

A New Logo for a New Council

Visual Identity for West Northamptonshire Council



Low Cost Approach

- Utilised the fantastic skills of the in-house graphic designers.
 - Wide ranging experience of application of council visual identities, as well as significant creativity and technical expertise.
 - Delivered at no additional cost to council taxpayers.

Timeline

KICK OFF/DEVELOPMENT

June/July

- Comms T&F (Task & Finish) group was formed. First 2 meetings took place including forming a design brief for the VI (Visual Identity).
- First draft of designs were presented to the T&F Group by the designers, and amendments were discussed and designs re-presented. Comms T&F group agreed 3 options for stakeholder testing.

TESTING

July/August

- Design(s) presented to Corporate Project Board, PIB, JIE and Shadow Executive.

August/September

- Stakeholder feedback – staff/members/residents.

ADJUSTMENT

September/October

- Design(s) adjusted following comments from Stakeholders – possibly narrowed down to 2, or even 1 design.

APPROVAL

October/November

- Final design(s) submitted to Corporate Project Board, PIB, JIE and on to Shadow Executive for final decision/approval.

IMPLEMENTATION

January – March 2021

- New visual identity communicated for implementation – Heads of Service will be notified ahead of this date, so that they can put everything in place ready for the release of the final logo beginning of January 2021 (even possibly during December 2020 if there are no changes following the Shadow Executive in November).

Design Brief

- Clearly display the name of the Council.
- Simple, modern and flexible design.
- Accessible e.g. visual impairment.
- Represent a new 21st century organisation.



Collaborative Working – Design Process

- Team of 2 in-house designers met virtually for a series of design meetings with the T&F Group.
- Ideas were given and discussed to form a brief of what was and was not wanted, following on from the Visual Identity Design Spec (attached as an embedded document below).



Microsoft Word
17 - 2003 Document

Principles for Design

- Must work well alongside existing partner logos.
- Must not contain an image specific only to one town or area.
- Must not be similar to any other logos;
 - *Current council logos and Partner logos.*
 - *Other Northamptonshire logos.*
 - *Neighbouring councils or any other organisations.*
- Must work across digital platforms, as well as traditional platforms.
- Must be accessible to those with disabilities/visual impairments.

Current Northamptonshire Logos

West



North



Three Chosen Designs - West



West
Northamptonshire
Council

- Bold and modern
- Symbolism of LAs joining
- Similar style to many LA logos



- Contemporary design
- Symbolism of new shoots / growth
- Focus on WNC acronym



West
Northamptonshire
Council

Brand Philosophy:

Four lines on the logo represent four Councils. Each of the colours also represent colours from previous logos used by all of those Councils.

Rejected Designs



West
Northamptonshire
Council

- Felt this wouldn't print as a smaller logo and didn't have much 'presence' compared to the other logos presented.



West
Northants

- Did not want to use a shield/crest as may be confused if the Unitary Council goes on to produce a heraldic crest once its established.



West
Northants

- Too specific to Northampton Town with the Lift Tower.
- Lift Tower could be mistaken for a lighthouse.