



MURRAY BRIDGE HIGH SCHOOL
REBRAND CONCEPT OPTIONS PRESENTATION
NOVEMBER 2020

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We acknowledge the traditional owners of the land on which we work and on which the Murray Bridge High School is located. We pay respect to the Ngarrindjeri Elders past and present and extend that respect to other Aboriginal and Torres Strait Islander people who are present in our community today.

INTRODUCTION

After three months of consulting with more than 500 community stakeholders, students, staff, leaders and the Murraylands public, we have developed 3 x logo, 3 x school motto concepts and a Ngarrindjeri-focussed graphic element. The creation of these branding items has been directly influenced by this consultation feedback/input and now we are ready to finalise a logo design and motto.

This work forms part of a major rebrand for the school as we move towards reflecting the school in an appropriate, modern and effective way. The introduction of the new branding will also coincide with year 7s coming on to site from 2022.

We're now asking for our stakeholders to please read the detailed branding rationale, and cast their vote on their favourite logo and motto.

We will then apply the voting numbers with the weighting against key stakeholder groups, with the current and future students having the biggest say in the future look/feel of the school's brand. Read on and cast your vote.

LOGO CONCEPT #1

This logo concept was created to have a modern edge, but also reflect two of our region's key icons – being the Murray River and Ngarrindjeri swan. The large 'M' and 'B' initials reflect the rural city's name, but have the added feature of a blue or coloured line through it acting as a river, or a swan. The icon is also strong whether paired with the school name, or branded on its own – and has been designed to be used at various scales (ie. uniform badge; large building signage).

COLOURS

We have 3 x colour options which will be refined over time with the introduction of its application on to uniform, buildings, digital platforms and print documents. Important to note is that the vast majority of consultation participants were happy with the existing logo colours, and only a minor update to the blue has been made in this logo, taking it a closer shade to the Ngarrindjeri flag's lighter blue (instead of the existing navy colour). Blue has been a dominant colour favoured during consultation, with red ranking as second, and yellow third – as the colour scheme reflects.

This logo also lends itself nicely to the one-colour logo application which is often needed for application on various platforms (ie. white on black, black on white, blue on white, white on blue).

ICONS

Key consultation from ALL stakeholders indicated that the Murray River was our strongest local and regional icon and should be reflected in some way – whether explicit or subtle in the new logo. You can see this concept has either one or two lines running through it to reflect the river, but the line has also been shaped to be interpreted as a contemporary styled swan.

In the concept with the two lines through the 'M', this can be interpreted as river and land together; or two waves flowing. Further, the swan is styled to be significantly different to other swans used throughout regional branding (ie. Swan Reach Area School; and Swanport Hotel).

FONT

The modern font reflects the desire from the current student body to have a contemporary style, while also showing a maturity to it. This style is easy to read from a distance as well, ensuring legibility at all scales and can be stacked above or below the icon for various applications.



LOGO CONCEPT #1



'M' for Murray



'B' for Bridge



Represents the ripple of the Murray River



Swan representing Ngarrindjeri culture



LOGO CONCEPT #1 ON POLO SHIRT



LOGO CONCEPT #1 ON GYM

LOGO CONCEPT #2

This logo concept takes our region's iconic swan, and gives it a modern edge. It also moves away from the traditional way the swan has been reflected in our region's iconography in the past, and instead pictured it 'in flight' with its wings spread – signifying a similar aspiration for the MBHS students who are 'tracking towards their future', 'taking off', 'on a journey', or 'aspiring for something higher'.

COLOURS

We have 2 x colour options which will be applied appropriately over time to different platforms to have the most impact and support the style of key design elements for the school.

The blended colour style is a modern approach and best used in digital and paper/signage printing (predominantly for a white background); whereas for block-coloured uniforms, it would more likely be a full yellow or white logo on a blue backdrop (similar to shirt and hat mock-ups below).

Blue has been a dominant colour favoured during consultation, with red ranking as second, and yellow third – as the colour scheme reflects.

