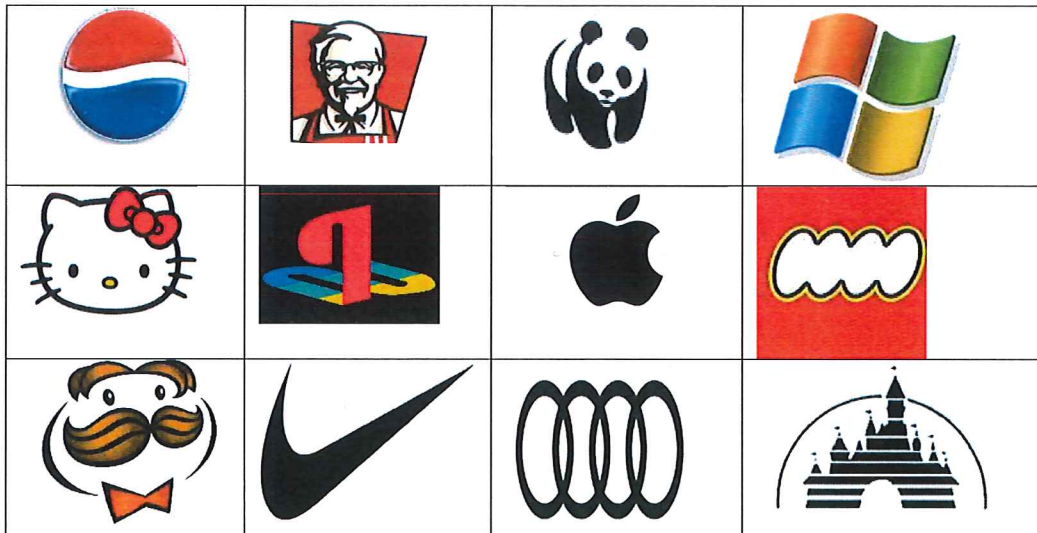


27th June 2022

Dear Students



Do you recognise any or all the pictures above?

They are all famous logos for things or places you will have heard or know about. When you see them you think 'oh that's...' (I nearly gave one of the answers then!)

All the logos have been thought about very carefully and designed to make sure they are recognised everywhere.

We want you to create a logo for our new trust name. An image which will be recognised by everyone. One that will go on everything we do.

It's our trust logo competition.

This is what you need to do:

- Think about our new name – CHANGING LIVES LEARNING TRUST. What comes into your mind when you hear those words? What do they mean to you? In our trust we are all learning all the time. We are learning to make our lives better in the future, so we can all be the very best version of ourselves. How can you draw that?
- Think about the colours you want to use. We have schools with red, blue, green, brown but they don't have to be our colours. What do life changing colours look like to you? What colour is learning for you? What colours make you feel excited about a logo and make you remember it. You can use paint, pencils, crayons, pens whatever you want.



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- Think about what you see in all the logos on this page. They are all very simple, bright, and bold.

We want you to design a logo which is modern, bold, colourful, loud, and memorable. If you win the competition your logo will be on everything to do with our trust for ever! You will be able to say 'I designed that logo.'

We want to see designs from everyone if we can, so get your thinking caps on. Have a look at logos around you for inspiration.

You can bring your entry into school, email them to Miss Lithgow on lithgowl@westlakesmat.org.uk or you can post them to Miss Lithgow c/o West Lakes Academy, Main Street, Egremont CA22 2DQ.

Put your name, school, year group on your entry. We need them to us by 30th September.

Good luck! Get creative.

A handwritten signature in purple ink that reads 'Johnson'.

Mr Johnson
Chief Executive Officer



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