

# CHARIS

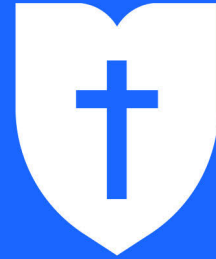
# Brand Expression

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Swan Christian  
EDUCATION ASSOCIATION



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# Evolving the Logo

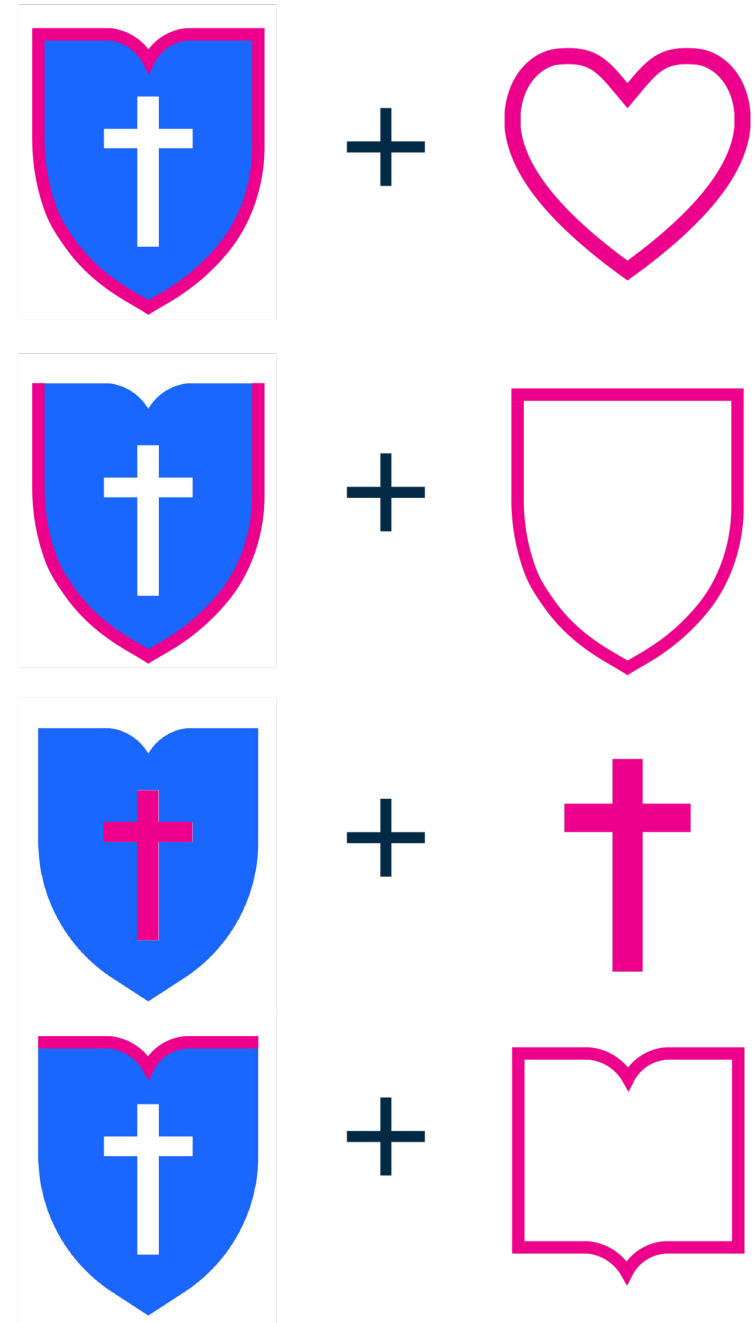
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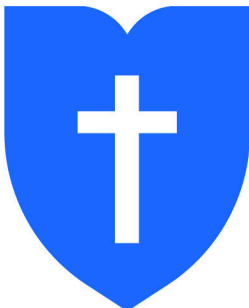
Using the crest to bring uniformity and cohesion allows the schools to be further connected to the SCEA brand.

