



Cabinet

23 June 2015

Report title	Refreshed visual identity	
Decision designation	AMBER	
Cabinet member with lead responsibility	Councillor Roger Lawrence Leader	
Key decision	Yes	
In forward plan	Yes	
Wards affected	All	
Accountable director	Keith Ireland, Managing Director	
Originating service	Corporate Communication	
Accountable employee(s)	Ian Fegan Tel Email	Head of Corporate Communication 01902 554240 ian.fegan@wolverhampton.gov.uk
Report to be considered by	Scrutiny Board, Strategic Executive Board Executive Team	14 Jan 2015 19 May 2015 3 June 2015

Recommendation(s) for action or decision:

The Cabinet is recommended to:

1. Review and approve the proposed revised visual identity.
2. Approve that the new visual identity is implemented as 'business as usual', on a replacement basis.

1. Introduction

- 1.1 How the council presents itself in its publications, signage, staff uniforms and vehicle livery plays an important part in shaping the perceptions of local residents, the business community, partner organisations and Government. To an extent, the council's reputation depends on these perceptions – not least because first impressions count.
- 1.2 A clear and consistent corporate identity helps the public identify the services provided by the council and acts as an assurance of quality and dependability. It also shows that the organisation is confident in what it does and is proud to be accountable for the services it provides for the city. The more the council uses the new corporate identity, closely connected to the C3 transformation push to deliver excellent, value for money services, the harder it will work for us to raise awareness and improve customer satisfaction. Using our corporate identity properly is an essential part of a **Confident, Capable Council**.
- 1.3 The existing Wolverhampton City Council corporate identity has been in use for a decade. When it was initially developed, it was absolutely fit for purpose and entirely appropriate for the time/environment of the day.
- 1.4 However, as with all of our business practices over time, there are opportunities to review what we do and make recommendations which improve and evolve the organisation to reflect the current environment. The Corporate Communications team has been asked by the Managing Director – as part of the C3 programme and in light of wider environmental developments – to review the existing visual identity and make recommendations for improvement.

2. Revised corporate identity

- 2.1 As requested by the Managing Director, a key recommendation is that the council should move away from its existing 'Wolverhampton City Council' word-mark and use instead **'City of Wolverhampton'**.
- 2.2 This more clearly expresses the Council's status as Wolverhampton's civic and community leader. This will support the Council's marketing efforts to enhance pride in the City and help position Wolverhampton moving forward as the City at the heart of the Black Country and one of the top 20 largest cities in the country.
- 3.3 The typeface used in the word-mark will be a key feature of the Council's overall corporate identity and expressive of its character. Many organisations selecting a new typeface see themselves as making a simple choice between 'modern' and 'classic' approaches. The recommended typeface – which is unique in the region – successfully combines tradition with contemporary energy.
- 3.4 To ensure continuity whilst keeping costs to an absolute minimum, the proposal would be to:
 - develop a distinct visual identity for the Mayor's office which uses the coat of arms and the word-mark 'Mayor of Wolverhampton' (**see appendix one**)

- use the new 'City of Wolverhampton' word-mark with the existing, easily recognisable city coat of arms for use when communicating with key regional, national and international stakeholders (**see appendix two**)
- use the 'City of Wolverhampton Council' word-mark in single-colour for everyday use by Council officers to keep costs to an absolute minimum (**see appendix three**).

3.5 These three designs are based on a coherent core identity. The appendices below show the visual identity used in the context of corporate stationery.

3.6 The introduction of a new electronic template for letters will mean pre-printed letterheads will no longer need to be produced saving approximately £3,000 per annum. There is also an efficiency saving each year based on officer time saved with this more streamlined approach to printing. This is estimated to be in the region of £10,000 per annum.

3.7 This approach also supports the City Council's wider push towards 'channel shift' and 'digital by design' by highlighting the various digital and more cost-effective channels for getting in touch with the Council.

3.8 If approved, the recommended corporate identity can be rolled out – on a replacement basis – across all signage, equipment, buildings and materials which require Council branding.

3.9 A draft corporate identity manual has been developed to set out rules governing use. This guidance also incorporates the use of sub-brands such as YOO recruit and Making it Happen to ensure a 'one council' approach to corporate identity.

3.10 The corporate communications team is also undertaking a visual identity audit to establish replacement timescales and costs for items/equipment (listed in 3.8 above) where the council's visual identity is currently used.

4.0 Financial implications

4.1 The revised visual identity is part of the Future Practice work stream. The C3 programme is intended to deliver transformation, improve efficiency and the increase quality of services and will, therefore, directly contribute towards the delivery of the Medium Term Financial Strategy, including challenging savings requirements.

