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School Branding & Design Services

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Professional Branding Solutions For Schools

Your school's brand is more than just a logo, it's how your community recognises you, what sets you apart, and how you present yourself across every touchpoint from signage to social media.

Whether you need to document your existing brand, refresh outdated materials, or create an entirely new visual identity, we offer professional design services tailored specifically for schools.

Our Services Include:

Brand Documentation

Organise and document your existing brand assets with clear usage guidelines, ensuring consistency across all school communications.

Logo Services

From professional file creation and redrawing to refinement and complete redesign - we ensure your logo works across every application.

Corporate Stationery

Professional letterheads, business cards, and stationery that reflect your school's identity and make the right impression.

Complete Rebrands

Strategic brand development for schools undergoing change or needing a fresh visual identity.

Specialised Design

Sports house logos, mascot design, program branding, and custom design solutions for your school's unique needs.

Why Work With Us?

We specialise in working with schools and understand your unique challenges:

- Multiple stakeholders and approval processes
- Budget considerations and value for investment
- Need for consistency across diverse applications
- Practical solutions that actually get used
- Long-term usability across changing staff and volunteers

Our approach is collaborative, practical, and focused on creating brand systems that serve your school community.



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How Our Services Work

Core Service:

Brand Resource Guide (\$3,740 inc GST)

Our foundation service - comprehensive brand documentation

Add-On Services:

Choose what you need

Each service can be purchased individually OR added to the Brand Resource Guide

Popular Combinations:

Bundled solutions

Common service combinations for complete branding solutions

Brand Resource Guide



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Why Your School Needs a Brand Resource Guide



Consistency Across All Communications

Ensure every piece of communication - print, digital, or social - reflects a cohesive brand identity.



Efficient Brand Management

Prevent the misuse of assets, protecting your school's identity and reputation.



Brand Strength

Strengthen your school's brand by maintaining a uniform look and message.



Time-Saving

Say goodbye to guesswork and endless revisions. Simply refer to the guide for clear rules on how to use logos, colours, fonts, and typography.



Staff Empowerment

Give your staff, volunteers, and external suppliers the tools they need to create on-brand materials without constant oversight.



Professional Presentation

Present a polished, professional image that reflects your school's values and builds community confidence.

What is it?

A comprehensive reference document that organises and documents your existing brand assets with clear usage guidelines. This is our foundation service - perfect as a standalone solution or as the base for additional branding services.

Your Investment

\$3,740

Please note a Brand Reference Guide is a **reference document only**.

For additional design services, such as logo creation or vectorisation, template design or a corporate stationary package, please choose one of the other packages listed in this document.

The Process

1.

School to supply all relevant branded assets to be displayed in the reference guide (e.g. logos, fonts, colours, stationary, signage etc)¹

2.

Assets are reviewed and cross-checked against your website and social media platforms to assess current usage.

3.

Your graphic artist may contact you with queries and recommendations (e.g. clarifying and refining font usage and colour palettes etc).²

4.

School to respond to queries and decide whether to proceed with additional recommendations (if any).

5.

Additional design work to be completed (if any), and Brand Style Guide created for school approval (two [2] rounds of amendments included).

¹We will provide a list of example content to provide.

² Some recommendations may fall outside the scope of the Brand Style Guide package and will be quoted separately (e.g. creating vector* versions of existing logos or developing additional branding artwork etc).

* A vector is a scalable, high-quality digital format, especially created to maintain quality at any size, offering versatility for use across all formats. Vector files are essential for a consistent and professional brand image.

Timeline

2-3 weeks from information supply to final delivery

What You'll Receive

1 x Comprehensive Reference PDF Document

Outlining:

- All school logos
- Correct fonts
- Colour values
- Correct use of logos
- Correct use of fonts
- Correct use of colour values
- Sports house colours and fonts (if applicable)
- Usage examples
- Rules associated with using brand assets

Exclusions

- Re-draw/re-design of logos, house logos, mascots or other branding elements (re-created in vector format)
- Re-design of corporate stationary (e.g. letterheads, business cards, display folders etc)
- Export of school logos and branding files
- Supply of font files
- Design/creation of additional brand assets for ongoing use.