The subtle nod to the Bible in the crest brings some distinction from other crests, whilst also feeling like an evolution of the current logo.

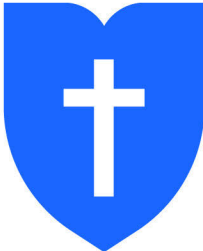
- **Heart = Pastoral**
- **Shield/Crest = Faith**
- **Cross = Christ**
- **Bible/book = Scripture/story**

Colour and imagery/photography in the broader brand will allow the uniqueness of each school to shine whilst also complementing each other.





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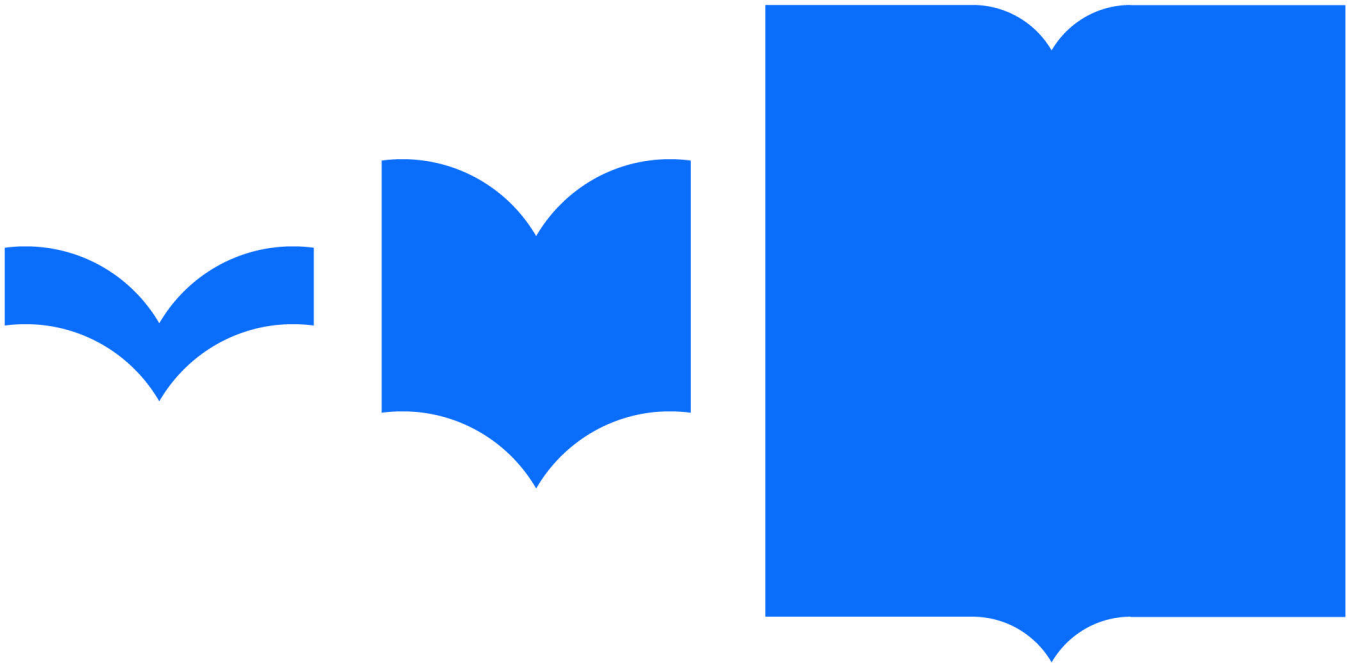


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Brand Elements





## Iconography & Illustration Style

Iconography and illustration work together to strengthen the brand, each playing a distinct role.

**Iconography** is simple, clear and functional. Icons distil ideas into recognisable symbols that work best at small scale. They sit comfortably alongside text, within navigation, diagrams or supporting content, helping communicate meaning quickly and consistently.

