

First Nations Branding

WIL Torrens

Gianina, Maya, Ziya, Hanna

Team #1

Design Stream:
Communication Design



Hanna M. Anderberg



Ziya Kalra



Maya Sidorko



Gianina Z. Purwanta

Design journey

When we first received the brief, the first course of action was to find the middle ground between Torrens University and the First Nations communities. Torrens University being a tertiary education setting implies that it focuses on educating its students, passing on knowledge to one another, etc. We discovered that this perfectly aligned with the Indigenous Australians' yarning circles. We learned that these yarning circles were used by members of communities to talk, share, and educate one another. Furthermore, we also found that the phrase 'Let's Yarn' meant to 'have a conversation'; aligning with a Torrens core value that reads 'Begin and End with People'. From then on, we chose three words to centre our development around: **Share, Evolve & Unite**.

The team also decided on the proposed actions:

1. Develop a visual branding for the First Nations sub-brand
2. Refurbish wayfinding systems on campuses
3. Design merchandise (not for profit)
4. Implement 'Introduction to Indigenous Australians workshops' for new staff and students
5. Start an Indigenous Australian-centred community



Design journey

We developed a logo for each chosen word. After feedback was given from the client and the learning facilitator, we combined the designs to create a more cohesive and powerful logo. After many iterations, we finally settled on our final logo! From there, the team proceeded to develop more touchpoints (posters, a mural, and wayfinding systems) following the branding that we had proposed.

Throughout the 12 weeks, we have been through a whirlwind of emotions (to say the least). It was confusing at first, given the amount of freedom from the clients. The journey was also quite challenging for the three of us, considering we had never connected with the First Nations communities. As the team grew more confident with our knowledge, we were finally able to develop something that we are all proud of. Safe to say, we are content with the way our branding looks!



Development (Initial Stages)

These were the first three logos that we developed based on our chosen words.