Note: These services are available as add-ons - see the next section.

This Service Is For Schools Who:

- Have an established brand but no formal guidelines
- Need consistency across different departments and communications
- Want staff to understand how to use the brand correctly
- Don't need logo redesign, just clear documentation
- Want to prevent brand inconsistency and misuse

Add-On Services

These services can be purchased individually OR added to the Brand Resource Guide.

Each addresses specific branding needs schools commonly face.

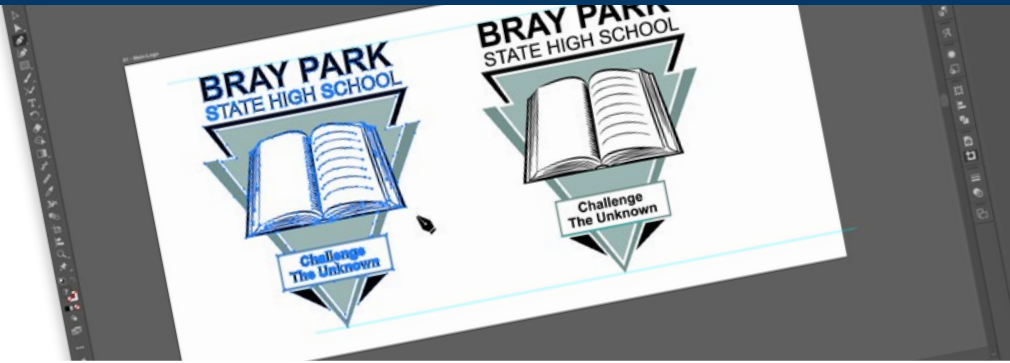


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Vector Logo Redraw



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What is it?

Professional recreation of your existing logo in vector format. Perfect for schools whose logo only exists in low-quality formats (JPG, PNG from old Word documents) or needs to be professionally recreated for modern printing applications.

What you'll receive:

- Logo redrawn exactly as it currently exists
- Professional vector file formats (AI, EPS, PDF & SVG)
- High-resolution PNG files (transparent backgrounds)
- Standard JPG files
- Files optimised for print, web, and digital use

What you provide:

Current logo (any format in the highest resolution or biggest file size you have available - we'll work with what you have)

This service is for schools who:

- Have a logo that's low quality or not in vector format
- Need professional logo files for printing (uniforms, signage, promotional items)
- Want files that reproduce consistently across all materials
- Don't need design changes, just professional file quality

What we do:

- Recreate your logo professionally in vector format (exact recreation, no design changes)
- Supply files in all necessary professional formats
- Ensure files work across all applications (print, digital, signage, uniforms)

Timeline

1-2 weeks

Your Investment

\$660

Important Note:

This service recreates your logo exactly as it currently exists. If you need design improvements, consider the Review & Refresh service instead.

Can be combined with:

Brand Resource Guide: for complete documentation of your redrawn logo

What is it?

Strategic consultation and minor design refinements to improve your logo while maintaining brand recognition. This service addresses reproduction issues, modernises dated elements, or creates additional logo variations without a complete redesign.

