

Report of the Head of Communications

Corporate branding

Summary

1. This report provides an update about the approach taken in the past, and more recently, to provide a more consistent approach to corporate branding.

Recommendations

2. To discuss/note the approach taken.
3. To discuss and note the approach taken to corporate branding at City of York Council (CYC).

Reason: In order to be updated on the approach taken to corporate branding at City of York Council (CYC).

Background

3. This report draws together information about corporate branding recognises the difference made since the introduction of the City of York Council (CYC) style guide which incorporates evidence from research conducted by the NHS.

Council Plan

4. This approach underpins council communications design principles which support council plan priorities.

Specialist Implications

5. These are the implications:
 - **Financial:** no financial implications

- **Human Resources (HR):** - no HR implications
- **Equalities:** This approach is applied equally to all residents. As a result, this report has not required an Equality Impact Assessment (EIA).
- **Legal:** no legal implications

Contact Details

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**Report
 Approved**

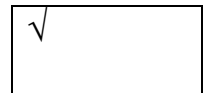


Date 25/02/20

Specialist Implications Officer(s): None

Wards Affected:

All



For further information please contact the author of the report

Annexes

Annex 1 – presentation to committee