

Springfield's Logo – The Story So Far

During the academic year 2013/14, Springfield students were involved in an exciting project to update the visual identity of their school. Students were invited to enter a competition with their vision for the future of Springfield; the Student Council also debated a variety of ideas. Students were clear that while they wanted a contemporary, confident public image for the school, they wanted also to maintain a connection with its history.

The school's motto had been (and continues to be) 'aiming for excellence'; this is central to the school's ethos of very high expectations. The project afforded a number of students the opportunity to work alongside a professional graphic designer and it also uncovered some interesting local history for students.



Manor Court School



Springfield School pre 2014



Springfield School 2014 onwards

It was noticed that a number of local schools, including Springfield, have lions incorporated in their imagery. This was also the case at Manor Court School which was formerly on Springfield's site. It is believed that the use of the lion dates back to the time of King Richard I and the heraldic lion from his coat of arms. It is generally believed that King Richard I developed a fondness for Portsmouth having stayed in the area before setting sail to crusade; he granted Portsmouth a Royal Charter in 1194.



Students were also fascinated to reflect upon the origin of Portsmouth's Coat of Arms, in particular the eight pointed star and crescent moon which is used by a number of local organisations including, of course, Portsmouth Football Club. Various theories exist as to its true origin. One theory is that King Richard I adopted the symbol when he conquered the island of Cyprus while on his way to Tyre. Isaac Comnenus, who had family links to the Byzantine Empire, is believed to have been using the symbol as his own prior to the conquest. However, opinion varies!



Members of Springfield's Student Council were keen to include Portsmouth's star (known as an estoile) and crescent moon into the school's updated logo, which now denotes a young lion 'springing forward'. There is a slight kink in the lion's tail to represent the 'S' of Springfield.



Our [logo](#) and reception [wall graphic](#) was designed by Brighton graphic design company [Toop Studio](#). The wall illustration in our reception area was by [Shadric Toop](#)