

# Final Logo Presentation

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## Visual Identity/Logo for West Northamptonshire Council

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# Design Brief

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



# 3 Logo Designs Presented via Survey

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1,740 people responded to the survey



- The favoured design received 576 votes



- The second design received 342 votes



- The third design received 283 votes
- (539 respondents did not give a preference)

# Development of selected design

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**West  
Northamptonshire  
Council**

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

## Suggested amendments following survey comment analysis

- Include three rings in the design, not four – although the new West Northamptonshire Council will also include NCC, this wasn't something which was clear with the four rings design.
- Some comments drew similarities between the logo outline and the county rose emblem. Adapting the design to incorporate the rose emblem could address other comments which stated that the logo lacked relevance and historic links to the county.

# Final West Northamptonshire Council Logo Design

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**West  
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# Final West Northamptonshire Council Logo Design – In Situ

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## Amendments following survey comment analysis

- Three interlinking rings show the joining of South Northants Council, Daventry District Council and Northampton Borough Council into one West Northamptonshire Council.
- The colour of each ring is the primary colour of each existing council logo – SNC - Blue, DDC - Green and NBC – Red.
- A simplified outline of Northamptonshire’s ‘Rose of the Shires’ emblem has been added to give a clear link to the county and its heritage, plus a nod to the current Northamptonshire County Council Rose Logo.