



Dear Parents/Carers, Students, Governors, Old Olavians and Grandparents

14 June 2019

### Headteacher's Newsletter 34

This week's Newsletter is all about the redesign of the school badge or logo. I first wrote to you in April explaining that we were proposing to update the badge and the changes were discussed by Governors last week. It was agreed unanimously by the Full Governing Body to move forward with the changes, with the intention to transition from the Crest and old Crown and Axe to a consistent, more modern version of the Crown and Axe.

The idea is to simplify the logo as we recognise that the current one, especially the one on the school blazer, does not clearly relate to St. Olave's. The image within the Crest is also from a previous era and could be considered out of date. Recently, many businesses, brands, sports clubs, etc have simplified their logos and branding to reflect modern needs, especially electronic requirements and how their brand or logo will look on different online platforms. In the current climate, logos tend to be less rather than more.

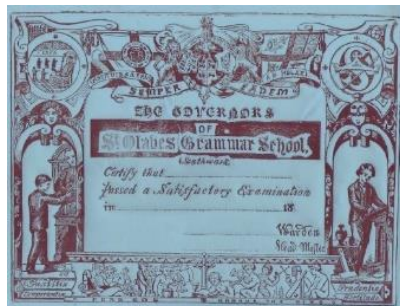
We very much want to honour the cherished past history of St. Olave's Grammar School, which comes through the school blazer badge, but have reflected on whether the current Crest is too complex, and the detail has been lost over time. I hope the rest of my Newsletter will summarise the reasons behind the changes and how we have formulated the proposed design.

#### Areas for development for current badge:

- Too many versions of the 'Royal Charter' graphic in circulation, which means our branding is inconsistent.
- Duplication has resulted in a major deterioration in quality.
- Definition of the current Crest is lost when image is expanded or shrunk when viewed on online platforms.
- Crest shows a Headmaster holding a birch with students presenting work to him. The school blazer badge has been altered even further.



#### Background to proposed badge development:



Work has been carried out by members of staff together with design consultants, SEA (who also produce our Prospectus and the Summatim), to help create a new school badge. The proposed design is based on a design taken from an original metal printing block from 1867. The printing block was used to produce certificates in recognition of pupil achievement, and also incorporates the current Crest.



The changes should be seen as an opportunity to embrace both our heritage and our future, moving away from the draconian image of a Headmaster holding a birch, and refresh our brand with more legible wording. We can project further our Christian background, and create a design that offers a clear and memorable visual impact, which will be appropriate for multiple platforms. Modern design tends to be about simplicity, and badges without too much complexity look better on clothing, but still have an impact whether they are large or small. This can be seen with the recent rebranding of John Lewis, Netflix and through sports badges generally. The SEA interpretation of the badge from the original printing block is shown.

SEA interpretation



**Proposed Badge:**

The new badge incorporates the Crown and Axe, which previously featured on the school blazers up until the Second World War; a similar version is currently used on our sports kit and by the Old Olavians. We believe the badge, shown below, maintains our links to the past, but shows the school is looking forward to the future.

	<ul style="list-style-type: none"> <li>• Badge accurately represents the purple, black and white - the school colours.</li> <li>• The gold Crown and Axe retains links with our heritage, as well as St Saviour's School and our Foundation.</li> <li>• 1571 is the date we were given our 'Royal Charter'.</li> <li>• The insertion of the school name strengthens the identity of the badge.</li> <li>• The retention of the cross symbols supports that we are a Church of England school.</li> <li>• The use of the wording 'Grammar School' to reinforce our academic strengths.</li> <li>• The inclusion of two white rings representing O for Olave's as well as O for Orpington.</li> <li>• The inner and outer circular white borders represent the two Os of Old Olavians.</li> </ul>
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The next steps will be to discuss how we transition from the old version to the new one. It is also important that we tighten up the badge, particularly the purple colour and also how this badge will look if printed in black and white. The idea is to use this badge across all signs, stationery, online platforms and uniform. I appreciate the transition needs to be strategised, will take time and requires interaction with all stakeholders. However, I hope this explains our thinking and our current position but please do get in touch if you have any comments or questions. I will keep you informed of any further developments.

A reminder that the final talk in the Speakers@St. Olave's Series will be taking place next Wednesday 19 June at 4pm in the Chapel. Dr Michael Mwim practises medicine and is also an investor and entrepreneur, his talk will be based around his book 'My Rich Prince: notes for my son'. Tickets are available from Reception.

The PA have extended the early bird booking offer for 'It's a Knockout' at the Family Fun Day on Saturday 13 July. Until 22 June, tickets at <http://buytickets.at/stolavesparentsassociation/255179> are only £10. This exciting new event consists of two hours of fun competition and is open to all family and friends of students and staff, from Year 3 up to 103. Buy now to show your support for our PA and the school.



Finally, please note there has been a change to term dates for next year due to the VE Celebrations.  
**The first Bank Holiday in May has been changed from Monday 4 May to Friday 8 May.**

Wishing you and your families a restful weekend.

Yours sincerely

A handwritten signature in black ink, appearing to read 'Andrew Rees'.

Andrew Rees  
Headteacher

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The [St. Olave's website](#) is full of stories of student endeavour and success. Please do keep sending me news items and student successes either via colleagues or email. The email address is [publicityteam@saintolaves.net](mailto:publicityteam@saintolaves.net). Do not forget to include all the details along with a high resolution photo you are willing to share and have published on the school website.

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