

Record of Decisions
Refreshed Visual Identity

Decision Taker

Cabinet on 04 February 2020

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.

Reason for the Decision

The refreshed visual identity is being proposed in order that all of our visual communications are clear and straightforward. This will mean that the Council meets its accessibility requirements – both digitally and in print.

Implementation

This decision will come into force and may be implemented on 14 February 2020 unless the call-in procedure is triggered (as set out in the Standing Orders in relation to Overview and Scrutiny).

Information

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.

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.

Councillor Carter proposed and Councillor Morey seconded a motion which was agreed by the Cabinet as set out above.

Alternative Options considered and rejected at the time of the decision

Alternative options were set out in the submitted report.

Is this a Key Decision?

No

Does the call-in procedure apply?

Yes

Declarations of interest (including details of any relevant dispensations issued by the Standards Committee)

None.

Published

6 February 2020

Signed: _____ Date: _____
Deputy Leader of Torbay Council on behalf of the Cabinet