

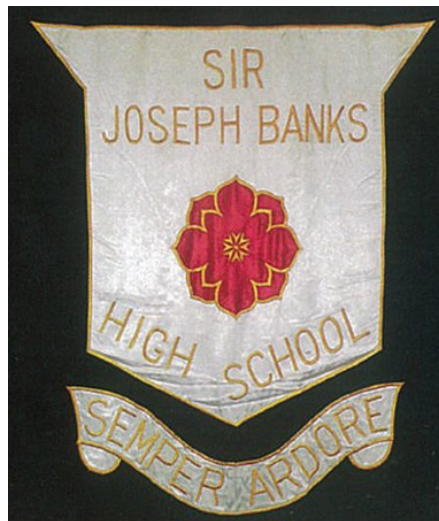
SJBHS

RE-BRAND 2019



TRADITIONS

For Joseph Banks



The school emblem is a floral motif, the heraldic waratah, in honour of Sir Joseph Banks. Receiving a digital makeover in 2009, we continue to lead in the digital world by staying innovative.

In 2018, the emblem will be re-branded to ensure the school is best reflected in the ever changing modern world.



In 2017, Lynette Tran was asked to redesign the logo. Her brief was to create a logo that paid tribute to the past yet reflected the innovative, future focused school that we had become. Our banner statement - Excellence, Innovation, Opportunity, Success - also needed to be part of the new design.

The first designs were modern adaptations of the shield with modernised floral motifs.



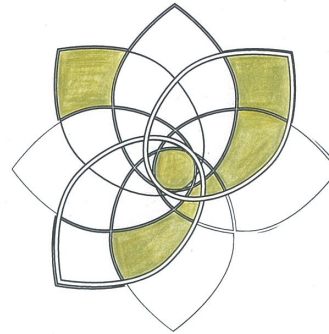
EXCELLENCE | INNOVATION | OPPORTUNITY | SUCCESS

A cleaner, more modern look was made possible by focussing on the floral motif and removing the shield.

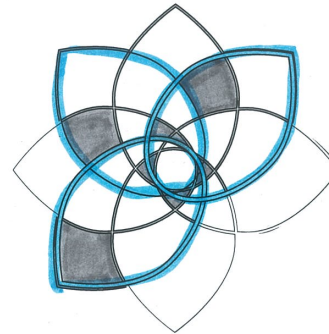
Various combinations of school colours were explored.

SYMBOLS

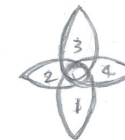
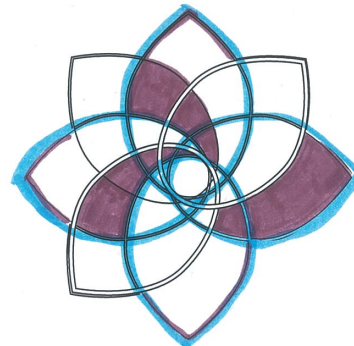
- Think
- Learn
- Respect



- Students
- Parents
- Community



- Innovation 1
- Excellence 2
- Opportunity 3
- Success 4





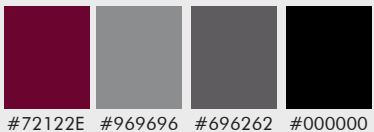
Concept statement:

The core values at SJBHS are explored in this logo. By analysing the interior structure of the heraldic waratah, we start from the core as one's self. Embracing the core are the school stakeholders - students; parents and the community. These 'petals' overlap one another, displaying common characteristics from each, just like in a venn diagram.

As the eyes shift, a set of 'petals' are highlighted in maroon, symbolising SJBHS' vision. A hint of innovation is displayed on the bottom petal, growing into excellence and opportunity, allowing one's self to succeed.

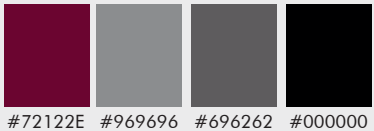
Core values: Think, Respect, Learn

Vision: Excellence, Innovation, Opportunity, Success





SJBHS
SIR JOSEPH BANKS HIGH SCHOOL



SJBHS branding 2019
Proposed logo



Feedback so far from staff, students and community:

"Respects the past"

"Great concept, but design is complex"

"Liked the modernised floral motif"

"Would be better if the design is simplified"

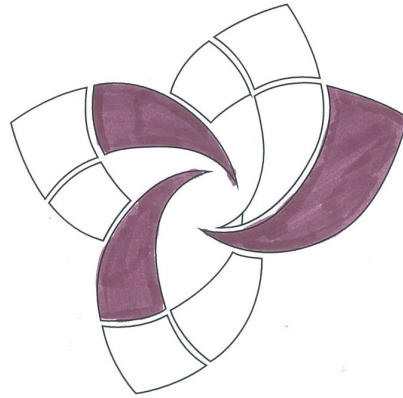
"Clean, modern and professional"

"Looks busy - varied line thicknesses"

"Logo shows innovation"