Evolve



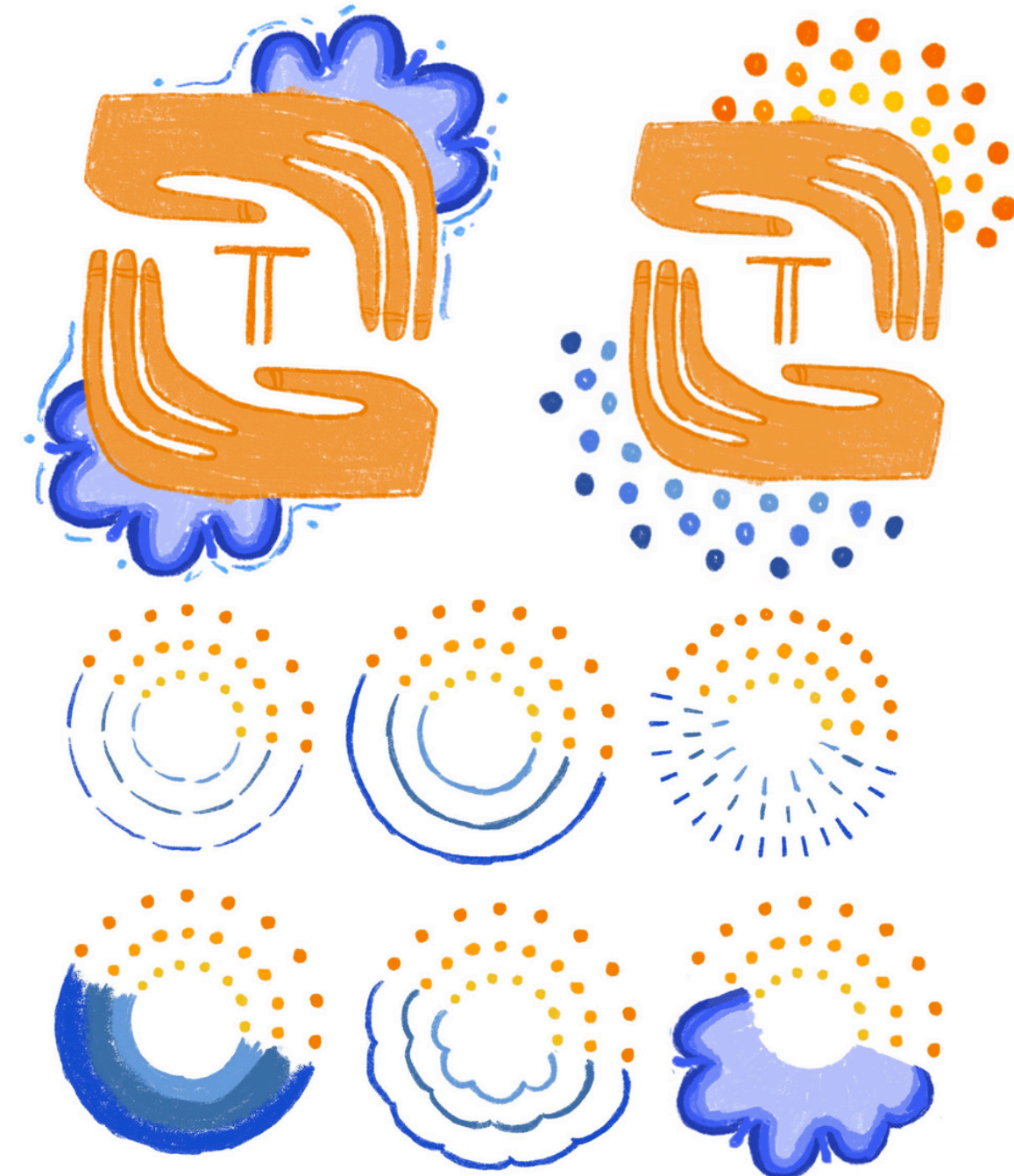
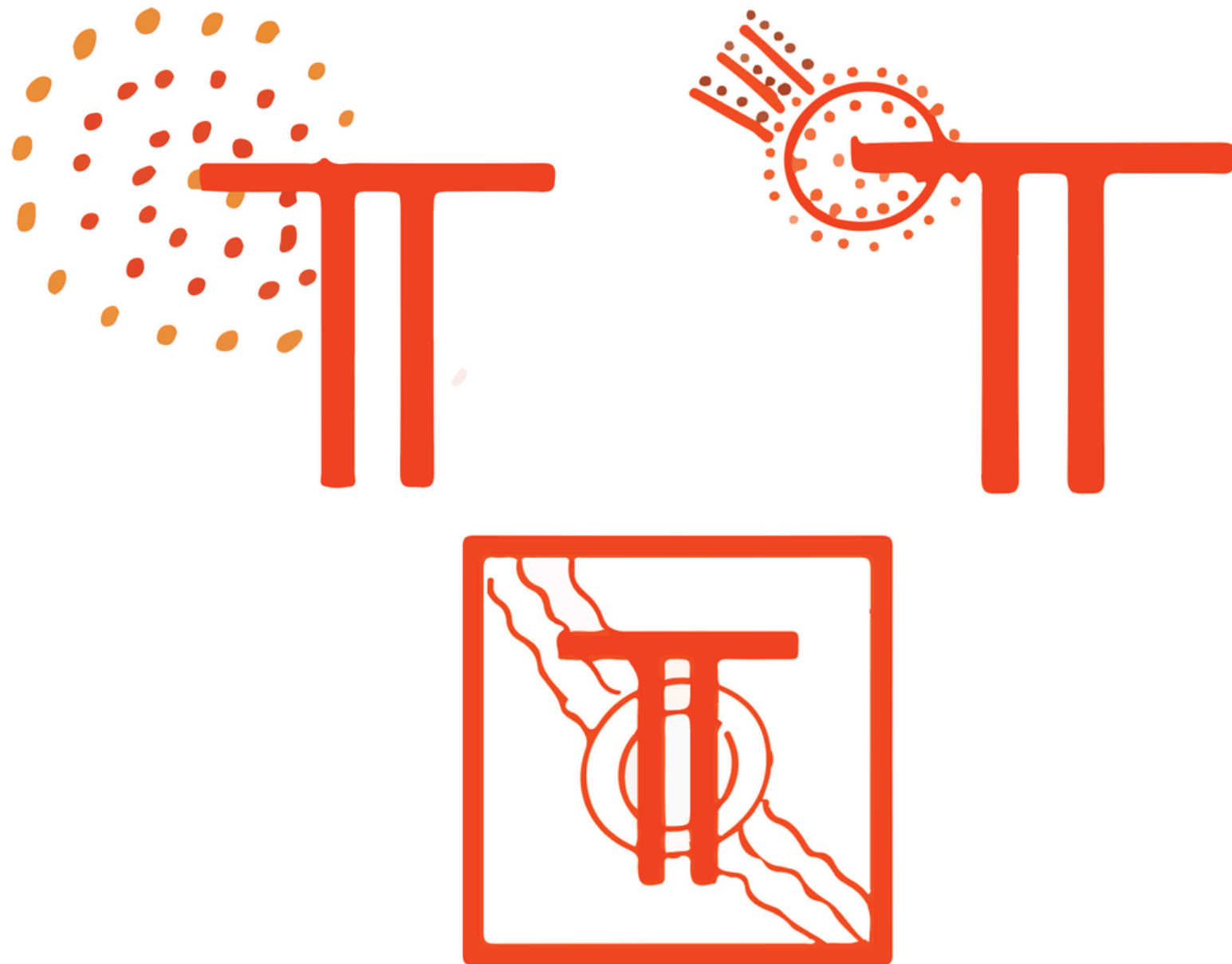
Share



