



# HISTORIC KILMORE GATEWAY AND TOWN CENTRE SIGNAGE

HEINE JONES

Client: Mitchell Shire

Location: Kilmore

Scope: Town motif, gateway signage and town centre signage

Team: Mike Heine, Steve Jones, Outlines Architects

## OVERVIEW

Located 60 kilometres north of Melbourne, Kilmore is Victoria's oldest inland town, shaped by early settlement and unique agricultural qualities. HeineJones worked closely with the community to design gateway and town centre signage that reflects this heritage. Instead of following standard local government branding, the signage speaks to the elegance and character of Kilmore's historical identity.

## THE CHALLENGE

Community consultation revealed features locals felt captured Kilmore's spirit. HeineJones distilled this input into a clear, cohesive design direction—one that celebrated the town's individuality with a solution that was creative, sensitive, and lasting.

## THE SOLUTION

The final design features sculptural cursive script, evoking a handcrafted, rural character in keeping with Kilmore's charm. Moving away from typical council signage, the design embraces a visual language rooted in tradition and identity.

Corten steel was used for the base of the signs. Its natural weathering forms a rich patina over time, reinforcing a sense of permanence and connection to place.

## OUTCOME

The signage enhances Kilmore's identity, improves visitor perception, and builds local pride. By reflecting the town's heritage rather than standard branding, the result is a refined, lasting tribute to Kilmore's story.













