



Mareeba State High School Style Guide and Branding

What are we aiming to achieve?

Develop a new style guide for Mareeba State High School

Review the branding for MSHS

Acknowledging and documenting our history

Ensure everyone has an opportunity to provide feedback

Look to implement in Term 1 2027

Style Guide

What is a style guide?

- A style guide outlines use of the logo, the colours and fonts to use, writing styles, document templates and other general guidelines for your branding across various channels.
- Ultimately, a style guide helps with two important things:
 - consistency - expresses professionalism, improves reputation, ensures images, colours, fonts etc are the same across all channels
 - consistency will bring credibility

Key Elements of a style guide

•Logo Usage

- Where and how can be used, minimum size requirements, approved colour variations

•School Colours

- Consistent colour palette reinforces a school's identity and values

•Typography

- Primary fonts, alternative fonts, recommended sizes, weights and spacing for readability and consistency

•Tone of Voice and Messaging

- Formal vs informal communication, best practices for consistent messaging across emails, newsletters and social media

•Consistent application across platforms

- Guidelines for print material, presentations, reports

Review the Branding for MSHS

Understand what MSHS has had in place

Developed some contemporary concepts

Look to include the following:

- Colour Palette
- Shield Logo (Corporate)
 - Appears on all official documentation such as letterheads, uniforms, signage
- Primary Logo (Supplementary)
 - Main logo to be used throughout brand and used for large displays, website banners, brochures, signage
- Primary Logo and Tagline (Supplementary)
 - Variation
- Secondary Logo (Supplementary)
 - Designed to suit spaces where your primary logo does not fit (i.e. letterheads, email signatures etc)
- Tagline
 - Additional design element that can be used on social media, signage and packaging

Logos



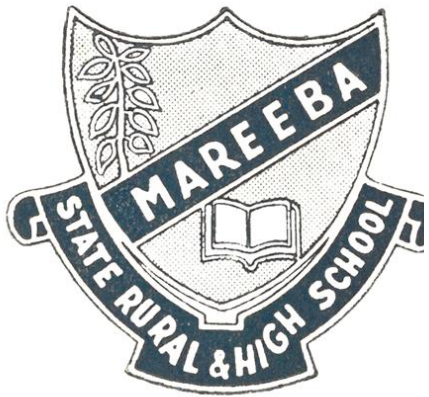
A logo needs to be simple, clear and scalable.

It should remain clear and recognisable whether it appears on a billboard, a business card or embroidered onto a shirt.

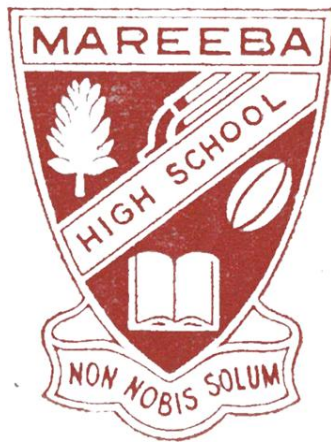
While detailed illustrations and artwork can add personality to a brand, they often don't reproduce well at smaller sizes.

The readability of intricate lines and graphic elements diminish significantly the smaller a logo is scaled.

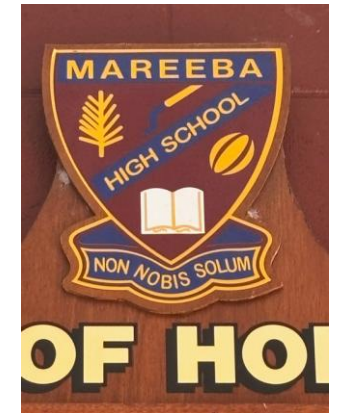
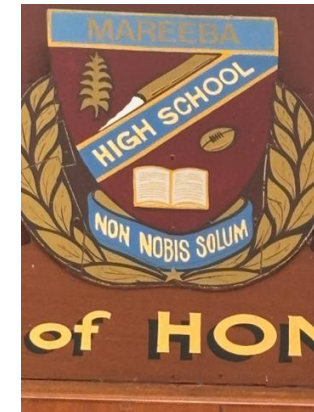
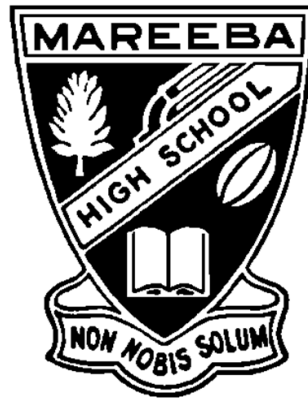
Shield Logos over the years



