

Shadow Dorset Council

Date of Meeting	12 November 2018
Officer	Jennifer Lewis, Strategic Communication & Engagement Manager, Dorset County Council
Subject of Report	New visual identity for Dorset Council
Executive Summary	<p>This report recommends a logo design (i.e. visual identity) for the new Dorset Council. The logo design will be shown in a presentation at the Shadow Executive meeting on 12 November.</p> <p>This visual identity will be a key element of the branding for Dorset Council, and has been developed by in-house graphic designers, with input from members. The recommended logo design has been selected through testing with members, employees and Dorset residents.</p> <p>The new visual identity (including brand guidelines) is due to be available for use from 7 January 2019. A brand audit is currently underway which will make recommendations for implementation of the new branding.</p>
Impact Assessment:	<p>Equalities Impact Assessment:</p> <p>Accessibility requirements were a key feature of the visual identity brief. The logo design has been tested with individuals with dyslexia, colour blindness and other visual impairments – and found to be fully accessible.</p> <p>Use of Evidence:</p> <p>Four shortlisted logo designs have been tested with members, colleagues and residents. In total nearly 1000 people have given their views and voted on their preferred design. The recommended logo was the clear winner, securing 50% of all votes. The full testing results can be seen at Appendix B.</p> <p>Useful feedback from testing has helped shape and inform the design, including the visual identity guidelines.</p> <p>Budget:</p> <p>This visual identity work has been delivered at no additional cost (beyond staff time), using in-house graphic designers.</p>

	<p>Risk Assessment:</p> <p>Having considered the risks associated with this decision using the LGR approved risk management methodology, the level of risk has been identified as: Current Risk: LOW Residual Risk LOW</p>
	<p>Other Implications:</p> <p>None.</p>
Recommendation	To approve the proposed logo design as the new visual identity for Dorset Council.
Reason for Recommendation	The recommended logo design fully delivers on the agreed brief for the new visual identity for Dorset Council, including accessibility requirements. It was the most popular design when tested with members, colleagues and residents.
Appendices	Appendix A – why branding is important for local authorities Appendix B – logo design testing results
Background Papers	N/A
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1. Project aims

1.1 To develop a brand for Dorset Council, the new unitary council which will replace East Dorset, North Dorset, Purbeck, West Dorset, Weymouth & Portland, and Dorset County councils from April 2019.

1.2 For the purposes of this project, a clear distinction should be made between a brand and a visual identity. This project focused on the visual identity. Wider elements of the brand will be developed at a later date.

1.2.1 **A brand** represents and articulates an organisation's purpose, proposition, positioning, and personality. The brand includes the organisational vision, values, behaviours, strategic goals and tone of voice.

1.2.2 **A visual identity** for an organisation comprises its logo, fonts, colour palette, design templates, etc. This makes up just one element of an organisation's brand.

1.3 Visual identity includes:

- i. Brand name
- ii. Logo

- iii. Key applications / dos and don'ts
- iv. Strapline – if required
- v. Brand hierarchy, including sub-brands
- vi. Typefaces
- vii. Colour palette
- viii. Use of imagery
- ix. Sample applications: website, marketing collateral, ID badge, stationery, signage, uniforms, vehicles livery, etc.
- x. Production of corporate branding assets e.g. logo files, key templates (letterheads etc.)

1.4 Chief Executive Designate, Matt Prosser, is the sponsor for the communications & branding workstream in the Shaping Dorset Council programme and oversaw the progress of this project along with the Communications and Branding task & finish group which is made up of Members from each preceding council.

2. Criteria for developing the new visual identity

2.1 The new visual identity was developed using the following criteria:

The design MUST:	WHY?
Be very simple and flexible	Work well across a wide range of platforms: posters, signage, vehicle livery, uniforms, ID badges, website, social media, video, etc.
Clearly display the name of the council	Clear communication to all audiences about the organisation
Be accessible – e.g. for people with visual impairment	Works for all audiences equally well and excludes no-one
Work in colour and in black and white	This range of applications will be required
Work in a range of sizes and formats	This range of applications will be required
Include a simple icon that can stand alone without the name of the council	Required for use on social media and other digital platforms
Be modern, professional, distinctive	To best represent the new organisation and its values
Incorporate elements of Dorset's heritage and landscape: countryside, rurality, rolling hills Blues and greens were preferred colours, but avoid the specific colours of political parties	Respond to the brief from Dorset members

The design MUST NOT:	WHY?
Be similar to any of the existing county or district council logos	Confusing for residents
Be similar to any other Dorset logos	Intellectual property issues, and also confusing for audiences

Be similar to the logos of any neighbouring authorities	Confusing for residents and other audiences
Contain any imagery specific to just one area of the county – e.g. coastline (Durdle Door, ammonite)	Will not feel inclusive or relevant for residents living in other parts of the county – e.g. North Dorset
Have a design that is in anyway reminiscent of any other product, service or organisation	Confusing for audiences

3. Development process

3.1 As agreed by Programme Board on 11 July, the new Dorset Council visual identity has been developed in-house by a small cross-council project team of specialist communications and graphic design colleagues. This approach has enabled us to deliver the new visual identity at no additional cost, utilising the significant skills, experience and creativity of our in-house designers.

3.2 The brief for the new visual identity was developed using input from Shadow Council members. Specifically, the new visual identity is designed to:

- 3.2.1 Be simple and flexible for use across a wide range of media, including website, social media, email, signage, vehicle livery, fleet, publications, stationery and all other items.
- 3.2.2 Reflect the landscape of Dorset
- 3.2.3 Be modern and distinctive to represent the new 21st century council.

3.3 A large number of initial designs was produced by the in-house design team and then whittled down to the best four options which were refined and shown to members, staff and residents to gauge their opinions and preferences.

3.4 In total nearly 1000 people have given their views and voted on their preferred design. The recommended logo was the clear winner, securing 50% of all votes. The full testing results can be seen at Appendix B. The logo design will be shown in a presentation at the Shadow Executive meeting on 12 November.

Appendix A

Why is council branding important?

It is recommended that all services delivered by the new Dorset Council be clearly and consistently branded with the new visual identity. This will help to increase residents' awareness of the full range of services provided by their council.

This is particularly important with the creation of a new unitary authority, replacing the districts and boroughs, and the county council. By clearly branding all services delivered by Dorset Council, we will make it easier for our customers to understand what is available, how to access services, and where to go for information. New branding will also play a role in visibly marking a new start for local government in Dorset.

To support this, it is strongly recommended that council services should not use or develop their own sub-brands. From April 2019, the 'one council' brand should be 'Dorset Council'.

Appendix B – logo design testing results

	Logo A	Logo B	Logo C	Logo D	Total
Members Briefing 19.09.18 - Afternoon	15	4	21	0	40
Members Briefing 19.09.18 - Evening	6	0	9	0	15
DCC Chief Executives Briefing - 11.10.18	41	1	16	0	58
DCC County Hall - testing - 15.10.18	49	5	54	6	114
Bridport Public Testing - 17.10.18	53	19	91	2	165
Purbeck Staff Testing - 17.10.18	37	0	25	1	63
Blandford Public Testing - 18.10.18	46	24	92	11	173
Wimborne Public Testing - 18.10.18	56	25	61	5	147
DCP Staff Testing - 18.10.18	43	5	75	5	128
Christchurch and East Staff Testing - 18.10.18	12	0	28	1	41
Total	358	83	472	31	944
<i>Percentage</i>	<i>38</i>	<i>9</i>	<i>50</i>	<i>3</i>	<i>100</i>