



Dear Parents and Carers

Melbourn Village College branding update

I am delighted to share with you our new school logo.

This has been a carefully considered process, with feedback from our Parent Panel as early as Spring 2025. At that time, parents were clear that they wanted to see tangible change and continued improvements across the school before we refreshed our branding — so that any new logo would genuinely celebrate our renewed values and signal a meaningful new chapter in our school's improvement journey. That message shaped our approach.

When we formally began the design process in September, we were fortunate to secure the skills of a designer from within our Trust. This meant we were able to benefit from high-quality expertise while ensuring we were making best use of resources. Since then, we have worked closely with the designer to ensure the final design truly reflects who we are as a school. Stakeholder voice has been central throughout. Our students have spoken excitedly about a new beginning and their desire to feel visibly part of the Trust to the outside world. They are proud to align with the outstanding schools within our Trust and were clear that they wanted our branding and uniform to sit confidently alongside them. Students particularly commented on how modern the design feels and how the updated colours now align with our Trust branding, reinforcing that sense of belonging.

Our Parent Panel were a crucial voice in the final stages of the design process, in February reviewing the final two logo options and providing invaluable feedback that helped shape the final version.

The new logo features a tree design, representing the beauty of our village setting — particularly the trees surrounding our school site, of which we are incredibly proud. Our grounds are one of our greatest assets, and the tree symbol reflects growth, strength and rootedness within our community.

The logo has been designed with great care and attention to our school values. The tree structure will form the foundation of our wider marketing and branding materials, allowing us to visually highlight our three core values: **kindness, curiosity and resilience**. It was essential that our new identity not only aligns with our Trust, but also meaningfully represents what we stand for and the improvements we have worked hard to secure.

Website update

This new logo will form part of the launch of our new school website, which we expect to go live in the summer term. The website redesign aligns fully with our refreshed branding and will showcase our new visual modern identity across all communications.

Uniform update

As you are aware, our Vice Principal, Mrs Edwards has also been leading work on our new uniform design and seeking stakeholder voice. The updated uniform will launch alongside the new modern logo, ensuring a cohesive and consistent school identity that reflects this new chapter. Further information about uniform arrangements will follow shortly from Mrs Edwards.

Kind regards

Mrs Spencer
Principal