1958



1961



Current

Represents Community and Learning

Examples



What has been undertaken to develop a contemporary look for MSHS

- Commenced Term 4 2025
- Engaged two separate consultants to help develop the concepts
- Engaged with year 12 Art students
 - Review concept developed and provided feedback
 - Sessions held to develop what a new shield and supplementary logo could look like
 - Key elements – Mareeba Rock Wallaby, Meeting of the waters, Landscapes, Sun
 - Design by students forwarded to both consultants to consider for the new concepts
- Engaged stakeholders to understand the history of the shield and the reason for the 4 current icons

Next Steps

Term 3

Presentation to P&C – 9 September 2026

Presentation to all Staff – 15 September 2026

- Presentation to Student Council and student leaders – between 9 September and 18 September 2026
- Information provided to all students to vote on prior to closing date of 17 October 2026
- Voting to be opened for all staff, students and community end of Term 3

Term 4

- Voting to close on 5 Options – end of Week 2 Term 4 (17 October 2026)
- Communicate results of preferred option
- Finalise branding document for MSHS
- Commence developing materials etc

2027

- Implement new Style Guide in Term 1
- Continue working through signage and apparel changes across the School
- Form Working group with Students to develop storyline and meaning of the logo

Option 1

Current Style

Guide and

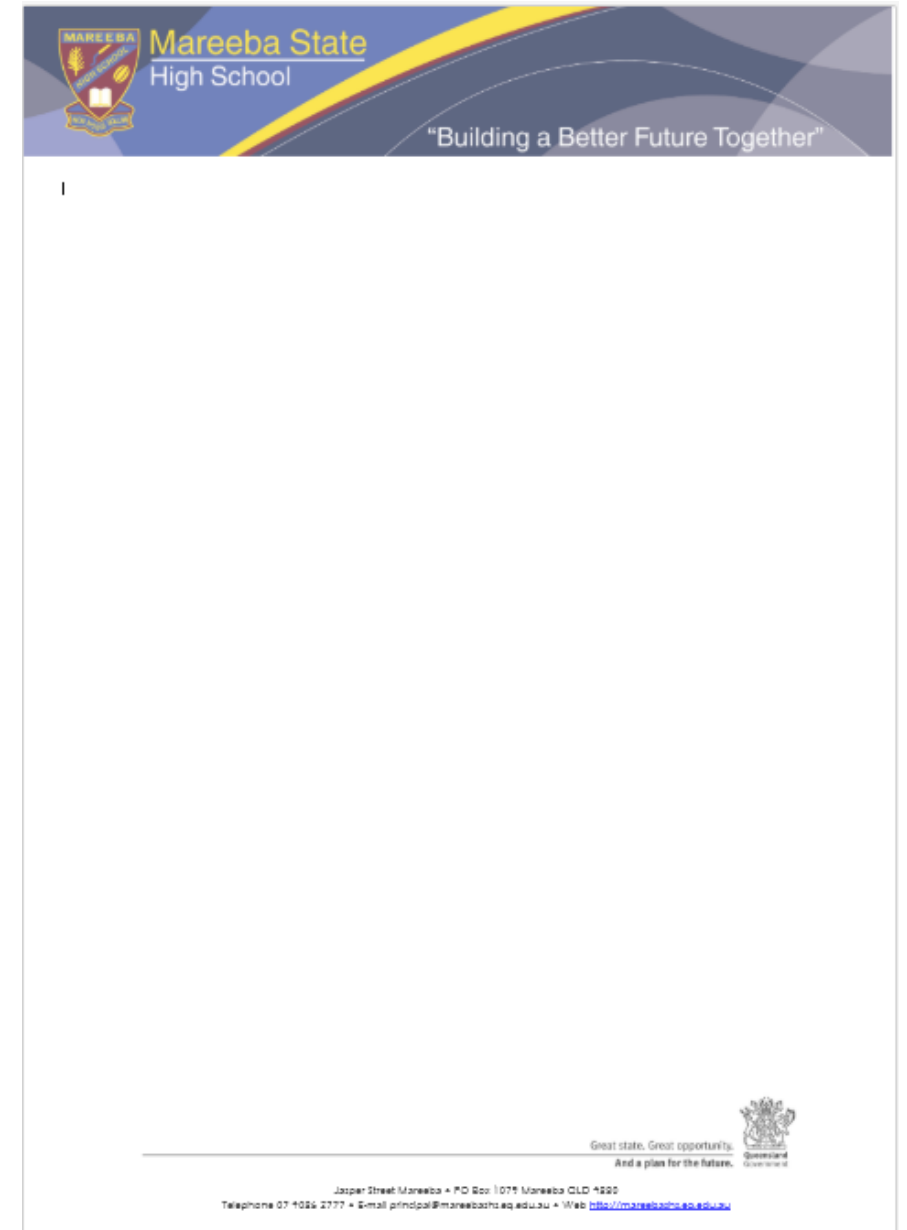
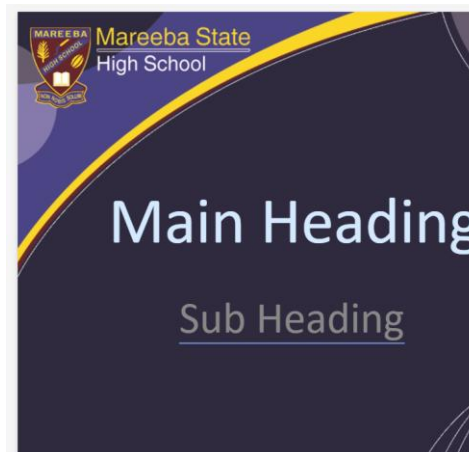
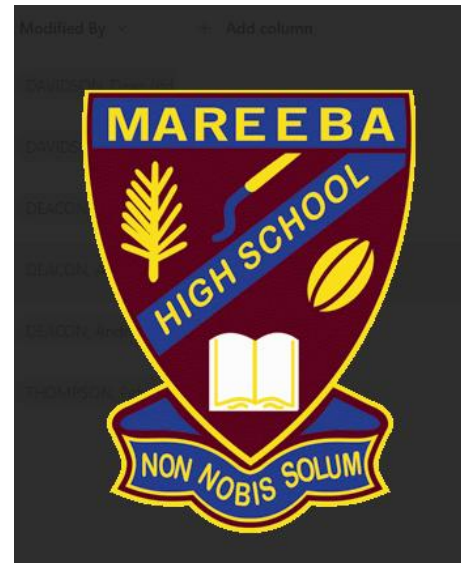
Branding

