

**CABINET**  
**1 JUNE 2021**

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**CORPORATE REBRAND**

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**Responsible Cabinet Member**  
**Councillor Jonathan Dulston, Stronger Communities Portfolio**

**Responsible Director**  
**Chief Officers Executive**

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**SUMMARY REPORT**

**Purpose of the Report**

1. To seek Cabinet approval to use a simplified version of the existing Darlington Borough Council crest as the primary logo for the council, and in doing so cease using the current logo and gradually remove it from all digital and printed materials, and council assets.
2. To seek cabinet approval to enhance the crest and area around it on the external council chamber wall in order to complement the considerable transformation and attractive lighting investments that can be seen elsewhere across the town such as the Hippodrome, DL1, Feethams offices, and the forthcoming enhancements to the Victorian Market.

**Summary**

3. The Council Plan sets out the priorities and objectives for the Council and as part of that progressive agenda Cabinet wishes to modernise and demonstrate transformational changes. Symbolically, a change to the council's logo and broader identity will help to project this message. This will be achieved through the decommissioning of the current logo and replacing it with a refreshed version of the Darlington Borough Council crest.
4. A single colour version of the crest will be used for council related business, allowing the full colour version to continue to be used by the Mayor's office, enabling a clear distinction between the two functions.
5. The town centre has undergone considerable transformation with significant capital investment being undertaken. These include the Vue Cinema and Premier Inn development, the riverside area with DFE, our own Feethams office that is likely to be occupied this year, all with good public realm and attractive lighting. Refurbishment of the Victorian Market and with further public realm and lighting investments made elsewhere with the Towns Fund programme it is important that we consider how our asset looks alongside these. It is in this respect that the Town Hall signage including on the chamber wall is in need of an appropriate upgrade to reflect, and be consistent and complementary with nearby buildings.

6. Fundamental to this change is to keep implementation costs to a minimum. Using the established crest avoids many of the costs associated with a full council rebrand. Application of the crest will be managed by the corporate communications and marketing team, supported by Xentrall design and print. Conversion to the new logo will, in the main, be achieved incrementally. Some additional costs have been identified but for the vast majority of council assets, no additional costs will be incurred as replacement of the logo will happen gradually as assets are updated as part of scheduled works or they are replaced due to reaching the end of their functional life.
7. A campaign will be implemented to raise public awareness of the change and ensure the council and council services continue to be recognised and importantly trusted by residents, business owners, and other services users.

### **Recommendation**

8. It is recommended that :-
  - (a) Cabinet approves the decommissioning of the current logo and the incremental implementation of the existing Darlington Borough Council crest as the new logo in its place.
  - (b) Cabinet approves works to Town Hall signage and the external council chamber wall.

### **Reasons**

9. The recommendations are supported by the following reasons :-
  - (a) The new logo will provide a visible and symbolic signal to residents and other stakeholders that the council is undergoing change and is part of its progressive transformative agenda, delivering against the recently approved Council Plan.
  - (b) Enhancements to the Town Hall signage and external council chamber wall will complement the significant capital investment being undertaken to transform other nearby buildings in the town centre.

### **Chief Officers Executive**

### **Background Papers**

No background papers were used in the preparation of this report.

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S17 Crime and Disorder	This decision will not have an impact on crime and disorder.
Health and Wellbeing	This decision will not have an impact on health and wellbeing.
Carbon Impact and Climate Change	This decision may have a small carbon impact which is currently being quantified.
Diversity	This decision will not have an impact on diversity.
Wards Affected	This decision will not affect any wards
Groups Affected	Three groups have been identified (detailed in the report).
Budget and Policy Framework	There is no impact on the Budget or Policy Framework
Key Decision	This is not a key decision.
Urgent Decision	This is not an urgent decision.
One Darlington: Perfectly Placed	No direct impacts.
Efficiency	No direct impacts.
Impact on Looked After Children and Care Leavers	This report has no impact on Looked After Children or Care Leavers.

## MAIN REPORT

### Information and Analysis

10. The Council Plan sets out the priorities and objectives for the Council and as part of that progressive agenda Cabinet wishes to modernise and demonstrate transformational changes. Symbolically, a change to the council's logo and broader identity will help to project this message. This will be achieved through the decommissioning of the current logo and replacing it with a refreshed version of the Darlington Borough Council crest.
11. Using in-house skills and resources, a number of design options were considered for the replacement of the current logo. A member led working group felt that simplifying the current council crest would best achieve the desired outcome.
12. A single colour version of the crest (see **APPENDIX 1**) will be used for council business, allowing the full colour version to continue to be used by the Mayor's office, enabling a clear distinction between the two functions.
13. For the significant majority of cases the refreshed logo will be rolled out incrementally when items carrying the logo are renewed as part of a planned programme of work or are replaced as they reach the end of their functional life. While some applications of the logo are yet to be identified, **APPENDIX 2** provides an overview of the implementation timeframe.
14. The town centre has undergone considerable transformation with significant capital investment being undertaken. These include the Vue Cinema and Premier Inn development, the riverside area with DFE, our own Feethams Office that is likely to be occupied this year, all with good public realm and attractive lighting. Refurbishment of the Victorian Market and with further public realm and lighting

investments made elsewhere with the Towns Fund programme it is important that we consider how our asset looks alongside these. It is in this respect that the Town Hall signage on the chamber wall is in need of appropriate upgrade to reflect and be consistent and complimentary with nearby buildings.

