

# East Suffolk Shadow Authority

Agenda  
item 15

## SHADOW COUNCIL

Monday 3 September 2018

## NEW BRAND IDENTITY FOR EAST SUFFOLK COUNCIL (REP 6(SH))

### EXECUTIVE SUMMARY

1. The Communications and Branding Member Working Group will present the new brand identity and logo for East Suffolk Council during the East Suffolk Shadow Authority meeting.
2. This report outlines the design process undertaken by the Member Working Group and the rationale for the proposed new brand identity and logo.

Is the report Open or Exempt?	Open
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<b>Wards Affected:</b>	All
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<b>Cabinet Members:</b>	Councillor T J Haworth-Culf Suffolk Coastal District Council Joint lead Councillor for the Communications and Branding Member Working Group  Councillor Craig Rivett Waveney District Council Joint lead Councillor for the Communications and Branding Member Working Group
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## 1 INTRODUCTION

- 1.1 With the creation of a new single Council for East Suffolk, the Member Working Group (MWG) for Communications and Branding has responsibility for overseeing the completion of nineteen work packages. One of these was to develop a new organisational brand identity and logo.
- 1.2 A logo is defined as “a graphic mark, emblem, or symbol used to aid and promote public recognition. It may be an abstract or figurative design or include the text of the name it represents as in a logotype or wordmark”.
- 1.3 This report summarises the design process the MWG followed, with the proposed brand identity and logo being presented at September’s shadow authority meeting.

## 2 THE COMMUNICATIONS & BRANDING MEMBER WORKING GROUP

- 2.1 The MWG is made up from the following members:

<b>Member Working Group Composition:</b>	
Cllr Haworth-Culf (joint lead member)	SCDC/Conservative
Cllr Rivett (joint lead member)	WDC/Conservative
Cllr Holdcroft	SCDC/Conservative
Cllr Bee	WDC/Conservative
Cllr Green	SCDC/Conservative
Cllr F Mortimer	WDC/Conservative
Cllr Bidwell	SCDC/Conservative
Cllr J Smith	WDC/Labour
Cllr Kelso	SCDC/Liberal Democrat
Cllr Gooch	WDC/Labour

- 2.2 Attendance of the MWG has been supported by other members where substitutes were arranged.

## 3 THE DESIGN PROCESS AND DESIGN CONSIDERATIONS

- 3.1 Summarised below is the design process that the MWG has followed in order to develop the new brand identity and logo for East Suffolk Council:
- Reviewed external examples when branding has gone wrong.
  - Reviewed external examples when branding has gone well.
  - Reviewed the different creative processes organisations take for re-branding/ logo design.
  - Reviewed examples of re-branding from the private and public sector.
  - Reviewed logos from many different local authorities.
  - Brainstorming exercise for idea generation.
  - Public competition/ engagement opportunity launched and feedback considered.
  - Design brief developed for six concept designs and brief issued to a local design agency.
  - Two concepts shortlisted by MWG for further variations.
  - Opportunity given for Member and staff feedback on the shortlist.
  - MWG selected preferred design concept and recommended further variations.
  - Further variations created and reviewed by the MWG.

- MWG selected preferred logo design and recommendation made to the Member Programme Board (MPB).

3.2 The design process has been documented and at each stage all design work was made available through the member working group area on FRED.

3.3 There were several design considerations that the MWG for the new brand identity and logo identified, which included:

- The new logo will need to serve a number of different purposes including letterheads, social media icons, vehicle livery, clothing, name badges etc.
- There was no one image that represented East Suffolk due to the diverse nature of the geographical location covered by the new Council.
- Keep it simple, not be too clever.

3.4 The recommended brand identity and logo that will be presented is based on the following design rationale:

- The compass point design points east and so references the Council's geographical location.
- Upper case throughout creates a solid visual line for the asymmetrical compass shape to sit upon.
- The compass point colours represent the sky, sea, sand and land.
- 'EAST' is slightly bolder, making a clear statement and denoting pride in our location.
- Design is simple and has flexibility for different purposes.
- At a small scale for applications such as name badges, the logo retains its legibility.
- Font type is recommended by the specialist design agency.
- For some possible instances, the compass point could be removed for a strong typographic logo.
- The compass point has wider branding potential, for example, the segments could be replaced with themed photographs, which will also be shown.

## **4 FINANCIAL AND GOVERNANCE IMPLICATIONS**

- 4.1 Suffolk Coastal and Waveney District Councils do not employ a graphic designer; therefore, external design expertise was needed to assist the development of an East Suffolk Council brand identity and logo.
- 4.2 An East Suffolk based design agency was commissioned to support the whole design process, which ensured the money spent was invested with a local business.
- 4.3 The MWG agreed a budget of between £3,000 and £5,000 to develop a new brand identity and logo for East Suffolk Council.
- 4.4 The design process, from a range of initial conceptual designs through to a final recommendation, has cost £3840, and has come in under budget.

## **5 OTHER KEY ISSUES**

- 5.1 Other new Council programme work packages are reliant on the approval of the new East Suffolk Council brand identity and logo.

## **6 CONSULTATION**

- 6.1 The brand identity and logo has gone through the following consultation process:
  - Public engagement competition launched to provide residents with an opportunity to contribute ideas and suggestions.
  - Six initial concept designs developed and reviewed by the MWG.
  - Two of the six designs shortlisted for further variations.
  - Two of the six designs put on FRED and feedback requested from Members and staff.
  - MWG selected preferred concept and for further variations to be considered.
  - MWG chose preferred image font type from a different options.
  - MPB and Strategic Management Team reviewed MWG recommendation.
  - MPB recommendation to the Shadow Authority.

## **7 OTHER OPTIONS CONSIDERED**

- 7.1 No other options were considered, as a new organisation needs to have a new brand identity and logo.

## **8 REASON FOR RECOMMENDATION**

- 8.1 The brand identity and logo, which will be unveiled during the shadow authority meeting, is being recommended for approval and adoption, for the reasons outlined in this report.

### **RECOMMENDATION**

1. That the Shadow Council approves the new brand identity and logo for East Suffolk Council

**BACKGROUND PAPERS** (Please note that copies of background papers have not been published on the Council's website but copies of the background papers listed below are available for public inspection free of charge by contacting the relevant Council Department.

Date	Type	Available From
None		