Current Letterhead

Email Block

Current primary Shield Logo

PowerPoint Template



Options 2 -4



Developed by an external consultant



Three concepts developed



Feedback provided from a select cohort of art students – this included:

Rock wallaby

Inclusion of a shield in the design

Consideration of the yellow colour to be used in the final product

Iconography

To honour the history and symbolism of the school's existing logo, the new brand concepts retain the same four core icons featured within the original crest. Rather than replacing these longstanding visual elements, the focus of this redesign was to modernise and refine them - creating a cleaner, more cohesive visual system that improves clarity, recognisability and scalability across both print and digital applications. Each icon has been carefully redrawn using simplified forms and contemporary linework to ensure the crest feels timeless, professional and visually balanced while still maintaining its connection to the school's heritage and regional identity.

ORIGINAL



UPDATE



RATIONALE

The original tobacco icon has been redesigned using the shape and structure of an actual tobacco leaf. This approach creates a more recognisable and intentional visual representation while preserving the important historical connection between the tobacco industry and the region's identity. The updated design feels more organic, refined and authentic to the meaning behind the symbol.



The original waterpipe icon was often difficult to interpret visually. To better represent the waterways of the region, this element has been reimagined as a flowing river icon. The updated symbol communicates movement, connection and the natural landscape of the local area while maintaining the significance of the original concept.



The football icon has been refined using clean, simplified linework. The updated version maintains the strong connection to sport, teamwork and school culture while creating a modern and balanced visual style alongside the other icons.



The book icon has been modernised through simplified shapes and refined detailing to improve legibility and cohesion within the crest. As a symbol of education, knowledge and learning, the book remains an important part of the school's identity and has been reimagined to feel contemporary and visually aligned with the updated branding direction.

Option 2



- Builds on your existing shield logo.
- The overall structure remains familiar, however the graphic elements have been simplified and refined to create a contemporary and cohesive look.
- The colour palette largely honours your existing tones, with the addition of a deeper yellow and complementary grey shades to expand versatility and allow for more dynamic application of the brand.



Option 2 – Logo Suite and Application

Option 2 - Shield Logo and Supplementary logos

LOGOS & SUBMARKS

Secondary Logo
(Supplementary)

What is a secondary logo?
A secondary logo is designed to
sit beside your primary logo
when the elements of your primary logo
aren't quite fit. Your secondary logo
uses the elements of your primary logo
arranged in a different composition to
give you more flexibility to use your
brand across different design settings.

BEST USED FOR

- Letterheads
- Email signatures
- Social media banners



LOGOS & SUBMARKS

Shield Logo
(Corporate)

What is a shield logo?
Your shield logo is the corporate
identifier for Mareeba State High
School. It should appear on all official
documentation such as letterheads,
uniforms, signage, etc.