ICONS

Key consultation indicated that the most popular animal reflecting our region was the swan. This was in part due to its connection with the Ngarrindjeri people; and also with local people reflecting on the Murray River environment. In developing this concept, we wanted to be careful to create some aspirational and modern – and avoid similarities to other local 'swan' icons such as that used on the Swan Reach Area School and/or Swanport Hotel. Another subtle feature has been the 'wave' style of the swan's wings, which has been purposely created to reflect flowing water, or the Murray River.

FONT

The modern font reflects the desire from the current student body for a contemporary style. This style is easy to read from a distance, ensuring legibility at all scales. The size ensures it can also be stacked above or below the icon in a neat square for various applications.



LOGO CONCEPT #2



Swan representing iconic Murray River bird and Ngarrindjeri culture.



Wings represent the ripples of the Murray River



LOGO CONCEPT #2 ON POLO SHIRT



LOGO CONCEPT #2 ON GYM

LOGO CONCEPT #3

This logo concept takes a new approach at representing the iconic Murray Bridge over the river. The style is modern, but simple, while referencing both the historic/landmark bridge that our region is so well known for as it sits over the Murray River. The two figures also represent the letters 'M' (on top) and 'B' underneath. The simplicity in this style is focussed on representing the rural city and the lifeblood that sustains it (the river).

COLOURS

The two shades of blue in this logo are reflective of the consultation alignment with the colour blue, and referencing water. While our design team opted in some yellow and red alternatives during the draft phase, neither worked to have the same impact as the two blues together.

The beauty of this block style though is that its shapes are simplistic and iconic, and therefore can be applied in all/any of the 3 x core MBHS colours (yellow/red/blue) for varying applications. (Ie – imagine a Nike swoosh, or Apple symbol in varying colours – still iconic and recognisable).

While the core colour of blue would be used predominantly, it means that the symbol can be interchanged where required (ie. this might be a yellow symbol on blue shirt).

ICONS

Key consultation indicated that the most iconic landmark of our region was the bridge. This was reflected across all stakeholder groups and demographics. Of course while we have seen the bridge drawn in various iconic styles over recent decades - this is something new, bold and easily recognisable. Equally important, is its originality when compared with other bridge-style logos, making this version new and focussed on a contemporary-look that students can connect with.

With the bridge also comes the river, which sits underneath in a lighter shade of blue, creating a B-shaped ripple under the bridge. The two icons work together neatly and simply in this style reflecting the river city that the school is a major part of.

FONT

The modern font reflects the desire from the current student body for a contemporary style. This style is easy to read from a distance, ensuring legibility at all scales. The size ensures it can also be stacked above or below the icon in a neat square for various applications.



LOGO CONCEPT #3



'M' for Murray



'B' for Bridge



Represents the town bridge



Represents the ripple of the Murray River



LOGO CONCEPT #3 ON POLO SHIRT



LOGO CONCEPT #3 ON GYM

OVERVIEW: MOTTO CONCEPT DEVELOPMENT

In developing the 3 x new motto options, all stakeholders were engaged with and asked to reflect upon the values, connections and aspirations they feel are strongest when they consider the MBHS and specifically, its students.

During the process, the current and prospective students were very focussed on creating a strong future for themselves through the pathways offered at the high school. There was a sense amongst the students around personal responsibility to grow into their own person, who could create a secure, happy, successful future for themselves. For some, this meant embracing 21st century technology or an entrepreneurial vision; for others this meant financial security for themselves and their family; and for others, it simply meant achieving their SACE.

The focus remained however, that many students' mindsets were firmly on making decisions during their high school education that would support their personal vision for the future – and having more opportunity than ever before (through the high school) to make this happen.

With this in mind, our creative team has outlined 3 x school mottos that the students can apply to their aspirations, their actions and their growth into young adulthood.

