



WEST NORTHAMPTONSHIRE SHADOW AUTHORITY

SHADOW EXECUTIVE COMMITTEE MEETING

Tuesday 24 November 2020

Report Title	Communications & Engagement – Logo/Visual Identity Approval - West Northamptonshire Council
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List of Appendices

Appendix A – Logo PowerPoint Presentation

Appendix B – Due Diligence on other Councils Logos

1. Purpose of Report

- 1.1. The purpose of this report is to present for approval, the final Visual Identity (VI)/logo and branding for West Northamptonshire Council to the West Shadow Executive.

2. Executive Summary

- 2.1 This report contains details of the proposed final VI/logo and branding for West Northamptonshire Council. It explains the process which has taken place to bring the logo to fruition. It also contains information on what Branding is and why it's important.

3. Recommendations

- 3.1 Approve the final logo design.
- 3.2 Note that we shaped this design around the feedback from the online logo survey which went out to staff, Trade Unions, Cllrs, partners and the public.
- 3.3 Note the use of talented in-house staff in the development and iteration of the logo throughout and avoidance of any extra cost to the FN Programme and the taxpayer.

4. Report Background

- 4.1 The purpose of this document is to present the final VI/logo for West Northamptonshire Council. The West Communications & Engagement Task & Finish Group has worked hard on developing this logo with the expert help of two internal graphic designers, who have taken the ideas generated by the group and also the feedback from the survey and used their expert knowledge to produce the logo. This final logo design is in line with the strategy and also takes into account accessibility requirements.
- 4.2 Over the summer three preferred draft logo designs for West Northamptonshire Council went out via online survey to staff, Trade Unions, Cllrs, partners and the public to seek opinion. The preferred design was that of four interlinked rings, but as to be expected, there were also some very useful comments and suggestions which were used to create this final version of the logo. The comments suggested the inclusion of three rings in the design, not four. The reason for the four were to incorporate NCC, NBC, DDC and SNC – that being said, in the final logo, three rings and the colours of these rings are to represent NBC (red), SNC (blue) and DDC (green), and the rose emblem surrounding the rings is to represent NCC's current rose logo and also the Northamptonshire Rose which incorporates historic links to the county – Northamptonshire, The Rose of the Shires.

5. Issues and Choices

- 5.1 A strong brand builds recognition, awareness and trust. For a council, strong branding helps residents understand the range of services available and how to access them. By helping residents and other audiences to feel better informed about what the council does, this in turn helps to increase their satisfaction with the council.

To achieve a strong brand, the branding must be used widely, clearly and consistently across all council services. There will be extensive communications both internally to employees and externally to partners and suppliers about the implementation process for the new branding, outlining what they need to do and when, to support this. These communications will alert services to timescales, processes and their responsibilities. Importantly, the communications will inform services of the need to update contact details, particularly the website addresses at the same time as updating branding.

- 5.2 The West Communications & Engagement Task & Finish Group were given a Brief, back in June, to come up with ideas for a VI/logo for the new West Northamptonshire Council. The main points of that Brief were that the logo should;
 - Clearly display the name of the Council.
 - Be a simple, modern and flexible design.
 - Be accessible e.g. to those with visual impairment.
 - Represent a new 21st century organisation.

The logo provides a strong and distinctive identity for the new council, so residents and businesses can understand who is delivering their services and

where they can go for help. The aim of the design process was to create a bold and modern logo, symbolising the joining of local authorities. Three logos went out to public survey, and 1,740 people responded. Please see Appendix A for the final proposed West Northamptonshire Logo, along with some more information on the process and how we decided on this design.

- 5.3 A further paper details the approach to branding/rebranding/de-branding via a Category 1 approach to ensure that we are Safe and Legal for Day One.

6. Implications (including financial implications)

6.1 Resources and Financial

- 6.1.1 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 FN Programme and the taxpayer. The rollout of the final logo will be done on a phased basis with critical Category 1 items only branded initially. All instances of current logo use have been reviewed to ensure re-branding is appropriate, which will also help to keep costs to a minimum. Some items will also be de-branded which will also help to keep costs down.

6.2 Legal

- 6.2.1 We have legal advice from an in-house solicitor advising that there is no legal requirement for the new logo to be used by any service: the legal requirement is for the name of the new council to be displayed which can be done in writing.
- 6.2.2 We have completed due diligence to check all other UK Council logos for similarities. There were no significant similarities and details are in Appendix B. We also used Google Reverse Image Search and there were no significant findings. We also completed a registered Trademark search online via the Intellectual Property Office website with no significant findings.

6.3 Risk

- 6.3.1 There are no significant risks arising from this report.
- 6.3.2 Any potential risks around quality, costs or accessibility have been addressed in advance by using talented in-house staff.

6.4 Consultation

- 6.4.1 There was no formal consultation required – however the Consultation Hub was utilised to facilitate a widely publicised survey for residents, members and staff to give their opinions and suggestions on the 3 shortlisted draft logos.

6.5 Consideration by Overview and Scrutiny

- 6.5.1 N/A

6.6 Environmental Impact

6.6.1 There is no environmental impact of this logo process or selection.

6.7 **Community Impact**

6.7.1 This logo will become the emblem representing the communities of West Northamptonshire's new council, and will be widely seen on items, vehicles and throughout the services used in the community.

6.8 **Equalities**

6.8.1 The logo has been designed in line with accessibility requirements.

7. **Background Papers**

N/A