

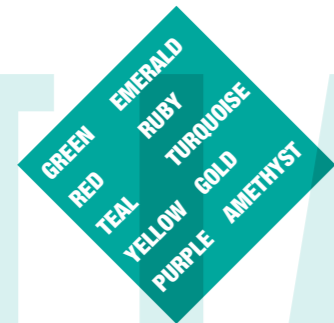
BELOW IS A DESCRIPTION OF WHAT THE ELEMENTS OF OUR LOGO REPRESENT AND MEAN TO US:

The name, The St Lawrence Academy, was chosen because St Lawrence was an early Christian martyr who was a Deacon of the Church in the third century. During the persecutions of the early church, Lawrence was required to deliver up the riches of the Church. Instead of providing the gold and material wealth, Lawrence produced for the authorities the people for whom his Church had been caring, stating that they were the true riches of the Church (we believe that the students and staff will be the treasures of the new Academy). For this he was executed by being roasted to death on a grid iron.

The flames and metal represent the steel works based in Scunthorpe, which is an important part of the community and the town's history. The flames also represent our two specialisms – sport and science with the Olympic torch and the Bunsen burner.

The five flames represent our five core values of truth, justice, respect, forgiveness and generosity; they represent the five year groups, the five houses and the five curriculum areas. The colours used on our logo will be our house colours, and teal is the dominant colour in our uniform. We wanted vibrant colours on our logo to represent our talented, diverse, bright community.

Our House names are precious gems/metal:



OUR UNIFORM

Our uniform is how the local community recognises and makes judgements about us as an Academy so it is important that students always present themselves in a positive disciplined way. We want all students to be proud to wear the uniform and have a sense of pride that they belong to The St Lawrence Academy. The uniform policy supports the ethos of the Academy within which we expect all students to have respect for each other and for their appearance. Students are our ambassadors and this also applies as much to their appearance going to and from the Academy, as when they are studying in the Academy. A smart appearance will be expected at all times and parents/carers are asked to ensure that this is respected.

GIRLS

BLACK BLAZER EMBROIDERED WITH ACADEMY LOGO ON POCKET, TEAL BRAIDING ON LAPEL AND MATCHING LINING
WHITE BLOUSE/SHIRT WITH COLLAR
BLACK FORMAL SKIRT OR SCHOOL TROUSERS
DARK SOCKS OR PLAIN TIGHTS (BLACK OR NEUTRAL)
PLAIN SMART BLACK FLAT SHOES
BLACK REVERSIBLE SHOWER PROOF JACKET EMBROIDERED WITH ACADEMY LOGO

PE KIT

WHITE T-SHIRT WITH EMBROIDERED ACADEMY LOGO
BLACK SHORTS WITH EMBROIDERED ACADEMY LOGO
BLACK ACADEMY SPORTS SOCKS
REVERSIBLE BLACK AND WHITE RUGBY SHIRT WITH ACADEMY LOGO

BOYS

BLACK BLAZER EMBROIDERED WITH ACADEMY LOGO ON POCKET, TEAL BRAIDING ON LAPEL AND MATCHING LINING
WHITE SHIRT WITH COLLAR CLIP ON ACADEMY TIE IN TEAL/BLACK STRIPE
BLACK SCHOOL TROUSERS
DARK SOCKS
PLAIN SMART BLACK FLAT SHOES
BLACK REVERSIBLE SHOWER PROOF JACKET EMBROIDERED WITH ACADEMY LOGO

PE KIT

WHITE T-SHIRT WITH EMBROIDERED ACADEMY LOGO
BLACK SHORTS WITH EMBROIDERED ACADEMY LOGO
BLACK ACADEMY SPORTS SOCKS
REVERSIBLE BLACK AND WHITE RUGBY SHIRT WITH ACADEMY LOGO

- All students should carry a school bag for books and equipment.
- **OPTIONAL ITEMS:**
Academy sleeveless top with teal stripe to be worn under the blazer.
Academy jumper with teal stripe to be worn under the blazer.
Academy microfibre training bottoms in black with piping to match PE kit.
- Prefects will be issued with a teal coloured tie embroidered with the Academy logo.
- If for religious reasons a hijab is worn, it must be plain black.

PERSONAL APPEARANCE

- Hair colour should be natural.
- No extreme hairstyles (judgement on hair will be made by the Principal or Senior Leadership Team).
- No jewellery allowed except for a watch and one small plain gold or silver stud earring in each earlobe.

The Academy reserves the right to send a student home if not in the correct uniform.

THE ST LAWRENCE ACADEMY
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The St Lawrence Academy is sponsored by The Diocese of Lincoln

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ACADEMY BRAND STORY
DEVELOPING AND DEFINING OUR BRAND



the ST LAWRENCE academy

OUR AIM...

...when developing and defining our brand was to ensure we had a distinct identity for the Academy which encapsulated our vision, ethos and aspirations for the educational opportunities of our students and the local community.

OUR OBJECTIVES... DURING THE DEVELOPMENT OF OUR BRANDING WERE:

- to engage with and promote the Academy to the community
- to build a strong identity that captures our vision
- to build up an association with the Academy; communicating key messages and influencing audiences

THE RATIONALE...

...for the branding has taken into account aspects of our context and the history of the school that is closing in order for the Academy to be effective as a vehicle for transformation.

OUR VISION...

...for The St Lawrence Academy is that we are determined that our students will get the best possible opportunities to succeed. Our aim is that we will release students' potential, nurture and develop their talents and bring out the best in them all in a caring, secure environment where they will be happy and excited about learning.

OUR CORE VALUES...

...at the Academy: truth, respect, generosity, forgiveness and justice, will underpin everything that we do to inspire lifelong learning, independent, responsible and confident students. We want our community to feel welcome, included and valued within the Academy.

OUR STRAP LINE...

...is *'Strength for Today, Bright Hope for Tomorrow'* which reflects our values and vision and defines what we stand for. We want it to be as well known and as unique as our branding and logo.

OUR LOGO...

...has been designed very carefully, we have chosen the specific colours and considered how these will work together to reflect our unique identity. We have only two variations – one for use on white or pale backgrounds and the other on black or very dark backgrounds.



the **ST LAWRENCE** academy



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