



# PERRYFIELDS ACADEMY

Our new journey starts here....

# ACADEMY CONVERSION

- As you should know, on Saturday 1<sup>st</sup> May, Perryfields High School became Perryfields Academy.
- We are excited to share with you our new branding for Perryfields Academy.....

# The design process

- We are a proud school that is based in Sandwell.
- Our Perryfields community is made up of students from all areas of Sandwell, Dudley and Birmingham.
- A hexagon is a 6-sided, 2-dimensional geometric figure.
- They are found in lots of different areas; honeycombs created by bees, interlocking structures of volcanic rock that form Giant's Causeway in Ireland, bond shapes of certain molecules, in crystal structures, patterns of a turtle shell.
- Hexagons perfectly interlock with absolutely no gaps, e.g., bees use them to create their perfect home.

A large yellow hexagon is positioned on the left side of the slide, partially overlapping a smaller green hexagon below it. The text is centered on the right side of the slide.

**We used hexagons in our  
new branding to  
demonstrate how our  
students, families and staff  
work together to build our  
very own community -  
Perryfields Academy**



# PERRYFIELDS

## ACADEMY

Together we achieve excellence

**We hope you love our new branding as much as we do!**



# **PERRYFIELDS**

## ACADEMY

Together we achieve excellence

# DESIGN THE SCHOOL TIE

- Although our new uniform will be available earlier, it will not be compulsory until September 2022. So, we would love to know your ideas:
- We are running a competition for one of our students to design or contribute to the design of our new tie.
- You must use the colour scheme of the new logo.
- All entries must be handed to Mrs Paddock by Friday 11<sup>th</sup> June at 3pm!
- All entries will then be shared with the Senior Leadership Team and the trust's CEO, and the winner will be notified.
- If you would like a coloured print out of the new logo to help with your design, please see Miss Wainwright in G20.

**WE ARE EXCITED TO SEE YOUR DESIGNS!!**