



BRINDABELLA ALLIANCE

Story behind the Brand



Through Michael Ralph, the Indigenous Program Co-ordinator at Christ Church Grammar School and because of an ongoing association with the school, students Liam Henry, Isaiah Butters and Dontay Bolton were approached to contribute to the Brindabella Alliance logo design.

The collaboration was borne out of unique connections that develop and intersect through communities, places, shared experiences and values.

Kellie Doolan from ATG was introduced to the students by her son. "My son Sam was keen to introduce me to Dontay. He had joined the school from Katanning, where my Nana and cousins live and next door to where I grew up. We both had that boarding school experience, plus he's a Bombers supporter!", Kellie said.

When first approached with the idea, the boys embraced the opportunity to expand their work beyond the ties they were already designing and selling. To the boys, the ties represented the various people and places they have encountered during their lives.

Their passion for visual storytelling meant that they were the perfect designers of the Brindabella Alliance logo.

Liam, Isaiah and Dontay incorporated the themes of travel, people and places in the logo design. Significant meeting places are represented by circular motifs and joined by tracks representing journey to and from these meeting places. The design leverages from the existing ATG brands using the shape of the ATG logo, and uses Brindabella logo colours. The design represents the significant connections that we all make with people and to places as we journey through our lives, and is highly symbolic for this particular alliance and its mission.

For the boys, the symbolism is personal. It illustrates the experience of leaving their families and home towns in the east, south and north of Western Australia and meeting in Perth, where they attended boarding school together. The significance of travel to and from rural and isolated areas is encapsulated in the design.

Deliberately less obvious in the design are the motifs in the background. The faded motifs acknowledge the significant and continuous presence the boys' support networks - their families, and communities, school, footy clubs, and many other individuals.

Now, with their high school years almost behind them, the boys recognise that their paths will inevitably diverge but that they will remain lifelong friends. Each is acutely grateful for the opportunities stemming from their school experience and the friendship and support that they have provided to each other.

