

Meeting: Cabinet

Date: 4 February 2020

Wards Affected: All

Report Title: Refreshed Visual Identity

Is the decision a key decision? No

When does the decision need to be implemented? 1 March 2020

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1. Proposal and Introduction

- 1.1 Torbay Council's "brand" is made up of a number of elements including our objectives and our values. The Council's visual identity forms part of that brand. It is made up of our logo and the colours and fonts that we use as well as the icons, illustrations and photography which we choose.
- 1.2 The current logo is 21 years old and no longer fit for purpose in the digital age. A new visual identity is proposed which takes into consideration legibility, longevity and flexibility.

2. Reason for Proposal and associated financial commitments

- 2.1 The refreshed visual identity is being proposed in order that all of our visual communications are clear and straightforward. This will mean that we meet our accessibility requirements – both digitally and in print. We will ensure that our visual language mirrors our tone of voice – professional, approachable, honest and helpful. We will present ourselves as one organisation – Torbay Council – with the aim of put our customers first, considering the most appropriate communication channel and message when determining the design approach.
 - 2.2 The proposals contained in this report will commit the Council financially in respect of:
 - Limited financial commitments in the short term when the new identity will be used on digital materials only
 - In the longer term, the new identity will be rolled out when items such as signage, livery and uniforms are ordinarily renewed.
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3. Recommendation(s) / Proposed Decision

That Torbay Council's refreshed visual identity be rolled out from 1 March 2020 with the aim of only updating physical infrastructure (e.g. signage, vehicle livery and uniforms) as it reaches its usual replacement schedule.

Appendices

Appendix 1: Refreshed visual identity

Background Documents

None.

Section 1: Background Information

1.

What is the proposal / issue?

The Council's visual identity is being refreshed to ensure that we have a consistent and coherent visual language moving forward.

The refreshed visual identity consists of:

- A wordmark in place of the current logo
- Updated typeface
- A new palette of colours for corporate communications
- The use of photography which:
 - adds value to the materials it is used on
 - is realistic, current and relevant to the local area
 - reflects the council's core values and corporate visions
 - is positive - showing the solution rather than the problem
- The use of two illustration styles which will create consistency across Council departments

The key elements of the Council's refreshed visual identity are set out in Appendix 1.

2.

What is the current situation?

The current logo is 21 years old and no longer fit for purpose in the digital age. A new visual identity is proposed which takes into consideration legibility, longevity and flexibility.

3.

What options have been considered?

The development of the new visual identity has taken account of the ways in which the Council communicates as a modern organisation:

- The colour palette has been updated to meet current web accessibility requirements. This provides vibrant, optimistic accent colours to balance the more formal dark blue.
- The font has been updated to make it easier to read
- Within the updated logo/wordmark, the text is all the same size. This means it can be used successfully at a small scale, in single and full colour, on digital and printed media, website and alongside partner logos
- The typeface is timeless with no additional graphics which may become dated.
- The proposed visual identity can be used in a number of options, including as an icon on social media.

In many cases, the refreshed visual identity is building on the communication work that is already underway across departments.

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| <p>4.</p> | <p>What is the relationship with the priorities within the Partnership Memorandum and the Council’s Principles?</p> <p>The new colour palette will be used to highlight each vision, providing a direct link back to the Corporate Plan and reinforcing delivery of each project. This will help to reduce departmental silos, with messaging framed around actions, rather than teams.</p> <p>The softer colours, shapes, illustrations and photographs tie into the Council’s wish to engage with its communities differently and to ensuring that our message is put across to partners and Government in a cohesive, positive light.</p> |
| <p>5.</p> | <p>How does this proposal/issue contribute towards the Council’s responsibilities as corporate parents?</p> <p>It does not directly contribute to the Council’s responsibilities as corporate parents.</p> |
| <p>6.</p> | <p>How does this proposal/issue tackle poverty, deprivation and vulnerability?</p> <p>It does not directly contribute to tackling poverty, deprivation and vulnerability.</p> |
| <p>7.</p> | <p>How does the proposal/issue impact on people with learning disabilities?</p> <p>In preparing communication material, consideration will also be given to ensuring those with learning disabilities are able to access the information.</p> |
| <p>8.</p> | <p>Who will be affected by this proposal and who do you need to consult with? How will the Council engage with the community? How can the Council empower the community?</p> <p>It is not proposed to consult with the community on this proposal. Members of the Cabinet and SLT have been consulted as the new visual identity has been developed.</p> <p>The aim of the Council’s communication is to engage with the community and the choice of font, colours, illustrations and photography is aimed at encouraging more engagement and celebrating Torbay.</p> |

Section 2: Implications and Impact Assessment

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| 9. | What are the financial and legal implications? The new logo will be Trademarked. There are minimal financial implications as it is proposed that the new logo is rolled out as signage, livery and uniforms are renewed. The majority of council documents are now only available online and therefore documents will be prepared using the new identity from 1 March 2020. |
| 10. | What are the risks? There is a risk that the change of visual identity is seen as wasteful. However, in the majority of cases, the new identity will be used online with no cost. The rollout on physical items will only take place when those items would normally be due for renewal. |
| 11. | Public Services Value (Social Value) Act 2012 Not applicable. |
| 12. | What evidence / data / research have you gathered in relation to this proposal? Not applicable. |
| 13. | What are key findings from the consultation you have carried out? Not applicable. |
| 14. | Amendments to Proposal / Mitigating Actions Not applicable. |

Equality Impacts

| 15. | Identify the potential positive and negative impacts on specific groups | | | |
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| | | Positive Impact | Negative Impact & Mitigating Actions | Neutral Impact |
| | Older or younger people | | | There will be a neutral impact from refreshing the Council's visual identity. |
| | People with caring Responsibilities | | | There will be a neutral impact from refreshing the Council's visual identity. |
| | People with a disability | | | There will be a neutral impact from refreshing the Council's visual identity. |
| | Women or men | | | There will be a neutral impact from refreshing the Council's visual identity. |
| | People who are black or from a minority ethnic background (BME) <i>(Please note Gypsies / Roma are within this community)</i> | | | There will be a neutral impact from refreshing the Council's visual identity. |
| | Religion or belief (including lack of belief) | | | There will be a neutral impact from refreshing the Council's visual identity. |
| | People who are lesbian, gay or bisexual | | | There will be a neutral impact from refreshing the Council's visual identity. |
| | People who are transgendered | | | There will be a neutral impact from refreshing the Council's visual identity. |

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| | People who are in a marriage or civil partnership | | | There will be a neutral impact from refreshing the Council's visual identity. |
| | Women who are pregnant / on maternity leave | | | There will be a neutral impact from refreshing the Council's visual identity. |
| | Socio-economic impacts (Including impact on child poverty issues and deprivation) | | | There will be a neutral impact from refreshing the Council's visual identity. |
| | Public Health impacts (How will your proposal impact on the general health of the population of Torbay) | | | There will be a neutral impact from refreshing the Council's visual identity. |
| 16. | Cumulative Impacts – Council wide (proposed changes elsewhere which might worsen the impacts identified above) | There are no cumulative impacts. | | |
| 17. | Cumulative Impacts – Other public services (proposed changes elsewhere which might worsen the impacts identified above) | There are no cumulative impacts. | | |