



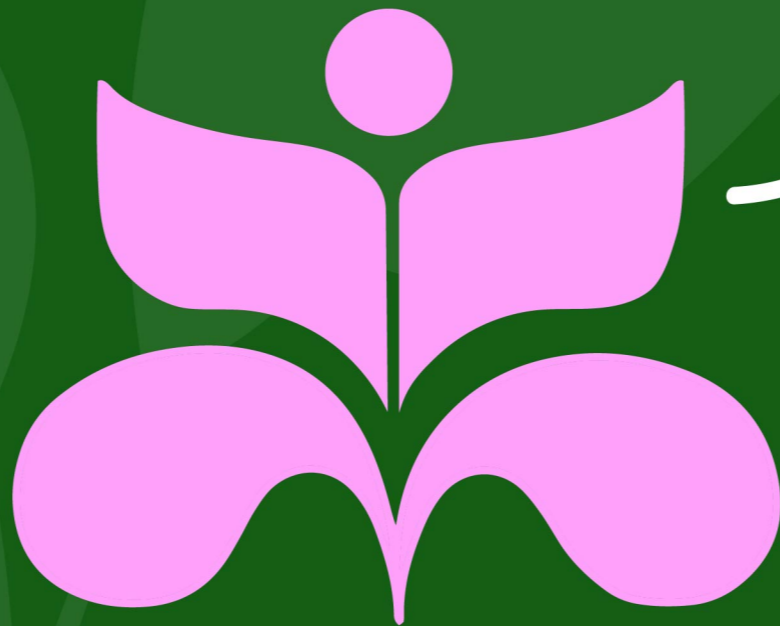
Newlands Forest

The overall
symbole resembles
a flower as well as
a person sitting,
reading/learning,
and/or meditating.

The circle
resembles
health.

The book resembles
discovery, learning and
awareness of benifits
of nature for health.

The leaves
resemble
nature, growth
and healing.



Alternative logos



Used as the main logo for the Newlands Branding Found on main pages representing the brand and main brand elemnts



Used on larger small to medium printed objects around A4 size such as books, magazines and T-shirts.
Used on collateral elements



Used on small brand components such as badges, App design, stickers, cards etc. used on small scaled printed objects used when brand logo is not legible due to scale.



Used for digital use on websites, blogs, apps etc

Instagram Post

The Instagram post aims to attract younger audiences aged 20-25.

