

Port Lincoln High School Centenary Graphics

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As a graduating student with a strong connection to *Port Lincoln High School (PLHS)*, I was originally disappointed at missing the school's 2023 centenary. Accordingly, when the opportunity to graphically brand this milestone presented itself, I chose to undertake it as my first practical project. I initially learnt about the history of the institution and performed an analysis of its existing graphics in a search for inspiration and symbolism. I then analysed centenary designs from other organisations to identify their common features.

Inspired by the clever *RAAF* centenary graphic, I aimed to create a typographic logo that featured the 100 numerals embedded within the school's name. I determined restrictions through communications with representatives from *PLHS* and the school's current Governing Council; these were the inclusion of the existing *PLHS* colour palette and that the developed graphics had to be suitable for reproduction at multiple scales. The software I chose to execute this practical was *Adobe Illustrator*.

I began by seeking a typeface that featured letter O's that could double as zero numerals. The fonts *Montserrat*, *Museo 500*, *Arial* and *Open Sans* were trialled in numerous cases, with the uppercase variant of *Montserrat* being selected due to its rounded O's and resemblance to the school's current typography. Various compositions of the words in the school's name were trialled to form the number 100 from their I's and O's. In the word LINCORN, I observed that the C and O could be utilised to form two zeros, whilst the vertical portion of the N could become a 1. This concept was executed using cleverly adjusted kerning and colour, with the main letters made PLHS dark blue and the number 100 emphasised in strong red. Layering experiments were conducted with the school's name which resulted in PORT and LINCORN forming the top, and HIGH and SCHOOL the bottom. The left vertical portion of the H was carefully aligned with the vertical segment of the L.

I experimented further by incorporating a simplified yet realistic Flinders Monument graphic from the current logo into this concept. The existing graphic had its perspective removed and base straightened. I found the ideal position for it to be in place of the I in the word High. This graphic was removed as I found it to compete for attention with the number 100.

A major inspiration to my project was renowned Australian graphic designer Ken Cato and his company *Cato Brand Partners*. Several of Cato's design philosophies and styles feature within my work. The main connection is that a design should be functional, which is what I strived for within my alternative school graphics. Cato's work is minimalist, often composed of simple, geometric shapes and typography; this is also reflected in my work.

My final works are unique, creative and distinctive solutions to the original design brief. They follow the conventions of successful centenary graphics and are appropriate logo alternatives for a school. The requirements set by PLHS and the Governing Council were met, with the solutions already in use to advertise the upcoming event.