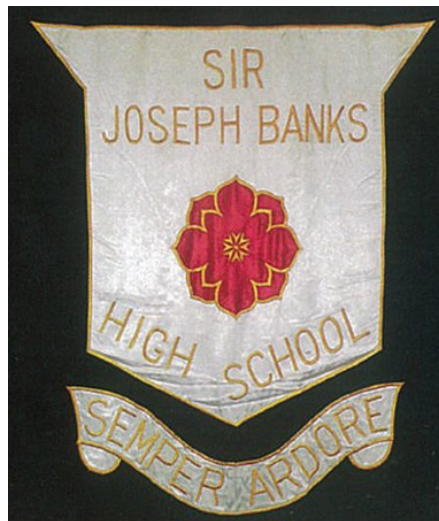


SJBHS

RE-BRAND 2018





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.

SJBHS branding 2018

School emblem over the years

Preliminary rebranding designs

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.

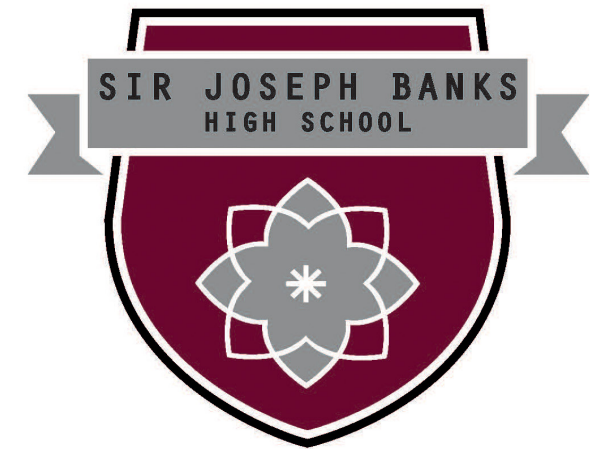
The first designs were modern adaptations of the shield with modernised floral motifs.



SIR JOSEPH BANKS
High School



SIR JOSEPH BANKS
High School



EXCELLENCE INNOVATION
OPPORTUNITY SUCCESS

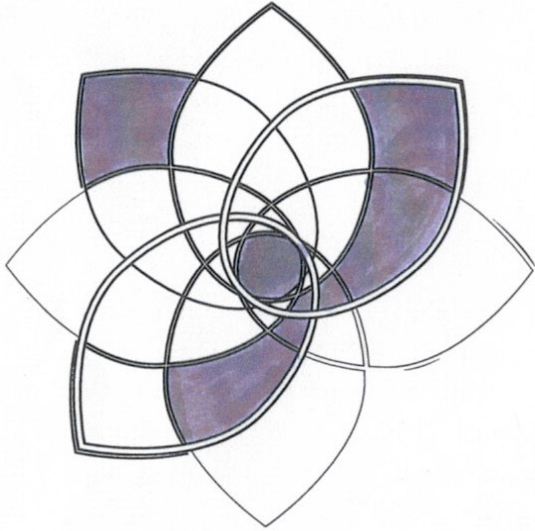


Preliminary rebranding designs

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

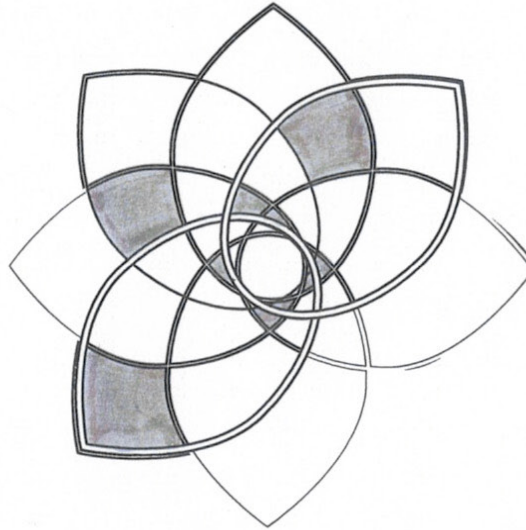
Various combinations of school colours were explored.





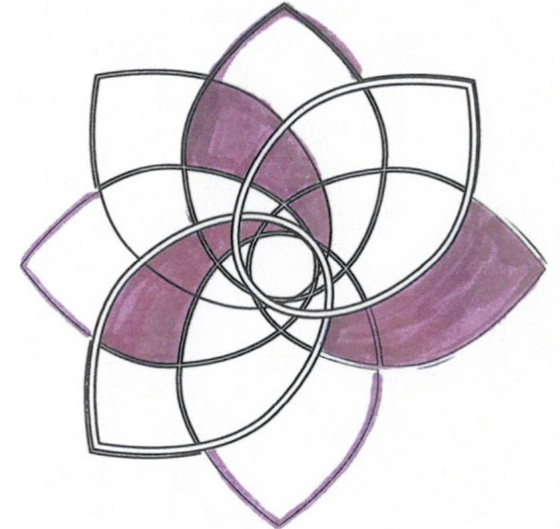
Core values

Think
Respect
Learn



Stakeholders

Students
Parents
Community



Vision

Excellence
Innovation
Opportunity
Success

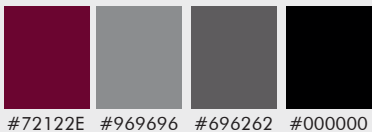
**Concept statement:**

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 branding 2018

Proposed logo



SJBHS

SIR JOSEPH BANKS HIGH SCHOOL



#72122E #969696 #696262 #000000

SJBHS branding 2018

For documents such as excursion notes and notifications



SJBHS

SIR JOSEPH BANKS HIGH SCHOOL



#72122E #969696 #696262 #000000

SJBHS branding 2018

For embroidery on branded items such as uniform, lanyards, ties, backpacks, pens