

Our ref: RP/NS/School Rebranding

Date: 28<sup>th</sup> November 2022

Dear parent/carer,

This letter is to bring to your attention that we Dame Elizabeth Cadbury School proudly announce that we are rebranding.

You will begin to see our new logo appearing on school letters, home communication and throughout our school website and in early 2023 new signage will be begin being displayed in and around the building.

There are no expectations for you to go out and purchase new uniform for your child, school blazers, ties and PE kit will start to be phased out and when new uniform is needed these will include the new logo.

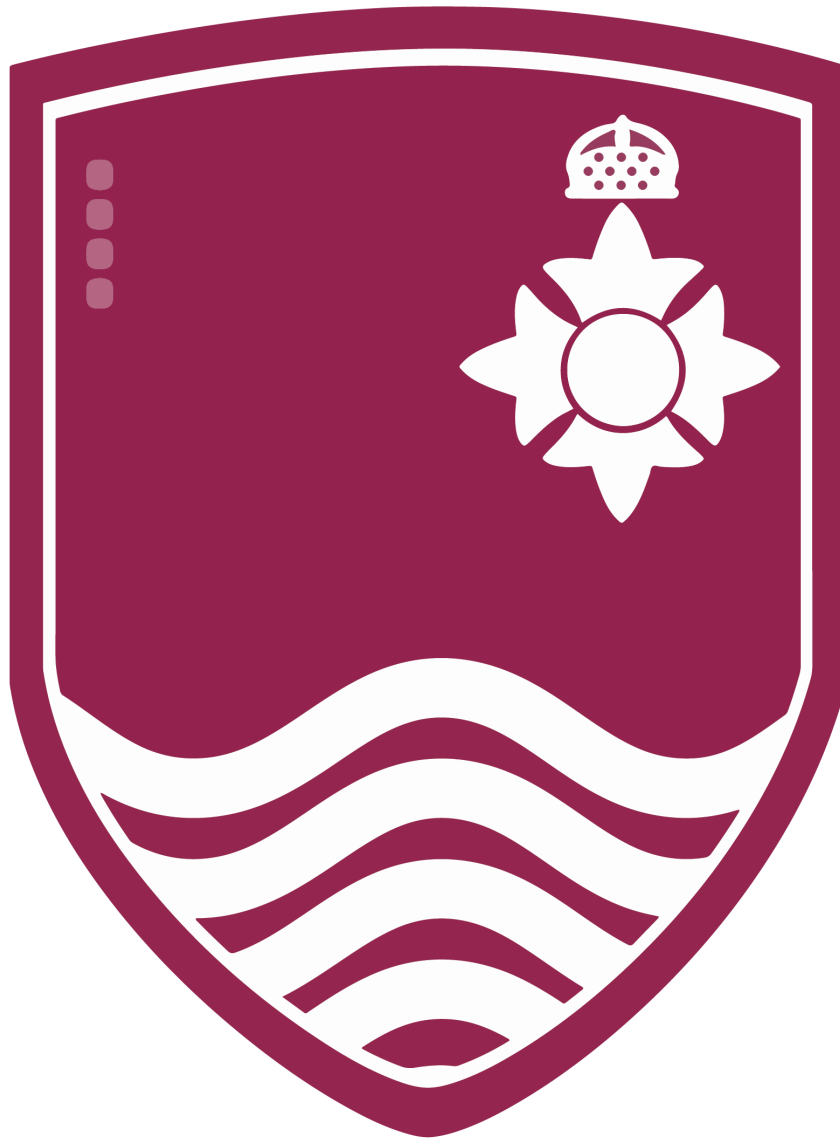
You can see our new branding and what happens next on the attachments below, if you have any further questions please do not hesitate to contact the school through our enquiry email: [enquiry@decschool.co.uk](mailto:enquiry@decschool.co.uk)

Yours Sincerely



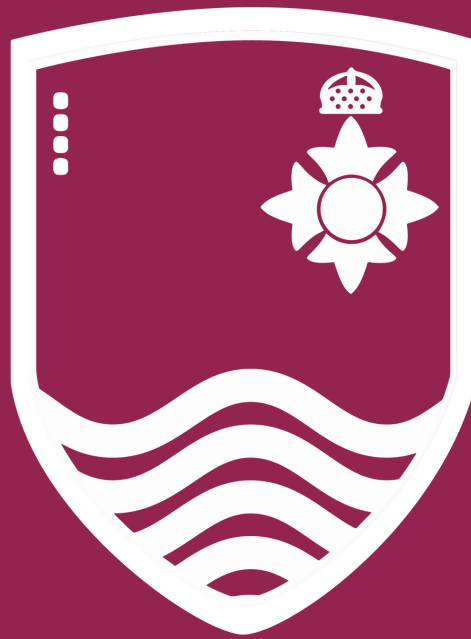
Mr R Prime  
Headteacher

# **WE'RE** **REBRANDING**



**Dame Elizabeth  
Cadbury School**

Respect. Aspire. Believe. Commit.



## **Dame Elizabeth Cadbury School**

Respect. Aspire. Believe. Commit.

Our school is named in honour of **Dame Elizabeth Cadbury**, who worked tirelessly to improve the welfare of disadvantaged people, particularly women and children. For her philanthropic efforts she was awarded a Damehood, receiving a pendant, which can be seen in the top right of our logo. At the bottom of the shield you can see a representation of the local stream, the Bourn, from which Bournville gets its name.

Bournville was founded by Dame Elizabeth's husband, George Cadbury, the famous chocolate maker. Our logo's colouring is reminiscent of the iconic red used in the packaging for the Bournville chocolate bar.

Bringing us into the present day, the four circles in the top left corner of our logo represent our four Houses and our four values: Respect, Aspire, Believe, Commit.

# WHAT HAPPENS NOW?

You will see our old logo from time to time as we phase it out and move everything across to our new school branding.

School blazer badges will be phased out as pupils naturally replace their blazers and there is no expectation to go and buy a new one early.

Our branding will change online shortly and new signage will be up across the building in early 2023.

Our values and ethos continue to be the driving force at Dame Elizabeth Cadbury School.

[www.decschool.co.uk](http://www.decschool.co.uk)