MOTTO CONCEPT #1: THE FUTURE IS OURS

This builds on the future-focus of the school as having 21st century learners who are job-ready and entrepreneurial. It also puts the power back to the students in an aspirational sense, reminding them that they are a new generation of MBHS students, and to be proud of who they are, what they're achieving and the opportunity their future holds if they apply themselves. During our workshops with students the word 'future' was referenced in their white-paper exercises, and in their verbal statements consistently. They want the school to be a place that prepares people for a different future; and also reminds them that they can have an exciting future ahead of them.

This also supports the concept of 'change' for the school, moving away from old/negative perceptions of the MBHS that people have held on to from decades ago.

THE FUTURE IS OURS

MOTTO CONCEPT #1

MOTTO CONCEPT #2: CREATING OUR FUTURE

This motto creates a call to action for MBHS students, staff and the wider school community. It sets a progressive agenda for the school as a proactive supporter of diverse learning pathways. During consultation, students consistently raised the school's support for students' unique passions and potential pathways as one of its key strengths. This motto captures this theme, along with students' other key themes of community, working together and the need for a modern future focus.

It also reflects the feedback of students who felt pride in the school's ability to support them in their future goals, while also pushing them to take responsibility for setting their own career and learning aspirations and creating a pathway towards their own unique individual achievement. In this sense, the motto reflects students' own power, responsibility and role in creating their desired future pathway towards their own unique individual achievement.

CREATING OUR FUTURE

MOTTO CONCEPT #2

MOTTO CONCEPT #3: TOGETHER FOR OUR FUTURE

This concept encapsulates the key pieces of feedback from all diverse groups engaged in the school's rebrand so far. The word 'together' supports the feeling of unity amongst all stakeholders and cultures, recognising especially the deeper relationships between our diverse student body. The term 'stronger future' can reference both the school's collective goals in creating positive changes for its students and wider community; while also creating an individual aspiration for students to consider as they strive for lifelong achievement and success.

The word 'together' can also reference the passionate leadership from staff and volunteers (and wider community) in the school – recognising its vital place and value in the region, and understanding that if our biggest Murraylands high school is stronger, then our community, its people and economy will be stronger.

TOGETHER FOR OUR FUTURE

MOTTO CONCEPT #3

SUPPORTING GRAPHIC ELEMENT

During consultation, the vast majority of our stakeholders noted the importance of the Ngarrindjeri culture being represented within our new branding elements. In fact, some of the students have suggested considering extra design features on areas of the uniform and other branded applications in/around the school.

Given this significant feedback from all stakeholder groups, we have created a new graphic element which will be ADDITIONAL to the new logo/motto for the school.

This Ngarrindjeri-inspired design could potentially feature on parts of the student uniform (ie. collar, sleeve, other) and on signage/digital platforms or other appropriate representations of the school.

A design concept has been drafted to complement all/any of the 3 x logo concepts.

In creating this design, key considerations were given to providing strong representation of the Ngarrindjeri community (see example, page 29).

Where appropriate (and following strict style guidelines), the graphic element can also be used in various print and digital design, alongside the new brand concept showing how the two features can work together and weaving more Aboriginal representation and language into the school's brand.

