

# WEST NORTHAMPTONSHIRE SHADOW AUTHORITY

## SHADOW EXECUTIVE MEETING

**21 July 2020**

<b>Report Title</b>	<b>West Northamptonshire Shadow Authority interim brand</b>
<b>Report Author</b>	<b>Louise Spolton – Communications and Engagement Enabler</b>

### **1. Purpose**

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- 1.1 The purpose of this report is to present the proposed design for the West Northamptonshire Shadow Authority brand. This is an interim brand only to be used for the duration of the shadow authority. A separate piece of work is taking place to create the brand and wider visual identity of the West Northamptonshire Council.

### **2. Recommendations**

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That the Shadow Executive approves the interim brand for the West Northamptonshire Shadow Authority. See appendix 1 for the brand details.

### **3. Issues and Choices**

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#### **3.1 Report Background**

- 3.1.1 The West Communications and Engagement Member Task and Finish group, chaired by Cllr Nunn, was tasked with creating an interim brand for the West Northamptonshire Shadow Authority to ensure clarity of authority and responsibility. This brand will be used on all shadow documentation and meeting collateral including screens and agendas.

#### **3.2 Issues and Choices**

- 3.2.1 A specification was agreed by the West Communications and Engagement Member Task and Finish group which set out that the interim brand must:
- Build on the current Future Northants branding
  - Clearly display the name of the authority
  - Be accessible
  - Incorporate elements of the two geographical areas

3.2.2 Member meetings were held to agree a design specification and to develop designs, working with in house designers. All members contributed to the discussions and agreed on this final design. The full governance process has been followed with the shadow executive having final approval.

#### **4. Implications (including financial implications)**

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##### **4.1 Policy**

4.1.1 There are no policy implications arising from this report.

##### **4.2 Resources and Risk**

4.2.1 In-house design resource has been used so the interim brand has been delivered at no additional cost to the programme budget.

##### **4.3 Legal**

4.3.1 There are no legal implications arising from this report.

##### **4.4 Equality and Health**

4.4.1 In-house designers applied their experience and principles of accessible design including consideration of colour and contrast, font size and weights and clear imagery.