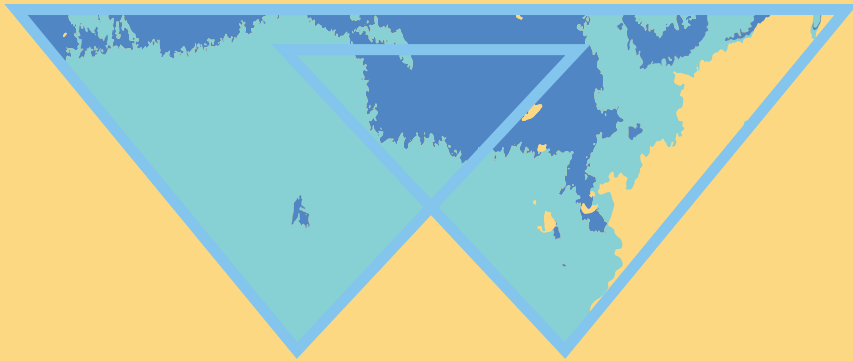


AUSTIN
BOARDWALK



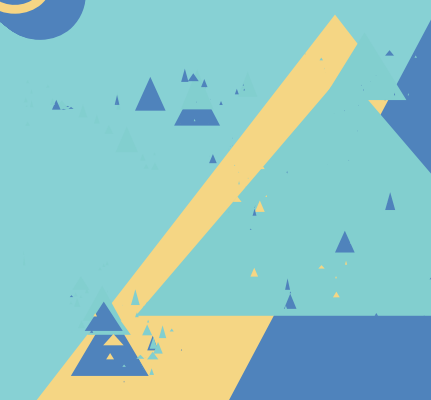
Austin is home to thousands of one-of-a-kind people looking for a one-of-a-kind life. The Boardwalk at Lady Bird Lake is one of Austin's many features that makes the city a delightful place to live.

Before its completion in 2014, the Ann and Roy Butler hike and bike trail was cut in half by I-35. Now the Boardwalk connects the 1.3 mile gap divided by the highway, allowing the 10 mile long trail around the lake to be enjoyed without any stress.

THE BOARDWALK

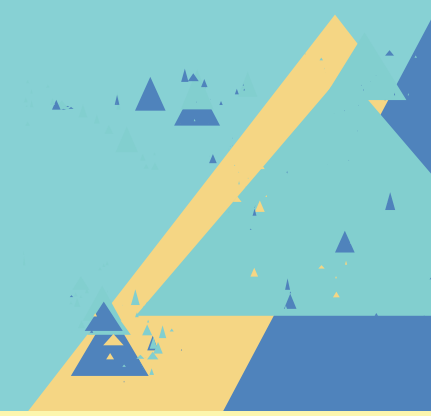
10 MILES

YIKES



It stands fixed and majestic over the waters of the Colorado river. Made of sleek concrete and steel, it is a beautiful and practical addition to Austin. It follows the banks of the river allowing an alluring view of skyscrapers and sunset. From the ducks and turtles and squirrels to huge palms to the water and stone, it offers the perfect mix between human and nature. It offers an escape, if just briefly from the hustle and bustle of the city.

DUCKS &
SQUIRRELS &
TURTLES &
OH MY

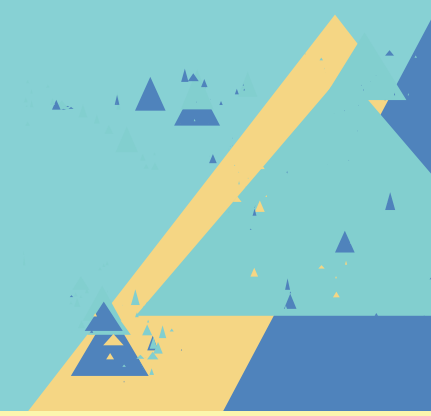


The Boardwalk can be a quiet and mesmerizing experience, with only the crunch of gravel and quacks of ducks to break the reverie.

On other days, the whirring of bikes can be heard up and down the trail. The gravel crunches endlessly with the steps of others. Kayakers glide by with ease. Dogs grace the trail with their adorable faces. It is a universe of diverse people, animals, and plants and really is the perfect vacation for the Austinite that wants to get away, but doesn't want to go too far.

Here, one can experience nature without forgetting the city.

