



Earith Primary School

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Friday, 27 June 2025

Dear Parent/Carer

Re: New Active Learning Trust Brand

Over the past year, we've been developing a refreshed identity for the Active Learning Trust – one that better reflects our shared values, our growth and our aspirations for the future – and I am pleased to be introducing it to you today.

As part of this update, we are also introducing a simplified version of each school's logo, which you will see on this letterhead. This new version has been designed to complement the main ALT brand and will be used *alongside* your school's existing logo – not in place of it. You will notice it appear particularly in digital materials, including the school's new website which we plan to roll out in the new academic year. I want to reassure you that this change will not affect school uniforms, which will remain the same.

You will begin to notice the new branding from this week, though there will be a transitional period where both the old and new designs may appear. From September onwards, you can expect to see the new brand used more widely across materials, signage, websites and communications.

We're very excited to take this step forward as a trust, and thank you for your continued support.

Kind regards,

Lynsey Holzer
Chief Executive Officer