



COMMUNITIES OF CHESHIRE PARTNERSHIP

12 September 2006

Report of the CCP Communications / Logo Sub Group

Cheshire Partnerships Framework logo for adoption

Summary

At the 13th June CCP meeting it was agreed that a Sub Group be formed, with delegated authority to agree an early way forward in relation to branding/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 be completely redesigned.

Communications expertise within Vale Royal Borough Council prepared a number of logos and branding options that modified the Cheshire LSP logo and these were considered by the Sub Group during an option appraisal process held on the 18th August 2006.

The Sub Group agreed that a modification of the Cheshire LSP logo was the best way forward, as no funds were available to develop a completely new logo/branding image and feedback from the Community & Voluntary Sector indicated that the current Cheshire LSP logo was difficult to download and inaccessible due to the file size and detailed graphics.

The key design element of the Cheshire LSP logo is the circles. They have a strong visual impact relating to partnership working, relative to balancing priorities, differing priority themes and partner contributions. It was therefore felt that the recommended logo should use this key design element to maintain consistency with the Cheshire LSP logo and create a fresh and positive image of people working.

Recommendations

1. That the presented logo be adopted by the Communities of Cheshire Partnership for use by all partners within the Cheshire Partnership Framework, with a phased implementation aimed at reducing additional costs.
2. Partners demonstrate support for the Cheshire Partnership Framework by re-producing the logo on supporting documentation prepared within their organisations.
3. That a Branding & Identity Guide be prepared and presented at the next CCP meeting in December 2006.

Contact:

Linda Perry, LAA Officer Support Group
Telephone: 01270 769237