4.2 All of the design concepts and associated design work has been undertaken in-house. The proposed plan would be to roll out the new corporate identity on a replacement basis. There may be a requirement to change the corporate identity on some items at an earlier stage, but it is anticipated that any costs associated with this can be contained within existing revenue budget provision.

[GE/27052015/W]

5.0 Legal implications

5.1 There are no immediate legal implications arising from this report.
[TS/27052015/R]

6.0 Equalities implications

6.1 There are no immediate legal implications arising from this report.

7.0 Environmental implications

7.1 There are no environmental implications arising from this report.

8.0 Human resources implications

8.1 There are no human resources implications arising from this report.

9.0 Corporate landlord implications

9.1 There are no corporate landlord implications arising from this report.

10.0 Schedule of background papers

10.1 There are no background papers to this report.

Appendix one: Revised corporate identity for the Mayoralty [PROTECTIVELY MARKED]



**MAYOR OF
WOLVERHAMPTON**

23rd June 2015

Susan Williams
33 Ringwood Road
Wolverhampton
WV10 6TJ

Dear Susan,

Fusce ex tellus, dapibus at hendrerit eu, sodales a nisi. Proin in massa velit. Donec velit lectus, sagittis ut nisl nec, tempor porta lectus. Aliquam diam nibh, luctus et blandit in, laoreet vitae ipsum. Suspendisse dui lorem, malesuada ut odio et, tempus lobortis velit. Fusce leo augue, congue non accumsan id, interdum id dui. Fusce semper nulla et nunc ornare, vitae bibendum eros dignissim. Nullam faucibus purus a ipsum efficitur pulvinar. Suspendisse scelerisque nulla in sodales feugiat. Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia Curae; Nullam eu ipsum id nulla luctus posuere nec sed risus. Phasellus vestibulum nec dolor at scelerisque.

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Yours sincerely,

**Councillor Ian Brookfield
Mayor**

Direct: 01902 754030
Email: ian.brookfield@wolverhampton.gov.uk



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**MAYOR OF
WOLVERHAMPTON**




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**MAYOR OF
WOLVERHAMPTON**

**Councillor
Ian Brookfield**
The Mayor of Wolverhampton



01902 754030
ian.brookfield@wolverhampton.gov.uk
wolverhampton.gov.uk

Appendix two - Revised corporate identity for communication with key regional, national and international stakeholders



CITY OF
WOLVERHAMPTON

23rd June 2015

Rt Hon Greg Clark MP
Dept for Communities and
Local Government
2 Marsham Street
London
SW1P 4DF

Dear Secretary of State,

Fusce ex tellus, dapibus at hendrerit eu, sodales a nisi. Proin in massa velit. Donec velit lectus, sagittis ut nisl nec, tempor porta lectus. Aliquam diam nibh, luctus et blandit in, laoreet vitae ipsum. Suspendisse dui lorem, malesuada ut odio et, tempus lobortis velit. Fusce leo augue, congue non accumsan id, interdum id dui. Fusce semper nulla et nunc ornare, vitae bibendum eros dignissim. Nullam faucibus purus a ipsum efficitur pulvinar. Suspendisse scelerisque nulla in sodales feugiat. Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia Curae; Nullam eu ipsum id nulla luctus posuere nec sed risus. Phasellus vestibulum nec dolor at scelerisque.

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Yours sincerely,

Councillor Roger Lawrence
Leader of the Council

Direct: 01902 554968
Email: roger.lawrence@wolverhampton.gov.uk

Civic Centre, St. Peter's Square
Wolverhampton WV1 1SH


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CITY OF
WOLVERHAMPTON

**Councillor
Roger Lawrence**
Leader of the Council

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roger.lawrence@wolverhampton.gov.uk
wolverhampton.gov.uk

Appendix three - revised corporate identity for day-to-day officer use

23rd June 2015

CITY OF
WOLVERHAMPTON
COUNCIL

Susan Williams
33 Ringwood Road
Wolverhampton
WV10 6TJ

Dear Susan,

Fusce ex tellus, dapibus at hendrerit eu, sodales a nisi. Proin in massa velit. Donec velit lectus, sagittis ut nisl nec, tempor porta lectus. Aliquam diam nibh, luctus et blandit in, laoreet vitae ipsum. Suspendisse dui lorem, malesuada ut odio et, tempus lobortis velit. Fusce leo augue, congue non accumsan id, interdum id dui. Fusce semper nulla et nunc ornare, vitae bibendum eros dignissim. Nullam faucibus purus a ipsum efficitur pulvinar. Suspendisse scelerisque nulla in sodales feugiat. Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia Curae; Nullam eu ipsum id nulla luctus posuere nec sed risus. Phasellus vestibulum nec dolor at scelerisque.

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Yours sincerely,

David Evans
Environmental Health Officer

Direct: 01902 556809
Email: david.evans@wolverhampton.gov.uk

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Wolverhampton WV1 1SH

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