

## GUMBI-GUMBI GARDENS - BRANDING DEVELOPMENT

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### GUMBI-GUMBI GARDENS



connect interconnect reconnect

General Use

### GUMBI-GUMBI GARDENS



connect interconnect reconnect

Black & White / Die-Cut / Engrave Use



connect



interconnect



reconnect

Separated Use



### Concept:

The logo of the Gumbi-Gumbi Gardens is developed from the painting of Gumbi-Gumbi (*Pittosporum angustifolium*) plant (see image on the left). The shape of the leaves and nuts from the painting is symbolised to create a graphical form (see images on top) which facilitates the usage in all production methods, such as printing, publishing, engraving, die cutting, on any surface and materials.

### Shape and Colour:

The shape of the logo is comprised of 3 squares, each represents a portion of the painting. When the 3 squares join together, the gumbi leaves can be connected in one piece (see images on top).

The joining and separating use of the 3 squares expresses the main theme of the Garden – “*Connect, Interconnect, Reconnect*”:

**Connect** the University with the community

**Interconnect** indigenous and nonindigenous people to move forward as one

**Reconnect** indigenous people with their land, history, culture.

The colours of the logo are developed based on the painting’s “earth” colour scheme.

### Fonts:

The font used in this logo is Frutiger65. This font was previously used for the letter from Vice-Chancellor to the neighbours of the Gardens site. Also this font is in line with USQ’s corporate branding.

### Usage:

General use (combining 3 squares)

It is suggested to use the logo in its combining form for general display and promotion. This is the basic and core branding which needs to be consistent (see top left image).

Expressing the main theme –  
“*Connect, Interconnect, Reconnect*”

When the 3 elements of the main theme are to be expressed, the 3 squares can be used individually (see top right images).



Sign 1  
Western End



*I acknowledge the Giabal and Jarowair People as the traditional custodians of the land where this campus and these Gardens now stand.*

*I pay respect to their Elders – past, present and future – and acknowledge that these lands have always been places of teaching and learning.*

*I also acknowledge all Australia's First Peoples and other Australians who walk with us.*

## GUMBI GUMBI GARDENS

connect interconnect reconnect

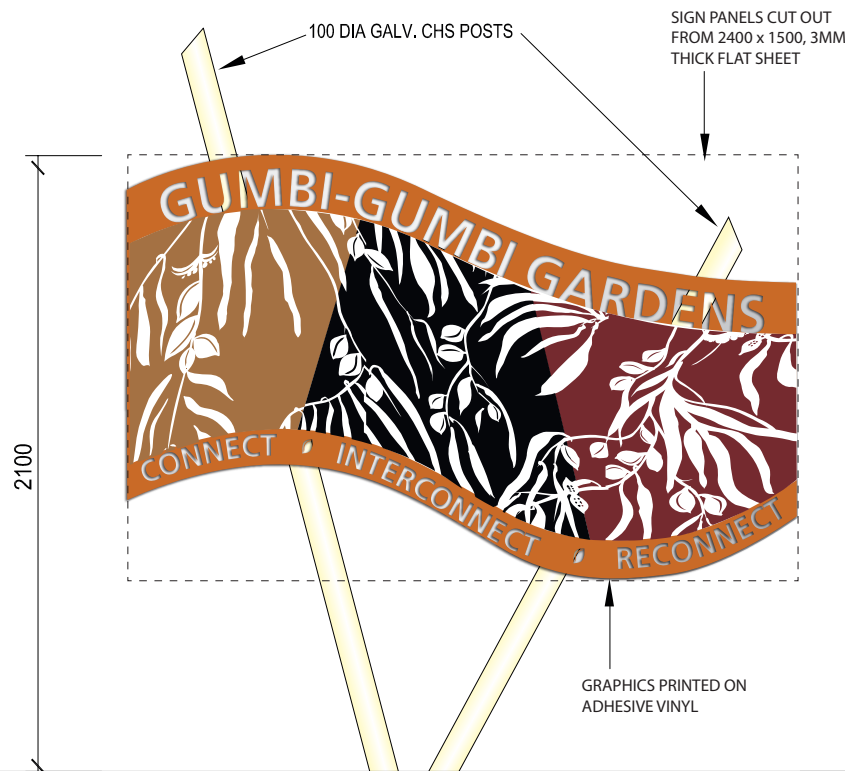
In the spirit of reconciliation, the Gumbi Gumbi Gardens have been established through a partnership between the community and the University of Southern Queensland as a place for learning and the sharing of ideas. This builds on ancient traditions and cherished stories, it continues the conversation between peoples that has brought us to this point in time and it provides a path to opportunities yet to be realised.

