



# Introducing our NEW logo and image . . .

*In 2008 IGNITE Architects were engaged to review the Centre and make recommendations about its look and image. As part of that review they spent time in Raymond Terrace observing and taking interest in the people and the community to be able to get a sense of the people and the area.*



## Logo

A Market Place has traditionally referred to an open space, square or covered building where buyers and sellers convene for the sale and purchase of goods. Historically it was also seen as a meeting place for people. Market Places are a melting pot of energies, people and discoveries. This bringing together of people in the one place is the inspiration for the brand identity for **MarketPlace, Raymond Terrace**.

The Logo symbolizes so many ideas that are in keeping with the Centre.

- It represents one part of a larger marquee that roofs a market place.
- It reveals a stylized 'M' that helps to tie it back to the Centre's name.
- The shapes used to create the form are reflective of seeds or grains.
- The colour represents the fields and fresh produce from the area.

## Branding

Along with the new Logo you will also see an emphasis on the place, MarketPlace. Research indicates that the Centre is the focal point, not the location. The brand not only represents the Logo but also the identity of MarketPlace.

Extensive research with customers and the community all provided a common thread of the words "Love this Place". These words represented the thoughts of many. We have again listened to you and have taken your words and will incorporate them into our branding and image statement.

**. . . Love this place, MarketPlace**

love this place



... a fresh new approach

## The new look MarketPlace Raymond Terrace to be finished by Christmas 2011



### Upgrades

We are excited to bring you the next stage of the MarketPlace refurbishment project. The refurbishment represents a significant investment in the local community and will lead the look for retail in Port Stephens.

Since early 2009 you have seen your local shopping centre change in many ways.

We have listened to you, our customer and what you see as important. With your needs in mind we set about designing an expanded easy access travolater foyer area as well as providing a new 33 person passenger lift. This has also given us the opportunity to improve our parking facilities for disabled customers, and we now exceed code requirements. Additional works also undertaken within the carpark include a complete review of lighting as well as re-marking and painting the ceiling white to provide a greater sense of security to our customers and tenants.

On the inside of the Centre there has also been a complete repaint together with the installation of new directional signs. Another of the most significant changes in the Centre has been the total refurbishment of all amenities.

The Parents Room has been reshaped and enlarged to improve the comfort for our customers.

To make the internal upgrade package complete, each of our Retail stores have upgraded, or are currently upgrading, to provide the latest in design. This has not been limited to just the specialty stores - Woolworths and Big W have also undertaken complete refurbishment to their latest corporate image.

### Next Stage

In collaboration with all of the key stakeholders we have produced a complete package for the revitalization of the Centre.

Graphically the story of the river is represented on both the Port Stephens Street façade as well as the William Street entry tower. The inclusions of light and bright contemporary colours to the exterior provide a vibrant new image for MarketPlace.

In conjunction with our architects, IGNITE, and our Project Managers, George Andary & Company a competitive tender process was undertaken which has seen a local firm Hansen & Yuncken successful. This appointment is also representative of the commitment of MarketPlace to support local contractors.

The project is scheduled to commence in late July / early August 2011 and be concluded before Christmas 2011.

The approved design will see a reshaping of the William Street façade by removing the tower and replacing it with a more streamlined structure together with a glass cantilever awning to allow in natural light. All of the carpark entrances will also receive special treatment to ensure that they can be easily identified. The entire Centre will be rebadged with the new MarketPlace logo as well as those of both Woolworths and Big W.





# Major refurbishment starts at MarketPlace Raymond Terrace

*From the first sketches of the new Logo it became evident that we also needed a fresh image for MarketPlace.*

## Design

IGNITE's brief was to provide a design that not only reflected the new look and feel of the Logo but also the characteristics of the region.

The most outstanding features of the area are the river and the surrounding farmlands. The river system forms part of the fabric of the town and community, it is both beautiful and powerful.

The Port Stephens Street façade tells a story of the location of Raymond Terrace and the wider area the town serves.

The painted ribbon of blue is based on and accurately represents an actual part of the River in the local area. The vertical and horizontal grillage panels represent the pattern of farmland through which the river flows. Some of the vertical members are painted green, interspersed among those painted the darker colour reflecting the green grass / lucerne against the rich soil, which is a strong characteristic of the area, particularly the low lying flood plains.



## Architects and Builders

