

STRONGER COMMUNITIES COMMITTEE

Date: Monday, 11 July 2022

Title: Town Council Rebranding

Contact Officer: Communications and Community Engagement Officer - Polly Inness

Background

The Council committed to undertaking a rebranding exercise in 2020 and appointed a task and finish group to progress this project.

Originally, the Council was working to try and incorporate the town crest with the more modern design proposed at the beginning of the process. The idea was to create a modern, easily formattable logo which could be used in all future Council administration and livery.

Following several false starts with amateur designers, the task and finish group reviewed the brief and sourced this to a professional designer. This brief recognised the town crest will always be the heraldic crest for Witney and will still be used on official paperwork and on the town flag etc. The new logo would be used solely to denote Witney Town Council as an organisation and advertised administratively and operationally.

Current Situation

The agreed version of a new logo, as approved by the Task and Finish Group is attached as Appendix A.

The suggested colours draw inspiration from traditional Witney blankets, see Appendix B and incorporates St Mary's Church, the Buttercross, Town Hall and pascal lamb which does feature on the town crest and in a stain glass window above the entrance to the Corn Exchange.

The suggested font is clean and the bold font highlights Witney. This will help make the logo/wording to stand out when enlarged. The design will also work in greyscale and will enable the use of different colours to highlight local or national campaigns, like other larger Council's and organisations.

Environmental impact

Having declared a Climate Change Emergency at its Council meeting on 26 June 2019 – with this in mind Councillors should have due regard to the environmental impact of any decisions they make with regard to its facilities and services it operates.

Risk

In decision making Councillors should give consideration to any risks to the Council and any action it can take to limit or negate its liability.

Financial implications

Described here or as stated in the report above.

Recommendations

Members are invited to note the report and consider the following:

- Proposed adoption of the new Town Council logo for rebranding purposes (to be ratified by Full Council).