The symbol of these Gardens - the gumbi gumbi (*Pittosporum angustifolium*) – was introduced to Toowoomba from further west as a multi-purpose medicine by Joyce and Walter McCarthy. It represents knowledge, growth and healing.

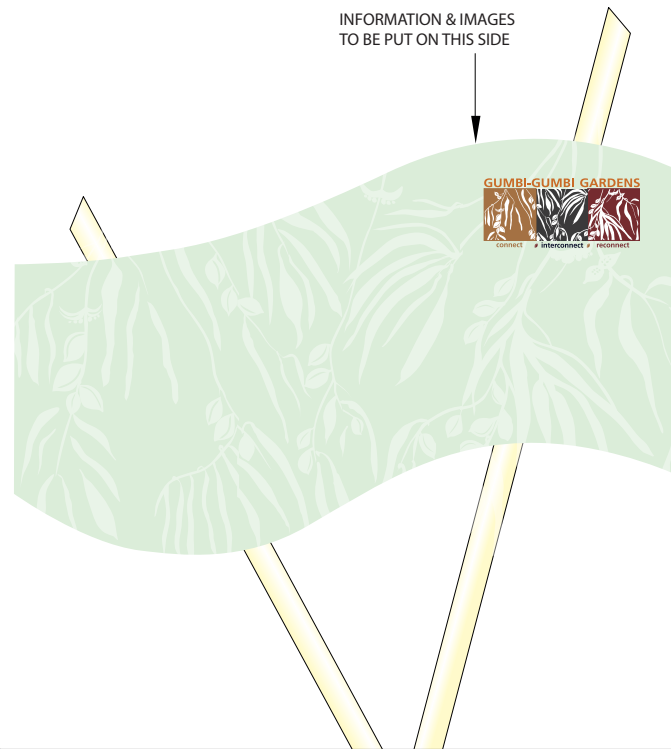
These Gardens tell the story of the growth journey we all take; learning from our past to inform our future. It is a story of mutual dependence, of walking and growing together and of confidence in the future.

### Gardens Design Philosophy

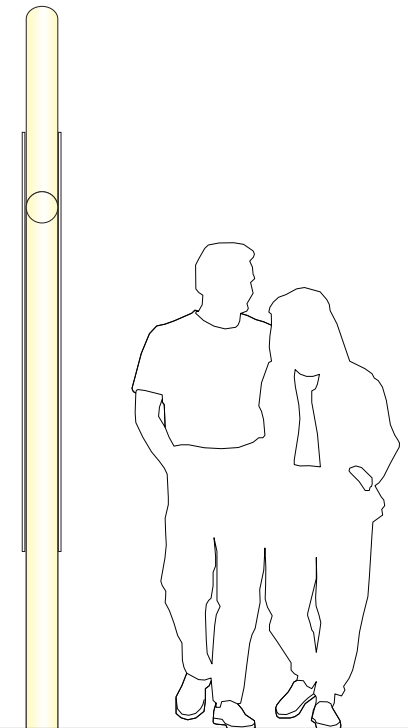
*"Let us look at where we have been and where we are going, and through education make the journey together."*



Front Elevation



Back Elevation



Side Elevation

Gumbi-Gumbi Garden Signage Layout 2 - Cut-out Letters (out of the sheet)