



Executive Committee

No Direct Ward Relevance

22 July 2009

ADOPTION OF THE REVISED CORPORATE IDENTITY

(Report of the Head of Human Resources and Communications)

1. Summary of Proposals

Redditch Borough Council's Corporate Identity is about who we are and how we present ourselves through our written, visual and verbal communication.

This proposal is to seek formal adoption of the Corporate Identity, which has now been revised and updated.

2. Recommendations

The Committee is asked to RESOLVE that

the Council's revised Corporate Identity, as detailed in the guidelines (attached at Appendix 1) and the summary of the guidelines (attached at Appendix 2), be formally adopted and implemented across the Council.

3. Financial, Legal, Policy Risk and Sustainability Implications

Financial

- 3.1 There will be a small cost involved in printing a limited number of full-colour copies of the guidelines. This is funded. Where possible, copies of the guidelines and summary will be distributed by email and made available on the Intranet. Some existing software templates to produce letterheads/documents for specific service areas including for planning, elections and others, need updating with the correct logo. Also, a number of uniforms worn by staff will need replacing with the correct logo, in due course.

Legal

- 3.2 The only legal consideration concerns the laws of copyright. The Redditch Borough Council logo and our co-branding logos are not subject to copyright. This has been investigated previously but was considered prohibitively expensive to achieve. We also have to take into account the risk or likelihood of `passing off` which is minimal, especially when compared to commercial organisations.

Policy

- 3.3 The Improvement and Development Agency for local government (IDeA) has stated that Corporate Identity is one of the six key elements in a Council's communications 'armoury'; alongside effective media relations, internal communications, an A to Z of services, a civic newspaper and a website.

Risk

- 3.4 The risk of not adopting the revised Corporate Identity is that the Redditch Borough Council brand is weakened, and the Council fails to gain credit for the range of services it operates and manages. This in turn could lead to a reduction in customer satisfaction.

Sustainability / Environmental

- 3.5 To reduce the amount of printing and paperwork, the revised Corporate Identity will be disseminated electronically where possible, as mentioned.

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4. Background

- 4.1 The Redditch Borough Council Corporate Identity was last refreshed in 2006 when the strapline 'Making a Difference' was added to the existing Council logo. It was applied across the corporate identity.
- 4.2 But in reviewing the identity over the past few months, it has become clear that a number of revisions and a general tightening up in the use of the identity is necessary to:
- a) introduce new applications of the logo, including a version of the logo that could be used when the Council sponsors or supports an external activity/project, and a new template for PowerPoint presentations;
 - b) provide a consistent style and approach for the signing off of emails (known as email footers). Footers include contact details and should also include the Council's vision statement as 'shorthand' for what the Council stands for. Footers are important as a huge amount of Council communication is now sent via email;
 - c) re-visit the use of co-branding and how this sits with the Council brand. A number of Council venues and services have their own brand (co-branding) which is not uncommon across local authorities, but does need to be carefully

managed to ensure users understand the Council owns/manages that venue or service. Some co-branding is no longer required and other co-branding has been re-designed or is about to be re-designed;

- d) introduce style and Plain English guides to work in conjunction with the revised Corporate Identity. Committee Services has been using its own style guide and we would like to merge this with a wider style guide to be used by all. A Plain English guide will ensure we communicate clearly and appropriately. Writing for the Web guidelines are also being introduced and will accompany the new Council web design to be unveiled in September.

5. Key Issues

- 5.1 In revising the Corporate Identity, we have also been looking at the existing Council letterhead, compliments slip and business cards. Currently, we use stationery with the old Council logo and these needs to be phased out. Therefore a new compliments slip and business card have been designed using the correct logo, and are now available from the Print Team. Some staff uniforms will need replacing as they wear out, as mentioned.
- 5.2 Meanwhile, from April 2010 we will be able to use a new letterhead template being created by Worcestershire County Council known as a PIG. This can be adapted to the RBC style. The principal benefit of the PIG is that it is loaded onto computers and contact details can be tailored to individual services. It means that money can be saved by ordering large quantities of a pre printed generic letterhead that can simply be overlaid with individual contact details, as opposed to the current requirement of around 25 printed letterheads.
- 5.3 Members are already supplied with Council stationery to use in their own communications work when dealing with Council business. In the interests of good practice, Members are encouraged to follow the revised Corporate Identity, subject to the capabilities of their personal IT equipment and individual needs.
- 5.4 In time, the Council's logo and branding should be reviewed. Members will appreciate that the introduction of a new logo is costly, especially in terms of application across a wide range of materials, and does require considerable effort and consultation to get right and be applied correctly and consistently.

6. Other Implications

Asset Management - None.

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Community Safety - None.

Human Resources - None.

Social Exclusion - The revised Corporate Identity is careful to take into account the needs of our customers and partners who have special communication needs – language translations, large print and Braille.

7. Lessons Learnt

None.

8. Background Papers

Corporate Identity Guidelines.
Summary of the Corporate Guidelines.

9. Consultation

This report has been prepared in consultation with relevant Borough Council Officers.

9.1 Other consultees are:

- a) members of the Overview and Scrutiny Committee at their meeting on 27 May 2009, who were advised of the revised Corporate Identity and its main implications;
- b) the Committee Section, who produce their own guidelines for council and committee report and agenda writing; and
- c) the Community Forum to check that the guidelines could effectively meet wider community use, especially with respect to people whose first language is not English or those with a visual, hearing or learning impairment.

10. Author of Report

The author of this report is Adrian Marklew, Communications and Marketing Manager, who can be contacted on extension 3002 (e-mail: adrian.marklew@redditchbc.gov.uk) for more information.

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11. Appendices

Appendix 1 - Redditch Borough Council: Our Corporate Identity including Style Guide and Guide to Plain English.

Appendix 2 - Redditch Borough Council: Our Corporate Identity Summary version.