



Corporate branding

**Customer and Corporate
Services Management Scrutiny**
9 March 2020



Agenda

- Definitions
- The previous approach
- What research tells us
- The current position
- Council brand and York Narrative
- Discussion



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Definitions

- Brand

“Brands convey a uniform quality, credibility and experience. Brands are valuable. Many companies put the value of their brand on their balance sheet” Source: *Forbes*:

<https://www.forbes.com/sites/marketshare/2012/05/27/why-brand-building-is-important/#663f0b1c3006>

- For the council, the brand is a visual or written representation that conveys the corporate values and vision, together with perceptions of the experience of services

- Logo

“a design or symbol used by a company to advertise its products” Source: *Cambridge English Dictionary*

- In the council, a logo is a badge commonly used as a design short-cut to represent a service, team, partnership, message or place

Previous approach

- CYC has created around 40 different logos and icons as a way of representing different parts of the council, whether services, teams, partnerships, places or messages.
- They are often used to create an artificial distance from “the council” creating the impression the council “doesn’t do anything”



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CYC logos (2018)

	Service	Team	Partnership	Place
Children/Young people Communities/skills	    	    	   	 
Adult/Health/ Housing	  	 		
Economy and Place	 			
Other	   	 	 	  

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What research tells us

- Following a move by the NHS to reduce the number of logos and identities in the healthcare system, the NHS conducted identity research to assess the value of continuing this approach.
- The research showed that for the general public, patients and carers, the NHS logo is instantly recognisable and provides confidence in terms of the level of service they can expect and the way it is delivered; this holds true where the service comes from the core NHS, a third party, or a private contractor. The NHS brand also provides reassurance as to the treatment/service they receive. It will be of a certain quality, wherever in England it is delivered, and it will be free of charge.
- By consistently applying the same logo in the same way for ALL health services, the logo was seen to represent the NHS and its values.
- Source: <https://www.england.nhs.uk/nhsidentity/wp-content/uploads/sites/38/2016/08/NHS-Identity-Research-phase-one-and-two.pdf>

Current approach

- The CYC style guide was introduced in 2019 to support the introduction and embedding of the 2019-2023 council plan.
- It sets out the rules to follow when creating communications materials, for example posters, leaflets, published reports, etc.
- It makes clear that new logos are only created following consultation with the communications team.



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Logo dos and don'ts

Do

It is critical the council is accountable and visible for delivering services. This means promoting the council as a single body rather than series of teams or services. (The exception to this is if a service is commercial or delivered in partnership - see page 19) The logo can also be used to indicate the council contribution is being recognised by another body - eg. when funding a project or endorsing an approach.



Don't



X Recreate the logo ever



X Distort it



No strapline or words

X Add words or straplines to it



X Change spacing



X Distort it



No strapline or words



X Change spacing



X Distort it



X Change its colour



X Put it in a box



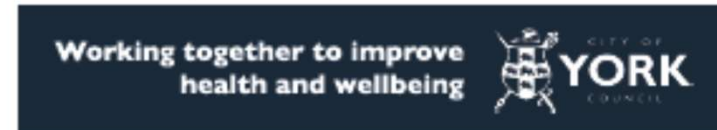
X Add drop shadow



Working with others

The council works with a huge range of partners. Certain principles must be adhered to when using the CYC logo with other brands:

1. The CYC logo should explain the relationship, for example:



2. The CYC logo should appear top or bottom right unless shown alphabetically
3. Logos should appear in a straight line or grid so they don't 'float' on a page.

If a new logo is required, this should be discussed with the communications team with a clear reason to differentiate.

For example, the Register Office logo is also the official stamp.



The Show Me That I Matter logo represents the voice of young people in care or the Live Well York logo represents a partnership of community-led services



- Since the introduction of the style guide in 2019:
 - the only new brand created has been on behalf of the housing delivery programme. This followed research with the target audience and their perception of council sold houses.
 - the only new logo created was “kick the habit” the action-orientated behaviour change campaign to prompt people to turn off idling engines.
- We are slowly phasing out logos where we can.



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Council brand / York Narrative

- “**A Council brand** should encapsulate the values of that organisation and reflect leadership, accountability and ownership of those services. It is the visual expression of the relationship between the **council** and its citizens.
- Your **place brand** is about the **place** or places that the **council** serves.
- It is difficult for one brand to do both things. Keeping them separate is vital for a clarity of understanding about what you are doing, and what you are trying to achieve.” Source: LGA: <https://www.local.gov.uk/our-support/guidance-and-resources/comms-hub-communications-support/place-branding/place-branding>
- The York Narrative is the York place brand. It is a framework for shaping and describing relevant activity that takes place in the city. It is not a logo. <https://democracy.york.gov.uk/documents/s136216/Annex%20A%20The%20York%20Narrative%20FINAL.pdf>
- The Talk York consultation told us that York already has a strong place brand. The York narrative was developed to strengthen this existing brand, not create something new or different.
- Facilitating this project with 28 partner organisations was part of the council’s place leadership role – the York Narrative has been created by the city and now belongs to the city.
- By being consistent in the way we describe relevant activities taking place in York, over time, we will strengthen how York is perceived.
- Already partner organisations who endorsed the city narrative are using it, when appropriate, to shape and then describe the activities of their organisation that relate to York.

Discussion

Is this what you would expect from a council branding approach?



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