BEST USED FOR

- Marketing collateral
- Letterheads
- Signage
- Apparel



LOGOS & SUBMARKS

Primary Logo
+ Tagline
(Supplementary)

Your primary logo also comes in a
version that includes your tagline.



LOGOS & SUBMARKS

Primary Logo
(Supplementary)

What is a primary logo?
Your primary logo is the main logo to
be used throughout your brand. It is the
main identifying mark for your business
and is used on the majority of your
branding collateral.

BEST USED FOR

- Large displays
- Website banners
- Business cards
- Signage



Option 3



CORPORATE LOGO



SUPPLEMENTARY LOGO

- Reimagines your existing shield into a contemporary badge-style layout.
- Two original icons have been replaced with a rock wallaby and an abstract “M” waterway element. This concept also introduces a supplementary logo that can be used independently of the shield.
- The design draws on the “M” from Mareeba, transforming it into an abstract river element that represents the waterways of the region.
- The colour palette builds on your existing brand tones while introducing two additional shades of blue.



Option 3 – Logo Suite and Application

Option 3 -Shield Logo and Primary Logo

LOGOS & SUBMARKS

*Secondary Logo
(Supplementary)*

What is a secondary logo?
A secondary logo is designed to suit spaces where your primary logo doesn't quite fit. Your secondary logo uses the elements of your primary logo arranged in a different composition to give you more flexibility to use your brand across different design settings.

BEST USED FOR

- Letterheads
- Email signatures
- Social media banners



LOGOS & SUBMARKS

*Shield Logo
(Corporate)*

What is a shield logo?
Your shield logo is the corporate identifier for Mareeba State High School. It should appear on all official documentation such as letterheads, uniforms, signage, etc.

BEST USED FOR

- Marketing collateral
- Letterheads
- Signage
- Apparel



LOGOS & SUBMARKS

*Primary Logo
+ Tagline
(Supplementary)*

Your primary logo also comes in a variation that includes your tagline.



LOGOS & SUBMARKS

*Primary Logo
(Supplementary)*

What is a primary logo?
Your primary logo is the main logo to be used throughout your brand. It is the main identifying mark for your business and is used on the majority of your branding collateral.

BEST USED FOR

- Large displays
- Website banners
- Brochures
- Signage



Option 4



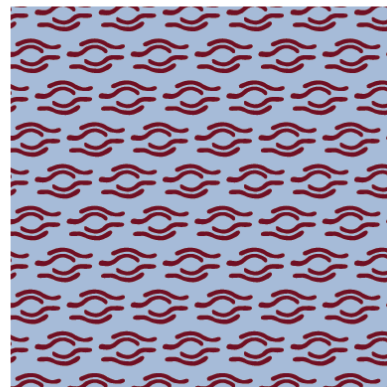
CORPORATE LOGO



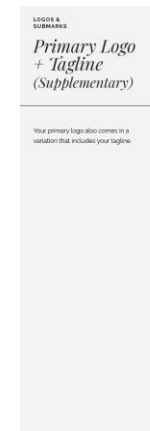
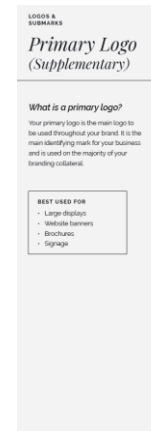
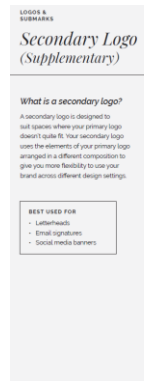
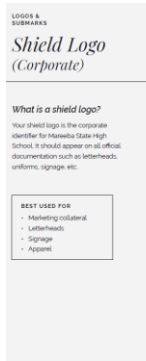
SUPPLEMENTARY LOGO

- The shield has been refined with a corporate, streamlined aesthetic, creating a polished and contemporary look while still honouring tradition.
- Two of the original icons have been simplified, offering a holistic and symbolic representation of water and agriculture.
- The supplementary logo moves into a more abstract direction, symbolising the waterways of Mareeba.
- The colour palette blends elements from Concepts One and Two, incorporating softer blues and greys

Option 4 Logo Suite and Application



Option 4 -Shield Logo and Primary Logo



Option 5



Developed by an external consultant through a combination of previous school emblems, concepts developed by consultants, and suggestions from students.



Still draft concepts exploring possible directions. Importantly, the visual elements shown within the emblem are suggestions for style and placement rather than final artwork.



Design focus more strongly on the concept of “Meeting of Waters”, expressed through a contemporary Indigenous visual style within the emblem.

