

Visual identity specification for West Northamptonshire Council

Background

West Northamptonshire Council will be a new unitary authority from 1 April 2021 and will comprise the districts and boroughs of Daventry, South Northamptonshire, Northampton and Northamptonshire County Council.

Work required

To produce a distinct visual identity for West Northamptonshire Council, the organisation.

Deliverables

1. Image/logo that accurately represents the values of West Northamptonshire Council – honesty, integrity, aspiration, teamwork and is flexible enough to be adapted by the new organisation as it evolves.
2. Image/ logo to reinforce that all service areas come together as West Northamptonshire Council and are not separate entities.
3. Image/ logo to portray that West Northamptonshire Council is a modern and digitally-enabled organisation which is efficient and effective.
4. Guidelines to demonstrate how the image is to be used and what form it would be offered to partners and external parties. This to be done by artwork of the approved identity/logo and creation of a logo library and branding guidelines. The logo library will include all logo versions such as black and white and reversed-out versions.
5. Intellectual property rights of the brand will belong to West Northamptonshire Council.

Aim of visual identity

The new visual interpretation will be used in all aspects of the Council's work – from buildings to vehicles, uniforms to signs, stationery to websites etc. It will be used alone and in partnership initiatives.

The design MUST:	Why?
Be very simple and flexible	Work well across a wide range of platforms: posters, signage, vehicle livery, uniforms, ID badges, website, social media, video, etc.
Clearly display the name of the councils	Clear communication to all audiences about the organisations
Be accessible – e.g. for people with visual impairment	So it works for all audiences equally well and excludes no-one
Work in colour and in black and white	This range of applications will be required
Work in a range of sizes and formats	This range of applications will be required

Include a simple icon that can stand alone without the name of the council	Required for use on social media and other digital platforms
Be modern, professional, distinctive	To best represent the new organisations and their values
Incorporate elements of Northamptonshire's heritage and landscape: countryside, rurality, river	Respond to the brief from Northamptonshire members

The design MUST NOT:	Why?
Be similar to any of the existing county or district council logos	Confusing for residents and may not be politically acceptable
Be similar to any other Northamptonshire logos	Intellectual property issues, and also confusing for audiences
Be similar to the logos of any neighbouring authorities	Confusing for residents and other audiences
Contain any imagery specific to just one area of the county – e.g. building that is clearly from one part of the area	Will not feel inclusive or relevant for residents living in other parts of the area
Have a design that is in anyway reminiscent of any other product, service or organisation	Confusing for audiences

Implementation

The new visual interpretation will be rolled out on a phased approach so that it is completed in a timely and cost-effective manner.