What you'll receive:

- Consultation on desired improvements and outcomes
- Review of current logo with improvement recommendations
- Minor design refinements (maintaining core identity)
- Up to 2-3 logo concept options for review
- Final refined logo in all professional file formats (AI, EPS, PDF, PNG, JPG & SVG)
- Multiple orientations if needed (crest, portrait, landscape)

What you provide:

- Current logo and brand materials
- Information about desired changes or improvements
- Examples of reproduction issues or areas of concern

Common improvements we make:

- Simplifying fine detail that doesn't reproduce well
- Creating alternative versions for different applications
- Modernising dated elements
- Improving legibility at small sizes
- Adjusting for better embroidery or engraving
- Creating simplified versions for specific uses

This service is for schools who:

- Need logo improvements while maintaining brand recognition
- Have reproduction issues with current logo (especially on fabric, badges, signage)
- Want to modernise without a complete rebrand
- Need versatile logo versions for different applications
- Want professional design input and recommendations

What we do:

- Consult with you to understand goals
- Identify opportunities for improvement
- Create refined logo options that maintain brand recognition
- Finalise approved direction in all professional formats
- Provide recommendations for implementation

Timeline

3-4 weeks

Your Investment

\$1,500

This is not:

A complete rebrand or major logo redesign. The goal is refinement and improvement while maintaining your recognisable identity. For complete redesign, see Full Rebrand service.

Can be combined with:

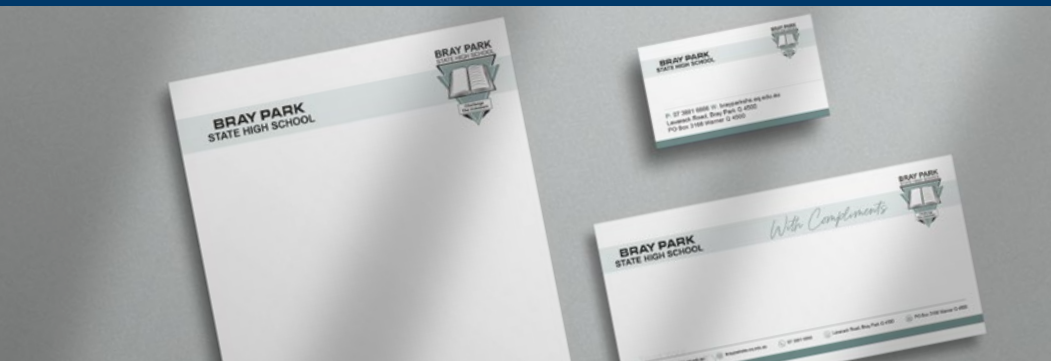
Brand Resource Guide: to document your refined logo

Corporate Stationery

Package: to implement your refined brand

Both: for complete brand elevation

Corporate Stationery Package



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What is it?

Professional design of your school's corporate stationery using your existing (or refined) brand. All items supplied as print-ready PDF files.

What you'll receive:

- Letterhead design (print-ready PDF)
- Business card design (print-ready PDF)
- Presentation folder design (print-ready PDF)
- With compliments slip design (print-ready PDF)

All designed to your brand specifications and supplied ready to send to any professional printer.

What you provide:

- Logo files (in good quality/vector format)
- Brand colours and fonts
- Content (school address, contact details, names for business cards, etc.)
- Any specific printer requirements
- Photographs (if applicable)

This service is for schools who:

- Already have a logo and brand but need professional stationery
- Want to refresh their stationery without changing their brand
- Need print-ready files for their printer
- Want consistent, professional materials

What we do:

- Design professional stationery suite using your brand
- Ensure designs meet professional printing standards
- Supply print-ready PDFs with correct bleeds, crop marks, and specifications
- Provide guidance on paper stocks and printing if needed

Timeline

2-3 weeks

Your Investment

\$825

Important Note:

- Printing is not included (you receive print-ready digital files)
- Requires good quality logo files (vector preferred)
- Can design to your printer's specifications

Can be combined with:

Vector Logo Redraw: if you need professional logo files first

Review & Refresh: for elevated brand and stationery

Brand Resource Guide: for complete brand documentation

Full Rebrand Package



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What is it?

A comprehensive rebrand for schools ready to completely reimagine their visual identity. This service involves strategic consultation, concept development, and creation of an entirely new brand system.

