



The Junction Works Brand refresh

A consistent new brand approach



The brief

“refine the brand and guidelines to reflect the create a **consistent look and feel for The Junction Works** across all mediums”

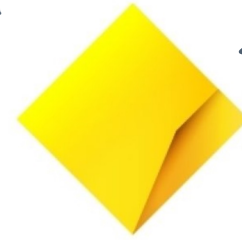


What's the purpose revising the old brandmark & logo?

1. Convey that we are a modern business with professional staff and innovative facilities
2. Our brand is approachable, friendly & fun
3. Provide a consistent look and feel for our business across ALL media
4. The logo and brandmark need to be flexible enough to work in vertical and horizontal spaces on different backgrounds – and still be recognizable as The Junction Works

Definitions

Together they
form 'the brand'



< Brandmark

Commonwealth Bank
of Australia < Logo



Can

< Tag line



The 'marriage' of 4 recurring themes



Connect and
make friends

+



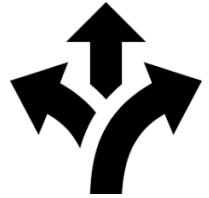
Learn life skills

+



Immersive,
stimulating
centers

+



Opportunities
for all



Where are we now?

Wattle Grove Community Family Fun Day
 Something for Mum, Dad and the Kids
Wattle Grove Community Centre
 Village Way, Wattle Grove
 Sunday 14 June 2015
 10.30am to 2.30pm



Snow Cones
Arcade Games
Reptiles **Sausage Sizzle**
Jumping Castles

The Junction Works - serving the communities of south-west Sydney since 1987
 Ph: 82 877 8506 * www.thejunctionworks.org
 Wattle Grove Community Centre Ph: 8228 2474



The Junction Works Children's Disability Services

Providing for the needs of a child as they grow and develop is one of the biggest responsibilities you have as a parent. If your child has a disability you may need access to therapy, clinical services, information or advice to support you and your child in their developmental journey. At times it can be overwhelming and difficult to know what kind of therapy and support you require. Needs will change and vary as you or your child's skills and needs change. At The Junction Works our goal is to ensure that you have the right type of support at the right time. Our Life Enrichment team of planners, therapists and early educators will work with you and your family to help meet your child's developmental, health and support needs. Contact us to find out how we can support you and your child through our children's disability services. Phone 8777 0500 or email referrals@thejunctionworks.org. The Junction Works is funded to provide children's disability services in south-west Sydney.



Claymore Community Centre FOOD EXPRESS

Donated food and groceries are used in this free service. **Every Monday** (except School & Public holidays) **Bags available from 2pm until gone** Be early so you don't miss out!

Claymore Community Centre
 Corner of Gould and Dobbell Road,
 Claymore
 For more information, please call
 Sue, (on 02) 828 2000
 Coordinator, 04 462 2000

THE JUNCTIONWORKS
Creating New Possibilities In Peoples Lives



The Junction Works Supporting Disability, Youth and Community

CONTACT US

[Home](#) [The Junction Gallery](#) [Contact Us](#) [NDIS Pricing](#) [Donate](#) [News](#)

SEVEN HILLS CAMPUS NOW OPEN




Our new, purpose-built Day Program features a teaching kitchen & cafe, waterplay & sensory room, plant propagation area, IT room and therapy rooms.


Contact us now to enrol
 Phone: 82 877 8506
 Email: customer@thejunctionworks.org
 Website: www.thejunctionworks.org

We & ndis

THE JUNCTIONWORKS
 "Creating new possibilities in people's lives"



SPARK
 "Igniting possibilities"



Junction All Stars

THE JUNCTIONWORKS
 "Creating new possibilities in people's lives"



Our services across Community, Living, Youth and Disability
 Click below to find out about all our services.

Our People
 Our Services and Our People
[Read More →](#)

Disability Services
 Disability Services
[Read More →](#)

The Works Practice
 Our Works Practice and Services
[Read More →](#)

What are the options?

1. Keep original brand
2. **Revise brand** < cost effective & fast
3. Create a new brand from scratch



What are we working with?

How do we use in a vertical format or on a coloured background?



What's the smallest this can be printed?



Junction All Stars

< When & where to use the tagline?

< Inconsistent colours, fonts and brandmark treatment used

< ALL CAPS?
Are we **YELLING**
at people?

