

## New School Logo for September 2021



Back in January, I wrote to you all outlining that we were entering a hugely exciting time at Cupernham Infant School. After the launch of our updated school motto this year **Together we care, we learn and we achieve**, and our new positive behaviour principles, **Ready Respectful and Safe**, it seemed a perfect time to redesign our school logo. We are so excited to reveal our new logo. We had a super response from all stakeholders sharing their ideas and suggestions.

The main themes that came through were the caring and togetherness aspects of our vision and values as a school. The new Cupernham logo is inspired by nature; the children spend much time outdoors learning about the natural world around them. We spoke at length with the designer about the green shoots we see emerging as children start to take their first steps on their next learning journey. We felt that to best reflect this message, the green shoots, incorporated with the school logo are the easiest and best way to communicate our core message.

I would like to take this opportunity to thank the many graphic designers who kindly offered their time just before we went into the third national lockdown. At the time, I felt that due to the ongoing pressures families found themselves in once again, I decided to proceed with a local graphic designer, Dan Kibbey, who was able to give up his time during lockdown to help us design our exciting new logo. Last week the logo was approved by the governing body and it's now with Skoolkit ready to produce samples and then go live in stores and online from 1<sup>st</sup> July.

We have decided that there will be a two-year transition period from the old logo to the new logo to allow children to grow out of their current uniform. Therefore, children will be expected to wear full uniform with the new logo from September 2023 onwards. Just to clarify, the uniform will remain the same; it is just the logo that is changing. I hope you like our logo as much as we do!