Option 5

Agriculture

Great Symbol

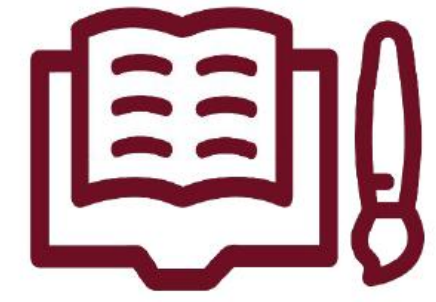
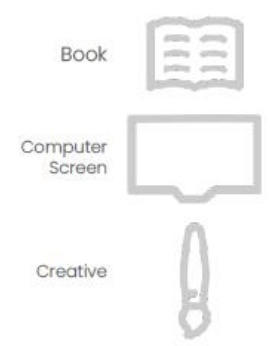
Sugar cane flowering
Irrigation pipes

Good connection to previous
emblems and also waterways.

*Could possibly represent tobacco
flowing but is not a great symbol
for a school.*



Academic



Environment/Culture

Mareeba
Rock wallaby



Sports



Granite Creek

Meeting of the waters

Option 5 – shield representation

Local First Nations
contemporary
symbolism

Shield representation, paying respects to First Nations land and waters. Should be created by First Nations students in senior years.

This contemporary pattern represents the Meeting of Rivers (Shield style) and is an underlying symbol embedded into the primary school emblem.



Example



Option 5 – Shield and Supplementary Logo

Only examples of placement. Visual elements may differ when final emblem is created for inclusion of waterway and Indigenous elements.



Could include contemporary pattern in background to represent First Nations Country.

Meeting of Waters (Mareeba)

Possibly more suitable for minimal depiction of Waterway and Sun rays.

The inclusion of dots represents the granite rocks characteristic of the region, while two organic flowing lines symbolise the local waterways, with the overall form creating a stronger visual reference to the mountain ranges.



Option 5 – Supplementary Emblem

Supplementary emblem

An important consideration is how the supplementary emblem will work across the school's primary blue uniform. In the current maroon treatment, the primary emblem can become visually lost. I suggest that when the emblem is used against the school's blue, the primary emblem should consistently appear in Sun Yellow to provide stronger contrast and visibility and suggestion of growth and rebirth.

Sun Yellow also provides a meaningful supporting colour for the school's "Building a Better Future Together" message. It can represent growth, optimism, movement and the sun as a giver of life, creating a positive connection between the emblem, the school's identity and its vision for the future.



Option 5



Acknowledging and Documenting our History

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○

- **Look to set up a working group:**
 - Develop a storyline and meaning of the MSHS logo
 - Recently utilised by Trinity Bay to acknowledge the past, document changes and explain the meaning that the logo is built upon
 - Display at a nominated place at the school

Storyline and meaning that our logo is built upon...

These elements tell a story of a school that acknowledges the past, deeply values the current environment, landscape and people then moves with pride into the future in partnership with all members of our T'Bay community.



Sail	Stingray Wing	Ancestral Guides	Mangroves, Land & Waterways	Diverse Community	Turtle Shell	
We acknowledge our past by extracting a single sail from our original logo, thus paying respect to our past and acknowledging the history of our school. Sails have been used for all cultures for eons, propelling people, culture and goods to new learning, destinations and opportunities.	Nestled above the sail is a flowing wing of a stingray. The stingray is the symbol proudly worn by our sporting teams and something that we feel great pride in within our school emblem. The stingray wing represents the uplifting movement that can propel our school forward into the future.	Sitting prominently in the top of our emblem are two ancestral guides. The stars represent and acknowledge the guidance we can all call on from our ancestors and acknowledge our shared history. Our two ancestral guides remind us to stay true to our own North Star and to live up to the expectations of those whose legacy we have inherited.	The interconnections between the stylised mangrove roots mirrors the support we provide each other and the strength of our community when we combine. Simultaneously this design element also forms an aerial map of the Trinity inlet. The land and the topography that shapes our lives, from which our school derives its name.	Simple dots are various sizes sit on the land mass in the bottom left hand side of our logo. These differently sized dots embody the diversity of our students, parents, staff and the broader Cairns community.	The uniquely styled turtle shell references strength and resilience and pulls all the design elements together as one.	Our school name sits proudly above the design and underpinning the emblem is the word 'Endeavour'. In the context of our logo, 'Endeavour' symbolises our persistence and commitment to ourselves and others as well as resilience in overcoming future challenges we may face together.

Please select your preferred Option



What will the voting
page look like on the
survey?





Questions