Making sense of the brandmark

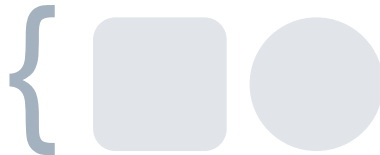
What is the relevance or brand story that the two people are showing us?



If we shrink, we lose the definition and line



< odd shape doesn't conform



NOTE: Modern brandmarks and logos need to work in new square and circular spaces like apps and profile pics

Reimagining the brandmark

The brandmark story that reflects The Junction Works –

Our clients rise from the shadow of disability to embrace opportunities & make lasting friendships



The vignette

The merging of the brand colours represents transition, change and growth.



Concept 1



Concept 1 - Horizontal

< works in
landscape too



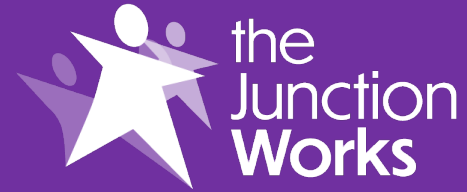
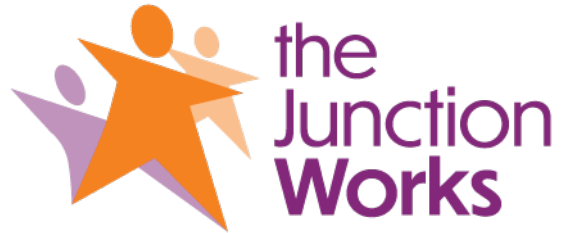
Concept 2



< Lose the caps



Concept 2- Horizontal



Current colour palette



Hero 1 **Purple**

Purple represents creativity, wisdom, dignity and independence



Hero 2 **Bright orange**

Representing engineering, optimism, opportunity and cost effectiveness



** Complimentary 3 **Orange**

Frequently used but doesn't appear on your original guidelines?



Complimentary 1 **Purple transparent**

70% of the purple above



Complimentary 2 **Orange transparent**

70% of the orange above



The tag-line

THE **JUNCTIONWORKS**[®]Ltd

"Creating new possibilities in people's lives"

< So many words

THE **JUNCTIONWORKS**[®]Ltd
"Creating new possibilities in people's lives"

< becomes
unintelligible
when small

Ideas



Creating new possibilities in peoples lives

< Original words



Creating possibilities



New possibilities



Unlocking potential



A place to make friends

Brandmark and hierarchy

Brandmark

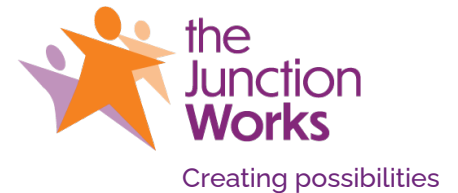


Logos

For use on coloured
Backgrounds &
online



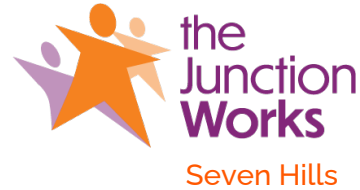
For use on white,
Sign off logo
(Tagline only
in horizontal)



