

# KETTERING TOWN COUNCIL

## REPORT FOR DECISION

Item No:- 22/029

Committee:-	Council
Date:-	13 <sup>th</sup> July 2022
Author:-	Martin Hammond, Clerk
Report Title:-	Logo and branding
Wards Affected:-	All

### 1. Purpose of Report

To seek Council's approval for the adoption of a logo and the devising of a subsequent branding exercise.

### 2. Recommendation

**Council is recommended** to consider the adoption of the logo below and authorise the development of a branding template which flows from it.

### 3. Information

3.1. The Finance and Governance Committee agreed, in the light of there being no entries for the schools competition to devise a new logo and branding for the Council, that a proposal should be developed in house, utilising elements of the "This is Kettering" branding already in existence, without duplicating it. It is understood that the "This is Kettering" brand is the property of NNC.

3.2. The image below seeks to fulfil that brief. It features the church spire, red kites and the Market Place canopy and could therefore be said to feature "community", "environment" and "heritage" aspects of the town.

3.3. This is the image with the Council's name, and a proposed strapline below it.



COMMUNITY - ENVIRONMENT - HERITAGE

# KETTERING Town Council

It is possible to treat the image in one of a number of ways and some alternatives have been prepared and are included at Appendix 1

#### **4. Consultation and Engagement**

None has taken place.

#### **5. Finance, Legal and Resource Implications**

5.1. There is a budget of £2500 to cover the costs of branding and reproducing the coat of arms (when that has been agreed by the College of Arms).

5.2. The image chosen will need to be properly reproduced to a higher quality than shown in this report, so that it can be used in variety of media and settings, and the cost of doing so will be borne from this budget (less than £300).

5.3. In the event that members are not happy with the proposed logo, then F&G Ctte have agreed that a graphic designer could be employed to produce an alternative if similar image and their fee – less than £1000 – could also be taken from this budget heading.

#### **6. Policy Implications**

The council is lacking a suitable logo and branding which is hindering the creation of a public profile and understanding of what the Council does.

LOGO OPTIONS

1. As published in the report



2. Flat background with rescaling canopy



3. Mono version with rescaling



4. Simplified mono version; rescaling



5. Grey fade with rescaling



6. Original version, with rescaling