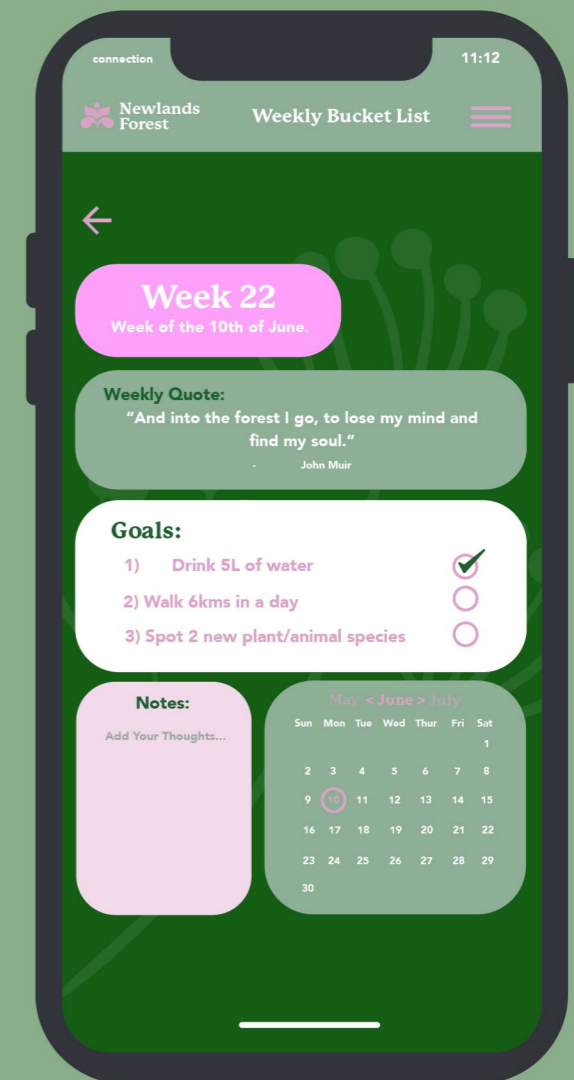
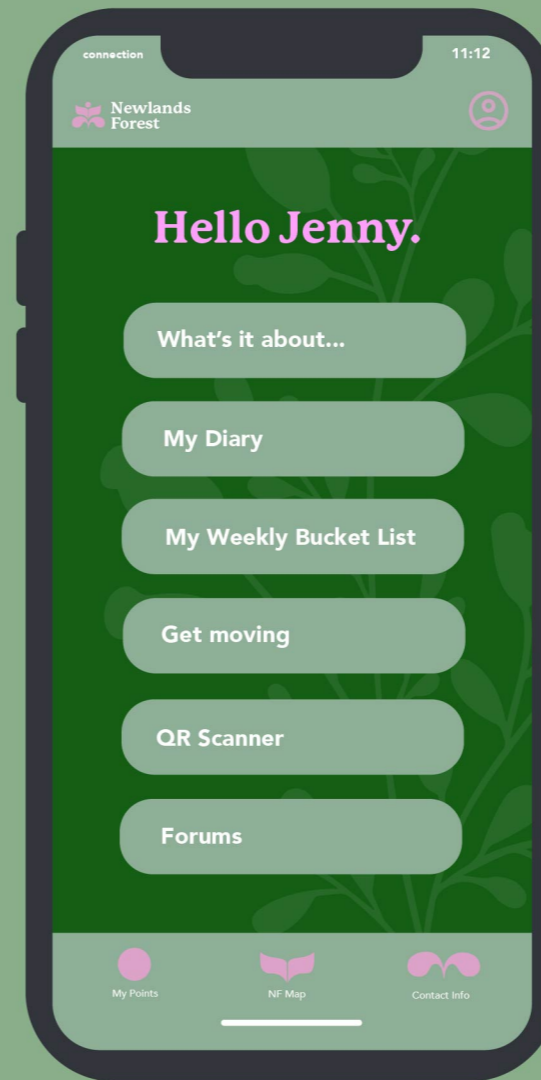


The post plays on the idea of discover. similar to how we have found important elements through history, it aims to encourage viewers to discover their own experiences at Newlands Forest and see the benefits of nature on mental and physical health

The Mobile App



Newlands Forest







Welcome to

Newlands Forest

Welcome Signage



This is the welcome sign that audiences will acknowledge as the walk/drive into the forest parking.

The sign should be large so viewers acknowledge where they are, leaving a big impact on viewers impressions.



Newlands Forest

Discover Natural Benefits

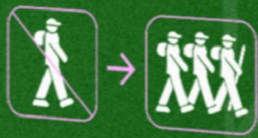


- 1 Contour Path via Newlands Stream and Newlands Path - 1hr5mins
- 2 Contour Path via Middlepad Road - 1hr15mins
- 3 Contour Path via Skelmpaad and Fernwood Track - 1hr30mins

 My Activity Permit required for dog walking.

 Keep dogs under control and adhere to the dog walking code of conduct.

