

The future is here.  
Introducing the new  
Gardenvale Primary  
School logo.

# Dear Gardenvale School Community.

In 2021 Gardenvale Primary School celebrated our Centenary - celebrating 100 years of our incredible school community and the impact we've had on thousands of students, families and staff members over the decades.

The Communications Sub-Committee of the School Council was heavily involved in organising the Centenary celebrations, a process of diving deep into our archives evolving heritage of the school over the past 100 years. Did you know the school has a dedicated Archivist, and keeps extensive collections from the 1920s to present day, stored by decade? These archives contain old photos, registers and memorabilia.

## THE NEW DESIGN

This historical reflection inspired a review of the school's branding, leading to discussions about modernising and refreshing the look and feel of our logo imagery following the Centenary.

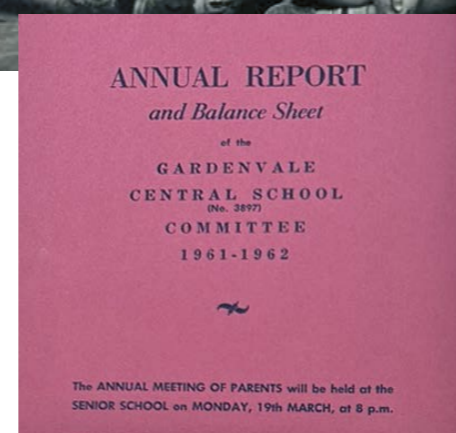
In partnership with David Marinelli (father of Mila and Luca), owner of the design and branding agency Creative Order, and the School Council Communications Sub-Committee, a two-year journey began. This process included multiple design stages, and involved extensive research across our community, gathering feedback from students, teachers, parents, and School Council members.

With immense gratitude to David and the Creative Order team, who have donated their time and expertise, we are proud to unveil our new Gardenvale Primary School logo.

You will have already started to see the new logo appear in signage around the school, and soon will see the new logo roll out on communications from Term 4 onwards.

## UNIFORMS

There will be also be consequential changes to the uniforms as a result of the branding and logo refresh. We will provide further information on the uniforms in the coming weeks. We encourage all families to continue purchasing the current range, as there will be a two year transition period in place for uniforms, up until the end of 2026.

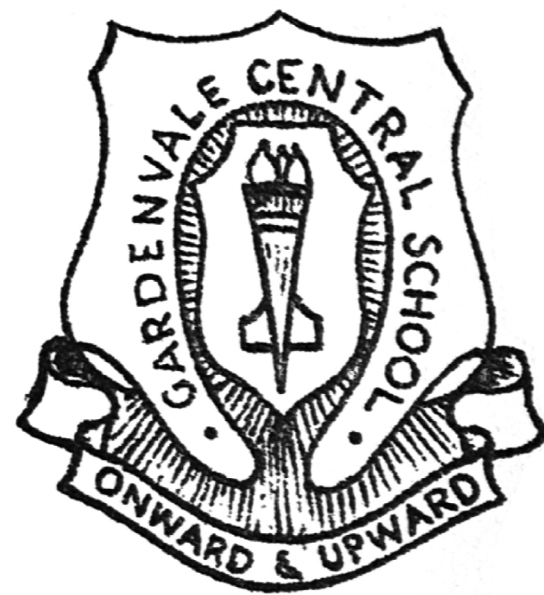


# Our logo history.

1950



1953



1967



1990



We are proud to unveil  
our new Gardenvale  
Primary School logo.

Our new  
logo shield.



GARDENVALE  
PRIMARY

What does our new logo shield mean?

A shield of protection.

A torch lighting the way.

A glowing sunrise.

A long & proud history.

A connection with nature.



# Many parts, one logo.

Like our school, our logo is a sum of its parts. From design references to our visual history, to ways in which Gardenvale shines the light on a world of possibility. Our logo represents all of us.

