

KETTERING TOWN COUNCIL

REPORT FOR DECISION

Item No:- FC22/16

Committee:-	Finance and Governance Committee
Date:-	22 nd June 2022
Author:-	Martin Hammond, Clerk
Report Title:-	Logo and Branding
Wards Affected:-	All

1. Purpose of Report

To seek members views on how to progress this project.

2. Recommendations

Members' views on how best to proceed are sought.

3. Information

3.1. Members had agreed to run a competition to design a logo and branding for the Town Council by inviting sixth form age students to submit proposals, with a prize for the winning entry. Although contact had been made with four interested institutions, who were provided with a brief in late April, no submissions were received by the deadline of the end of May.

3.2. It is necessary therefore to consider how else this project can be progressed. Options are :-

1. Develop a brand and logo in house
2. Ask a graphic design company to prepare some ideas
3. Continue to wait – for an unknown length of time – for the award of a coat of arms and use that. This is the old coat of arms pre 1974 which we have asked to re-instate (shield only) .



4. Use the logo that was developed for the “This is Kettering” social media site, although this features turbines which are not in the Town Council’s area and a red kite which also features on the NNC logo. It could be amended in terms of colour palette and details. Permission to use it would have to be sought from NNC.



5. Use the lettering already on our website as our effective logo

KETTERING Town Council

6. Retain the existing temporary logo – which has been used on social media and some posters to date possibly with different colour palette



3.3. Whilst option 1 would be cheap to do, option 2 would produce a better result. Option 3 feels like a hostage to fortune and options 5 and 6 , also inexpensive, are somewhat underwhelming. Option 4 might be worth exploring, although ownership is vested in NNC and would need them to release it. It would be necessary to spend some money on ensuring this image is suitable for use in digital and print versions, so might not be any less expensive than option 2.

3.4 Attached as Appendix One below are images of unitary and town council logos in use elsewhere within the county.

3.4. Given the time taken to get to this point, it is proposed that whatever solution members would prefer is progressed so that Council in July can be asked to make a final decision, or, if option 2 is chosen, to determine any submission from that route as soon as possible.

4. Consultation and Engagement

None, other than the engagement with the four schools and other institutions around the logo competition.

5. Finance, Legal and Resource Implications

There is a sum of £2500 in the budget for branding, but which also is intended to cover the cost of jewellery for the mace and Mayoral chains once a coat of arms has been produced.

Several graphic design companies have been approached to quote for designing a logo and branding. Quotes vary from £200 to £3500, but most are at about r £1000.

6. Policy Implications





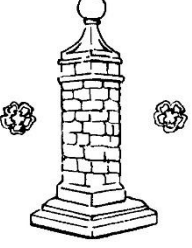

The Council needs to develop a consistent image and branding for its services and facilities.

Background Papers

Brief for logo competition

Appendix

Northamptonshire - council and organisation logos

Council/organisation	Logo	Comments
North Northamptonshire Council		Rockingham Castle, river and red kite
Oundle Town Council		Town architecture
Rushden Town Council		Spire, bird and river – and uses slogan
Wellingborough Town Council		Swan and font-led
Desborough Town Council		The Cross – local landmark
Corby Town Council		Uses coat of arms and based on old borough council logo

<p>Northampton Town Council</p>		<p>Town coat of arms</p>
<p>This Is Kettering</p>		<p>Spire, birds, town architecture and wind turbines</p>
<p>Daventry Town Council</p>		
<p>Rothwell Town Council</p>		<p>Coat of arms</p>
<p>West Northamptonshire Council</p>		