

## SHEPTON MALLET TOWN COUNCIL

Meeting	Full council, Item 10.14
Date	01 December 2020
Author	Project officer
Subject	Town council branding

### 1.0 PURPOSE OF REPORT

- 1.1 To update Councillors on the progress made on the new town council branding.
- 1.2 For councillors to note the designs, circulated confidentially to councillors ahead of the meeting, which will be adopted by the town council in the new year.

### 2.0 BACKGROUND INFORMATION

- 2.1 Councillors agreed at the Open Spaces committee meeting in July 2020 to rebrand the town council. A working party reviewed four quotations for the work and awarded the work to a local company. Councillors in the working party attended two branding workshops to inform the design brief and subsequently provided feedback to refine the design.
- 2.2 The design circulated to councillors confidentially is, subject to some further amendments, the basis of the new brand for the town council. This new brand will be rolled out across all digital and print media associated with the town council in the new year, at a date yet to be defined. The designs are to remain confidential until such point in time.
- 2.3 Once publicised, the new logo and branding are to be used by the town council in any communications and any instances where the town council wishes to signal its involvement in a project, including partnership projects.

### 3.0 FINANCIAL IMPLICATIONS

- 3.1 The overall cost of the branding exercise was £3.5K including all workshops, design work for multiple assets and brand guidelines.

### 4.0 ENVIRONMENTAL IMPLICATIONS

- 4.1 When implementing the new branding the town council will seek to minimise the environmental impact of new materials and do so only when judged essential.

### 5.0 TOWN PLAN REFERENCE

#### Placemaking

Ensure the town centre is attractive and welcoming	Invest in improvements in the Market Place, in partnerships with others  Support the retention of the Library in the centre of town and its development into a wider Community Hub
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	Improve the signage, information boards and street furniture to make the town more welcoming
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**6.0 RECOMMENDATIONS**

- 6.1 For councillors to note the designs circulated confidentially which will, subject to some minor changes, be adopted by the town council at a date yet to be defined in the new year.