



WHITTINGTON PRIMARY AND NURSERY SCHOOL

Common Lane, Whittington, Lichfield, Staffordshire, WS14 9LG

Headteacher - Mrs N Leeson

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11th June 2024

RE: School logo

Dear parents and carers,

On November 1st 2022, we effectively became a new school having academised with the John Taylor Multi-Academy Trust. From this point onwards, we also became known as Whittington Primary and Nursery School, rather than Whittington Community Primary School. Since this point, we have been working with a company called Brand Jam to develop a new school logo in light of the name change.

Our aim was to retain the theme of our old badge whilst giving it a more modern feel and, after much consideration, we chose this design; retaining the tree, but incorporating a heart at its center to show that relationships, care and nurture are at the heart of our school:



We have worked in liaison with the uniform suppliers and will begin rolling out the new uniform from September. The uniform will be phased in over time so that our families can continue to use the current uniform for the foreseeable future. The PTA uniform shop will also continue to supply the current uniform stock.

The colour of the uniform remains unchanged, with the exception of the PE T-shirts. Having listened to the views of parents and their difficulties with keeping the white T-shirts clean, we have taken the decision for the PE T-shirts to change to royal blue from September.

As always, there is no expectation that pupils wear uniform with a school logo on it.

Yours sincerely,

Mrs N Leeson
Headteacher