

Mulumun Trail Branding and Signage Design



Naming the trail

Mulumun - Coastal in Dunghutti

The Kempsey Shire community was consulted for suggestions on naming the coastal trail with numerous submissions stating that it should be a name of Dunghutti origins.

From the November 2024 consultation period we had majority submissions state they wanted it to be linked to the Dunghutti culture somehow.

Considering the responses for the naming of the trail we wanted to keep the base of the five headlands concept but incorporate Dunghutti culture into it.

This name was discussed and approved by Dunghutti language experts at the request of the Dunghutti Local Aboriginal Land Council and Dunghutti Elders Council.

Dunghutti Headlands!

Anonymous
11/06/2024 03:06 PM

Five Headlands Track

Anonymous
11/06/2024 03:15 PM

Dunghutti Coastal Hiking Trail - Mid North Coast

Anonymous
11/07/2024 10:07 AM

Five Headlands Coastal Walk and include the aboriginal name as well

Anonymous
11/07/2024 07:07 PM

Heads of the Macleay

Anonymous
11/07/2024 08:22 PM

I think the Dunghutti and surrounding relevant custodians should be consulted for nomenclature.

Anonymous
11/13/2024 10:21 AM

Dunghutti

Anonymous
11/07/2024 08:54 AM

Macleay Valley Five Headland Coastal Trail

Anonymous
11/07/2024 03:35 PM

A Dunghutti name.

Anonymous
11/13/2024 08:37 PM

Dunghutti Headlands Walk

Anonymous
11/07/2024 10:56 PM

Macleay Valley Coastal Headlands Experience.

Anonymous
11/06/2024 05:49 PM

Five headlands coastal trail

Anonymous
11/06/2024 06:21 PM

Responses from community consultation conducted by Council in November 2024

Colour Palette

The colour palette is inspired by the rich natural hues of the local landscape and the surrounding plant life along the trail.

Dark Blue
C87 M60 Y50 K40
R32 G68 B80
HEX 204450

Blue
C36 M3 Y6 K0
R156 G210 B229
HEX 9cd2e5

Sand
C5 M10 Y19 K0
R239 G224 B203
HEX efe0cb

Brown
C31 M72 Y95 K24
R146 G79 B39
HEX 924f27



Mulumun Trail Visual Identity

A visual identity distills the essence of a trail into a single, recognisable image—one that goes beyond the name to reflect its defining character. For the Mulumun Trail, this means celebrating its breathtaking coastal walks as a central theme.

The visual identity for Mulumun Trail was designed with this in mind. Its colour palette draws directly from the surrounding landscape, while the coastline itself has been reimagined as a distinctive graphic element.

This identity will be integrated into the trail’s signage suite, serving as a familiar marker for visitors. Its presence reinforces a sense of place and helps walkers confidently recognise when they are on the Mulumun Trail.



Typography

The primary typeface is selected to evoke the spirit of the outdoors, capturing the vibrancy of nature and the character of local flora and fauna through its rough texture. It is best suited for large headings in advertisements, websites, and social media applications.

The secondary typeface is intended for use in wayfinding and printed collateral, where legibility is key. It complements the primary typeface by maintaining a similar visual weight and overall tone.

Primary Typeface
Veneer Regular
License: Adobe Font

Aa Bb Cc Dd Ee Ff Gg Hh Ii
Jj Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz

Secondary Typeface
Motiva Family
License: Adobe Font

Aa Bb Cc Dd Ee Ff Gg
Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz

Motiva Bold

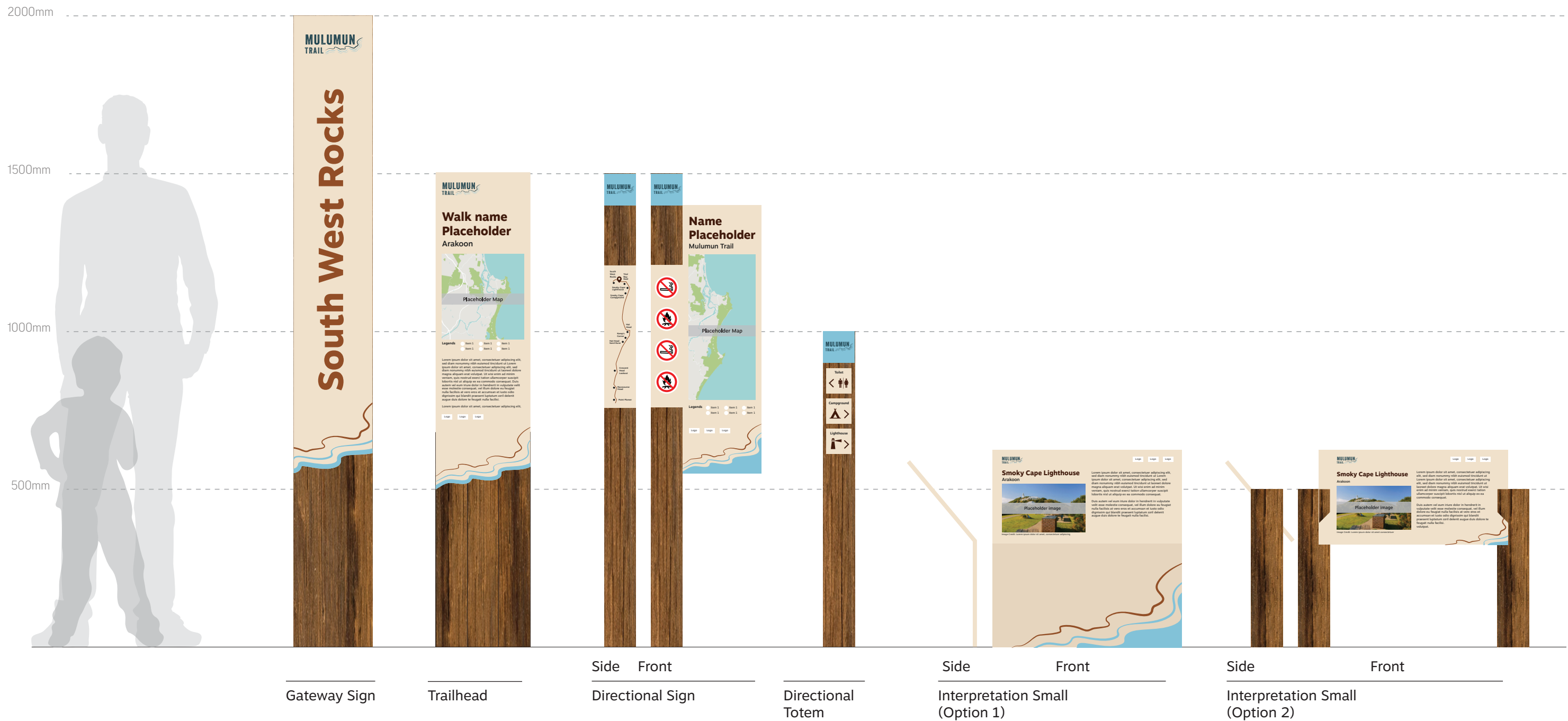
Aa Bb Cc Dd Ee Ff Gg
Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz

Motiva Regular

Wayfinding Signage Suite

The concept and principles behind the brand identity carry through to the design of the signage suite. Drawing on a colour palette inspired by the natural landscape, the proposed signage is designed to complement the environment—enhancing the trail experience without distracting from the views.

Signage should act as a welcoming guide for visitors and walkers, providing just enough information to encourage exploration of both the trail and the unique character of each township along the way.





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