

BRANDING DEVELOPMENT  
LEARN-AT

# PROJECT BRIEF

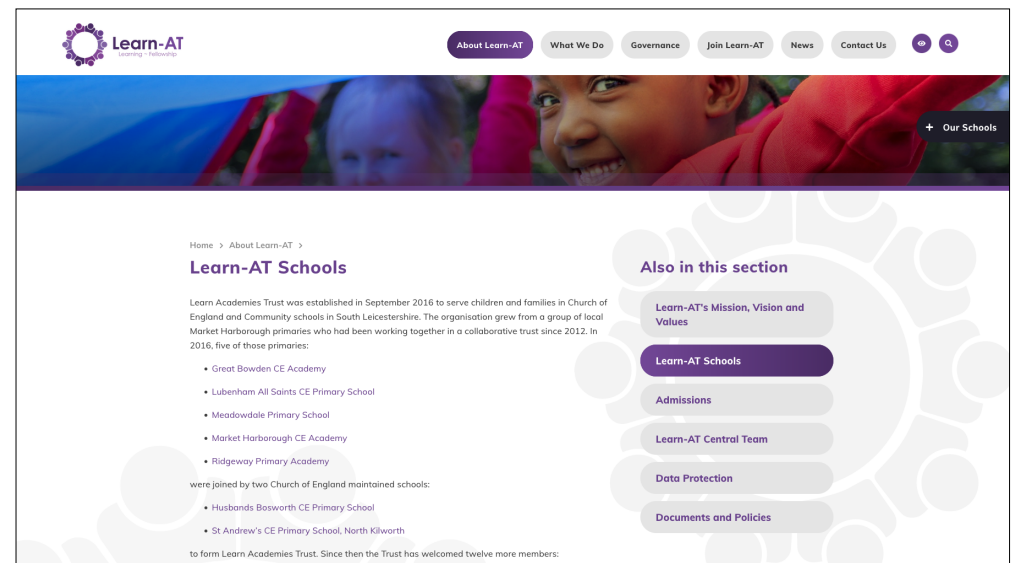
## LOGO DEVELOPMENT

Learn-AT are looking to refresh their current image, and promote core values of Learning and Fellowship with an underlying vision of 'one for all and all for one'.

In addition the treatment of showcasing the number of schools within the Academy Trust (currently 19) requires consideration on the website and letterhead amongst others.

Design requirements:

- Review colour palette and energise / or add accent colour
- Research fonts, friendly look and feel / solid foundation
- Consider logo graphic shapes – what feels right for Learn-AT
- Present new logo visuals / sample letterhead / web page



Attributes: knowledge / togetherness / nature & humanity





Attributes: education / evolving / digital era





Attributes: inspiration / energy / connectivity





Attributes: connectivity / growth / positivity / support





Attributes: flourishing / positivity / success / page-turning





Attributes: knowledge / organic / growth / togetherness







**Learn Academies Trust**  
School Lane, Lubenham,  
Leicestershire, LE16 9TW  
T: 01858 260028

[learnat.uk](http://learnat.uk)



Great Bowden  
CE Academy



Lubenham All Saints  
CE Primary School



Meadowdale  
Primary School



Market Harborough  
CE Academy



Ridgeway  
Primary Academy



Husbands Bosworth  
CE Primary School



St Andrew's CE Primary  
School, North Kilworth



Church Langton  
CE Primary School



Blaby Stokes  
CE Primary School



Red Hill Field  
Primary School



South Kilworth  
CE Primary School



Bottesford  
CE Primary School



Queniborough  
CE Primary School



Thrusington  
CE Primary School



Scalford  
CE Primary School



All Saints  
CE Primary School



Hope Hamilton  
CE Primary School



Houghton-on-the-Hill  
CE Primary School



Richard Hill  
CE Primary School



Scan for School  
Information



**Learn Academies Trust**  
School Lane, Lubenham,  
Leicestershire, LE16 9TW  
T: 01858 260028

[learnat.uk](http://learnat.uk)



Great Bowden  
CE Academy



Lubenham All Saints  
CE Primary School



Meadowdale  
Primary School



Market Harborough  
CE Academy



Ridgeway  
Primary Academy



Husbands Bosworth  
CE Primary School



St Andrew's CE Primary  
School, North Kilworth



Church Langton  
CE Primary School



Blaby Stokes  
CE Primary School



Red Hill Field  
Primary School



South Kilworth  
CE Primary School



Bottesford  
CE Primary School



Queniborough  
CE Primary School



Thrussington  
CE Primary School



Scalford  
CE Primary School



All Saints  
CE Primary School



Hope Hamilton  
CE Primary School



Houghton-on-the-Hill  
CE Primary School



Richard Hill  
CE Primary School



Scan for School  
Information



Home > About Learn-AT >

## Learn AT Schools

Learn Academies Trust was established in September 2016 to serve children and families in Church of England and Community schools in South Leicestershire. The organisation grew from a group of local Market Harborough primaries who had been working together in a collaborative trust since 2012.

- |  |   |  |   |  |  |  |  |  |  |
|--|---|--|---|--|--|--|--|--|--|
| <br>Great Bowden<br>CE Academy           | <br>Lubeham All Saints<br>CE Primary School | <br>Meadowdale<br>Primary School       | <br><b>Market Harborough<br/>CE Academy</b> | <br>Ridgeway<br>Primary Academy    | <br>Husbands Bosworth<br>CE Primary School | <br>St Andrew's CE Primary<br>School, North Kilworth | <br>Church Langton<br>CE Primary School        | <br>Blaby Stokes<br>CE Primary School  | <br>Red Hill Field<br>Primary School |
| <br>South Kilworth<br>CE Primary School | <br>Bottesford<br>CE Primary School        | <br>Queniborough<br>CE Primary School | <br>Thrusington<br>CE Primary School       | <br>Soalford<br>CE Primary School | <br>All Saints<br>CE Primary School       | <br>Hope Hamilton<br>CE Primary School              | <br>Houghton-on-the-Hill<br>CE Primary School | <br>Richard Hill<br>CE Primary School |  |



THANK YOU.