

COLOUR

The core branding palette is comprised of - ocean (blue), forest (green), sun (yellow) and earth (brown) with neutral black to bring them together and give contrast. Some of the palette colours (black, green and gold) were influenced by current uniform choices, they have been adapted to become part of the new branding. Whilst being bright and summery the colours aren't too strong and are in harmony with each other and are derived from the environment. The colours have intrinsic meaning also ie Blue represents ideas, freedom, harmony Green - youth, growth, nature, Yellow - creativity, protection, intellect, Black - strength, dignity, stability and Brown is neutral, earthy and natural. Brand in Standard Format. Every part of the brand has a relationship to the other parts. When all the parts are brought together they create a strong, easy-to-identify image.

ICON

The icon is a shape made of multiple elements arranged in specific relationship to each other. They portray the core values, vision and sense of belonging the school enjoys within the Margaret River community. It has an vibrant energy and sense of flow and movement. This represents the school's affinity with the natural environment and the participation of children in various programs and activities. Elements interconnect showing the collaborative working and learning together attitudes of the school. The circle represents the nurturing, protective school body where information, ideas and learning flow as an evolving continuous loop with strong support from parents and members of the local community. The figures/students radiate out from the centre indicating growth, evolution and an ability to look outwards to the future and to reach for the stars. The external yellow shape represents the sun's energy, light and warmth. The figures extend throught to the blue core blending into the ocean waves - drawing on the surf culture origins of the town and the lifestyle enjoyed by the community. The green represents renewal and growth in both the learning environment and the respect for the environment. **TYPOGRAPHY** The type is a stylish, modern, well balanced font with a balance of straight lines and abundance of curves forming a friendly informal style that compliments the icon perfectly and reflect the flow of water and the environment. The 'Margaret River' text is upper and lowercase lending a level of informality reflecting the welcoming friendly nature of Margaret River Primary School. 'PRIMARY SCHOOL' is uppercase indicating the formal nature of school core curriculum. 'grow and achieve together' is the support line for the branding and is all lowercase to appear light and friendly. This represents the personal one on one care for the social and emotional well being of every student.