



Maltby Redwood Academy

OUR BRIEF

We wanted our logo to be a little more sophisticated, suited to all of our children from Foundation through to Year 6.

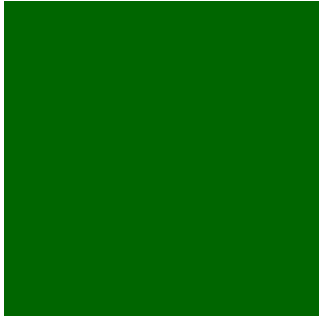
It was important that we kept the tree in the logo, due to its connection to the school's name, location and history.

Rather than just a rebrand, we see our new logo as part of the movement from what we were before, to what we are now.

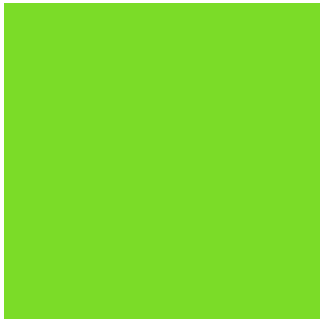
Our vision at Redwood Academy is one of excellence and opportunities in order to ensure every child reaches their individual potential. To achieve this we aim to provide a rich, broad and creative curriculum, which both motivates and inspires children, encouraging them to be actively involved in making decisions about their learning. We aim to foster the confidence to explore and experiment as children work to develop their talents and achieve their full potential.

We hope that we have captured this vision in our new logo.





Despite Red being the colour of our uniform (and it will be somewhat incorporated into our branding), it isn't going to be our primary colour. Instead, it will be green.



Why green?

The colour green promotes clarity of the mind and the balancing of our emotions. Green is highly associated with nature and health, encouraging a sense of compassion, kindness and nurturing – everything that Maltby Redwood Academy stands for.

Certain shades of green can suggest different but complementary and appealing traits; Darker greens – ambition and wealth, Lighter greens – freshness and growth.



OUR NEW LOGO



Maltby
Redwood Academy

