

7th November 2022

Dear Parent/Carer

In my letter dated 4th October I announced the new Trust logo competition winners and also invited anyone who may be interested to combine those designs in creating the final logo by 21st October. Here it is.



Changing Lives Learning Trust

RESPECT · RESILIENCE · ACHIEVEMENT · OPPORTUNITY

You may remember Harrison's design showed children being held in the hands of the school and the Trust and this powerful message is a central theme. The leaves in Harrison's design have been transformed into the four icons that represent the four values of Respect, Resilience, Achievement and Opportunity.

Kaiden's vibrant colours prompted the Trustees to think of gold; representing the highest of standards while using green to represent how the "fertile ground" of Respect and Resilience can stretch beyond the horizon to the blue sky of Achievement and Opportunity.

Isla's design showed a wonderful path that led to changing lives through learning; a journey of discovery but because life is not a straight line they liked the winding path that had, always at the top of it, the hands supporting those in our care; children and adults alike.

The Trustees were also keen to explore a more traditional heraldic logo which is intentionally understated because celebrating the academies in our Trust is more important than the Trust itself and the more muted colours allow the vibrancy of our individual academies to shine through.

We believe that this will become the recognised brand identity of our Trust for generations to come and the cost of this worthwhile design work will be taken from trading income, not from funding dedicated to the education of the children.

The next steps are to secure the Trust's name change and identity on 1st December 2022 and I will write to keep you informed as we approach that date. Thank you all for your support.

Yours sincerely,



Jonathan Johnson OBE
Chief Executive Officer



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