

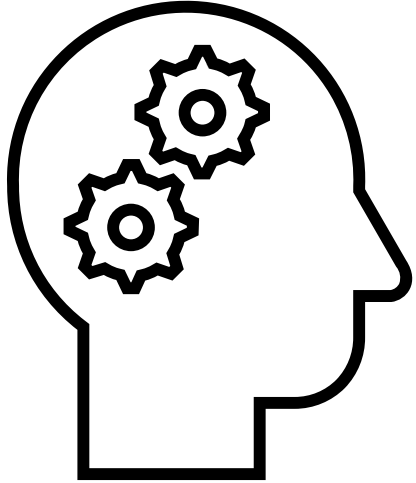
Branding Refresh 2021

WITNEY TOWN COUNCIL 



Report by Communications & Community Engagement Officer
Polly Inness March 2021

Purpose



- To appeal to a broader audience/demographic
- Repositioning – acknowledging more widely what we do and tooting our flute more often
- Improving our reputation and perceptions of us as a council
- Staying relevant

Scope- Digital Media



- Website
- App
- Facebook
- Twitter
- Instagram
- Mod Gov
- Email signatures
- Youth Council logo *

Decision required

Scope- Printed Media



- Invoices
- Letterheads
- Compliment slips
- Business cards
- Newsletter
- Brochures and flyers
- Posters and advertising
- Other stationery e.g. awards and certificates

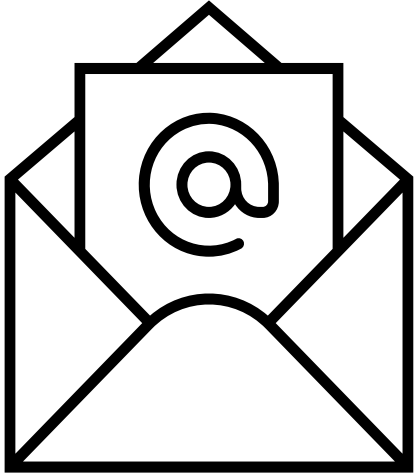
Scope- Other items



1. Livery – vehicles *
2. Uniforms *
3. Building signage *
4. Outdoor signage * –
 - Parks large signs
 - Lake and country park
 - Cemeteries
 - Public noticeboard
5. Cllr Badges *
6. Wreath centres *

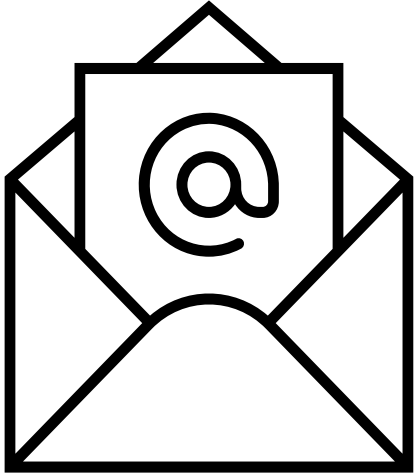
Decisions required

Communication Plan



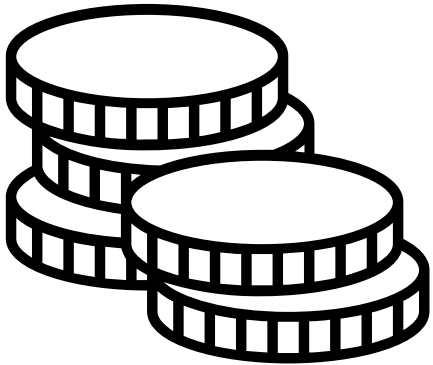
- What is the key message?
- About creating a standard for everything we do
- Recognisable
- Associated with probity, transparency, quality services and inclusion
- Ensure this is not seen as a vanity project

Communication Plan



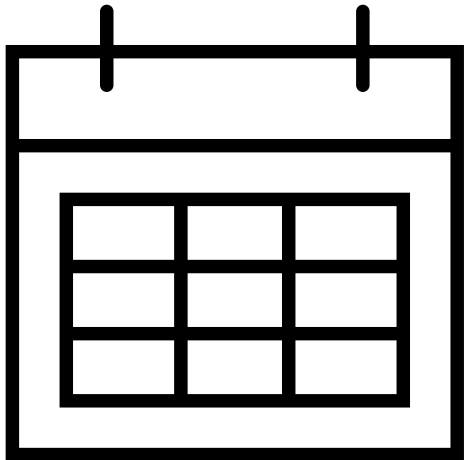
- Small low key social media and web posts talking about our new logo and what this means ahead of and during the process.
- PR once work has been done and all major rebranding achieved

