

# ANGLICAN CHURCH GRAMMAR SCHOOL

Client Anglican Church Grammar School Scope Wayfinding and Design Timeframe 2009



The diminutive term 'Churchie' was created by the general public in the 1930's and developed into a brand name in 2009. Reflective of the School's unique personality and spirit, Dot Dash developed a new logo and identity manual.

Central to the brand development was the design of the signage system. Tall dynamic identification blades labelled the five major entry points. Mapping, direction,

information and regulatory signs assisted circulation over 22 hectares of School grounds.

The sign guidelines communicated the new vision and brand while identifying and protecting keystone signage elements that are part of the fabric and foundation of the School.