When you need a full rebrand

A full rebrand might be right for your school if:

- Your current logo doesn't reflect your school's values or identity
- You're merging with another school or undergoing significant institutional change
- Your branding has become dated and no longer serves your community
- You need to differentiate from other schools in your region
- You're launching new programs or directions that require fresh positioning

This service is for schools who:

- Need a completely new visual identity
- Are undergoing significant institutional change
- Want strategic brand positioning, not just a new logo
- Are ready to invest in a comprehensive brand system
- Need support with brand implementation and rollout

Timeline

6-8 weeks

Your Investment

POA

Investment guide:

Full rebrands typically start from \$7500 depending on scope, complexity, and number of deliverables.

Next Steps:

Contact us to discuss your specific situation. We'll schedule a consultation to understand your needs and provide a detailed proposal with scope, timeline, and investment.

See over:



View our process and what's involved

What's Typically Involved:

Discovery & Strategy Phase:

- Consultation
- Brand audit and competitor analysis
- Definition of brand values, personality, and positioning
- Strategic direction and creative brief development

Design & Development Phase:

- Multiple logo concept development (typically 3-5 initial directions)
- Refinement of selected concept
- Complete logo suite creation (multiple orientations and variations)
- Colour palette development
- Typography system selection
- Visual identity applications

Implementation Phase:

- Comprehensive brand resource guide
- Corporate stationery package
- Logo applications and mockups
- Brand rollout recommendations and timeline
- Templates and guidelines for ongoing use

The Process

1. Initial consultation to understand scope and goals
2. Detailed proposal with timeline and investment
3. Strategic discovery phase
4. Concept development and presentation
5. Refinement and finalisation
6. Complete brand system delivery
7. Implementation support

House, Mascot & Program Logos

What is it?

Custom logo design for sports houses, school mascots, or specific programs. These logos complement your main school brand while giving individual identity to sub-groups.

Common applications:

- Sports house logos (e.g., Red House, Blue House, Griffin House)
- School mascot design
- Program-specific branding (e.g., Music Program, Sports Academy, STEM Centre)
- Department logos
- Special initiatives or campaigns

What You'll Receive:

- Consultation on logo requirements and usage
- Concept development (typically 2 styles)
- Refinement of selected concept
- Final logo supplied in all professional formats
- Usage guidelines for the new logo
- Files optimised for all applications

What you provide:

- Information about the house/mascot/program
- Any existing requirements (colours, symbols, etc.)
- Examples of how the logo will be used

This service is for schools who:

- Need sports house identities
- Want a mascot logo created
- Need program-specific branding
- Want sub-brands that complement their main school brand

What we do:

- Consult to understand requirements
- Design concepts that complement your school brand
- Refine approved concept
- Supply complete, professional logo suite
- Provide guidance on implementation

Timeline

2-4 weeks

Your Investment

POA

Can be combined with:

Brand Resource Guide: to document all school logos in one place

Multiple house & program logos: to create a full package across your school

Next Steps:

Contact us with your specific requirements for an accurate quote and timeline.



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Popular Service Combinations

Many schools choose to combine services for a complete branding solution. Here are our most popular combinations with bundled pricing:

Essential Refresh

Brand Resource Guide + Vector Logo Redraw

Perfect for schools who need:

- Professional documentation of their brand
- Logo files in proper quality for printing
- Everything organised and ready to use

What you get:

- Complete brand resource guide
- Logo redrawn in vector format
- All files in professional formats
- Clear usage guidelines

Timeline:

3-4 weeks

Investment:

\$4400

Complete Brand Elevation

Brand Resource Guide + Review & Refresh + Corporate Stationery

Perfect for schools who want:

- Improved logo that maintains brand recognition
- Professional stationery suite
- Complete brand documentation

What you get:

- Logo consultation and refinement
- Professional stationery design (letterhead, business cards, folder, with compliments slip)
- Comprehensive brand resource guide
- Everything ready to implement

Timeline:

5-7 weeks

Investment:

\$6065

Foundation Plus Stationery

Brand Resource Guide + Corporate Stationery Package

Perfect for schools who:

- Already have good logo files
- Need professional stationery
- Want complete brand documentation

What you get:

- Brand resource guide documenting everything
- Professional stationery suite (4 items)
- Print-ready files

Timeline:

4-5 weeks

Investment:

\$4565



What does your school need most?

