

Jindalee Logo

Our Sun and River logo

The Jindalee State School Sun & river logo was developed as our focus for the new millennium.

A design team of school and community representatives considered how we would best reflect in a graphical form what our school conceptually represents.

The existing logo at the time was a traditional heraldic shield with the school name and motto emblazoned on it. As a futures-oriented school, we felt this did not fully represent what the school was about. The traditional form certainly carried the notion that the school had traditions and values, and this should be continued.

The school also, though, was focussed on the community and being a central aspect linked into community life. The school was focussed on continual and cyclical renewal, with the future always dawning bright for our community members. The sun was a natural expression of this concept.

The school is in Jindalee, a community bounded by a loop of the Brisbane River. Water is a feature of the centenary suburbs where Jindalee is located. The school itself is only one block from the river and the amenities it provides through water access and parklands. The school also felt there was a certain 'rightness' about what we were doing and the credit the school received as part of connecting its programs and learning to the community, both locally and more widely. The notion of a 'tick' for credit for our actions and outcomes in 'doing the right thing' had merit. These two features combined to form a 'blue-river-tick check-mark'. This idea was further extended to include linking the school as being part of Education Queensland and State education. The State logo had recently evolved to include a number of waving graphic symbols moving dynamically across the logo. With a little creative design, the blue-river-tick was somewhat flattened to better resemble the State government logo symbols, thus linking the Jindalee symbol with the State of Queensland logo.

The text on the logo was given considerable thought. It was considered that the school was of the community and in itself shone as an example of what was good and right in our community. The name Jindalee linked us to our community. It was thought there was no need to limit the concept of the school to the boundary fence. Thus, the text on the logo identified us as Jindalee – a school in the community, for the community, and that is the community. No further text was thought needed as it would only limit the concept of connectedness and boundaries we sought to soften, not strengthen.

The Sun and River logo was born.