Unite

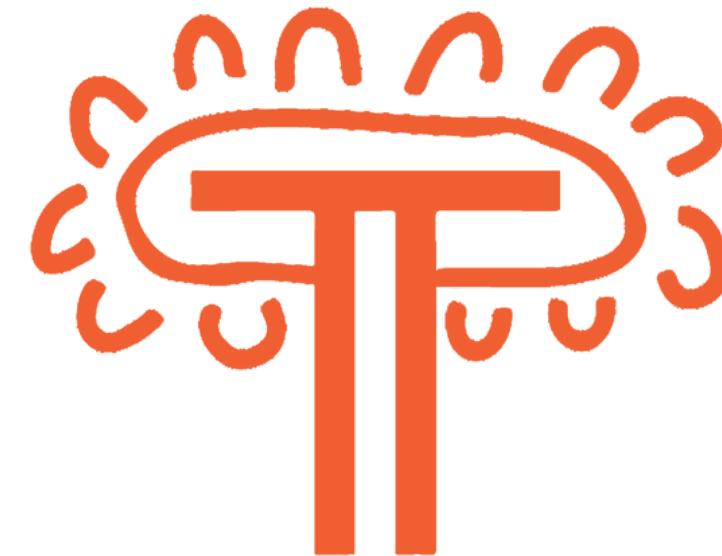
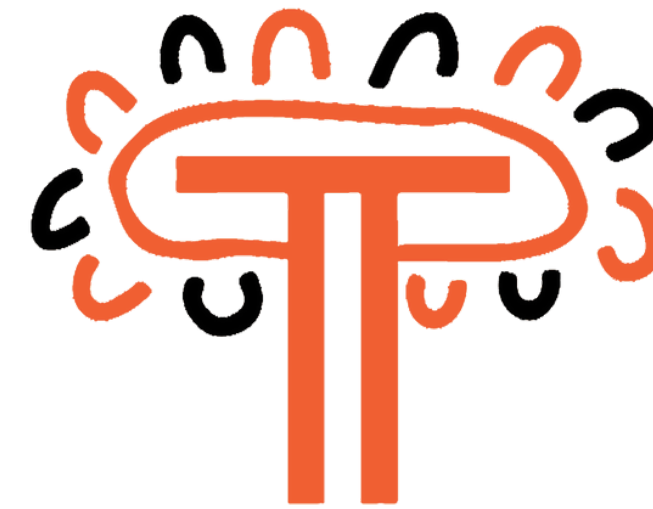
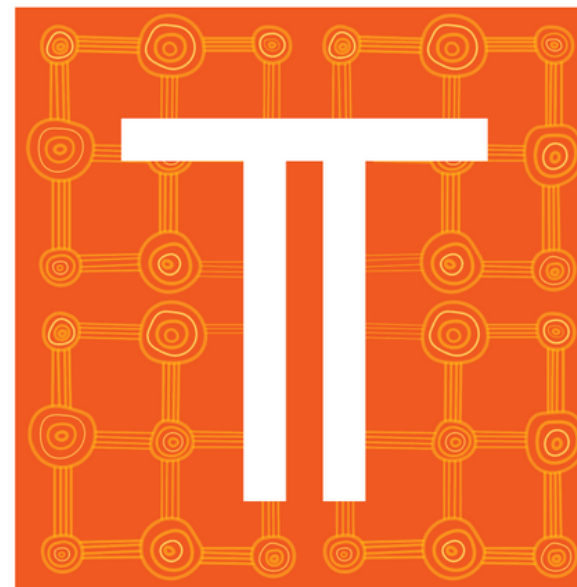
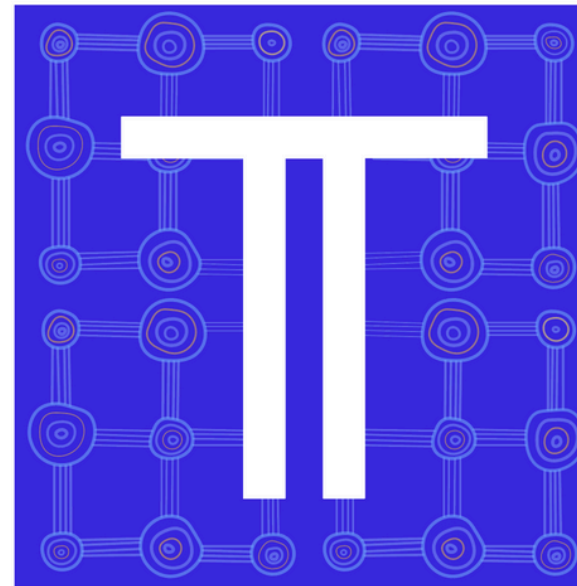
Development (Iterations)

Some iterations after the first round of feedback from the client. We wanted to focus on the 'meeting place' aspect, and the journey to connecting the past and the future.



