

KETTERING TOWN COUNCIL

REPORT FOR DECISION

Item No:-

Committee:-	Council
Date:-	19 th October 2022
Author:-	Martin Hammond, Clerk
Report Title:-	Logo and Branding
Wards Affected:-	All

1. Purpose of Report

To seek approval for a proposed new logo and associated branding for the Town Council

2. Recommendations

Council is recommended to adopt the logo set out below and for associate branding to be finalised and applied.

3. Information

- 3.1 At its last meeting, the Council agreed to seek proposals from graphic design companies for the development of a logo, and set up a small working group, comprising the Mayor and Cllrs Don and Evelyn, to select a preferred designer and then recommend a logo design to Council.
- 3.2 Six designers were approached to quote for the work, and five responded. Taking into account price and quality of work provided by way of a portfolio, the working group agreed to appoint Nathan McAllister, who is Kettering based, to produce a suite of options for a logo.
- 3.3 The working group met on 9th September and unanimously agreed to recommend to Council the following logo, from amongst 6 different designs submitted. They also agreed the colour palette, the font and the strapline, (subject to some subsequent minor alterations which have been reflected in the final design).



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Community • Environment • Heritage

3.4. The logo reflects the strapline, in that it references aspects of community, environment and heritage, which members at the last meeting agreed should be the basis for the logo design. The colour is burgundy.

4. Consultation and Engagement

None outside of the Town Council.

5. Finance, Legal and Resource Implications

The cost of the graphic design work is £995, which can be accommodated within existing budgets.

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.

Background Papers

Proposals put to working group and subsequent re-designs

Quotations received

Report to July meeting of Council and minutes