**Illustration** brings depth and personality. Used at larger scale, it can act as a flourish across covers, campaigns or hero moments. Illustration adds emotion and narrative without needing to explain everything in detail. We have shown how to extend the CHARIS virtues into illustrations here, but this style may be applied across a variety of things such as blog tiles, social posts, school houses/factions etc.

Together, icons provide clarity and structure, while illustration adds story and character. Used in balance, they create a brand that feels both cohesive and expressive.

## Iconography



COURAGE



HUMILITY



APPRECIATION



RESPECT



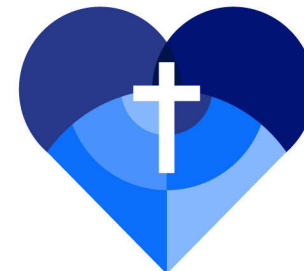
INTEGRITY



SELF-CONTROL



## Illustration





<b>C</b>	Courage
<b>H</b>	Humility
<b>A</b>	Appreciation
<b>R</b>	Respect
<b>I</b>	Integrity
<b>S</b>	Self-control

C



### Courage

We are determined to achieve what is worthwhile, even in the face of difficulty.

"So let's not get tired of doing what is good. At just the right time we will reap a harvest of blessing if we don't give up."

-Galatians 6:9

H



### Humility

We are determined to achieve what is worthwhile, even in the face of difficulty.

"Don't be selfish; don't try to impress others. Be humble, thinking of others as better than yourselves."

-Philippians 2:3

A



### Appreciation

We are grateful to God for our lives, others, and all he provides.

"Be thankful in all circumstances, for this is God's will for you who belong to Christ Jesus."

-1 Thessalonians 5:18

R



### Respect

We treat everyone fairly and justly as we would like to be treated.

"Do to others as you would like them to do to you."

-Luke 6:31

I



### Integrity

We use good judgement and do what is right and true.

"Whoever walks in integrity walks securely, but he who makes his ways crooked will be found out."

