

ADDENDUM REPORT

ORDINARY ITEMS FOR CONSIDERATION**REPORTS THROUGH THE GENERAL MANAGER****REPORTS FROM THE GENERAL MANAGER****a6 [GM-CM] Tweed Shire Council Brand****ORIGIN:****General Manager****SUMMARY OF REPORT:**

At the Council meeting of 17 March 2009 Council approved to:

1. Unite all operations under a 'one council – one brand' strategy applying the logo as the sole brand mark for all departments, activities, assets, services, products and facilities.
2. Vote \$45,000 of allocated funds to develop a brand strategy, visual identity guide and extensive suite of branding templates as outlined in the body of this report.

At a workshop on 14 July 2009 Councillors were presented with concept and full applications of the proposed Tweed Shire Council brand.

The proposed brand will be copyrighted and trademarked for exclusive use by Tweed Shire Council.

Following Council's decision, the complete Visual Identity Guide and all associated templates and artwork (as listed above and more) will be created to the required size and specifications. This will take several months as the graphic designers finalise the artwork and applications and as Council prepares to work through the brand implementation process.

It is important to have a strategic roll out of the brand to ensure a smooth implementation process to the community and internally across the organisation. Council will work internally over the next three months to implement the brand and anticipates it will be 'brand-ready' by November.

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RECOMMENDATION:

That:

- 1. Council adopts the proposed Tweed Shire Council brand as per the confidential attachment.**
- 2. ATTACHMENT 1 is CONFIDENTIAL in accordance with Section 10A(2)(d)(iii) of the Local Government Act 1993, because it contains:
 - (d) commercial information of a confidential nature that would, if disclosed:
 - (iii) reveal a trade secret******

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REPORT:

For Council, as for any organisation, particularly one with such a diverse range of products, services, operations, customers and staff, it is a central requirement that the organisation has a strong and explicit brand and be uniquely identifiable.

At the Council meeting of 17 March 2009 Council approved to:

1. Unite all operations under a 'one council – one brand' strategy applying the logo as the sole brand mark for all departments, activities, assets, services, products and facilities.
2. Vote \$45 000 of allocated funds to develop a brand strategy, visual identity guide and extensive suite of branding templates as outlined in the body of this report.

At a workshop on 14 July 2009 Councillors were presented with concept and mock ups of the full applications of the proposed Tweed Shire Council brand.

The workshop highlighted the range of applications including (however not limited to):

- an extensive Visual Identity Guide/Style Guide for Council
- all versions of the recommended logo in EPS and JPG formats. JPG format to be available in Pantone, CMYK, RGB, mono and reversed
- corporate stationery including letterhead, fax sheet, internal memos, corporate bulletins, envelopes, with compliment slips and business cards
- website design for front and second layer pages
- Tweed Link template and masthead
- Rates Notice
- Water Notice
- Tax Invoice/Sundry Debtors
- PowerPoint presentation
- generic presentation folder
- brochures – A5 booklet and DL
- one page fact sheet (single and double sided option)
- report documents (covers and internals)
- Staff newsletter template
- advertising shells x 3
- standard certificates of appreciation
- desk signs
- e-signatures
- template for standard forms across the organisation

The proposed brand will be copyright and trademarked for use by Tweed Shire Council.

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Following Council's decision, the complete Visual Identity Guide and all associated templates and artwork (as listed above and more) will be created to the required size and specifications. This will take several months as the graphic designers finalise the artwork and applications and as Council prepares to work through the brand implementation process.

It is important the brand be launched when Council is ready to implement it to reduce the community expectation that it will be put to use immediately. A strategic roll out of the brand will ensure a smooth implementation process to the community and internally across the organisation. Council will work internally over the next three months to implement the brand and anticipates it will be 'brand-ready' by November.

A strategic roll out ensures:

- 1) That the community and customers of Tweed Shire Council receive appropriately branded material in a coordinated manner, not piecemeal.
- 2) That Council has the capacity to prepare internal processes and adoption of the brand across all directorates.
- 3) The organisation and staff are fully briefed on the new brand in both its applications and implementation timeframes.
- 4) Sufficient time for current branded stock to be depleted and manage the creation of future printing and corporate stationery requirements.

Whilst the bulk of Council's external communication tools will be 'brand-ready' for November, there may be areas of internal templates and documents that require more detailed assistance. Council will work through these systematically in priority order.

The use of current branded material such as corporate stationery, brochures and supplied work wear will be exhausted prior to implementing any new materials. There will be no wastage of any pre-printed stock.

External signage and other items will be replaced by natural attrition and only as budget and priorities allow, this will continue to occur over the next 3 – 5 years and is not a short term or quick fix process.

LEGAL/RESOURCE/FINANCIAL IMPLICATIONS:

The Tweed Shire Council Brand will be copyright and trademarked accordingly.

POLICY IMPLICATIONS:

A Communications and Marketing protocol will be developed to ensure all Council communication (internal and external) from November 2009 adheres to the brand guidelines.

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UNDER SEPARATE COVER/FURTHER INFORMATION:

*To view any "**non confidential**" attachments listed below, access the meetings link on Council's website www.tweed.nsw.gov.au or visit Council's offices at Tweed Heads or Murwillumbah (from Friday the week before the meeting) or Council's libraries (from Monday the week of the meeting).*

1. **CONFIDENTIAL ATTACHMENT** – Tweed Shire Council Brand Concept (ECM 3400329)
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COUNCIL MEETING DATE: TUESDAY 21 JULY 2009

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