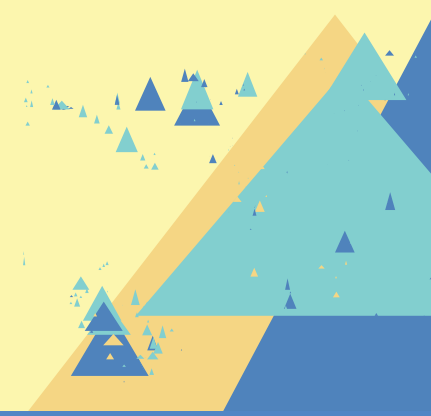
CMON
TAKE A BREAK



We encourage fitness and relaxation. It is hard to be a working person and exercise, so we're trying to get people out more, if only for a few minutes. We strive to be accessible to both serious healthnuts and lazy bums alike. Our main goal is to encourage a healthy lifestyle. We believe that the more people that visit the boardwalk, the more happiness there will be.

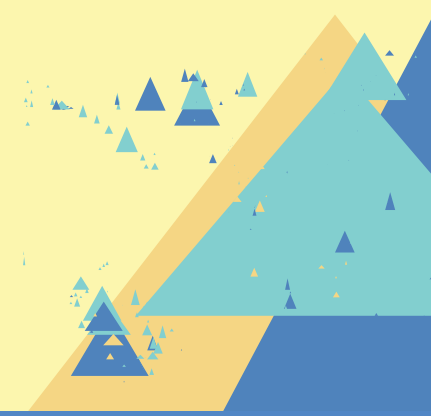
GET FIT

WALK OR RUN
OR DIE TRYING



Human and Nature coming together to get peoples' lazy butts in shape. It is the combination of city life and natural life that exist at the boardwalk that is used to define the brand. The boardwalk is the perfect drop of nature in the big city. We used this idea to create the mark and it has influenced every aspect of the identity.

LAZY DAISY

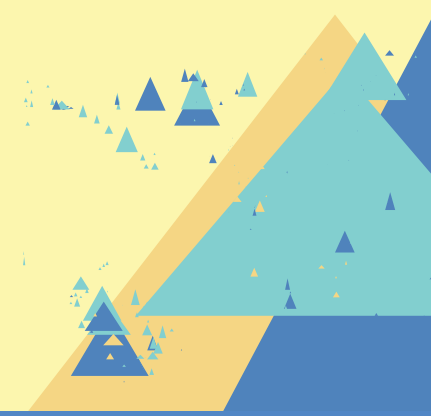


HUMAN AND NATURE

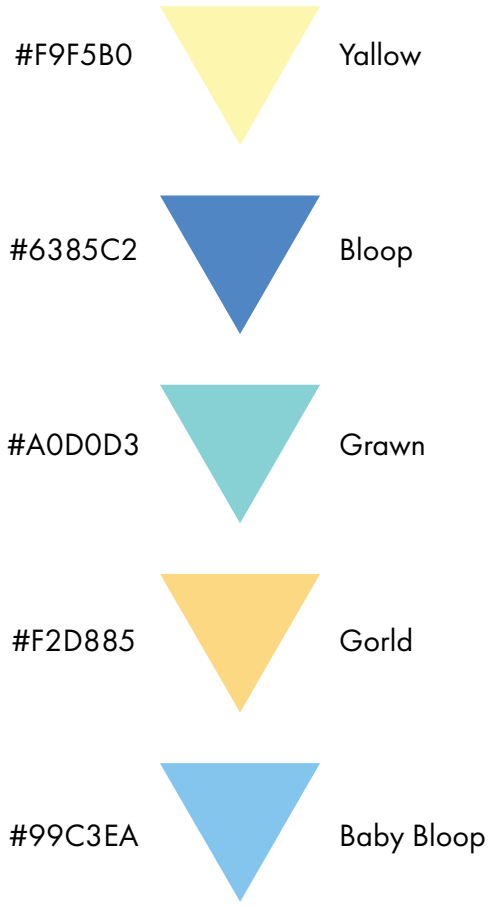
Humor is a brace against the worry and stresses of the city. We want to encourage fun and relaxation while also keeping the public engaged. We want to reach out to those who need a little time to escape and just enjoy nature, but don't have the ability to leave for a long period of time. We strive to be humorous as well as calming.