-Proverbs 10:9

S



### Self-control

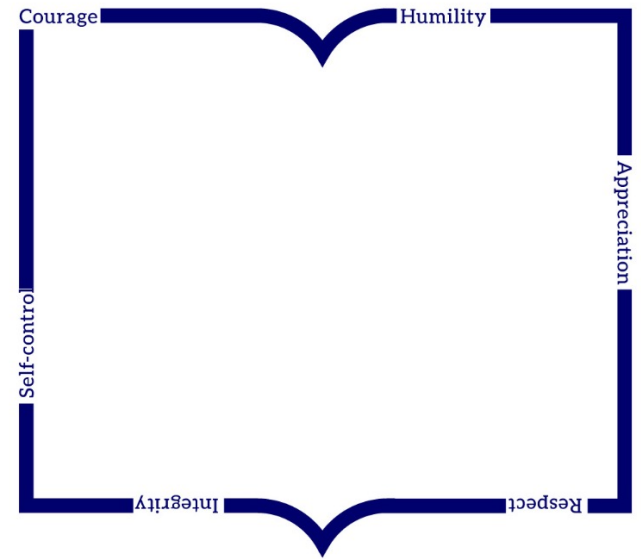
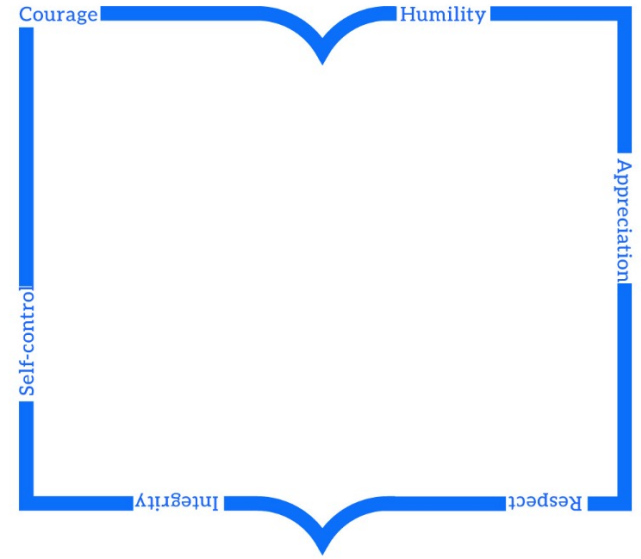
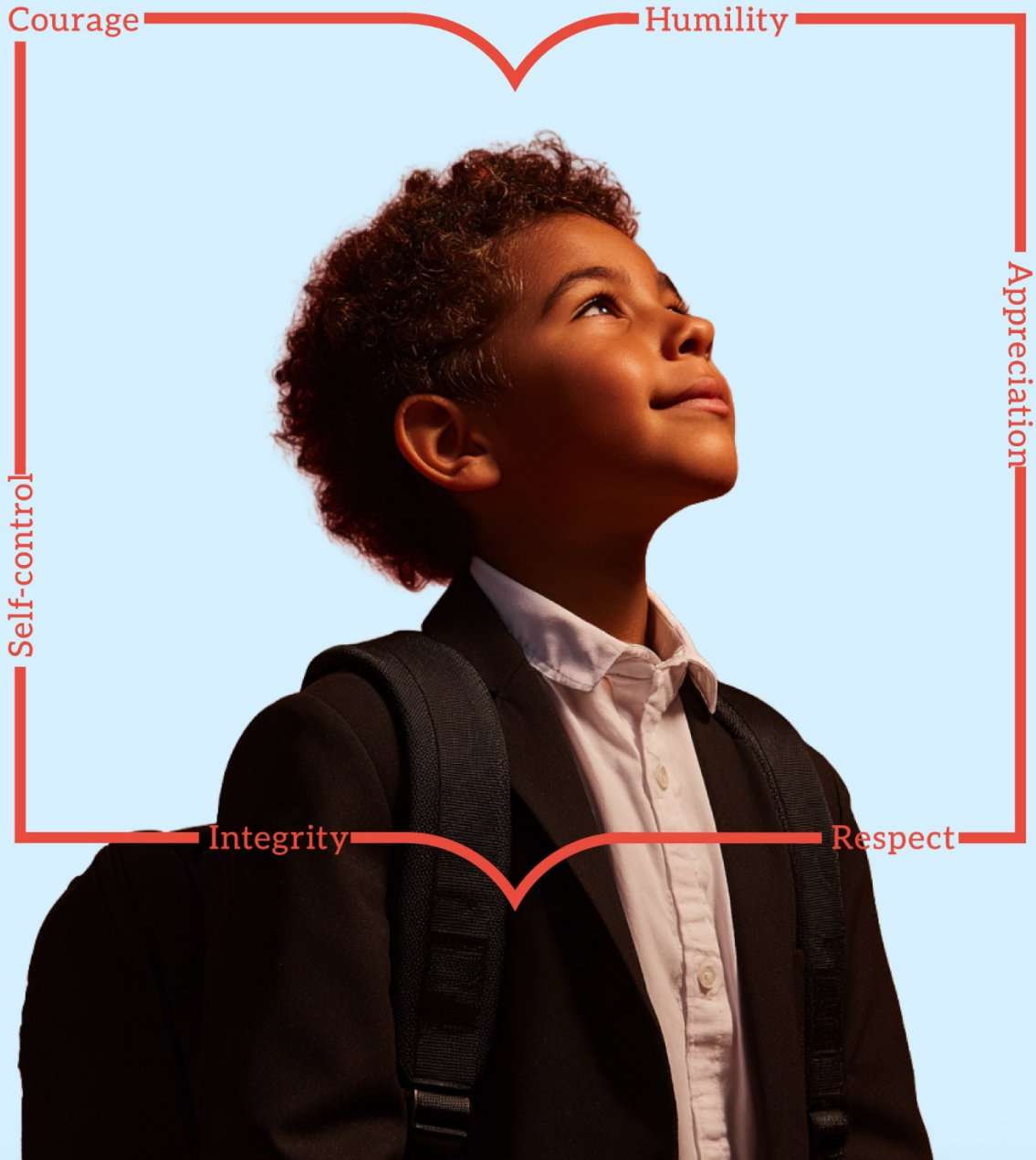
We take responsibility for our thoughts and behaviour and won't be controlled by our desires.

