

THE CHALLENGE 

Street and Park Furniture are a highly regarded maker and supplier of street infrastructure throughout Australia, based in South Australia for over 25 years. The company had been suffering with an issue of differentiation from their competitors in an increasingly competitive marketplace. After undertaking a brand strategy process and audit, it was immediately apparent from their competitors, including Street Furniture Australia, Park and Garden Furniture, Park Furniture Solutions, etc that the market could not tell any of them apart.

We decided that a full rebranding, including the dramatic step of re-naming the company was required and would generate immediate results in differentiation and personality.

THE SOLUTION 

Toolbox renamed the company Spark, which is both a shortening of their current name, and an evocative reference to the creative/design focus the company wants to bring to the industry and their products.

The symbol created for the logo takes the form of an asterisk, within a hexagon, which is symbolic of a spark, which is contained within a 3 dimensional cube, evoking the physical and spacial nature of their work.

The application of this brand is intentionally restrained, making the images of their products the hero in each application. The identity also allows application to actual furniture objects by laser-cutting, engraving, branding etc

**Street and Park Furniture is now SPARK™.**

Committed to changing the way you view street and park infrastructure, we make innovative design and high functionality the heart of everything we do. Our wealth of specialised creative and technical experience enables us to provide clients the convenience of a single supply source for all their urban projects. SPARK™, creating places for life to happen/ [www.sparkfurniture.com.au](http://www.sparkfurniture.com.au)

## CASE STUDIES

### SPARK FURNITURE - RENAMING/REBRANDING/APPLICATIONS

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TOOLBOX



*Better cities begin  
at street level.*

About SPARK/ Great urban design includes street furniture that relates to the life surrounding it - to the humans who use it and the environment in which it exists. At SPARK we incorporate this holistic concept into the design and fabrication of street furniture, focusing on both the aesthetic and the practical. We help create places for life to happen - for interaction and relaxation, inspiration and reflection.

SPARK are proud to be a principal supplier of street furniture for all applications, providing clients the convenience of a single supply source for urban projects. We serve a wide ranging client base across all sectors of the community, including government, construction, design, education and private, all of which are provided the expertise, care and service that is the SPARK brand.

*With form and function  
in mind, SPARK have a  
solution for every project.*

Standard Range/ SPARK offer a wide selection of stock products, ranging in style from traditional to contemporary and utility focused to highly refined. We use the highest quality, sustainably sourced and best performing materials available, in a wide selection of finishes.

To view our current ranges please visit us online at [www.sparkfurniture.com.au](http://www.sparkfurniture.com.au)



*Your vision, your project,  
our expertise - seamlessly  
brought together.*

**Project Consulting/** Discussing your project in its early stages saves valuable time and resources on the finished product. SPARK are at the forefront of the urban landscape infrastructure industry and have the knowledge and expertise to help with every stage of your project. From research and concept development to final construction and installation detailing, enjoy peace of mind knowing that SPARK will bring your project to life.