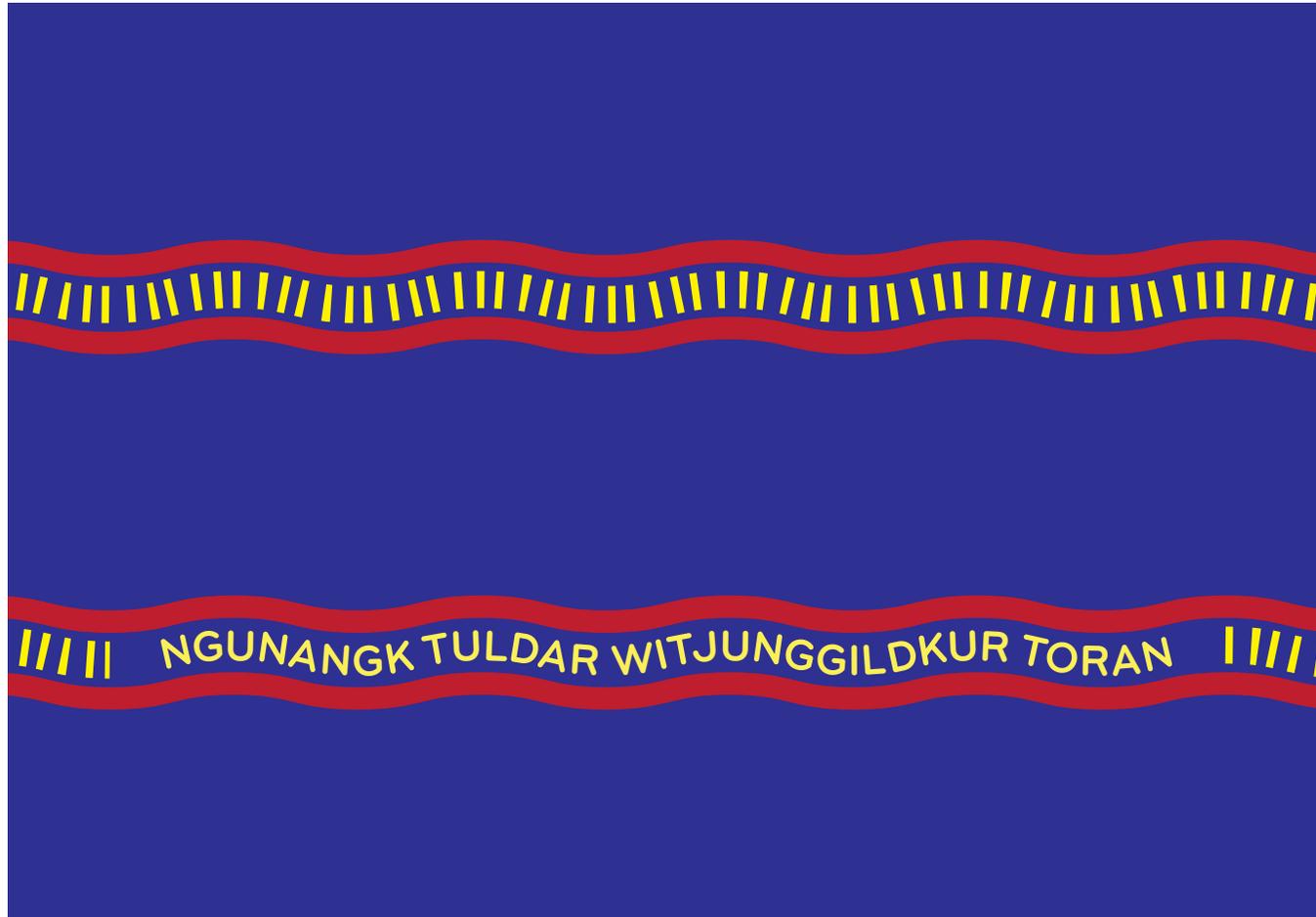
The features of the design focus on three key creative aspects, being:

1. The red river running through it
2. The yellow cross-hatching (a local Ngarrindjeri style of artwork, as opposed to dots from other parts of Australia)
3. The motto translation into Ngarrindjeri running through the river (alternating with the cross-hatching).