Development (Iterations)

Some more development after speaking to our learning facilitator. Again, we wanted to focus on 'Torrens being the bridge between the past and the future'.



Design Rationale

Throughout our design journey we researched and investigated multiple different areas of First Nation communities. Although it was difficult at times to fully grasp or understand their culture we made sure our intentions were approved and asked about by members of the First Nation communities.

We found ourselves researching imagery that connects the First Nations people and how we could interpret or expand from them. We found that shapes and dots were common among the imagery in Indigenous culture. We expanded and researched further to find more imagery. We found the imagery of the yarning circle and felt a strong connection to its meaning. This helped to evolve our branding and design. The hands we found to represent connection between individuals, communities, and ancestral spirits.

We received a lot a feedback from multiple different kinds of people, some from overseas countries and some from First Nation communities. We found from different people that they all interpreted unique things from our logo and design. This helped create a unique design that was symbolic of the Indigenous culture.





Design Delivery



**FIRST NATIONS
OF TORRENS**

Primary Logo

Logo

The final logo is made of Torrens brand colours of orange, blue, yellow and a darker orange/red which is a direct reference to the Torrens branding. This logo is to symbolise the coming together of two parts creating a connection. This “coming together” is Torrens reaching out to First Nations peoples to work towards reconciliation by building a relationship upon sharing, understanding and acknowledging. The two hands signify the community created by this, and in the middle is a representation of a First Nations symbol of a meeting place, which is to signify the ultimate unity.

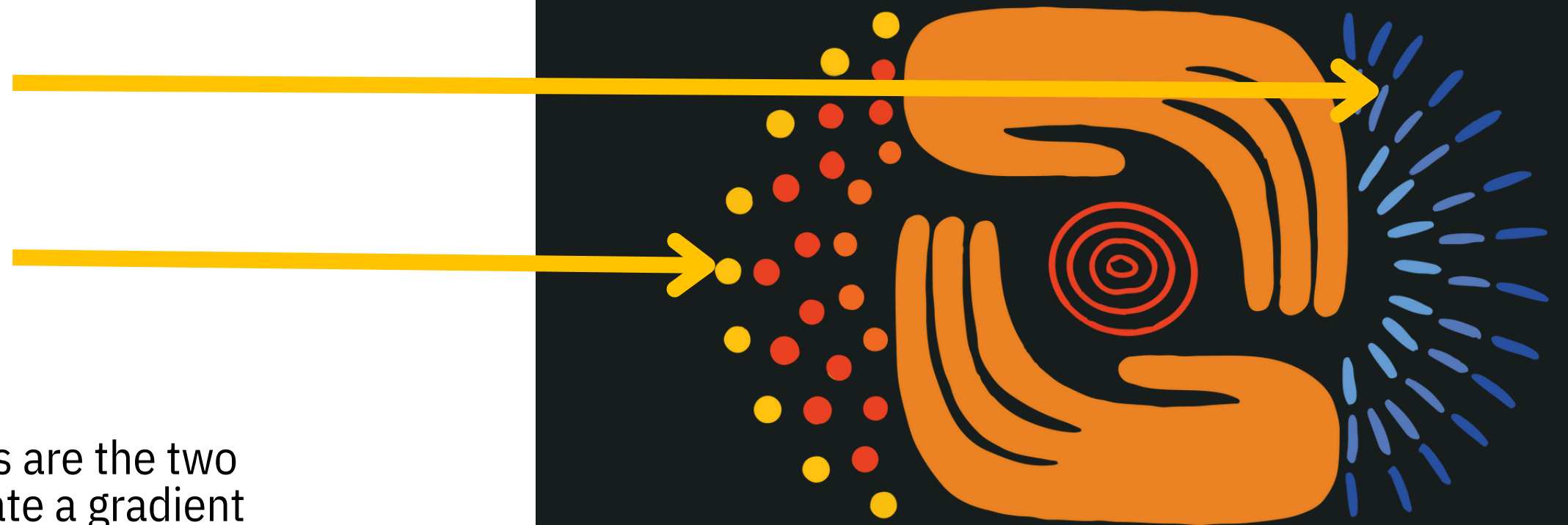


**FIRST NATIONS
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Logo

The dots and lines on the outer sides of the hands are the two diverse groups coming together. The colours create a gradient that leads to the centre of the logo which creates a sense of movement, representing a journey. The various parts of the logo are all separated from each other and not connected, which is to symbolise that reconciliation (and therefore unity) has not been fulfilled yet, but is part of the ongoing journey.

The name “First Nations of Torrens” is a direct explanation of the sub-brand while also indicating the brand is to be represented by and made for First Nations peoples at the University.



