

WEST NORTHAMPTONSHIRE SHADOW AUTHORITY

SHADOW EXECUTIVE MEETING

Tuesday 25 August 2020

Report Title	Corporate Communications & Engagement information paper – West Northamptonshire Council
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1. Purpose

- 1.1 The purpose of this report is to present the work so far on the VI (Visual Identity)/logo to ensure the West Shadow Executive is kept informed on progress and has the opportunity to give feedback on the current designs which have been produced.

2. Recommendations

It is recommended that the shadow executive;

- Note the three proposed designs – see appendix A for the details.
- Note that the designs have gone out to staff, Trade Unions, cllrs, partners and the public to seek opinion of the three designs via an online survey.
- Note that we will use this feedback to shape and inform any additional work on these required and will present the final logo to the Shadow Executive for approval in November.

We have also approached the Centre for Public Scrutiny which has done some work on council logos to seek an additional peer opinion on the designs.

3. Issues and Choices

3.1 Report Background

- 3.1.1 The purpose of this document is to present the work so far on the VI/logos for West Northamptonshire Council. The Communications & Engagement West Task & Finish Group has been working to develop logos with the internal graphic design resources who have taken the ideas generated by the group to produce the options for logos, in line with the strategy and also taking into account accessibility requirements.

3.2 Issues and Choices

3.2.1 N/A

4. Implications (including financial implications)

4.1 Policy

We have used internal design resource for development of the logos to maximise use of our own skilled and knowledgeable designers and to avoid incurring extra cost to the programme. The rollout of the actual logos will be done on a phased basis with critical items only branded initially. All instances of current logo use will be reviewed to ensure re-branding is appropriate, which will also help to keep costs to a minimum.

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 N/A

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.