"A person without self-control is like a city with broken-down walls."

-Proverbs 25:28









Swan Christian  
EDUCATION ASSOCIATION

Every lesson is  
a chapter in who  
we become.



42 years of operation			6.3% SCEA School growth	
	5,210 students in total		16 Christian denominations represented across SCEA schools (students total)	
3.9% Independent school growth nationally				
	52 Nationalities represented (students total)		910 staff in total	

## President's Report

What a privilege it has been to serve the Lord at SCEA as we reflect on another busy school year! The SCEA Board and Senior Leadership Team (SLT) continue to build a great relationship and work well together as we lead the Association through a time of considerable growth.

More and more families are looking to enrol in our schools, and we have an opportunity to educate and partner with families from a number of communities in Perth.

Dr Graeme Cross (Chief Executive Officer - SCEA) has been an excellent addition to the Senior Leadership Team (SLT) and has worked alongside Dr Cross to ensure that our teams within the schools and the SCEA Head Office are functioning at optimal levels. New initiatives and projects are being planned and existing procedures are being rejuvenated. His support for the SLT, Dr Cross and the entire SCEA team has been excellent and we are thankful for his contribution to our organisation during 2024.

I want to thank our Board - Dr Thelma Perso, Dr Natalie Letao, Mr Rod White and Mr Jordan Thyer. What a joy it is to have such a team of godly, experienced and talented people who serve in their capacity as Directors.

We have remained unchanged as a Board this year, which has helped drive unity and a common sharing in the spirit which has served the Association well. I am thankful that the Board is continuing to serve in different ways through Sub-Committees and consultations with staff on a regular basis.

To the staff across all of our schools - thank you! In Paul's letter to the Ephesians he asks for prayer saying:

"Pray also for me, that whenever I speak, words may be given me so that I will fearlessly make known the mystery of the gospel, for which I am an ambassador in chains. Pray that I may declare it fearlessly, as I should."

-Ephesians 6:19-20

Every day you have the opportunity to declare the gospel fearlessly as you teach and encourage students, families and all those who you meet in your "SCEA World". SCEA would not be what it is without great people who love God and who love sharing the good news with the world.

We are thankful for each one of you. In closing, can I ask for prayer for SCEA and all of its moving parts?

We are striving to be godly in our governance. We seek God's wisdom as we shepherd those God has placed in our care. Like the apostle Paul's words above - we want to be an Association that declares the gospel fearlessly and love each one of those that are a part of our SCEA family.



We are looking forward to another fantastic year ahead. The new Strategic Plan for SCEA is bold and we are looking to capitalise on the great opportunities afforded to us to share the love of Jesus with those around us.

We are excited with where the Lord will take SCEA in this busy season. Again, what a great privilege it is to be serving in this place as it continues to grow and mature in all God has planned for it.

Mr Craig Clark  
SCEA President 2024

## Chief Executive Officer's Report

"How good and pleasant it is when God's people live together in unity!"

-Psalm 133:1

When we look back over 2024, we have every reason to be grateful.

God has blessed us beyond measure as an organisation. Like many Christian schools across the country, our schools have continued to grow as families are drawn to the gospel inspired approach to education that we offer - and we have the privilege of watching their sons and daughters learn, grow and encounter Jesus in our classrooms.

During Term 1, when the Board and Senior Leadership Team came together for a retreat, time was spent reflecting on the past and identifying what our strategic priorities should be in the years ahead. Through this process, three priorities were identified - unity, capacity and reach.