STRESSED
IS DESSERTS
SPELLED
BACKWARDS

MINIMIZE STRESS MAXIMIZE HUMOR

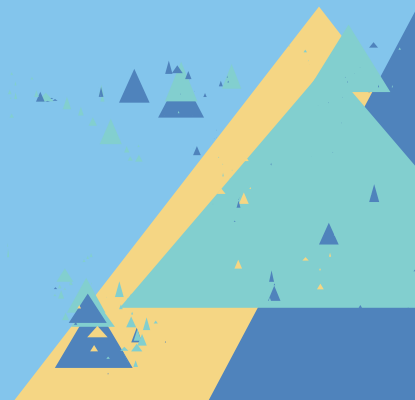


These colors are supposed to mimic skyscrapers and sunset in order to create a direct link between happiness and the boardwalk. We have given them silly names as well to affirm the silly nature of our identity. The only hierarchy that exists is that Yallow and Baby bloop are outlining colors on the mark and Gorld, Grawn, and Bloop are within the organic form.



COLOR SCHEME

THEY ARE VERY PRETTY



Each is a different representation of the boardwalk. Anders is sharp and uses the same kinds of lines as the logo. Panama is a bit curvier to connect with the organic parts of the boardwalk. Futura is an easy to read and interesting font that also mimics the straight and curved boardwalk ideals. They are all sans-serif typefaces because we want a nice, simple, clean line.

ANDERS

Headings 48 pt

PANAMA

Merchandising / Bold text 60pt

Futura

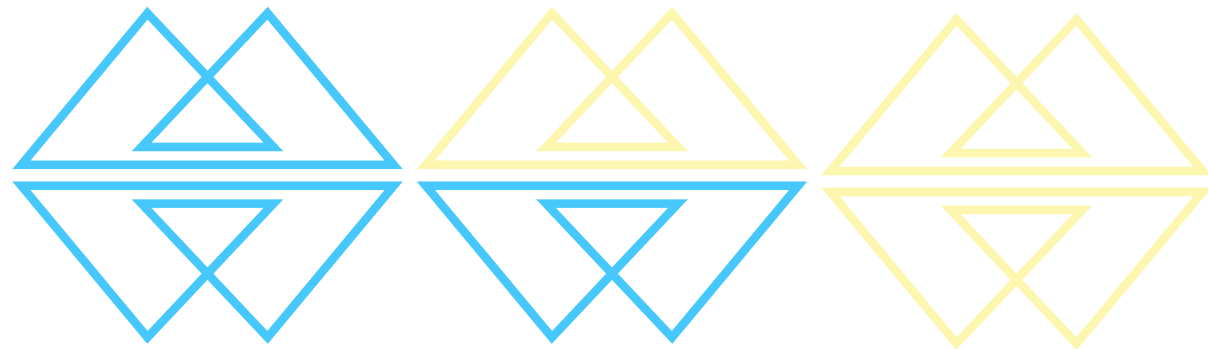
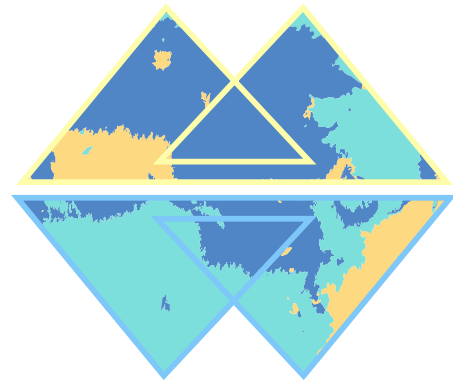
Body Text 12 pt

TYPOGRAPHY



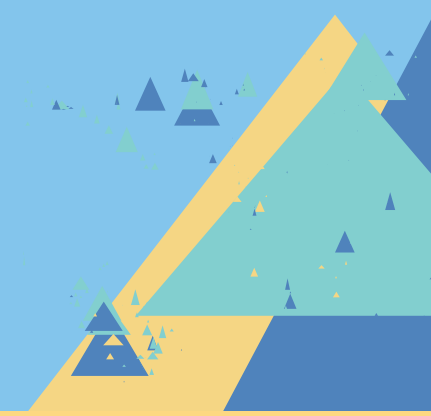
DOWNSIDE
ASK
QUESTIONS

The mark is the very heart of the boardwalk's identity. It can stand alone or be used as a framing object. The organic shapes inside can be moved around or even deleted to create variation depending on the application. Whenever using the mark, the top pyramid must be Yellow and the bottom pyramid must be Baby Bloop. A single color mark needs to be either Yellow or Baby Bloop. When framing text, you must use the Panama typeface and keep the word count from 1-3 words for small applications and 3-10 words for large.



