

Visual identity specification for North Northamptonshire Council

Background

North Northamptonshire Council will be a new unitary authority from 1 April 2021 and will comprise the districts and boroughs of Corby, Kettering, East Northamptonshire and Wellingborough as well as Northamptonshire County Council.

Work required

To produce a distinct visual identity for North Northamptonshire Council, the organisation.

Deliverables

1. Image/logo that accurately represents the values of North Northamptonshire Council – honesty, integrity, aspiration, teamwork and is flexible enough to be adapted by the new organisation as it evolves.
2. Image/ logo to reinforce that all service areas come together as North Northamptonshire Council and are not separate entities.
3. Image/ logo to portray that North Northamptonshire Council is a modern and digitally-enabled organisation which is efficient and effective.
4. Guidelines to demonstrate how the image is to be used and what form it would be offered to partners and external parties. This to be done by artwork of the approved identity/logo and creation of a logo library and branding guidelines. The logo library will include all logo versions such as black and white and reversed-out versions.
5. Intellectual property rights of the brand will belong to North Northamptonshire Council.

Aim of visual identity

The new visual interpretation will be used in all aspects of the Council's work – from buildings to vehicles, uniforms to signs, stationery to websites etc. It will be used alone and in partnership initiatives.

The design MUST:	Why?
Be very simple and flexible	Work well across a wide range of platforms: posters, signage, vehicle livery, uniforms, ID badges, website, social media, video, etc.
Clearly display the name of the councils	Clear communication to all audiences about the organisations
Be accessible – e.g. for people with visual impairment	So it works for all audiences equally well and excludes no-one
Work in colour and in black and white	This range of applications will be required
Work in a range of sizes and formats	This range of applications will be required

Include a simple icon that can stand alone without the name of the council	Required for use on social media and other digital platforms
Be modern, professional, distinctive	To best represent the new organisations and their values
Incorporate elements of Northamptonshire's heritage and landscape: countryside, rurality, river	Respond to the brief from Northamptonshire members

The design MUST NOT:	Why?
Be similar to any of the existing county or district council logos	Confusing for residents and may not be politically acceptable
Be similar to any other Northamptonshire logos	Intellectual property issues, and also confusing for audiences
Be similar to the logos of any neighbouring authorities	Confusing for residents and other audiences
Contain any imagery specific to just one area of the county – e.g. building that is clearly from one part of the area	Will not feel inclusive or relevant for residents living in other parts of the area
Have a design that is in anyway reminiscent of any other product, service or organisation	Confusing for audiences

Timings

The following project process is proposed with indicative stages and timescales, to include opportunities for engagement with stakeholders:

VI info/meetings for designers to attend highlighted in blue.

Meeting/Task/Milestone/Outcome	Date of meeting	Comments
T& F Meeting 1	Wednesday 24 June 15:00	
T& F Meeting 2	Tuesday 30 June 11:30	
Meet to discuss and confirm brief for designers		RH invite graphic designers to meeting.
Brief agreed and communicated to designers		
T& F Meeting 3	w/c 13 July	
T& F Meeting 4	w/c 27 July	
Initial logo Designs Reviewed and agreed with T&F Group		

Send back logo(s) to designers with comments		
T& F Meeting 5	w/c 10 August	
Review and agree preferred Logo option/s with task and finish group		To be submitted to Project Board w/c 17 August (TBC). Not sure if it needs to go all the way to Shadow Exec at this point?
Begin work on fonts, typefaces, colour palette's etc. as follow on from logo		Fonts etc. follow on when we have a base idea for the logo.
Project Board - Date TBC	Poss w/c 17 Aug	
T& F Meeting 6	w/c 24 August	
PMO Submission Deadline - Options Paper, VI	Tue 25/08/20	
PIB - Options Paper, VI	Wed 02/09/20	
JIE - Design Concepts Presented - Options Paper - VI	Wed 09/09/20	
T& F Meeting 7	w/c 14 Sept	
Shadow Exec North - Design Concepts Presented - Options Paper - VI	Thu 24/09/20	
T& F Meeting 8	w/c 28 Sept	
Designs Reviewed/agreed/sent for amendments after feedback from Shadow Exec North (or Board/PIB/JIE)		
VI (incl colour pallet etc.) Tested with Stakeholders	5 – 9 October	Use Slack platform to test with Change Champions.
T& F Meeting 9	w/c 12 October	
Any updates/changes made to VI and agreed after Stakeholder engagement	Mon 12 – Fri 16 Oct	Final VI to be submitted to Project Board w/c 19 October (TBC).
Project Board – Date TBC	Poss w/c 19 October	
T& F Meeting 10	w/c 26 October	
PMO Submission Deadline - Final VI Submitted	Tue 27/10/20	
PIB - Final VI	Wed 04/11/20	
JIE - Final VI	Wed 11/11/20	
T& F Meeting 11	w/c 16 Nov	
Shadow Exec North - Final VI	Thu 26/11/20	Final VI to be approved at this meeting
T& F Meeting 12	w/c 30 Nov	
VI Roll out Implemented		
T& F Meeting 13	w/c 14 Dec	
T& F Meeting 14	w/c 4 Jan	
T& F Meeting 15	w/c 18 Jan	
T& F Meeting 16	w/c 1 Feb	
T& F Meeting 17	w/c 15 Feb	
T& F Meeting 18	w/c 1 Mar	

T& F Meeting 19	w/c 15 Mar	
All Necessary Materials Re-ID'd for Day 1	Wed 31/03/21	

Implementation

The new visual interpretation will be rolled out on a phased approach so that it is completed in a timely and cost-effective manner.