

# CHESHIRE EAST COUNCIL

## Cabinet

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**Date of meeting:** 17<sup>th</sup> July, 2008  
**Report of:** Joint Implementation Team  
**Title:** Corporate Identity/Brand Development

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### **1.0 Purpose of Report**

- 1.1 This paper presents to Members the progress being made on the production of a new logo/brand for Cheshire East Council.

### **2.0 Decision Required**

- 2.1 Members are requested to recommend a shortlist of up to three/four design concepts from the list attached (Appendix One). These will then be subject to staff and public consultation with invitation for 'creative input' prior to being brought back to members for a final decision.

### **3.0 Financial Implications for Transition Costs**

- 3.1 As previously reported to the Cheshire East Joint Committee at its meeting of 15<sup>th</sup> April, 2008 a budget of approximately £4,000 may be required to complete the consultation process. The cost of implementing the final logo/brand does not form part of this report.

### **4.0 Financial Implications 2009/10 and beyond**

- 4.1 There are currently no financial implications as part of the logo/branding process. Costs for implementation are currently being estimated and will be featured in a separate report.

### **5.0 Risk Assessment**

- 5.1 The key risk is that none of the short listed designs are considered suitable for use by the new Council.

### **6.0 Background**

- 6.1 At the Joint Committee of 15<sup>th</sup> April, 2008, the Joint Committee approved the setting up of an officer team to:
- i. Write a design brief for the logo/brand
  - ii. Work with the various existing Council's "in house" graphics teams to come up with a short list of six designs for initial Member consideration.

## 6.2 The design brief focussed on the draft “culture and values” of the new Council

- Putting customers first
- Maximising opportunity
- Working together
- Champions of Change
- Realising our potential
- Delivering our promises

## 6.3 Following Member guidance the brief also gave some suggested starting points for the design and these have been used by the graphics teams in their submissions.

- Places – is the brand to feature any specific location/s or building that is synonymous with East Cheshire or the principle towns – e.g. Jodrell Bank?
- People – is the brand to feature people to reflect service users?
- East – is the brand to reflect an eastern aspect e.g. compass pointing east?
- Descriptive – is the brand to feature references to particular things associated with East Cheshire such as railways, silk, saxon crosses?
- Map – are the new East Cheshire boundaries and community names within them to be principle features?
- Crest – is an existing or new crest to be incorporated into the brand?
- Typographic – is the title to be made more concise such as CEC or ChECo?
- Corporate – is a more neutral businesslike brand within a non-specific but general visual image appropriate?

## 7.0 Methodology & Next Steps

Date	Action
20 <sup>th</sup> May 2008	Three internal graphics team briefed
9 <sup>th</sup> June 2008	Presentation of 15 concepts to Cheshire East Communications team. Short listed to six for consideration
11 <sup>th</sup> June 2008	Six short listed concepts presented to Performance & Capacity Board
18 <sup>th</sup> June 2008	Six short listed concepts presented to JIT
7 <sup>th</sup> July	Six short listed concepts presented at member away day
17 <sup>th</sup> July 2008	Report to Cabinet – concepts short listed further down to three or four
W/c 21 <sup>st</sup> July 2008	Consultation with staff & public using focus groups and County/District websites

8 <sup>th</sup> September 2008	Consultation feedback to Cabinet for final decision
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## 8.0 Options

8.1 Six designs are presented in this report (Appendix One) for short listing

- a) Jodrell Bank
- b) Hills and Water
- c) Wheat Sheaf
- d) Three Circles
- e) Embrace
- f) Rising Sun

8.2

In short listing the designs for public consultation Members are requested to take into consideration the points set out in Section 6 above. In addition, in order to give Members a better understanding of how the designs will look in situ, they have been applied to the following

- Vehicle Livery
- Signage
- Colour A5 flyer

### ***For further information:***

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