

Kingston

The Kingston District Council, which sits at the gateway to the popular Limestone Coast, approached On Creative to design a new roadside sign, aimed at enticing tourists off the busy Princes Highway and discover the attractive coastal town.

Taking inspiration from a comment by a local councillor, The Beach Starts Here became the cornerstone of a much wider, flexible town brand that reflected both Kingston SE's physical location and the opportunities the community offered.

Visually, a stylised 'K' became a subliminal arrow, while the bold shapes and red and white colours echoed maritime flags creating an eye-catching, geographically relevant theme that could easily be applied to a wide range of applications. It proved how, with shrewd investment, a single adaptable concept could expand across diverse mediums and deliver greater returns on investment.



Signage at the gateway to Kingston

Advertising, design, building meaningful brands.

Kingston



Posters and website



Gateway roadside flags



Navigation sign