Brandmark and hierarchy

Sub brands

Localities



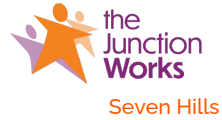
Online

Social media and app
icons



In action

Stationary

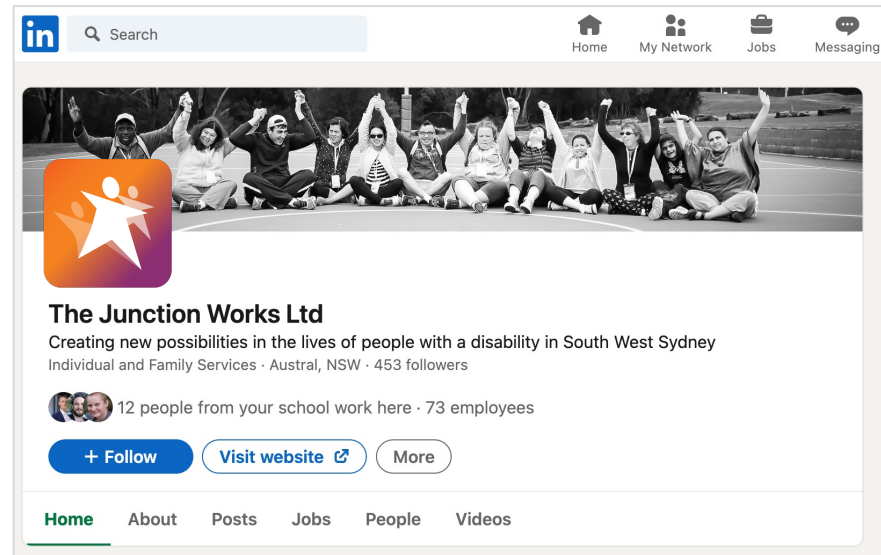
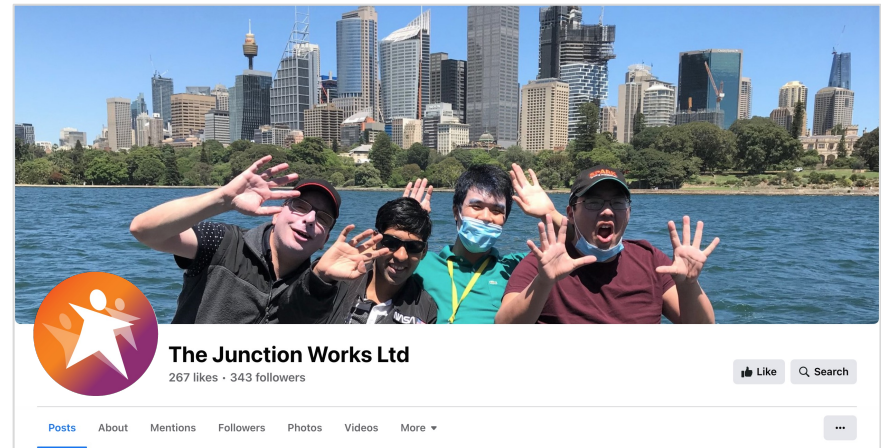
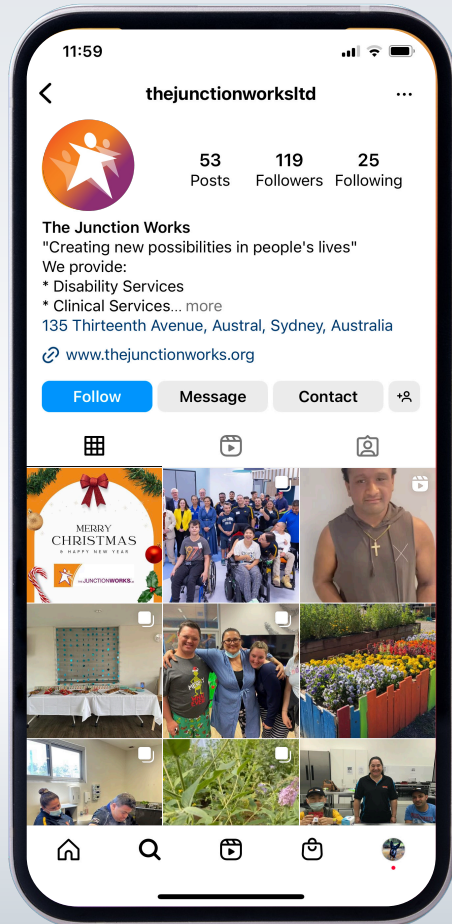


John Sample
CEO

Unit 5, 197 Prospect Hwy
E: info@thejunctionworks.org P: 02 8777 0500

The Junction Works Pty Ltd
Unit 5, 197 Prospect Hwy E: info@thejunctionworks.org P: 02 8777 0500






In action

Website/Landing Page

NEW Seven Hills Location: Unit 5, 197 Prospect Highway (02) 8777 0500



the Junction Works

I ♥ ndis

NEW disability day centre. Enrichment and opportunity for every individual

Our new, purpose built, Seven Hills Campus offers a bustling and lively day program with an emphasis on community, immersive learning, communication and friendship.

Join our fun programs...

Purpose built facilities & cafe



Our facilities are brand new and have been **purpose built to add to the enrichment of all**

Plant, grow & eat gardening



Grow and Harvest - **learn how to plant and care for plants** in a domestic environment. Participant

You are invited

Book your obligation-free visit to our Seven Hills Centre now. Stay and receive one *free therapy session.