**FIRST NATIONS
OF TORRENS**

Brand Assets

From the logo a collection of brand assets have been created to be used in promotion and depicting of the brand. These are patterns inspired by yarning/meeting circles, but with a combination of the lines and dots found in the logo. This is to showcase the unity of the two parts (being Torrens and First Nations peoples) working in harmony.



Brand Icons

In accordance with Torrens University's branding we have created some brand icons to go with the sub-brand.



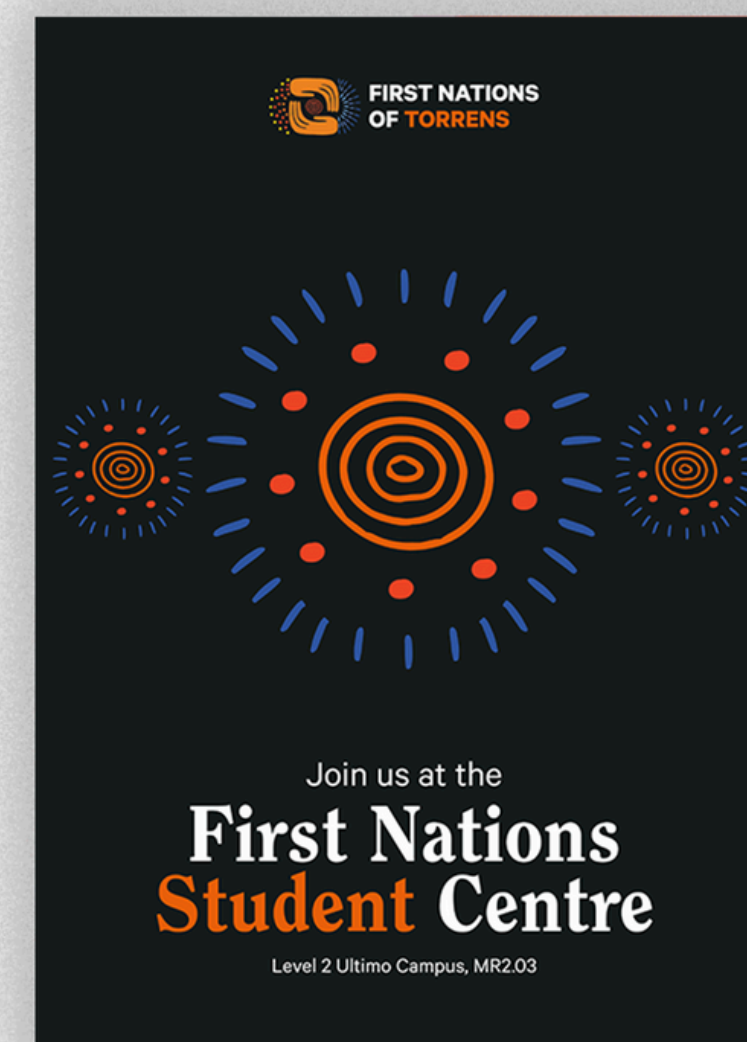


Touch points

Posters

The objective of using posters is to introduce the brand to its audience on campus by various informational posters, as well as promoting the various services the brand provides. By using posters we implement a direct form of communication, which is simple and straightforward while also providing a visual reflection of the brand.





Mural

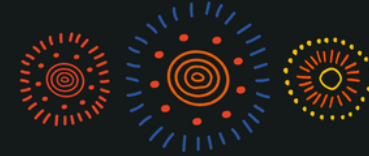
To create more acknowledgement of First Nations culture each campus would have a mural be commissioned to local First Nations artists, accompanied by a plaque to explain the meaning of the artwork and information about the artist. The mural would change every 6-8 months, or would be built upon by additional murals around the campus.



Wayfinding

To further show representation of First Nations culture, a new wayfinding system would be put in place at each campus. It would be built upon the brand assets created for the sub-brand in the form of directional, orientational and identification signs.

