

Causeway Coast & Glens Borough Council



To: Corporate Policy and Resources Committee

BRANDING

16th June 2015

For Decision

Linkage to Corporate Plan	
Strategic Priority	Transition and Transformation
Objective	Successful implementation of the convergence plan
Lead Officer	Moira Quinn
Cost: (If applicable)	£2,000 for Design only

1.0 BRANDING, the Causeway Coast and Glens Borough Council

1.1 BACKGROUND AND CONTEXT

The future brand should reflect the entire Council and promote the Borough as a culturally exciting and vibrant place to live, invest and visit. The design should stimulate an exciting, fresh and accessible brand and logo that is transferable across all marketing and promotional formats.

What is a brand identity?

It is important to spend time researching, defining, and building Council's brand. The brand is the source of a promise to the residents, businesses, visitors and investors of the Borough.

Once the brand has been designed, it will be applied to many different applications. These could be as simple as the logo placed in the top centre of a piece of paper and calling it a letterhead. If essentially a brand is rubber-stamped onto different items, then a full brand identity has not been fully developed. A brand identity is the larger, distinct visual look that is associated with a company or service, such as how Councillors wish the Causeway Coast and Glens Borough Council to be viewed and identified by those internal and external to council.



Example: the PEPSI BRAND This has a name and a logo within one use and is therefore its brand. When a brand identity really works, you should be able to recognise the brand even if you do not see the logo. A brand identity must have both consistency and flexibility.

A brand is a combination of how council defines and promotes itself and how others define and view council.

There is a difference between marketing and **branding**: Marketing is what you do, **branding** is what you are.

1.2 THE AIM OF THIS REPORT

To initiate the development of a new brand for the Council that creates a sense of ownership for its Members, staff and those living in the Borough.

1.3 DESIGN CONSIDERATIONS

Several themes have previously been used in legacy councils. A new brand could incorporate one or all of the following:

- Rivers and coastline;
- The countryside;
- Salmon;
- Agricultural themes such as wheat;
- The Bann Disc;
- The Giant's Causeway;
- Or none of the above – a new contemporary design.

The final design can have a number of uses, for example:

- Letter Heads;
- Signage;
- Print and publications, magazines, journals;
- Banners, posters, billboards;
- Websites;
- Social media;
- T-shirts / marketing materials / merchandise.

1.4 DESIGN AND CONCEPTS

The colour combination should be complementary, but the more colours, the higher the costs to reproduce. The brand should aim to be subtle and yet have a simplified approach that will have immediate recognition from those viewing it.

An explanation and background can be provided to promote the brand to staff, residents, visitors, businesses and stakeholders. It is easy to get the wrong result, for example, having a brand which looks good on a pop up display stand but doesn't work on a business card, because it uses too many photographic images. The more complex the design, the fewer people will appreciate it. In many respects *Less is more!*

1.5 COSTS

A budget of under £2,000 will encompass the full costs for design purposes, incorporating concept development, methodology, brand guidelines, and full range of formats. The concept application will include artwork development of letterheads, compliments slips, envelopes, and business cards in a variety of sizes and formats for signage.

2.0 RECOMMENDATION

It is recommended that the Council organises a workshop to consider options and ideas to develop a Brand for the Causeway Coast and Glens Borough Council.