Experience wonderful facilities including a teaching cafe, purpose built spaces and flexible programs we have on offer. Make new and lasting friendships.

Name:

Phone:

Email:

Preferred contact method: Phone

- I am an NDIS client
 I need help with NDIS

*Free therapy session if you choose to sign up



Advertising & Broadcast Enterprises

Signage

In action



Brochures

In action

Learn computer safety and ready to work skills

Building ability through individual programs - computing, home agriculture and food



Develop skills that can transfer directly into the workplace - typing, internet safety, safe cooking, barista training, baking and more. Learn how to use the computer programs you need.

Our cafe and fully equipped training kitchen teaches barista and Café Skills- learning to use the coffee machine as well as the required skills to work in a Café.

Create art, dance, play music and enjoy drama

Explore your creative side in an open and experimental environment.



Create, learn and grow through participation in dance, drama, music, visual and digital arts. Participants determine the skills they want to build and develop with the support of our Creative Arts team.

Discover the full range of programs
visit us at thejunctionworks.org

the
Junction
Works

We support the
ndis

NEW Disability day centre.

Enrichment and opportunity for every individual

Our new, purpose built, Seven Hills Campus offers a bustling and lively day program with an emphasis on community, immersive learning, communication and friendship.

Seven Hills Campus
Unit 5, 197 Prospect Hwy
Phone (02) 8777 0500



Online advertising campaign

Let's review the DRAFT creative

Digital campaign assets 1



Advertising & Broadcast Enterprises

Brand NEW immersive Disability Day Centre now open at Seven Hills

Lily

LOVES GARDENING, ROSES, MAKING COFFEE
AND MAKING NEW FRIENDS

Social events

Life skills and Cafe

Therapist rooms onsite

▶ Indoor gardening grow & harvest

Immersive water room activities

Computer skills

Music, painting and drama

Yoga and stretching

Meet and make friends at our state-of-the-art
NEW Disability Day Centre in Seven Hills.

the
Junction
Works

Digital campaign assets 2



Advertising & Broadcast Enterprises

“I learned to make a proper cappuccino and I now help in the cafe”

Bella

LOVES MAKING NEW FRIENDS, DANCING,
LEARNING TO MAKE GREAT COFFEE

Social events

▶ **Life skills and onsite training Cafe**

Therapist rooms onsite

Indoor gardening grow & harvest

Immersive water room activities

Computer skills

Music, painting and drama

Yoga and stretching

Meet and make friends at our state-of-the-art
NEW Disability Day Centre in Seven Hills.

the
Junction
Works



Digital campaign assets 3



Advertising & Broadcast Enterprises

“I came for the party and
I'm staying to make
new friends”

Darcy

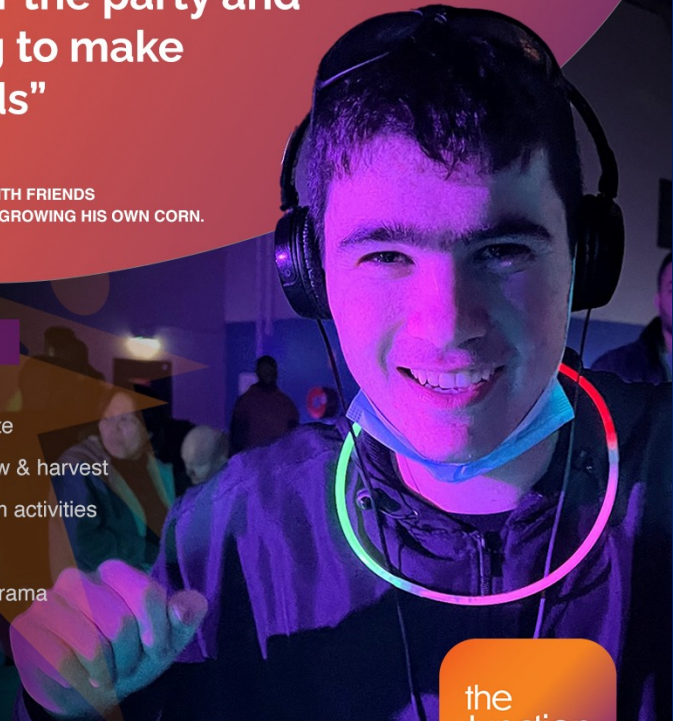
LOVES DISCO, DANCING WITH FRIENDS
AT THE TJW NIGHTCLUB & GROWING HIS OWN CORN.

