



15 August 2025

RE: Testimonial for BLNK

Engaging BLNK to lead our branding strategy has been an absolute game-changer for Helensvale State School. From the very beginning, their work has leapt well beyond visual refresh, it's fostered a genuine, school-wide cultural shift.

Their strategic clarity and identity work, highlighted through stationery assets, website design (in development), and comprehensive branding documents has unified the messaging across every touchpoint, ensuring our brand now consistently reflects our values of belonging, respect, and inspiration.

In particular, the modern and thoughtful layout of our stationery and digital assets ensures our communications feel warm, professional, and authentically us. In addition to the visual rebrand, BLNK coordinated high-quality school photography that brought our story to life across promotional brochures and will be an asset to our website that is in the final stages of development.

BLNK didn't just redesign our brand, they helped us reimagine how branding supports learning, community, and identity. It's been a shift in mindset, and we're already experiencing the positive outcomes through stronger community trust and a renewed spirit of belonging across the school.

Mr James Forrest
Principal