**First Nations
Student Centre**



 **Meeting Place**

 **Resources**

 **Kitchen**

**Signs to identify
various spaces**

2.11



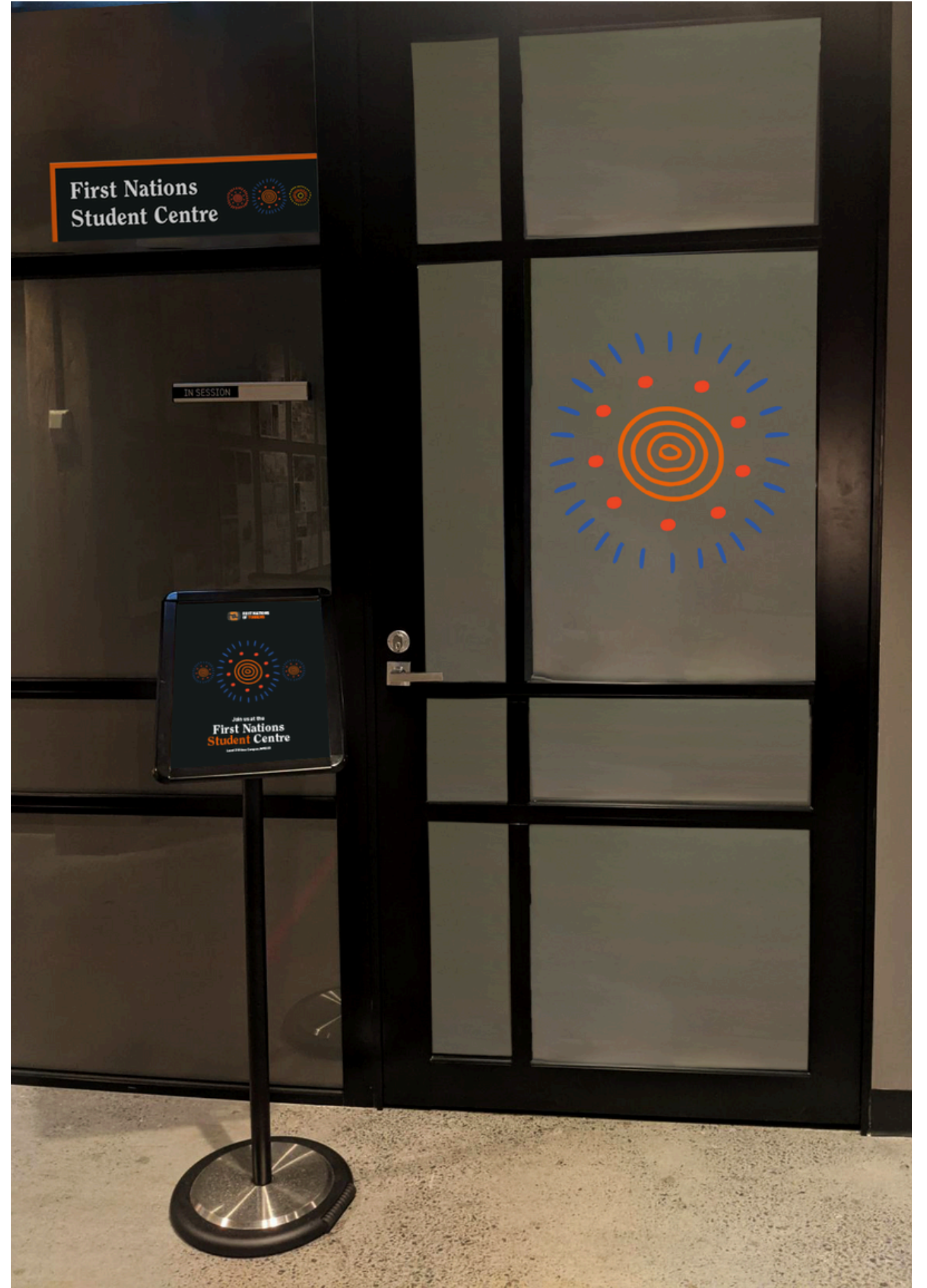
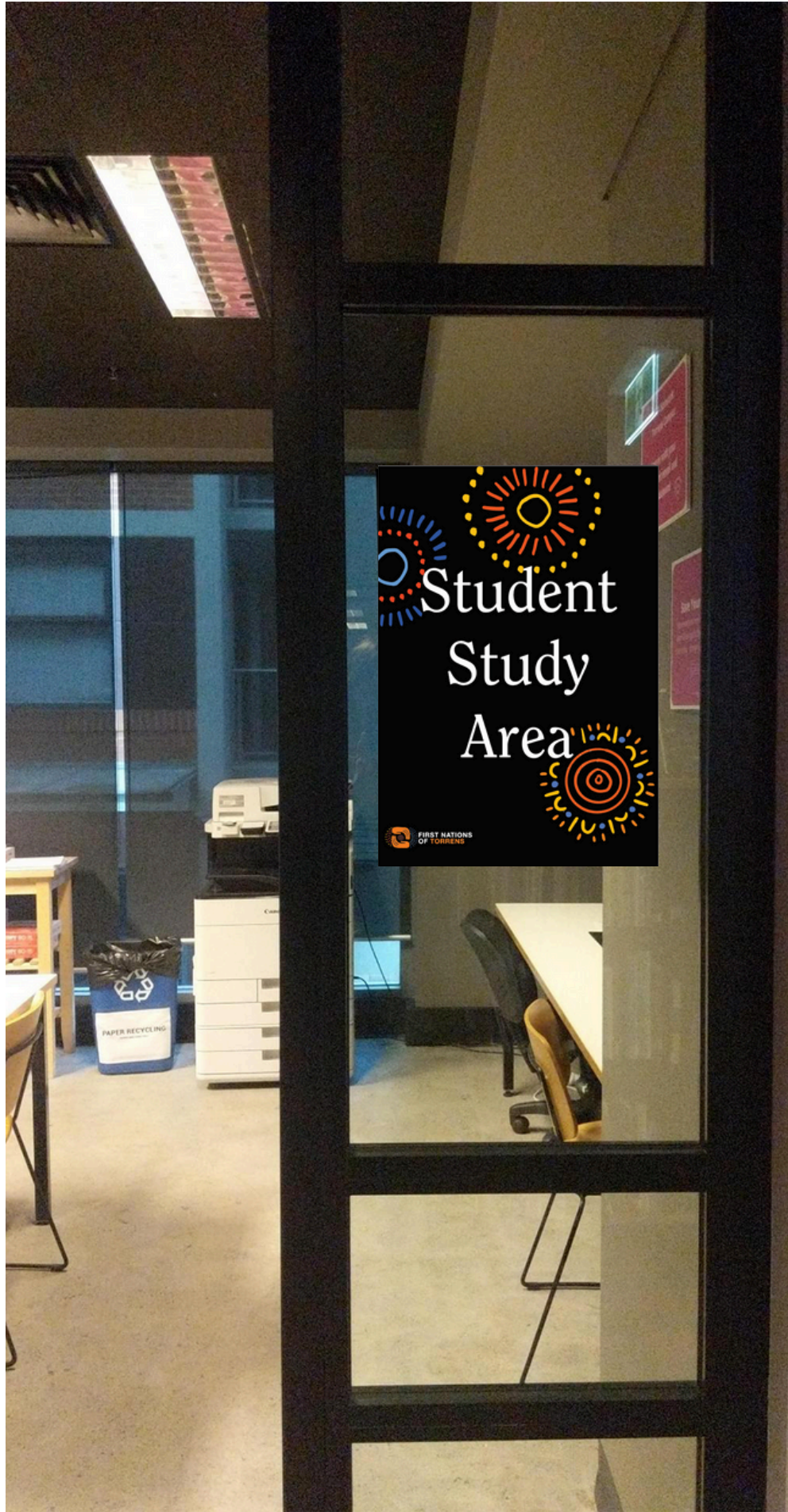
2.10



