



Fairlands Middle School

We Collaborate, Achieve & Belong

8 December 2023

Dear Parent/Carer

Following our recent communication about the plans to rebrand Fairlands Middle School, we are now delighted to share the new school brand with you.

We are really proud to present a brand that embodies the essence and values of our school community. The new brand reflects our commitment to excellence, inclusivity and fostering a positive learning environment.

Key elements of our new brand:

1. **Logo:** Looking into the symbolism of the Stag and Arthurian legends, the white stag means it's time to start a new quest, which is a great link between the house system being aligned with Kings Academy but also that at Fairlands we help children grow as young people, preparing them for the next stages in their learning and challenging them to thrive in our complex and challenging society. The connectivity crown element aligns with King Arthur and our Cheddar location, along with us being a hub of connections and how we collaborate across our range of partners.
2. **Colours:** The new colour palette is vibrant and engaging. The pairing of the deep navy blue and raspberry provides a great balance across the brand.
3. **Strap line:** Our new strap line 'We Collaborate, Achieve & Belong' delivers the personality and character of Fairlands Middle School, recognising the three tier system and our ambition for all pupils.

We will be transitioning to the new brand across our school documents, signage, website and marketing materials throughout December and we hope to unveil a new Fairlands sign at the school entrance when the pupils return to school after Christmas. We will be introducing a new school uniform in time that proudly reflects our new branding on a phased basis. There is no requirement to replace any existing uniform for our current pupils.

We really hope you like the new brand as much as we do and as always, we appreciate your continued support on this evolution journey of Fairlands Middle School.

Yours sincerely

Stefan McHale
Headteacher

Fairlands Middle School

A: Masons Way, Cheddar, Somerset, BS27 3PG

E: office@fairlandsmiddleschool.co.uk

W: www.fairlandsmiddleschool.co.uk

T: 01934 743186