

Armthorpe Academy



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21st May 2021

Dear Students/Parents and Guardians/Colleagues,

As you may already be aware, over the coming days our school is set to go through an exciting rebrand resulting in new logos and a new, state-of-the-art website.

I wanted to send this letter to you all ahead of the launch of this rebrand to explain how and why it took place.

Being part of Consilium Academies means we gain access to a wealth of opportunities and support to ensure our school community gains access the very best opportunities, curriculum, enrichment, and support. However, prior to this rebrand it wasn't clear that we, or any other schools across our Trust, were part of this fantastic family of schools. As a result, Consilium set out to bring all of our branding under one umbrella to effectively communicate that the nine schools which come under its Trust are collective, and working to the same goals.

Our new logo reflects the exciting period of change our school is currently going through as well as taking into account our history, values, uniqueness, community, and goals. The launch of the new logo also sees there being more collaboration across our Trust meaning further opportunities and support for each and every member of our school. Ahead of this launch, several members of our school community have previewed the new branding and the response has been extremely positive with the overall feedback being one of excitement, understanding, and enthusiasm of the new logo that aligns closer to what we and our Trust stand for.

Although our image is changing, our values, individuality, and the high-quality teaching of our school are not. We still remain our own entity with our own community and focus within the Consilium Academies Trust.

You'll start to see our new logo on documents you receive from school, on social media, and on the school's new website initially. Then, over the Summer holidays, our school will have its physical signage change to reflect this new rebrand.

However, I want to make it very clear that **we do not expect any child to change their uniform to the new logo ahead of September 2021**. The Senior Leadership Team at our School and the Trust itself understand that the last 15 months have been incredibly hard for everyone and we do not want to add the additional stress of trying to buy a new uniform ahead of the coming September. Instead, any uniform which needs to be replaced – or any new starters to the school after this period – will be required to wear the new logo. This will inevitably cause an extended transition period when it comes to the new uniform for our students, however, we absolutely believe this is the best approach for our school community.

I am very excited for our new branding to launch and can't wait to share this with you in the coming days. The launch of our new website will be promoted on social media on the day so please keep an eye on our profile.

If you have any questions regarding this rebrand, please contact the school.

Kind regards
Consilium Academies



Headteacher: Mrs Claire Robbins

Inside everyone there is a rainbow waiting to shine.

Ambition

Pride

Resilience

Respect

Responsibility

