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<b>REPORT TO:</b>	<b>FINANCE AND MANAGEMENT COMMITTEE</b>	<b>AGENDA ITEM:</b> 15
<b>DATE OF MEETING:</b>	<b>2<sup>ND</sup> SEPTEMBER 2004</b>	<b>CATEGORY:</b> <b>DELEGATED/ RECOMMENDED OPEN</b>
<b>REPORT FROM:</b>	<b>CHIEF FINANCE OFFICER</b>	
<b>MEMBERS' CONTACT POINT:</b>	<b>TERRY NEAVES (5800)</b>	<b>DOC:</b> s:\cent_serv\committee reports\finance and management\2 sept 2004\corporate image.doc
<b>SUBJECT:</b>	<b>CORPORATE IMAGE</b>	<b>REF:</b> TN
<b>WARD(S) AFFECTED:</b>	<b>ALL</b>	<b>TERMS OF REFERENCE:</b> FM 07

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### 1.0 Recommendations

1.1 That this committee: approve the content of this report.

### 2.0 Purpose of Report

2.1 To ask members to consider proposals to update the Council's Corporate Image.

### 3.0 Executive Summary

- 3.1 There is already considerable confusion amongst our customers about the services we provide distinct from other public bodies operating in this area.
- 3.2 This confusion is only enhanced where the Council does not have a strong corporate image. This report highlights that this is the case with more than 4 logos being used for council services.
- 3.3 The proposals in this report aim to build a stronger corporate image and at the same time create a more cohesive image of the Council. Members only need to look at the current range of council leaflets and publications to realise that they lack consistency.
- 3.4 Some work has been done already to provide a more consistent image and the oak leaf is becoming increasingly the recognised logo for South Derbyshire.
- 3.5 This report shows how we can build upon that work and develop a consistent image.
- 3.6 The image also makes good sense financially. Clear guidelines for council publications means that less time has to be spent thinking about their design. When involving outside printers this can prove costly. We will also be able to reduce printing costs by producing high volumes of generic material.

3.7 Changing image is always a controversial and some costly exercise but the current timing with the replacement of a number of vehicles and improvement to the reception area, makes it a good time to think of a change.

3.8 The guidelines will raise awareness amongst officers of the in-house graphic design capabilities reducing the need to outsource projects. Our internal print room will also have a clearer design brief. Again this will have a positive cost implication.

#### **4.0 Detail**

##### **Background**

4.1 Successful business devote considerable resources into building a corporate image that their customers immediately associate with them.

4.2 As with any business it is important that local people are able to identify easily with the Council that serves them.

4.3 In essence this involves having:-

- A recognisable logo that is displayed prominently on printed material, signage, letters etc.
- Colours that are associated with the organisation.
- Standard typefaces that give a consistent approach to printed material and are easy to read for people with a visual impairment.
- A house style for publications to ensure that customers can relate to them as coming from the same organisation.

##### **Existing South Derbyshire District Council Image**

4.4 The Existing Council image is uncertain. For example there are at least four logos used on council publications, signage etc.

- Council Crest
- Oak Leaf – in the heart of the National Forest
- Chrysanthemum
- Housing Department Logo

4.5 In some cases no logo is displayed on Council publications or signage.

4.6 This must be very confusing to local residents. This confusion is only enhanced through: -

- No common standards for typefaces – meaning that publications can appear in any arbitrary typeface.
- No recognised corporate colours that are used for Council publications – again making it hard for the public to recognise any consistency in Council printed material.
- No council-wide format for council publications – although this is being addressed as set out below.
- No clear standards as to when and how different logos are to be used.

4.7 There are still some positives within this position.

- Over the recent year there has been greater consolidation of logos with the Oak Leaf used increasingly, and the chrysanthemum being phased out. The Crest is then used mainly for member services and the council letterhead.
- A house style for publications is developing – this follows the style used for the Council's Corporate Plan and CPA submission and is now being rolled out to most Council publications.

*Developing a stronger corporate image*

4.8 Officers have been working in consultation with the Customer Services Working Group to look at how the Council can strengthen its existing image.

4.9 The work focussed on enhancing and consolidating existing council logos rather than developing a new logo. On reflection this was considered expensive to achieve and would result in needing to start afresh at building a new Council image.

4.10 Officers concentrated on looking at how the Oak Leaf logo could be developed to become the prime Council logo. The main reasons were as follows: -

- The oak leaf is becoming widely used on council publications and on the Council web-site.
- The logo is easily recognisable – whereas the crest is only recognisable if it has the name South Derbyshire beside it and could be mistaken for any crest of any council.
- The other logos are either restricted to one department or have already fallen out of use.

*South Derbyshire District Council – at the heart of the National Forest*

4.11 An updated oak leaf logo is set out in Appendix A. If accepted by members this logo could be used on all council publications and the Council letterhead (Appendix A).

4.12 Members may wish to consider whether they adopt this correspondence for member correspondence or whether they wish to retain the crest. One option would be to retain the crest for correspondence and material related to members.

4.13 To strengthen this image further it is proposed that no other logos may be used in future.

*Council Colours*

4.14 It is further proposed to introduce a colour board setting out the precise colours to be used for council publications.

4.15 The Colour board is set out in Appendix B. The aim is to provide a complimentary group of colours that can be used for all council publications.

- 4.16 The range of colours while complimentary does allow variation so that publications do not need to lose their impact. Moreover there is a wide enough range to enable each division to have a particular colour associated with the work of their division.

#### *Corporate Identify Guidelines*

- 4.17 With any identity it is all too easy for it to be watered down. Corporate Guidelines are therefore essential to ensure that the identity is maintained for future published material signage etc.

- 4.18 These guidelines set out in Appendix C extend to:-

- **Corporate Logo** with specific guidance on the use of the logo and its size/prominence in publications.
- **Typefaces** to ensure that a consistent and easy to read typeface is chosen.
- **Colour Scheme** to ensure that a consistent range of colours is used for Council publications.
- **Stationery** to portray a consistent image on compliments slips, correspondence etc.
- **Leaflets** again to ensure that our leaflets are more consistent in design.
- **Display advertisements**
- **Powerpoint Presentation** to provide a standard template for council presentations of particular importance when presenting to external partners, members of the public.
- **Exhibition Material**

#### *Implementing the Change*

- 4.19 If the proposals are agreed, the changes could be introduced in a phased way. Most of the changes could be introduced relatively quickly with little additional cost.

e.g. Stationery, typefaces, colour schemes for publications, leaflets, display advertisements, powerpoint presentation, exhibition material.

- 4.20 Signage may prove more expensive on Council vehicles and in the Civic Offices although with the imminent replacement of some Council vehicles and improvements to the reception area, there is an opportunity to address this at little extra cost.

### **5.0 Financial Implications**

- 5.1 The financial costs are as set out within the report.
- 5.2 All work to date has been undertaken by council staff with no extra resources spent on external consultants for this work.

## **6.0 Corporate Implications**

6.1 It is important for an organisation to have a strong corporate identify. This report identifies how we can develop a stronger identity for South Derbyshire District Council.

## **7.0 Community Implications**

7.1 The proposals will make it easier for our customers to relate to the work of the council and help to sign post better the services that we provide.

## **8.0 Summary and Conclusion**

8.1 The proposals within this report are aimed at delivering a stronger corporate image for South Derbyshire.

