

A New Logo for a New Council

Visual Identity for North Northamptonshire Council



East
Northamptonshire
Council



Northamptonshire
County Council

Borough Council of
Wellingborough

Kettering
Borough Council

Low Cost Approach

- Utilised the fantastic skills of the in-house graphic designers.
 - Wide ranging experience of application of council visual identities, as well as significant creativity and technical expertise.
 - Delivered at no additional cost to council taxpayers.

Timeline

KICK OFF/DEVELOPMENT

June/July

- Comms T&F (Task & Finish) group was formed. First 2 meetings took place including forming a design brief for the VI (Visual Identity).
- First draft of designs were presented to the T&F Group by the designers, and amendments were discussed and designs re-presented. Comms T&F group agreed 3 options for stakeholder testing.

TESTING

July/August

- Design(s) presented to Corporate Project Board, PIB, JIE and Shadow Executive.

August/September

- Stakeholder feedback – staff/members/residents.

ADJUSTMENT

September/October

- Design(s) adjusted following comments from Stakeholders – possibly narrowed down to 2, or even 1 design.

APPROVAL

October/November

- Final design(s) submitted to Corporate Project Board, PIB, JIE and on to Shadow Executive for final decision/approval.

IMPLEMENTATION

January – March 2021

- New visual identity communicated for implementation – Heads of Service will be notified ahead of this date, so that they can put everything in place ready for the release of the final logo beginning of January 2021 (even possibly during December 2020 if there are no changes following the Shadow Executive in November).

Design Brief

- Clearly display the name of the Council.
- Simple, modern and flexible design.
- Accessible e.g. visual impairment.
- Represent a new 21st century organisation.

Font Simplistic
Representative
Buildings River
Black North
Fresh Belonging Green
Icon
Modern
Dynamic Rings
New
Yellow Colour
Symbolism Clean
Recognisable
Northamptonshire

Collaborative Working – Design Process

- Team of 2 in-house designers met virtually for a series of design meetings with the T&F Group.
- Ideas were given and discussed to form a brief of what was and was not wanted, following on from the Visual Identity Design Spec (attached as an embedded document below).



Microsoft Word 97 -
2003 Document

Principles for Design

- Must work well alongside existing partner logos.
- Must not contain an image specific only to one town or area.
- Must not be similar to any other logos;
 - *Current council logos and Partner logos.*
 - *Other Northamptonshire logos.*
 - *Neighbouring councils or any other organisations.*
- Must work across digital platforms, as well as traditional platforms.
- Must be accessible to those with disabilities/visual impairments.

Current Northamptonshire Logos

North

Kettering
Borough Council



Borough Council of
Wellingborough

Corby
Borough Council



West



South
Northamptonshire
Council



NORTHAMPTON
BOROUGH COUNCIL

Three Chosen Designs

**North
Northamptonshire
Council**



- Bold
- Icon of native wildlife
- Symbolism of freedom



**North
Northamptonshire
Council**

- Modern and bold
- Celebrates rural, heritage, wildlife
- Similar style to many LAs



**North
Northamptonshire
Council**

Brand Philosophy:

In this logo I wanted to capture the nature in North Northamptonshire. Most of the land is covered by green for example Rockingham Forest. Hence the reason why I have used green colours and leaves.

Rejected Designs

north
northamptonshire
council

- Didn't like the use of the rings.



North
Northamptonshire

- Preferred the other green logo with the square – quite similar.



- Too 'busy' – would rather use the other logo which included the castle shape.

NORTH
Northamptonshire