### **Financial Implications**

15. Fundamental to this change is to keep implementation costs to a minimum. Using the established crest avoids many of the costs associated with a council rebrand. Application of the crest will be managed by the corporate communications and marketing team, supported by Xentrall design and print. Conversion to the new logo will, in the main, be achieved incrementally. Some additional costs have been identified but for the vast majority of council assets, no additional costs will be incurred as replacement of the logo will happen gradually as assets are updated as part of scheduled works or they are replaced due to reaching the end of their functional life.
16. Using a single colour version of the crest will help to keep design and print costs down. A black and white version will be available for high volume print runs which will further help keep printing costs to a minimum and allow print runs to be completed quickly.
17. An enhancement to an exterior council chamber wall (facing the market square) has been identified as an upfront cost as part of the implementation. This is estimated to be £20k and will be managed through the Corporate Landlord budget. More accurate costs will be confirmed once the technical assessments have been completed. The enhancement will complement the previous investments and be consistent with future plans to use lighting to enhance the town centre. An artist's impression of the chamber wall can be seen in **APPENDIX 3**.

### **Estates & Property Advice**

18. Work is underway to determine what is required to achieve the desired enhancements to the exterior council chamber wall (facing the market square). Estimated costs are referenced in the financial implications section of this report. Planning permission is required for this development.

### **Procurement Advice**

19. Procurement of any services to support the implementation of the new logo will be through the established corporate procedures.

### **Equalities Considerations**

20. A campaign will be implemented to raise public awareness of the change and ensure the council and council services continue to be recognised and trusted by residents, business owners, and services users. The primary routes to achieve this will be through the One Darlington magazine, social media, the corporate website, visual changes on marketing materials, use of a billboard adjacent to the Feethams roundabout, and over time, a refresh of signage on council buildings and other assets.

21. An equality impact assessment screening exercise has identified a number of groups potentially requiring supplementary information or support to understand the brand change. These groups include (1) people whose first language is not English, (2) some people with a learning disability, and (3) some people with a visual impairment. Targeted activities will be carried out to help address the challenges people in these groups may encounter.

### **Consultation**

22. There has been no consultation on this proposal.

## APPENDIX 1

Landscape and portrait versions of the new Darlington Borough Council logo.



The full colour version of the crest used by the Mayor's office will remain unchanged.



## APPENDIX 2

The timetable for the incremental roll out the new logo is detailed in the following table.

<b>Phase 1</b> <i>Immediately following Cabinet approval</i>	<b>Phase 2</b> <i>Within 12 months</i>	<b>Phase 3</b> <i>Assets will be updated as part of scheduled works or when they are replaced due to reaching the end of their functional life.</i>
<ul style="list-style-type: none"> <li>▪ Town hall entrance signage</li> <li>▪ Digital public facing assets such as                             <ul style="list-style-type: none"> <li>○ corporate website</li> <li>○ social media profiles</li> <li>○ email banners</li> <li>○ correspondence templates</li> <li>○ report templates</li> <li>○ presentation templates</li> </ul> </li> <li>▪ Billboard next to Feethams roundabout</li> <li>▪ Digital internal assets such as                             <ul style="list-style-type: none"> <li>○ Intranet</li> <li>○ PC desktop backgrounds</li> <li>○ MS Teams backgrounds</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>▪ Crest on exterior council chamber wall</li> <li>▪ New* printed materials</li> <li>▪ New* marketing materials</li> <li>▪ New* multimedia / digital materials</li> <li>▪ Council sub brands</li> <li>▪ Identity cards for new employees or when employee details change</li> </ul> <p>*Only when new materials are required.</p>	<p>Examples include</p> <ul style="list-style-type: none"> <li>▪ Council vehicles</li> <li>▪ Uniforms / clothing</li> <li>▪ Signage in and around other council buildings.</li> <li>▪ Boundary and village signage</li> <li>▪ Bins (residential and public)</li> <li>▪ Identify cards (such as library and leisure)</li> <li>▪ Car park signage</li> <li>▪ Street furniture and other realm assets</li> <li>▪ Other council owned or commissioned websites and online systems</li> </ul>

### APPENDIX 3

Current representation of council chamber exterior wall.



Artist impression of the refreshed council chamber exterior wall.