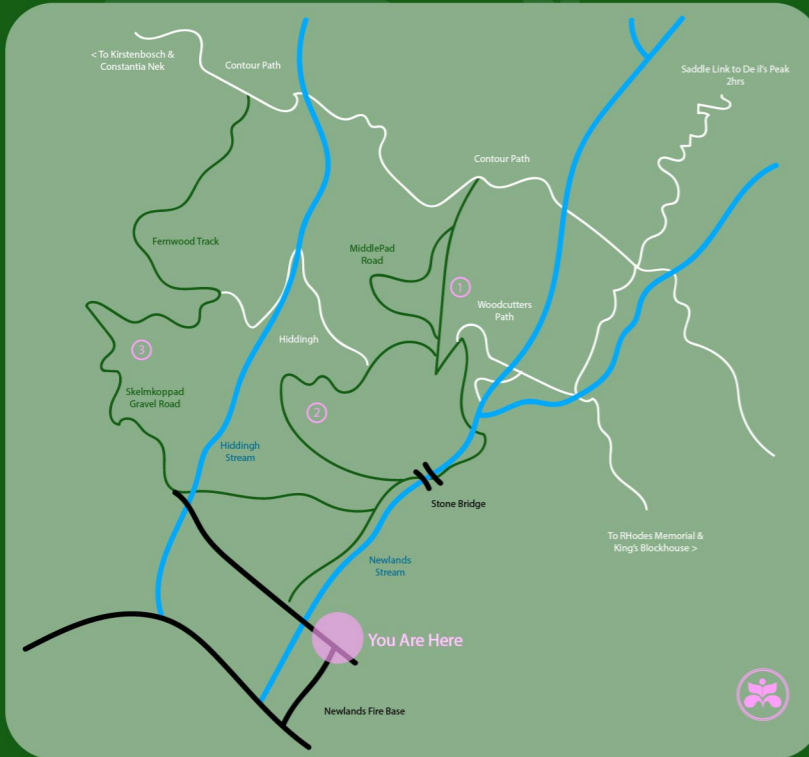
Wear The Following





Newlands Forest

Discover Natural Benefits



① Contour Path via Newlands Stream and Newlands Path - 1hr5mins

② Contour Path via Middlepad Road - 1hr15mins

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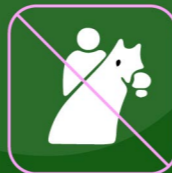
Ensure The Following:



No Scooters



No Mountain Biking



No Hourse Back Riding



No Motorbikes



No Whole Plant Picking



No Fire Making



No SolitudeHiking



Hike In Groups



No Swimming



No Wood Cutting



No Overnighers

Main wayfinder sign

The main navigation board is at the eneterence of the forest that provides all vital information such as map, paths and do's and dont's to stay safe in the forest.

This sign will be found within the vacinity of the eneterence of the forest. This ensures that individuals acknowledge the rules and regulations of the forest before entering.



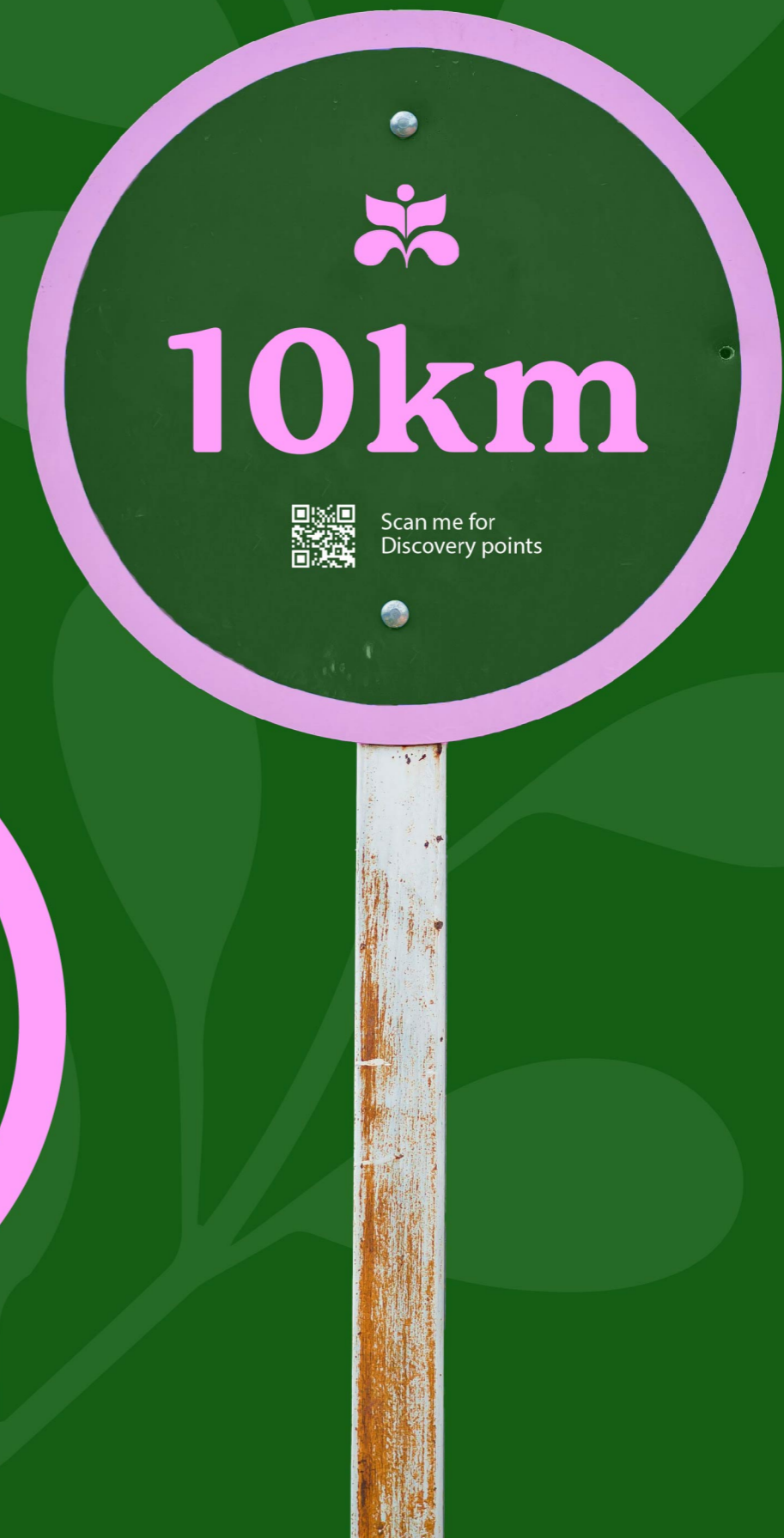
The board sign will be placed within the entrance of Newlands Forest, to ensure all rules and navigation purposes.



