
Cheshire Partnership Family – Identity Guide

Introduction

The purpose of this report is to inform the Communities of Cheshire Partnership of the process taken in developing the Cheshire Partnership Family Identity Guide and for this Guide to be adopted by the Partnership.

Summary

In June the Communities of Cheshire Partnership agreed to the formation of a Sub Group, with delegated authority to agree an early way forward on brand/image protocols for the Cheshire Partnerships Framework. The Sub Group chaired by Glyn Chambers considered whether to adopt the Cheshire LSP logo without change, with modifications or to totally redesign.

Communications expertise within Vale Royal Borough Council prepared a number of logos and brand options that modified the Cheshire LSP logo that were considered by the Sub Group during an option appraisal process in August 2006. With limited resources and feedback from the third sector indicating that the old Cheshire LSP logo was difficult to download and inaccessible the decision was taken by the Sub Group to modify the Cheshire LSP logo.

The Identity Guide contains logos for the Cheshire Partnership Family including the Cheshire Partnership Framework; Communities of Cheshire Partnership and the Cheshire Partnership Governance Board. To ensure a distinct and cohesive image for the Cheshire family is developed and retained the Identify Guide provides information on how the logos should be used in a range of situations and for most eventualities.

Recommendations

That the Communities of Cheshire Partnership:

- (1) adopts the Cheshire Partnership Family Identity Guide; and
- (2) encourages partners to promote partnership working across Cheshire through the use of the Cheshire Partnership Family logos

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