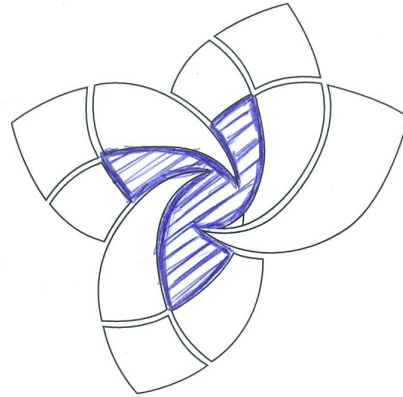
Core Values

Think
Respect
Learn



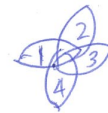
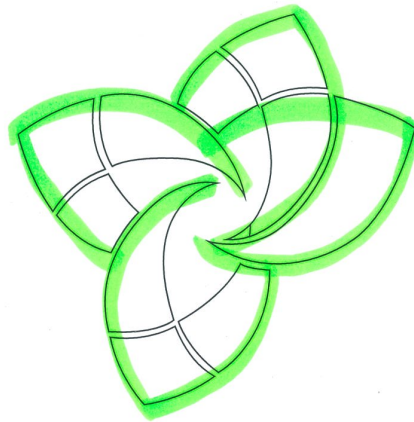
Stakeholders

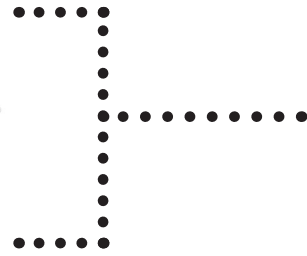
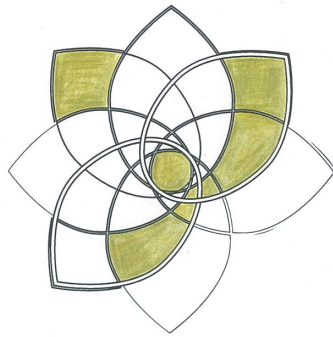
- Students
- Parents
- Community



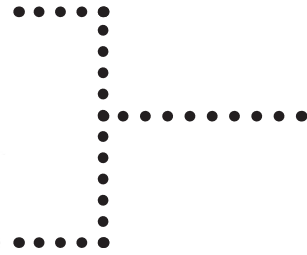
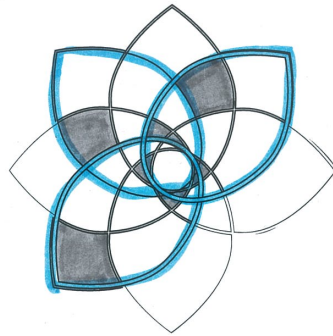
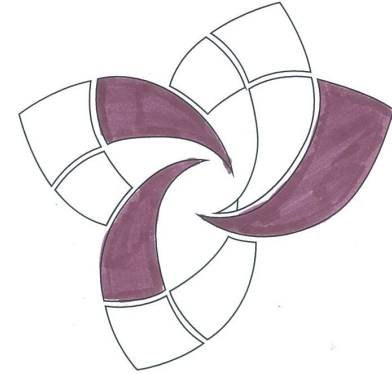
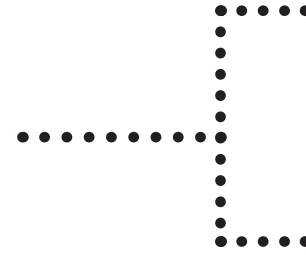
Vision

- Innovation
- Excellence
- Opportunity
- Success

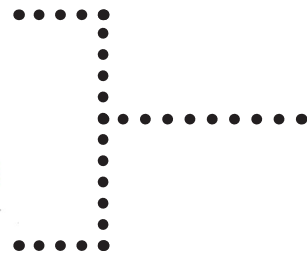
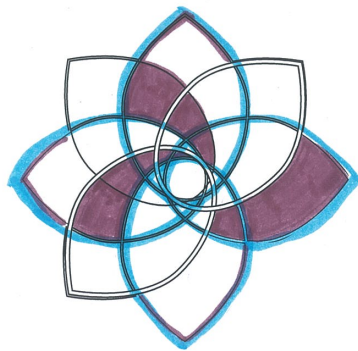
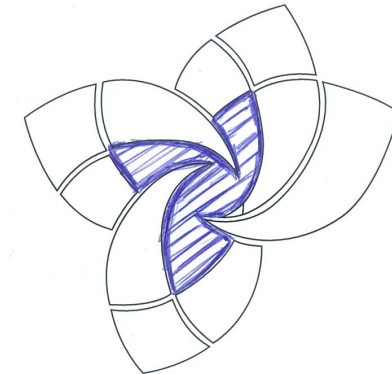
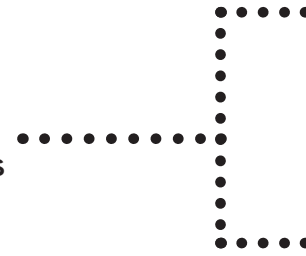




SJB's
Core values



Venn diagram
of stakeholders



SJB's
Vision