The navigation signs will be used within the walking and hiking trails. The purpose of these signs are to notify walkers how far they have walked. One can acknowledge the QR code which can be scanned, where one can gain Discovery points per 5km they walk. This encourages individuals to engage in more physical activity within the Newlands Forest vicinity, thus providing a "reward" system for engaging in physical activity.

Tracking Navigation

The round signs are placed along the paths for hikers and walkers to know their distance as they go by. There is a barcode included so users can scan it and gain points for being active by scanning it on the Newlands App.





Bloomers Path →

←
Exit

Navigation Signage



The navigation signs aid in knowing the correct path to take when walking around the forest. They are placed in main areas of the forest so people know where to walk.



The aim is to be placed in common places to help direct walkers/hikers into the right directions for trail walking etc. these signs will be placed on the trails as well as common meeting areas

Entry At Own Risk.

Newlands Forest and SANParks members will not take liable for personal injury, damage or lost items.

The guest/day visitor and his/her/their estate hereby indemnifies Newlands Forest and SANParks against any claims, action, judgement and cost which may be made against Newlands and SANParks as may be related to the above.



Look out for safety signs:

**Stop &
Go Back**

You are off trail.



Emergency Contact:
086 1106 417

Caution Signage

Entry At Own Risk.

Newlands Forest and SANParks members will not be liable for personal injury, damage or lost items.

The guest/day visiter and his/her/their estate hereby indemnifies Newlands Forest and SANParks against any claims, action, judgement and cost which may be made against Newlands and SANParks as may be related to the above.



Look out for safety signs:

**Stop &
Go Back**

You are off trail.



Emergency Contact:
086 1106 417

This sign will be placed on the gate at entrance for emergency purposes. It aims to remind viewers of rules and regulations of the forest.

The Wellness Journal



Picking Plants,
Not Anxiety.

Today's Date: / /

The Cape Beech Species



The Cape Beech is a evergreen tree that ranges from 4-18 meters high. mature leaves look leathery, dull dark green that have a redish stalk at the end of the branches

Have I ever heard of this species before:

Yes / No

Where I found this species:

Circle your location on the map



Cape Beech Plant Species

Stick a here:

How long did i take to find it :

Additional Notes:

The Collateral Elements