Costs



- Website work – internal
- Mod Gov may make a charge for new appearance
- App work - internal
- Social media - internal
- Printed media –stationery - internal
- Signage – quotes required

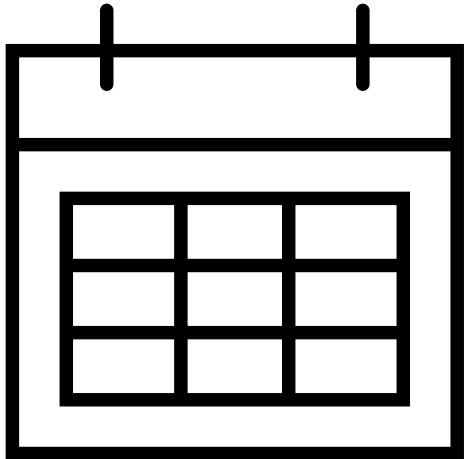
Implementation timeline



- **Phase I - April 2021**
- Create additional hi res versions of logo to work across most spaces where rectangular is not always practical in .jpeg .png and print ready versions such as .pdf. First slide shows lo res impact
- Decide which versions will be used on which media
- Do councillors want a tagline? e.g. “An inclusive Council” *

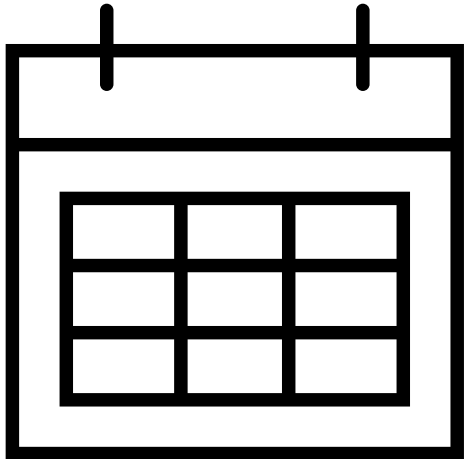
Decision required

Implementation timeline



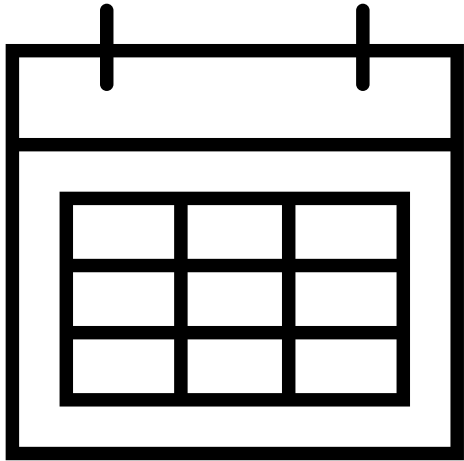
- **Phase II - Late April 2021**
- Start rebranding stationery
- Order new signage
- Prepare website for rebrand – update php, SSL remove unused plugins, widgets and themes, remove old posts where possible

Implementation timeline



- **Phase III - Early May 2021**
- Clone website for test implementation
- Agree new theme with councillors that fits the colour scheme and reflects values
- Contact Mod Gov to implement new logo/colours
- Implement changes on website ready to go live

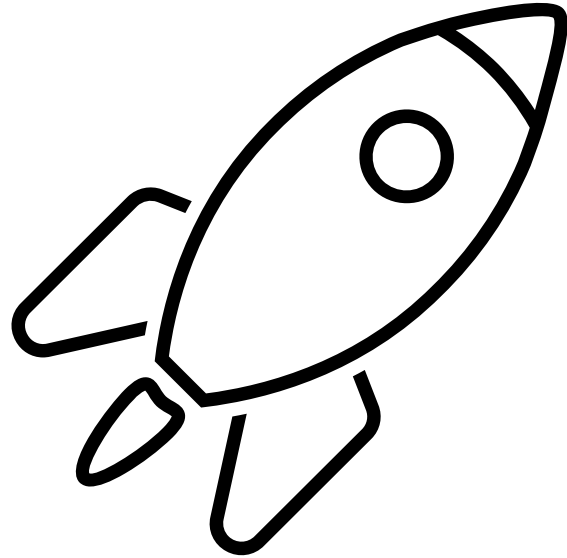
Implementation timeline



- **Phase IV - Late May 2021**
- Rebrand the app and add update
- Now is a good time to discuss content for future of app*

Decision required

Launch



- June 2021
- Good to go

WITNEY TOWN COUNCIL 

