**Redesign of school logo and colour palate – release 2016**

**Our School**

We are a public school that has students enrolled for a variety of reasons. Either they cannot attend a regular face to face school for a variety of reasons or they want to study a course which is not offered at their own high school. Our students are isolated due to circumstance. More information can be found on our school website. <http://www.sydneyh-d.schools.nsw.edu.au/index.php?option=com_content&view=category&layout=blog&id=67&Itemid=154>

**Concept**

* Use **Sydney** as a reference to our school location. We are the only **Distance Education** High School based in Sydney. Some obvious elements are the **Sydney** **Opera house** and **Sydney harbour**. Both of these are referenced in our current logo.
* The **Sydney Harbour Bridge** could have a dual meaning for our school and we are interested in using this as an element. It could refer to the connection between students and teachers. We have a school magazine called Bridging the Distance.
* We are a **progressive school** with a mix of paper based course materials and online course content.

**Scope of work**

1. Design a new logo based on some of the concept above. However we are open to new ideas.

* Flat and simple design
* Not too busy
* Dynamic
* Colour version
* Black or monochrome version
* High definition vector image

1. Include the text “Sydney Distance Education High School”

* Text to the side right and/or left
* Text above and/or below option

1. Define a colour palate with exact PMS colours. Whilst the current colour palate is listed below we are open for new ideas.

**Self - Analysis of current designs**

|  |  |  |
| --- | --- | --- |
|  | **Positive** | **Negative** |
| **Website**  <http://www.sydneyh-d.schools.nsw.edu.au/> | Font in title | Colours – too green and pastel  Logo – outdated |
| **Intranet**  <http://tinyurl.com/sdehsintranet> | Colours | Font  Logo – outdated |
| **elearning**  <https://elearning.sdehs.nsw.edu.au/login/index.php> | Colours  Watermark in header  Font in header | Logo - outdated  Gradient in header |

**Current colour palate**

These colours are not perfect and are based on a combination of elearning site, intranet documents and other logos. There are variations to these colours as they had gradients in the original logo and were consequently altered in some publications.

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Dark Blue | Mid Blue | Light Blue | Dark Yellow | Light Yellow | Dark Grey | Light Grey |
|  |  |  |  |  |  |  |
| **#0066CC** | **#7FA2CB** | **#C4DCF4** | **#FFD140** | **#FFFFCC** | **#404040** | **#B6B9BD** |

**Award**

Sydney Distance Education High School will award two (2) winning designs $500. We will use the logo for a shortlist of designs which will be taken to the school community for some feedback. Upon payment of this award Sydney Distance Education High School will own all copyright on the design submitted and can change or edit them as they wish.

**Submissions**

All designs must be sent to Ian Tobitt via email before COB Friday 2nd October.

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