

VISUAL IDENTITY

1 SUMMARY

- 1.1 This report proposes the adoption of a revised corporate visual identity to raise the profile of the Council and to provide consistency in the way that the Council communicates with residents, partner organisations and anyone seeking information about the area.

2 INTRODUCTION

- 2.1 The current corporate identity guide was produced in 2001 and updated in February 2006.
- 2.2 The Communications Strategy Action Plan agreed by this Committee on 7 November 2006 contained an action to review the Council's corporate identity. The Council's identity has been strong but may have been diluted through service logos and alternative formats. The Communications Strategy therefore requires a review of current practice to ensure the visual identity is fit for purpose and used consistently.
- 2.3 The re-launch of the website on 22 February 2007 has also provided an opportunity to review our visual identity.

3 PROPOSALS

- 3.1 The proposed new visual identity is set out at Appendix 1. The visual brand will maintain the use of the Crest, representing the Council's tradition, heritage and strength. It also introduces the leaf logo that is representative of the Council's long term ambition to be the 'green' part of the Thames Gateway South Essex and will help create a more contemporary and engaging image. This visual identity will strengthen the Council's image and public awareness of its services through the use of a consistent corporate identity.
- 3.2 The Crest will be used for Civic and Ceremonial purposes, Member stationery, and on official policy documents or reports.
- 3.3 The leaf logo will be used on marketing, publicity and stationery.
- 3.4 The intention is that the leaf logo will be introduced over time as and when existing stationery, publicity materials and signage is replaced, and in accordance with any existing contractual commitments.

4 RISK IMPLICATIONS

- 4.1 If the Council fails to communicate in an effective and consistent way, there is a risk to its reputation.

5 RESOURCE IMPLICATIONS

- 5.1 The development of the visual identity has been carried out by existing Council staff with no cost incurred for the use of external consultancy.
- 5.2 The new designs will be phased in over a period of time as, for example, new publications are produced and existing stock needs re-ordering to avoid incurring additional costs.

6 RECOMMENDATION

- 6.1 It is proposed that the Committee **RESOLVES** to adopt the Visual Identity as set out in Appendix 1.

Sarah Fowler

Head of Administrative & Member Services

Background Papers:-

None

For further information please contact Rob Collyer on:-

Tel:- 01702 546366 Ext 3221

E-Mail:- rob.collyer@rochford.gov.uk

If you would like this report in large print, braille or another language please contact 01702 546366.