LOGO

FOLLOW
THE RULES
AND NO ONE
GET'S HURT

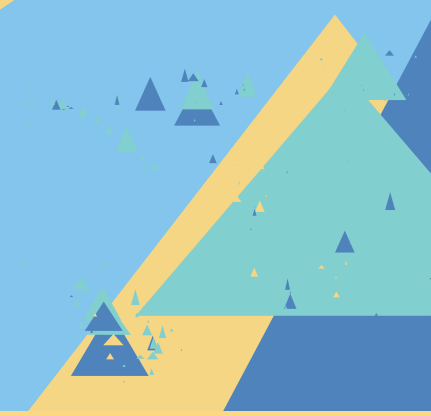


Helpful, sassy signs are fixed to the railings about every 5 minutes along the boardwalk. They are designed to encourage those losing hope or even just those who are bored. We also sell hats and waterbottles for the sweaty people walking and running. They are blue and yellow with the framing logo featured on the front. That way, whenever boardwalkers take a sip or see the hat, they are reminded that the boardwalk exists and to come visit. Not many people know about the boardwalk, so we also want to encourage word of mouth advertising as well.



TOUCHPOINTS

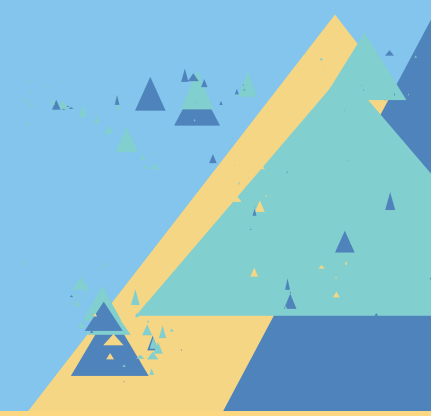
SWEATY
PEOPLE
NEED
WATER

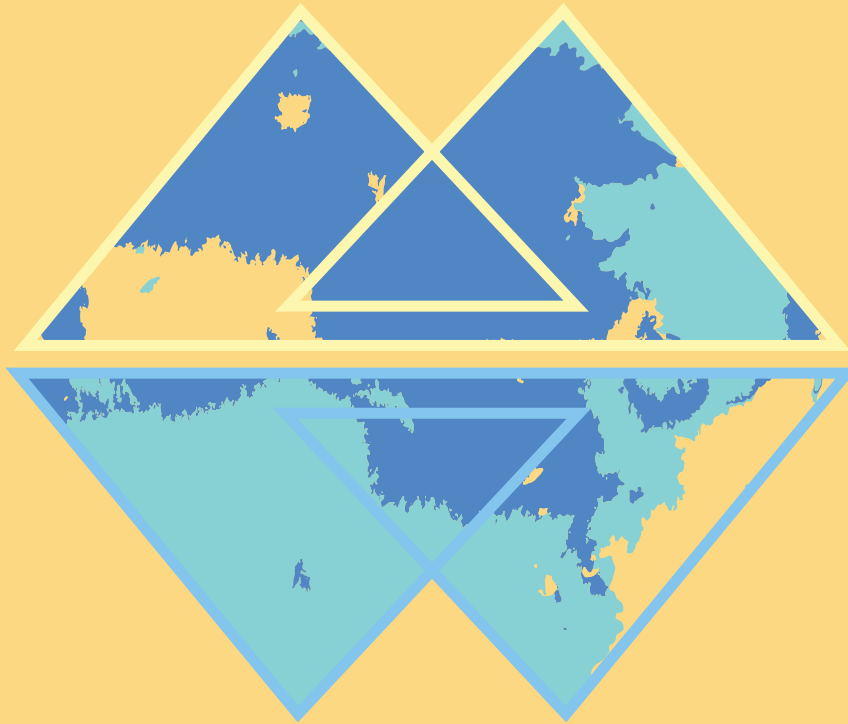


We use only the best yellow acrylic cut signage to feature on the boardwalk. To create the signs we use the framing logo option along with a short, hilarious, encouraging comment.



5 MORE
MINUTES
OF FUN





WHAT ARE YOU DOING BACK HERE? TAKE A LOOK
INSIDE. THAT'S WHERE ALL THE CONTENT IS.