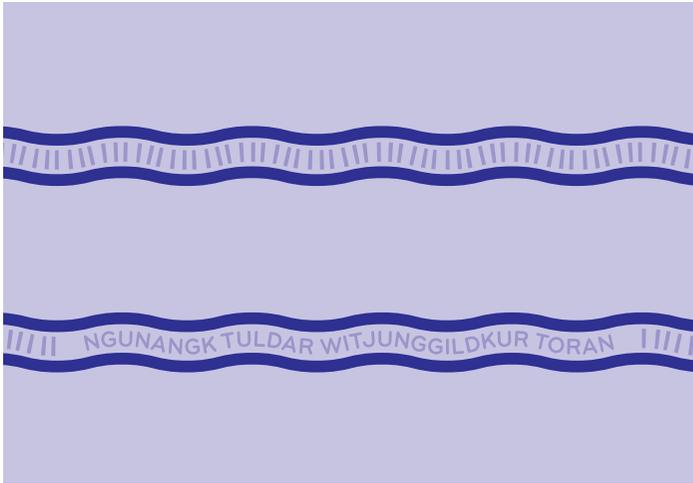
The current draft design shown in this booklet does not have to be the final design. In fact, what we are asking our stakeholders to provide feedback on, is IF they would like to see this extra feature developed as part of the rebrand designs? If the majority vote yes, our design team will work alongside our Aboriginal students and community to refine it further in 2021, before rebrand elements are finalised and printed.

Look over the page and tell us what you think?

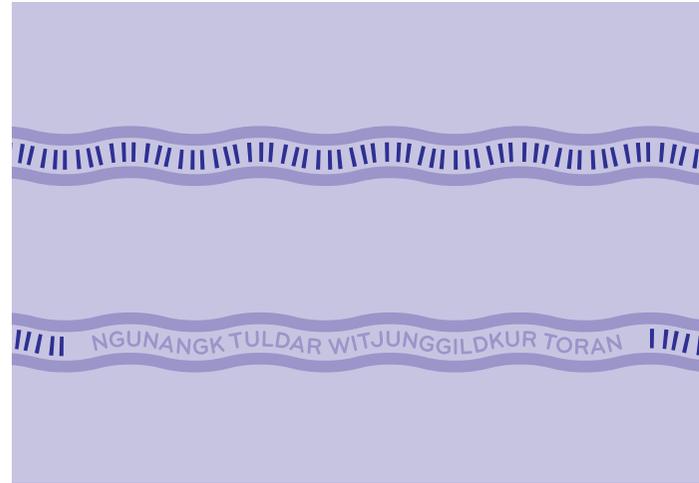
Please note: This graphic element is a draft concept design ONLY at this point. Before a design is finalised, further consultation will be undertaken with Ngarrindjeri leaders to refine it and ensure it is appropriate and reflective of the local culture.



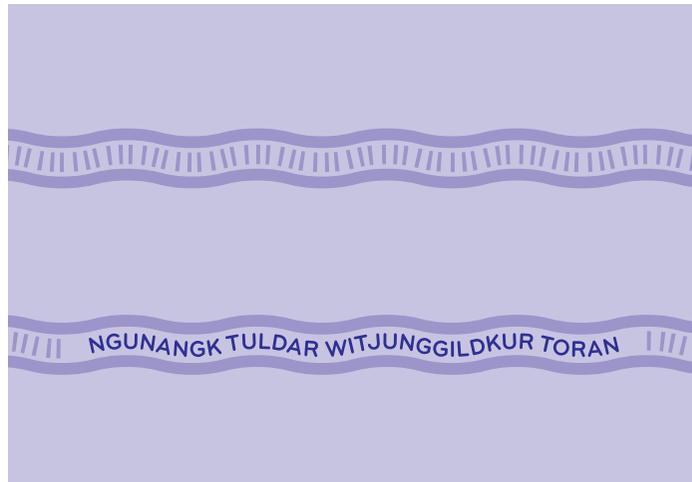
GRAPHIC ELEMENT CONCEPT #1



Wavy lines represent the Murray River



Cross-hatching reflects Ngarrindjeri design style



Aboriginal language for logo (placeholder only, to be updated with new words)

GRAPHIC ELEMENT CONCEPT #1



GRAPHIC ELEMENT CONCEPT #1



NOW IT'S TIME TO HAVE YOUR SAY. *CLICK THIS LINK TO CAST YOUR VOTE.*

MORE INFORMATION

For more detail on the rebrand project, visit our website:
<https://www.mbhs.sa.edu.au/our-school/vision-and-branding-consultation>

Or to speak with someone at the school, contact us on:

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