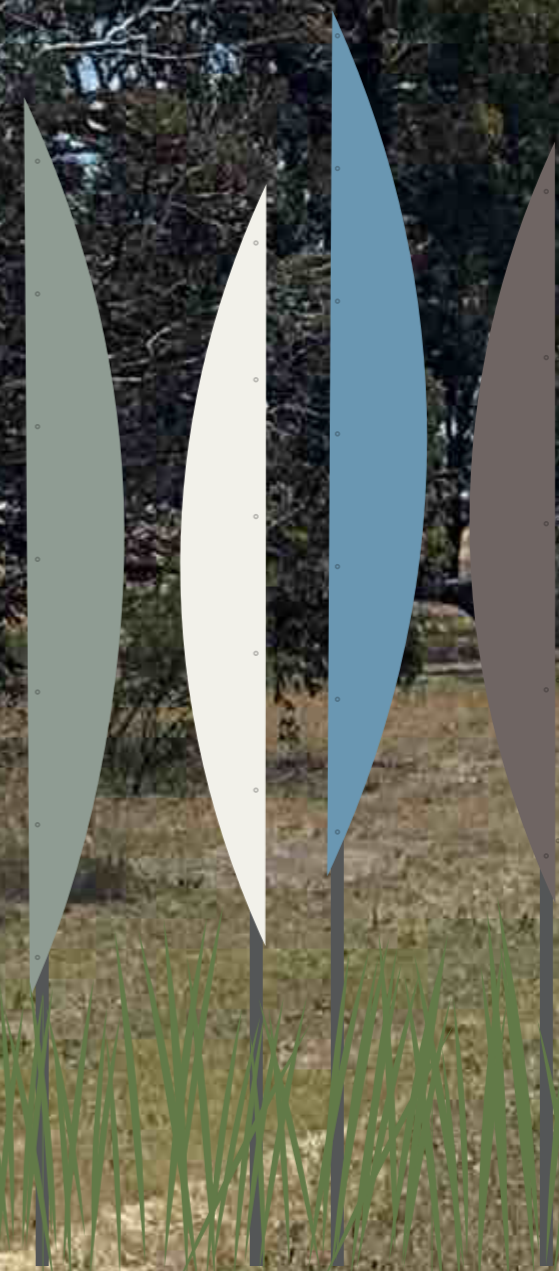


SAWYER PARK INTERPRETIVE SCUPTURE





HORSHAM





HORSHAM
Rural City Council



SHAWYER

FERRIS AND

HORSHAM

HORSHAM

HEINE JONES
THANK YOU