



Grammarian Wall Brief

Introduction

The CGA proposes an exciting new project that will visually bring alive a wide range of alumni stories that celebrate our rich history and showcase the diversity and excellence of our community.

This project will involve turning one wall/space at each campus into a Grammarian Wall for the whole school community to enjoy and experience. The walls will be transformed using innovative design and technologies to present alumni profiles and a brief history of each campus.

The walls will be co-branded with CGA/CGS logos and will highlight members in our community relevant to each campus from diverse backgrounds/age groups/constituencies.

Strategic Environment

Purpose: To inspire lifelong connections and nurture a community of engaged alumni.

What our purpose means to us:

At the heart of everything we do is a profound sense of pride in our alumni, the current student body and the direction of the School. We honour our traditions and history, and actively looks towards the future. We aim to positively influence the lives of our alumni, inspire advocacy, encourage generational families, and support advancement goals.

CGA Values:

- Active
- Excellence
- Supportive
- Welcoming

Our Alumni:

- Generational
- Tradition
- Future focused
- 25 000 alumni
- Average age is 32
- Co-ed alumni since 1987



Strategic Priorities:

- *Active & Diverse Engagement*
Better reflect the diverse nature of our Grammarians in all our programs to encourage active engagement and connections.
- *Tell Our Story*
Celebrate our alumni and their achievements. Develop communications that are personal and authentic.
- *Build Community*
Foster a sense of pride in being a Grammarian and encourage alumni to give back to the community.
- *Leadership & Innovation*
Rigorous governance and management of our resources to ensure a sustainable, innovative and efficient organisation.

Project Purpose

Tell a wide range of alumni stories that celebrate our rich history and showcase the diversity and excellence of our community by:

- Inspiring future generations of students and prospective families by clearly demonstrating the value of a Caulfield Grammar School education (broad and balance opportunities)
- Keeping connections with the school alive by evoking good memories
- Fostering pride in being a Grammarian
- Representing the CGA Brand and Visual Identity in an appealing and dynamic way
- Aligning with the CGS Brand and values

Project Intended Outcome

- A Grammarian Wall at each campus
- Profiles balanced across gender, campus, age, background etc.
- Raise the CGA Profile within the school and amongst the wider community
- Bridge the gap between Year 12 and beyond (develop a pipeline)
- Positive word of mouth
- Increase pride in being a Grammarian
- Promote the support/welcoming nature of our community
- Has visual impact

Brand Personality

- engaging, modern, inclusive, innovative
- personal in tone
- welcoming and embrace connections



- convey the affection for being a grammarian
- enabling, imaginative, egalitarian

Design

Visual design must reflect branding principles of Caulfield Grammarians' Association (CGA) and Caulfield Grammar School (CGS) while ensuring optimum readability for users.

- Clean, elegant design - focus on keeping profiles simple, clean and contemporary
- Use CGA fonts and colours per style guide
- Co-branded with CGA & CGS logos
- Image centric design (not too text heavy)
- Real people, real stories not just 'heroes'
- 1 paragraph of historical background/timeline with key dates of the relevant campus
- Materials used need to be able to be easily updated (background sticker with separate profile stickers laid on top)

Target Audience

- Current students (ELC – Yr 12)
- Current staff
- Current parents
- Visitors/wider community

Location

- Caulfield Campus – Lindsay Thompson Centre stairwell (ground floor up to function room)
- Wheelers Hill Campus – prominent walkway or stairwell
- Malvern Campus – prominent walkway or stairwell
- Yarra Junction Campus – prominent walkway or stairwell

Phases

1. Concept design and development
2. Implementation at WH and CC Campus
3. Implementation at YJ and Malvern Campus