

KETTERING TOWN COUNCIL

REPORT FOR DECISION

Item No:- FC21/79

Committee:-	Finance and Governance Committee
Date:-	24 th February 2022
Author:-	Martin Hammond, Clerk
Report Title:-	Logo and Branding
Wards Affected:-	All

1. Purpose of Report

To seek the committee's views on establish a logo and brand for the Council and entering into a contract for graphic design services.

2. Recommendations

The committee is recommended to

- a) Proceed with exploratory work on developing a logo, either as a design competition or by contracting with a specialist company
- b) Enter into a contract for the supply of graphic design services on a call off arrangement, to support the promotional work on events and the town lottery, signage on facilities and land, press releases and wider advertising material.

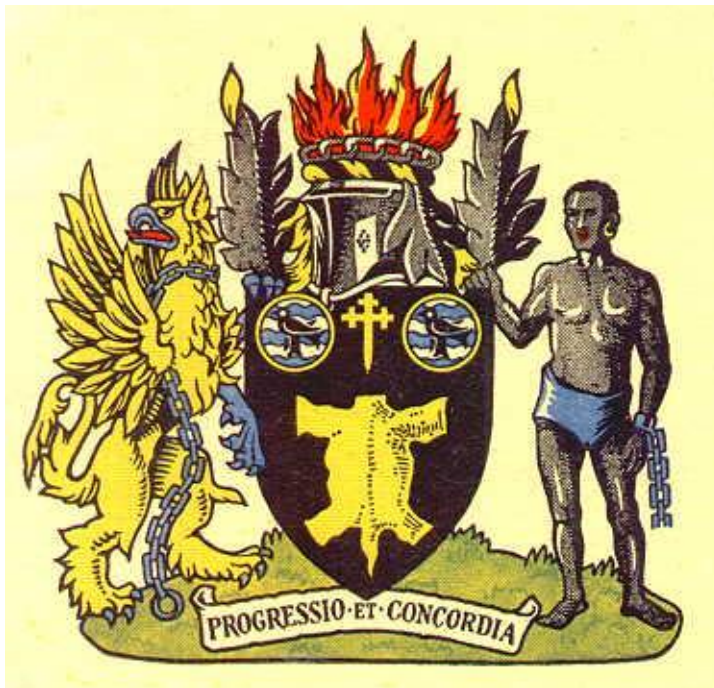
3. Information

3.1. The Town Council has no logo and has made no progress with the College of Arms in getting the old coat of arms adopted. Given that the Town Council is, during the coming year, about to:-

- Organise a programme of events
- Promote the Town Lottery
- Improve its website and develop a social media presence
- Provide toilets, grants, facilities and other services requiring signage and branding

then a strong brand is necessary

3.2. The old (1936-74) coat of arms is here;-



It could be possible to take elements of the shield and produce a more modern design for a logo. This could be achieved either

- Through a competition – for example using design students at Tresham
- Employing a professional designer to produce a design

Alternatively, a completely fresh design could be sought picking up notable aspects of Kettering Town.

Other decisions – colour palette – the shield above features gold, blue and black; are these the appropriate range?

Latin motto – do we wish to retain this – it has been continually in use by both predecessor councils since 1936?

3.3. The Council will also have an increasing need for graphic design services to produce posters, leaflets, flyers, website material and signage to advertise events, services and facilities, including the Town Lottery. To date, this has been done on a piece meal basis using the services provided by publications where adverts have been placed. It would be possible to continue using this approach, but it is difficult to tell if it is value for money, or instead seeking quotations on each occasion, which is time consuming given the likely value of each order, and again, not necessarily value for money.

3.4. It is possible to set up an arrangement with one provider, themselves chosen by competitive quotation, on the basis of price and quality, and use them on a call off basis for each order.

4. Consultation and Engagement

None to date

5. Finance, Legal and Resource Implications

Within the budget for 22/23, a sum of £2500 was included for coat of arms/branding. Other budgets for events and the lottery, assume spending on promotional work, which includes graphic design costs.

6. Policy Implications

The Corporate Plan says

The Council exists:-

- *To understand what local people want and aspire to*
- *To provide services not already delivered by statutory bodies, where there is an unmet need*
- *To represent its area to other service providers*
- *To provide leadership to its community*
- *To provide civic pride and presence*

Without a strong visual presence, achieving some of these objectives will be limited.

The plan also says

A new coat of arms is needed for the Town Council; the council has sought the permission of the College of Arms to revert to elements of the pre 1974 coat of arms and awaits its views. Until then, development of a "brand" for the Council is on hold.

Background Papers

Corporate Plan

Email communications with College of Arms

