



# CHEL TENHAM

## COLLEGE

Introducing our updated identity



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Our updated logo reflects our heritage as well as our modern approach to education. It takes ownership of 'Cheltenham' as a destination for educational excellence.

Cerise, Black (at College) and Blue (at The Prep) have all played an important part in the history of our schools. The use of Cerise and a Midnight Blue is a nod to the history of both schools and a fitting combination of each school's colours that reflects our close relationship.

The word College uses a serif font. Serif fonts are often used to reflect tradition or value. This font combines with the school crest to ensure that our heritage is noted within this updated logo.

The use of a modern sans serif font for the word Cheltenham demonstrates the vibrant, curious and forward-thinking community that we are a part of. We are proud to have world class festivals, speakers and culture on our doorstep.

A focus on the word Cheltenham highlights our place at the centre of a town famed for its educational excellence. It is also an echo of the calls heard from supporters across our sports pitches each week:

'Come on Cheltenham!'

# Understanding our new logo



# CHELtenham

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# CHELtenham

## PREP SCHOOL



# CHELtenham

## PRE PREP

A refined, modern solution