► Social events

- Life skills and Cafe
- Therapist rooms onsite
- Indoor gardening grow & harvest
- Immersive water room activities
- Computer skills
- Music, painting and drama
- Yoga and stretching

Meet and make friends at our state-of-the-art
NEW Disability Day Centre in Seven Hills.

the
Junction
Works



Digital campaign assets 4



Advertising & Broadcast Enterprises

“Duy gets to express himself.
So many stimulating rooms
and experiences”

Linh, Duy’s mum

DUY LOVES PAINTING, PLAY IN THE WATER ROOM,
LEARNING TO MAKE ART

Social events

Life skills and onsite training Cafe

Therapist rooms onsite

Indoor gardening grow & harvest

Immersive water room activities

Computer skills

▶ Music, painting and drama

Yoga and stretching

Meet and make friends at our state-of-the-art
NEW Disability Day Centre in Seven Hills.

the
Junction
Works



Digital campaign assets 5



Advertising & Broadcast Enterprises

Make friends not paperwork.
We help master your
NDIS applications

Mira

LOVES FRIENDS, HER IPAD,
SEWING AND MAKING PIES

Social events

Life skills and Cafe

Therapist rooms onsite

Indoor gardening grow & harvest

Immersive water room activities

▶ **Computer skills**

Music, painting and drama

Yoga and stretching

Meet and make friends at our state-of-the-art
NEW Disability Day Centre in Seven Hills.

the
Junction
Works



Digital campaign assets 6



Advertising & Broadcast Enterprises

Get your *complimentary
therapy session at our
NEW Seven Hills centre

John

LOVES PAINTING, DRAMA AND
THE WATER ROOM

Social events

Life skills and Cafe

▶ **Therapist rooms onsite**

Indoor gardening grow & harvest

Immersive water room activities

Computer skills

Music, painting and drama

Yoga and stretching

Meet and make friends at our state-of-the-art
NEW Disability Day Centre in Seven Hills.

the
Junction
Works

Digital campaign assets 7



Advertising & Broadcast Enterprises

“The water room is my
favourite, so much fun”

Sunil

LOVES PLAY IN THE WATER ROOM,
LEARNING TO MAKE ART AND NEW FRIENDS

Social events

Life skills and onsite training Cafe

Therapist rooms onsite

Indoor gardening grow & harvest

▶ Immersive water room activities

Computer skills

Music, painting and drama

Yoga and stretching

Meet and make friends at our state-of-the-art
NEW Disability Day Centre in Seven Hills.

the
Junction
Works

Digital campaign assets 8



Advertising & Broadcast Enterprises

“Yoga and meditation are
my favourite it makes me
feel happy and calm”

Ajay

LOVES YOGA AND MEDITATION,
MAKING NEW FRIENDS AND MUSIC

Social events

Life skills and onsite training Cafe

Therapist rooms onsite

Indoor gardening grow & harvest

Immersive water room activities

Computer skills

Music, painting and drama

▶ Yoga and meditation

Meet and make friends at our state-of-the-art
NEW Disability Day Centre in Seven Hills.

the
Junction
Works

Digital campaign assets 9



Advertising & Broadcast Enterprises

“Everyone deserves to dance,
sing out loud and make
new friends”

Justin

LOVES DANCING CLASSES, MUSIC,
SINGING OUT LOUD TO MICHAEL BUBLE

Social events

Life skills and Cafe

Therapist rooms onsite

Indoor gardening grow & harvest

Immersive water room activities

Computer skills

▶ Music, painting and drama

Yoga and stretching

Meet and make friends at our state-of-the-art
NEW Disability Day Centre in Seven Hills.

the
Junction
Works

Tracking



Brand NEW immersive Disability Day Centre now open at Seven Hills

Lily
LOVES GARDENING, ROSES, MAKING COFFEE AND MAKING NEW FRIENDS

Social events
Life skills and Cafe
Therapist rooms onsite

Indoor gardening grow & harvest

Immersive water room activities
Computer skills
Music, painting and drama
Yoga and stretching

Meet and make friends at our state-of-the-art **NEW Disability Day Centre** in Seven Hills.