'Unity' was identified as an important next step in our corporate journey. In our previous Strategic Plan 2020 - 2025, we had adopted interdependence as a priority, because at the time, it was widely acknowledged that SCEA schools were often operating in isolation and the benefits of being a system of schools were not being fully realised. In recent years, we have made significant progress in this area, and it is now time to take the next step and move from interdependence to unity. Integral to our plans to foster greater unity, is a commitment to embed across all SCEA sites, a shared vision, mission and set of virtues. There is also a deep desire to further expand the opportunities for staff from across our schools to collaborate and learn from each other. We know the more we do this, the more effective we will become.

'Capacity' was found to be important because the substantial growth in enrolments over the past five years placed considerable pressure on many of our systems and processes, creating a need to review and strengthen them to ensure they will serve us well as we continue to grow. This work includes the critical area of recruitment.

Our ability to achieve our God given mission is reliant on our capacity to attract and retain quality staff and in a period where there is a national shortage of teacher - this is a challenge that demands our attention.

"Reach" as a priority recognises our desire to expand our reach into the wider community, and particularly, our ability to serve families whose children have learning difficulties and those from under-represented groups.

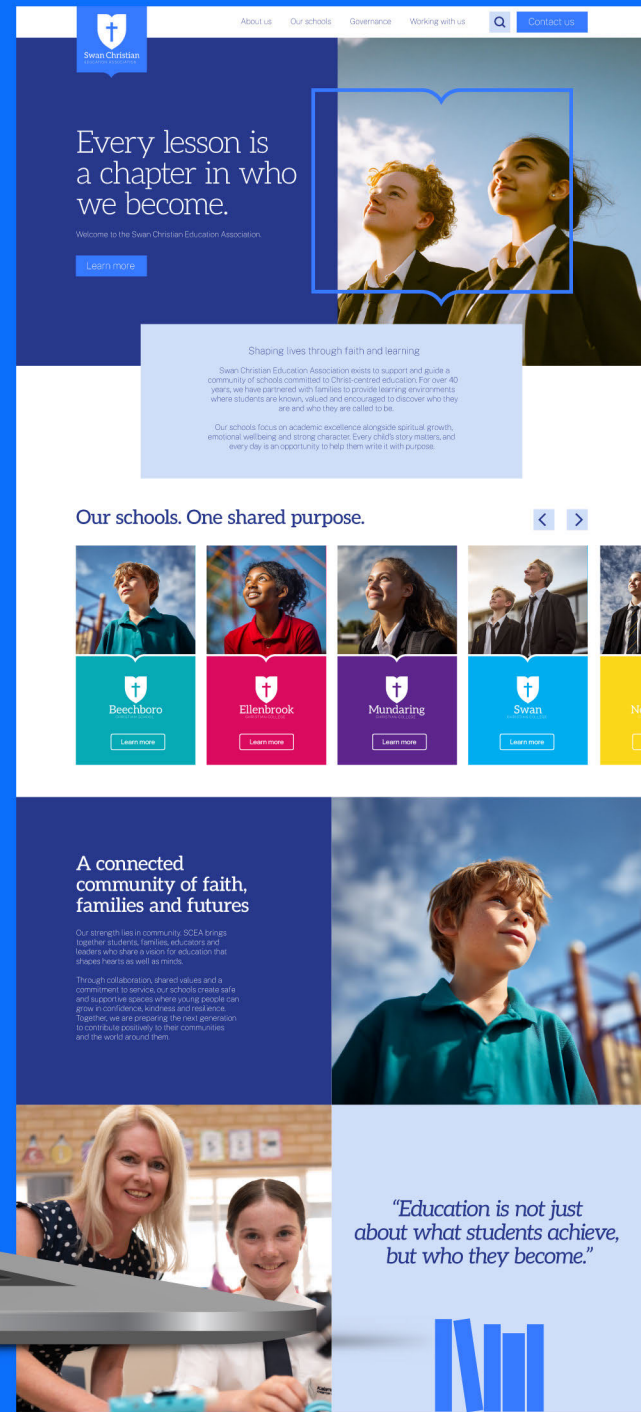
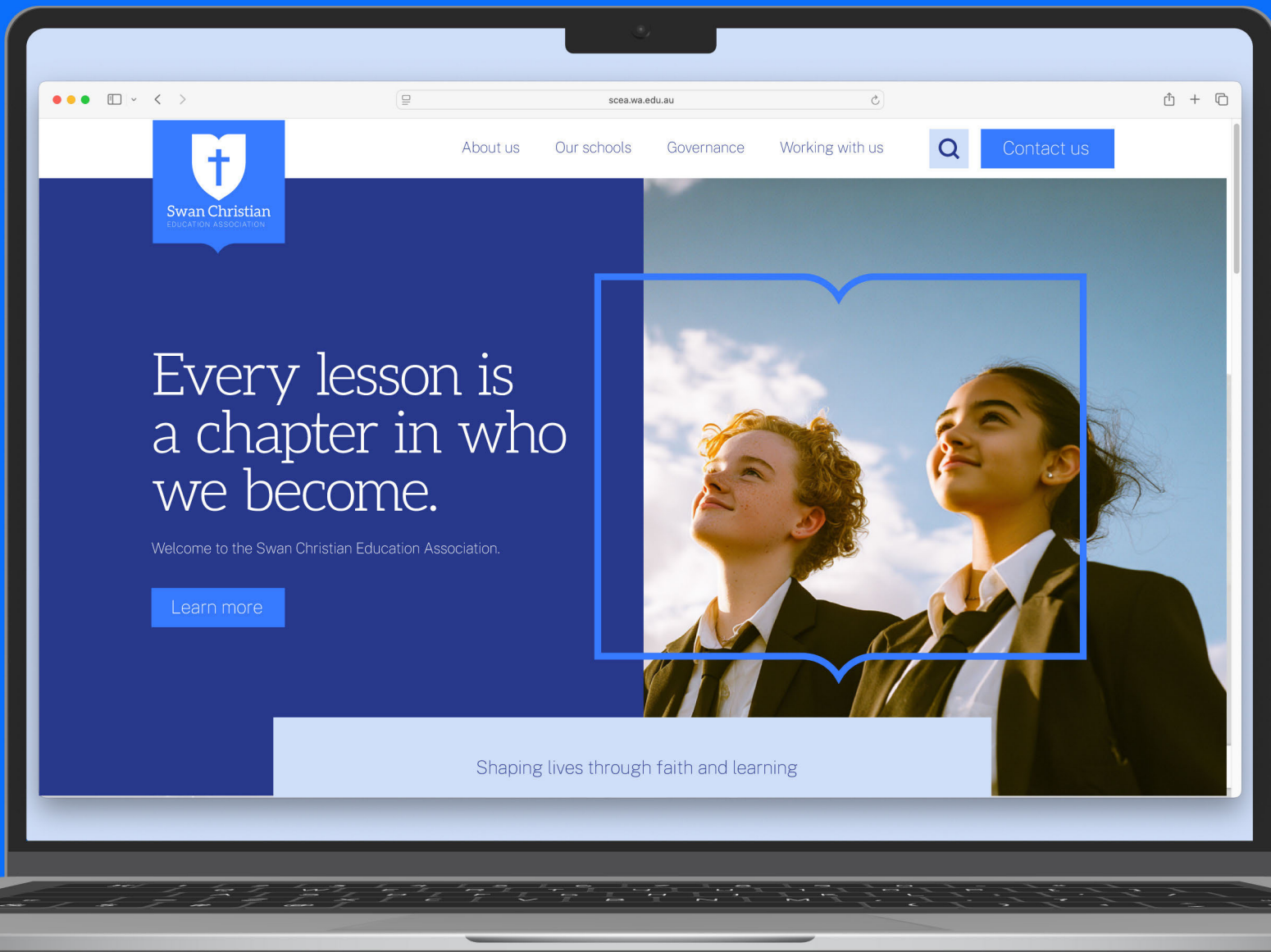
We are delighted that preparation of the Strategic Plan 2025-2030 was finalised in 2024, ready for release in Term 1 2025. Based on the feedback we have received in response, there is a high degree of confidence that it will allow us to more effectively achieve our mission, which is to value and empower every student to become all God created them to be.

