

Board/Committee:	POLICY AND ORGANISATION BOARD
Date of meeting:	16 March 2023
Title:	New council branding
Author:	<i>Charlotte Smith, Head of Communications</i>
Status:	FOR DECISION

Purpose

This report seeks the Board's approval for the updated Gosport Borough Council branding and provides the rationale and implementation plan to support the recommended change.

Recommendation

That the Board

- i) approves the new council branding**

1.0 Background

- 1.1** The council's branding is important because it enables residents and other stakeholders to easily identify council services and facilities, both so they can make choices about the services and facilities they use and can hold the council to account for its service provision in the borough. The council's logo is a central to its branding.

This report recommends the council's logo and associated visual brand are updated, sets out the rationale and provides the Board with an implementation approach.

2.0 Report

2.1 Rationale

The rationale for updating the brand and logo is to create a visual identity for the council that is distinct from the borough crest, clarifying the services and facilities the council is, and is not, responsible for in Gosport.

The borough crest is in widespread use across the borough, in some cases by companies and organisations with no connection to the council. This creates potential for confusion around responsibility and accountability for services and facilities and creates a further risk that the council may appear to be endorsing those organisations that are using the borough crest.

Rather than taking an approach that could involve asking other organisations to cease using the borough crest, it is recommended the

council instead updates its own logo and brand to ensure it has a clear and unique visual identity as distinct from the crest, so its own services and facilities can be clearly identified.

The historic borough crest will continue to be used by the council for civic purposes and by the mayor.

2.2 New logo

A new logo and associated visual brand have been created to give the council a distinct identity.

The updated logo design is inspired by the historic crest, incorporating the sail from the longboat and using the predominant gold colour from the scrolls.

In updating the logo and brand, consideration was given to creating a visual identity for the council that aligns with the visual identity created for Gosport as a place, following work by the council and partners to engage residents and organisations from across the borough in creating the Gosport Story.

The updated logo can be seen in appendix A.

2.3 Protecting the logo and ensuring appropriate future use

The new logo will be trademarked, and versions created to clearly differentiate between services and facilities provided directly by the council, which will carry the main council logo, and services and facilities provided in partnership with other organisations or indirectly by contractors.

The different logo options are included in Appendix A.

A clear process will be put in place to ensure requests to use the council logo are approved by the head of communications or borough solicitor, or appropriate delegate, as appropriate, protecting the trademark.

2.4 Implementation

The council's new logo will be adopted incrementally. This will ensure costs are kept to a minimum.

Once approved, the new logo will be applied to the council's digital communications channels, including the website and social media. The new logo will also be applied to the digital templates for letterheaded paper. These changes can be made without incurring any costs.

The new logo will be applied to other assets, for example uniforms, council vehicles and council signage as these assets naturally need to be replaced, to ensure additional costs are not incurred to change the council logo and there is no unnecessary waste of, for example, printed materials.

2.5 Cost

The graphic design work undertaken to date to create the new logo and associated visual identity guidelines was outsourced, at a cost of £3,465.

4.0 Conclusion

It is recommended the Board approve the updated council logo and visual brand, creating a clear visual identity for the council that is distinct from the borough crest and aligns with the Gosport Story borough brand.

The crest will continue to be used for civic purposes and by the mayor.

The new logo will be trademarked to ensure its on-going use is protected and will be implemented incrementally to minimise costs.

Financial Services comments:	<i>As set out in para 2.4 and 2.5 of the report.</i>
Legal Services comments:	The decision to amend and adopt the new logo is a competent decision and one that would enable a clear basis of IP protection and future usage regularisation moving forward. The delegations are clear in that the basis of decision will vest with this Board.
Equality and Diversity:	NA
Climate Change implications:	NA
Crime and Disorder:	NA
Service Improvement Plan implications:	NA
Corporate Plan:	
Risk Assessment:	NA
Background Papers:	NA
Appendices:	Appendix A: Gosport Borough Council logo