

Final Logo Presentation

Visual Identity/Logo for North Northamptonshire Council



East
Northamptonshire
Council



Northamptonshire
County Council

Borough Council of
Wellingborough

Kettering
Borough Council

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

3 logo designs presented in public survey

3,330 people responded to the survey



- The favoured design received 1,339 votes



- The second design received 679 votes



- The third design received 516 votes

- (796 respondents did not give a preference)

Development of selected design



**North
Northamptonshire
Council**

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

Suggested amendments following survey comment analysis

- Change the appearance of the water so it is less resembling of the sea.
- Make minor adjustments to give a more modern/mature feel.
- Give an explanation of the relevance of each element, especially the castle.

Final North Northamptonshire Council Logo Design



**North
Northamptonshire
Council**

Final North Northamptonshire Council Logo Design – In Situ



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Amendments following survey comment analysis

- The river was made to look more smooth and it was repositioned with some greenery below – this represents a riverbank.
- Minor adjustments to placement were made to give a more fluid design.
- The Red Kite in the logo is representative of the re-release and subsequent success of the bird from the mid 90's. The castle is representative of the rich heritage and stately homes through North Northamptonshire and the trees, greenery and river illustrates the rich rural landscape of North Northamptonshire.