2024 was also a Registration year for SCEA. To receive the maximum possible five years of registration was testament to all of our schools and the oversight provided by our Chief Executive Officer, Dr Graeme Cross.

Everything achieved at SCEA in 2024 has been possible because of the extraordinary team that God has gathered. Their competence and commitment to God's calling education that our students are receiving a Christian education that truly equips them for life.

Finally, it is important to acknowledge the work of our SCEA Board and Senior Leadership Team. We are truly blessed to have such godly and capable leaders providing oversight of SCEA. In particular, it is important to acknowledge the contributions of Mr Craig Clark, for his leadership of the Board, and Mr Nick Wood (Chief Operating Officer) for his leadership of the Senior Support Team - the senior leaders based at the SCEA Head Office. It is a joy to work alongside these amazing leaders.

Dr Graeme Cross  
SCEA Chief Executive Officer





Their story starts with courage.



Faith is not taught. It is lived.


On to the next chapter.






Where their story takes shape.

Stories start here.




Where learning finds its purpose.

Lanyard



Virtues Posters



Water Bottle



Name Badge





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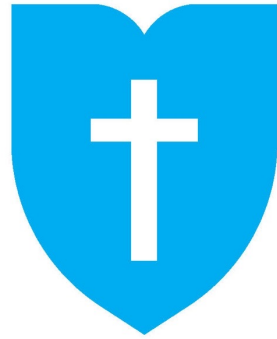
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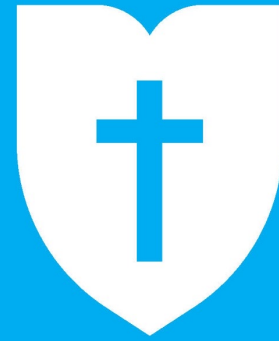
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CHRISTIAN COLLEGE



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## Uniform Embroidery

Please note: This is a mock up visual only and proper consulting with suppliers will be required to ensure logo reproduction.



Swan  
CHRISTIAN COLLEGE



Swan  
CHRISTIAN COLLEGE

Please ring  
the bell if  
unattended

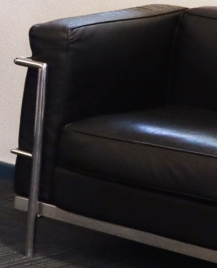
Welcome

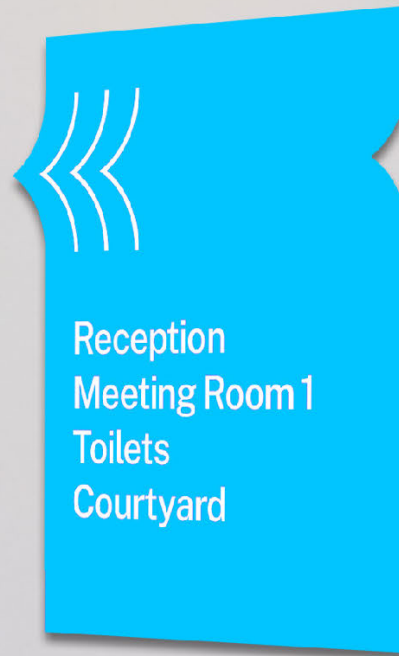
Jesus said "I have come  
that you might have life in  
all of its fullness."  
-John 10:10b

The SCEA Community

Swan Christian Association

- Beechboro
- Ellebrook
- Manildra
- Swan
- Northgate
- Southern Hills
- Kalamunda





- ☰ Assembly Area
- ☰ Block A-C
- ☰ Block C-D
- ☰ School Oval

Reception  
Car Park



Welcome



Swan  
CHRISTIAN COLLEGE







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