Classroom signs

To First Nations Student Centre

Directional floor wayfinding



Merchandise

We also wanted to show items that could be given to students or sold for profit to go to First Nation charities.



Travel Mug



Wristband



Pen

Student centre

The First Nations Student Centre would be a separate space with its own kitchen, study space and private room that can be used to hold meetings or chats. The centre would be run by the school together with First Nations students, to create a direct communication about needs and expectations from students as well as organising events and workshops.



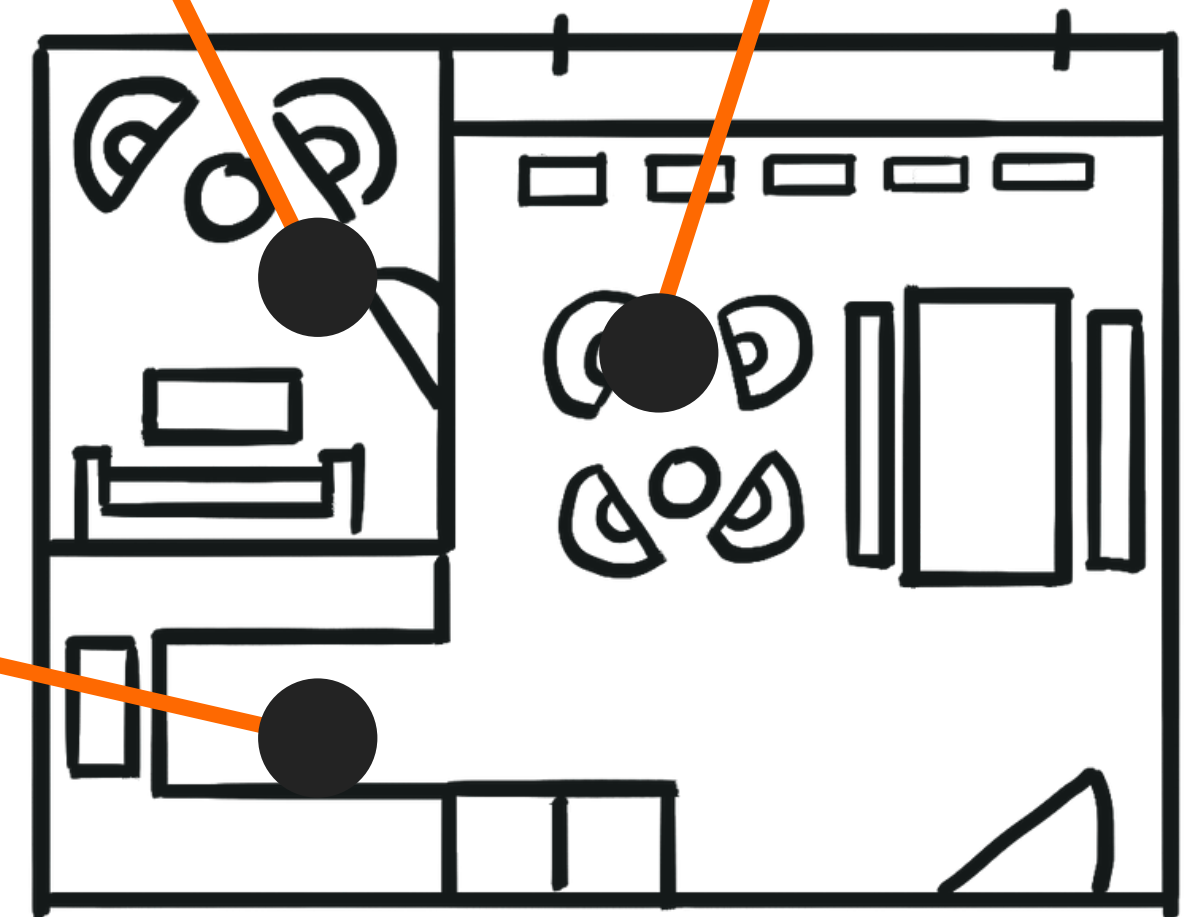
Private room



Study space



Kitchen



Target Audience

The main target audience for the sub-brand are the students of Torrens, specifically First Nations students who are already studying but also future prospective students. The sub-brand is intended to foster a First Nations community at the University and to engage the students to be part of a supportive and safe environment. With the establishment of the sub-brand we wish to create a culture of acknowledgement and knowledge of First Nations history and culture.

The objective is for Torrens to become an attractive choice for First Nations students when pursuing a higher education, by finding Torrens a school which offers a strong sense community and supportive services. Students should feel understood and represented on campus as well as included when discussing the University's progress towards reconciliation by offering feedback about what can be done better. By establishing a First Nations Student Centre students can find a safe place to be part of a community and receive support from the school when needed.



Analysis

The creation of a First Nations sub-brand at Torrens is simply the beginning of implementing a culture towards reconciliation. The initial stages of launching the brand would include implementation of brand objectives through a campaign introducing the brand and its services. The campaign would include the previous presented touch points of posters, murals, a wayfinding system and Student Centre. After this, the brand would continue to build it's presence through providing regular campaigns, workshops and various ways to educate on First Nations culture, while also holding continuous discussions on how to further improve the brand.

For the brand to develop and improve, it is crucial for the school to prove itself as an attractive alternative for First Nations students and staff. To reach success the school needs to be in constant conversation with First Nations peoples about their needs and expectations.



Conclusion

Given the opportunity to develop a First Nations sub-brand for Torrens University we understood the importance of developing a meaningful and engaging sub-brand.

In the initial stages of exploration and development we used the key words **share**, **evolve** and **unite** to guide our designs. Although our designs changed or morphed together these key words remained as pillars for our sub-brand throughout and in the final outcome. During the iteration process we began gradually introducing the Torrens logo which built a strong connection between the two clients. This connection allowed us to solidify our concept for the sub-brand as it appropriately encapsulated what we felt the sub-brand should mean to its audience. With the solid foundation of the brand assets we were able to develop our chosen touch points which were vital as these would be the audience's contact with the sub-brand. Our selection of touch points are highly engaging and integrated into the university campuses ultimately connecting Torrens University with Indigenous Australians.

Our sub-brand **First Nations Of Torrens** is strong, meaningful and builds an unbreakable bond between Torrens and Indigenous Australians. This remains true from the birth of the brand and into its future presence.



FIRST NATIONS
OF TORRENS

Group Reflection



Gianina:

I thoroughly enjoyed the process from not knowing anything about the First Nations communities to being able to empathise with the struggles that the members go through. Additionally, I am very grateful for the members of this team, they are all very dedicated to giving their best. I am honoured to have worked with them.

Ziya:

At the start of the subject I found myself quite confused on what we were aiming to achieve and slowly as we began working through the process this reduced. I feel like our exploration of ideas was always amazing and as a group we had many diverse ideas at every stage. I am extremely proud of our outcome as a group, not only with our brand but also how fantastically we worked together.

Hanna:

I believe this project has been very rewarding for me personally as I've gained knowledge about First Nations communities and culture, something I knew very little about previously. Due to lack of knowledge I felt an insecurity in how to speak and even less design for a First Nations branding. Working together with our group has been very gratifying to be able to discuss together and see the progress of our ideas from start to finish. As a team we worked great together and I am very thankful for all the hard work everyone has put in to this project.

Maya:

I found the brief at first very daunting as I have had no prior knowledge of the First Nations. After a lot of research I was able to sympathise and understand what challenges they faced and it helped to overcome my ignorance.

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