

**ECONOMY AND RESOURCES SCRUTINY COMMITTEE
22 JUNE 2021**

**DRAFT MINUTE EXTRACT FROM
CABINET**

1 JUNE 2021

C10 CORPORATE REBRAND

The Cabinet Member with the Stronger Communities Portfolio introduced the report of the Chief Officers Executive (previously circulated) requesting that consideration be given to replacing the Council's current logo with a refreshed version of the existing Darlington Borough Council crest and requesting approval for that refreshed crest to be used on the external Council Chamber wall of the Town Hall in order to complement the considerable transformation and attractive lighting investments seen elsewhere across the Town Centre.

The submitted report stated that the Council Plan sets out the priorities and objectives for the Council and as part of that progressive agenda, Cabinet wished to modernise and demonstrate transformational changes and it was considered that a change to the council's logo and broader identity would help to project this message.

It was reported that, if approved, the use of the existing logo would cease and would gradually be removed from all digital and printed materials and Council assets, with the existing Crest being enhanced by the use of a single colour for Council related business, allowing the original full colour version of the crest to be used by the Mayor's office, which would give a clear distinction between the two functions of Council business.

Reference was made to the financial implications and to the need for a campaign to be undertaken to raise public awareness of the change to ensure the Council and its services continued to be recognised and trusted by residents, business owners and other service users.

Discussion ensued on the colour to be used on the single colour version of the logo and it was reported that the colour was in keeping with other campaign logos being used in Darlington such as Enjoy Darlington.

RESOLVED – (a) That the decommissioning of the current logo and the incremental implementation of the existing Darlington Borough Council crest as the new logo in its place, be approved.

(b) That the works to Town Hall signage and the external council chamber wall, as detailed in the submitted report, be approved.

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.