SHIELD OF  
PROTECTION



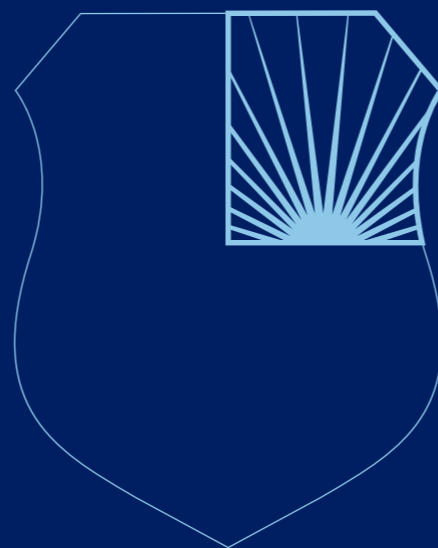
A SIMPLIFIED  
VERSION OF  
THE ORIGINAL  
LOGO SHIELD

TORCH  
FLAME



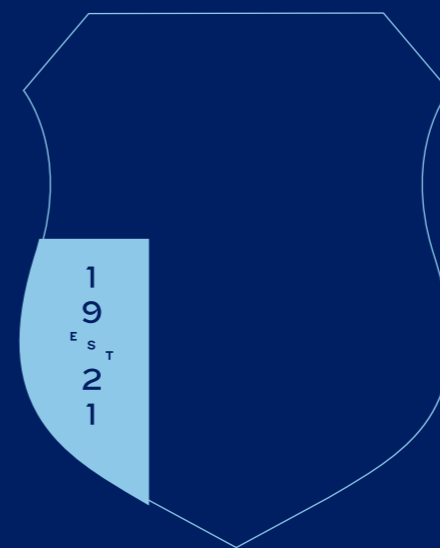
INSPIRED BY THE  
ORIGINAL LOGO,  
THE TORCH LIGHTS  
THE WAY

GLOWING  
SUNRISE



SHINING A LIGHT  
ON NEW BEGINNINGS  
AND A WORLD OF  
POSSIBILITY

SINCE  
1921



GARDENVALE  
PRIMARY'S LONG  
AND PROUD  
HISTORY

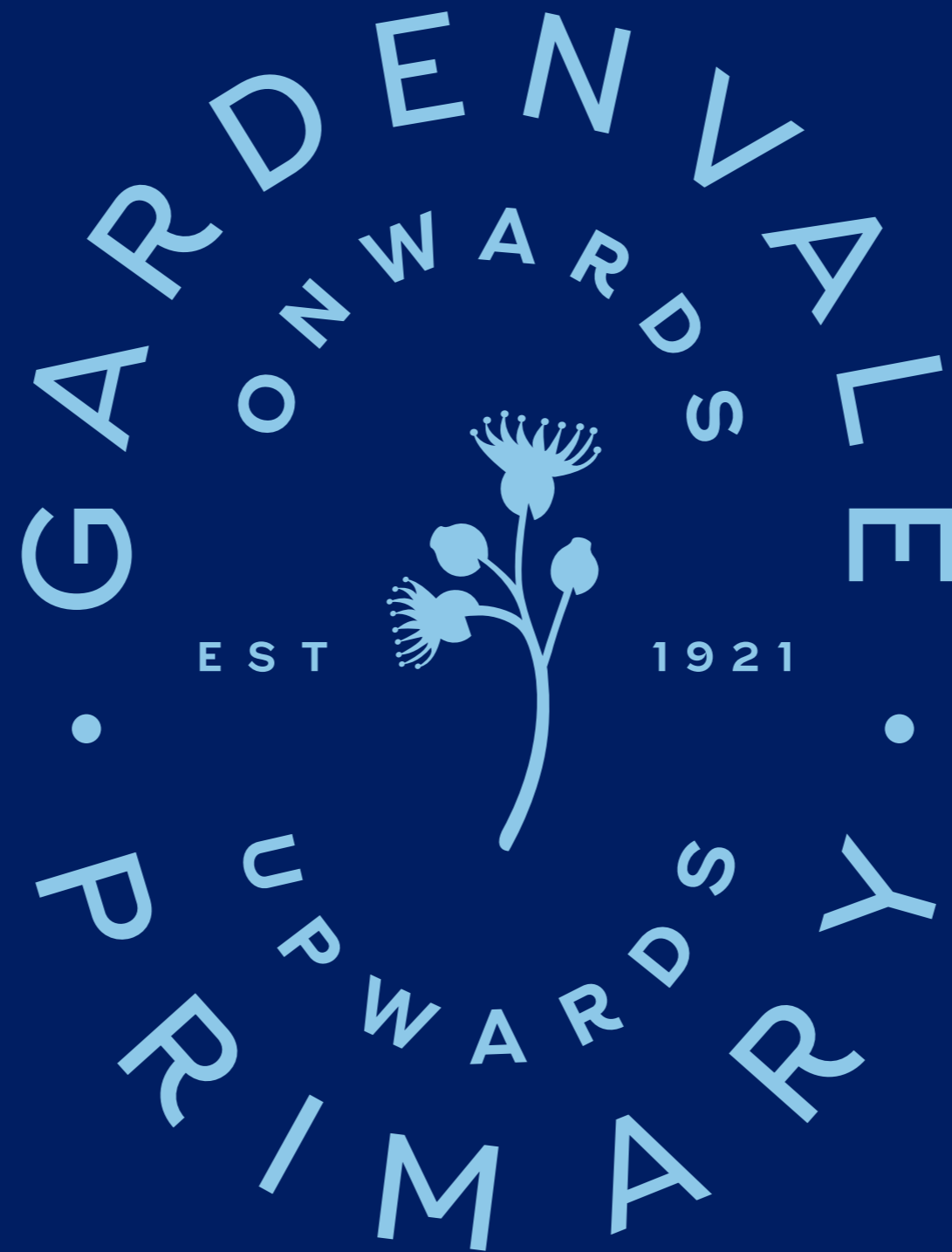
THE SEED OF  
KNOWLEDGE



ONE WITH NATURE:  
NATIVE GUM LEAVES  
AND FLOWERING  
NUTS

Our new  
emblem.

Our new emblem is  
designed to support  
our logo shield.





Our new  
signage.



GARDENVALE  
PRIMARY  
SCHOOL

→ SENIOR  
OFFICE  
All visitors must  
report to the office.



GARDENVALE  
PRIMARY SCHOOL

SENIOR  
CAMPUS

# Looking ahead.

The launch of our new logo marks an exciting step forward in Gardenvale Primary's journey. It embodies our commitment to growth, innovation, and collaboration as we move forward together. It not only reflects our core values, but also sets the tone for all of our future endeavours here at the school.

Thank you for being part of this important milestone.

For more information, please call 9596 2871, or email Dimi Sfetsas at [Dimitra.Sfetsas@education.vic.gov.au](mailto:Dimitra.Sfetsas@education.vic.gov.au)

With thanks to David Marinelli, Ali Rehn, Dimi Sfetsas, Lyla Hennig, Lisa Liu, Henrietta Bird, Rachel Bloom and Nicole Goodman, plus volunteers on our Uniform Sub-Committee.

For more information regarding Creative Order, visit [creative-order.com.au](http://creative-order.com.au) or follow [instagram.com/creativeorder](https://www.instagram.com/creativeorder)



Thank you!

CHALLENGE • ENGAGE • INSPIRE



GARDENVALE  
PRIMARY