NEW Seven Hills Location: Unit 5-7/7 Prospect Highway, 052 8771 0700

the Junction Works

NEW disability day centre
Enrichment and opportunity for every individual

Our new, purpose built, purpose driven centre offers a bustling and lively day program with an emphasis on community, personal learning, participation and fun!

You are invited

Book your obligation-free visit to our Seven Hills Centre now. Stay and experience our free energy sessions, computer skills, music, coffee & healthy snacks, outdoor built space and health programs we host on offer. Make new and lasting friendships.

Name: _____
Phone: _____
Email: _____
Preferred contact method: _____
I'm here to see: _____

Join our fun programs.

Purpose built facilities & cafe
Our new, purpose built, purpose driven centre offers a bustling and lively day program with an emphasis on community, personal learning, participation and fun!

Plant, grow & eat gardening
Our facilities on brand new and from their purpose built to add to the enrichment of all participants. There is on-site cafe with cooking lessons, immersive water room, indoor garden, computer skills, music, yoga and art, and complementary therapy rooms.

Immersive water room
From a cultural performance through to art, science, music, water and digital arts. Our water room offers a range of immersive experiences where they can learn, play and explore. Our water room is also a great place to build and develop with the support of our Creative Arts team.

Art, dance, music, drama
Create, learn and grow through participation in art, science, music, water and digital arts. Our water room offers a range of immersive experiences where they can learn, play and explore. Our water room is also a great place to build and develop with the support of our Creative Arts team.

Computer and work skills
Building skills through individual programs, activities and hands-on learning. Our computer skills program is designed to help participants directly into the workplace. Participants will learn how to use the computer, internet, email, and social media. Learn how to use the computer program you need.

7300 Nightclub and events
Learn and have fun through participation in art, science, music, water and digital arts. Our water room offers a range of immersive experiences where they can learn, play and explore. Our water room is also a great place to build and develop with the support of our Creative Arts team.

Safety and independence
Learn and have fun through participation in art, science, music, water and digital arts. Our water room offers a range of immersive experiences where they can learn, play and explore. Our water room is also a great place to build and develop with the support of our Creative Arts team.

Yoga, stretching, meditation
Building personal and social skills through participation in art, science, music, water and digital arts. Our water room offers a range of immersive experiences where they can learn, play and explore. Our water room is also a great place to build and develop with the support of our Creative Arts team.

A day at Seven Hills

9:00 - 9:15 Breakfast and settle in
9:15 - 10:15 Breakfast One
9:15 - 10:15 Breakfast Two
9:15 - 10:15 Breakfast Three
10:45 - 11:45 Breakfast Four
11:45 - 12:15 Lunch
12:15 - 1:15 Breakfast Five
1:15 - 1:45 afternoon break
1:45 - 2:15 Breakfast Six
2:15 - 2:45 Program & Pick-up

Our locations

Seven Hills
177 Prospect Highway
Seven Hills NSW 2147
052 8771 0700
www.thejunctionworks.org

Asquith
45 Macquarie Ave
Asquith NSW 2133
052 8771 0700
www.thejunctionworks.org

Acknowledgement of Country
We acknowledge the traditional custodians of the land on which we live and work. We acknowledge their connection to the land and their contribution to the community.

LBOTN - A Safe space



< Tracking?



< Which email address are these to be sent to? Who will follow up?

Measuring success:

- Weekly stats from Facebook
- Weekly web stats from the landing page
- Phone call questions - How did you find us?

Next steps...

1. The Junction Works stakeholders to review the brand refresh and the online campaign
2. Combined feedback to ABE by Next Tuesday, 14 February
3. Final versions of the Ad ready for sign off by COB 16 February ready for landing page build

Project plan - 30 days

FEB

Tasks	February 2023																											
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28
Sign Agreement ABE			●																									
TJW to Provide imagery			●																									
Access to TJW social media sites			●																									
Schedule of work (30 days)			●																									
FB ad drafts + posts + landing page			●																									
• Review and feedback																												
• Signed off an in market																												
TJW Interim brand guidelines																												
• Review and feedback																												
• Signed off and updated across social																												
TJW to provide content for flyer																												
Flyer design & content copywriting																												
• Review and feedback																												
• Signed off and sent for print																												
Google my business responses & updates																												
Brand refresh and implementation																												
Weekly Facebook stats review																												