

## New Logo Rollout Plan

### EARLY DECEMBER

- ✚ Communication to the following stakeholders early December detailing new logo and story behind the design:
  - All staff
  - Trustees
  - Governors
  - Diocese
  - Partners; e.g. NIOT, National Society for Education
  - Leicestershire County Council

### THROUGHOUT DECEMBER

- ✚ Update branding across all touchpoints during December:
  - Trust website
  - Social media profiles
  - Teams and Teams backgrounds
  - Link
  - Email signatures
  - Letterheads
  - Presentation documents
  - Business cards
  - Compliment slips
  - Promotional material and new starter documents
  - Lanyards and staff badges
  - Policy template

### 19<sup>TH</sup> DECEMBER

- ✚ Details to parents in end of term newsletter, with mention of new look website.

### 7<sup>TH</sup> JANUARY

- ✚ Go live of new look website

### JANUARY ONWARDS

- ✚ Longer term updates:
  - Updated brand guidelines to all staff
  - Signage
  - All other school websites
  - Wifi names
  - School sign in systems