"We need everything documented and organised"

→ Brand Resource Guide - \$3,740

You have a logo and brand, but no formal guidelines. Staff are using fonts and colours inconsistently. You need clear documentation.

Perfect as a standalone service, or add:

- Logo Redraw if your files are low quality → Total: \$4,400
- Corporate Stationery if you need professional materials → Total: \$4,565
- Both → Total: \$5,225

"Our logo looks dated or doesn't reproduce well"

→ Review & Refresh - \$1,500

Your logo has fine detail that doesn't reproduce on fabric or small sizes. It feels dated but you don't want to lose brand recognition. You need modernisation while maintaining your identity.

Perfect as a standalone service, or add:

- Corporate Stationery to implement your refreshed brand → Total: \$2,325
- Brand Resource Guide to document everything → Total: \$5,240
- Both for complete brand elevation → Total: \$6,065

"We're ready for a complete transformation"

→ Full Rebrand Package - POA

Your brand no longer reflects your school's values, you're merging with another school, or you need a completely new visual identity. You want strategic brand development, not just a new logo.

Includes: Discovery, strategy, complete logo development, brand guide, stationery, and implementation support.

Contact us to discuss your specific situation and receive a detailed proposal.

"Our logo is poor quality or only exists as a JPG"

→ Vector Logo Redraw - \$660

Your logo doesn't print well on uniforms, signage won't reproduce it properly, or you only have a low-resolution file from an old Word document.

Perfect as a standalone service, or add:

- Brand Resource Guide to document everything → Total: \$4,400
- Corporate Stationery for professional materials → Total: \$1,485
- Both → Total: \$5,225

"We need professional stationery designed"

→ Corporate Stationery Package - \$825

You have a logo and brand but your stationery is inconsistent, outdated, or you're using basic Word templates. You need professional letterheads, business cards, folders, and with compliments slips.

Perfect as a standalone service (if you have good logo files), or add:

- Brand Resource Guide for documentation → Total: \$4,565
- Logo Redraw if your files need improvement → Total: \$1,485
- Review & Refresh for brand improvement → Total: \$2,325

Frequently Asked Questions

Q: Can we customise services to fit our specific needs?

A: Absolutely. These services provide a framework, but we're happy to tailor the scope to your exact requirements.

Q: Do you provide printing services?

A: We supply print-ready files that can be taken to any professional printer. We can recommend printers if needed, but printing is not included in our services.

Q: What file formats will we receive?

A: You'll receive professional formats including AI (Adobe Illustrator), EPS, PDF, high-resolution PNG (transparent), and JPG files suitable for all applications.

Q: Can you work with our existing printer or signage supplier?

A: Yes! We can liaise with your suppliers to ensure files are prepared to their specifications.

Q: What if we need changes after the project is complete?

A: Minor tweaks can usually be accommodated. Significant changes or new design work can be quoted separately on an hourly basis.

Q: Do we own the final files?

A: Yes. Upon full payment, you receive commercial usage rights for all final deliverables. We retain copyright and authorship rights as the designer.

Q: Can we use our brand guide to create our own materials?

A: Absolutely! That's the whole point. Your brand guide gives you (and your staff, volunteers, or external suppliers) everything needed to create on-brand materials.

Q: How long are prices valid?

A: All prices are current as of January 2026 and are valid for 90 days from enquiry.

Q: Can we add services later?

A: Yes! You can start with one service and add others as needed. We'll work with your existing files and build on what you already have.

Q: Do you work with schools Australia-wide?

A: Yes, we work with schools throughout Australia. Most projects are conducted remotely with excellent results.




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