



## NEW CORPORATE LOGO FOR THE COUNCIL

### 1 PURPOSE OF REPORT

- 1.1 For Council to endorse the use and roll out of a new corporate logo for the Council.

### 2 LINKS TO COUNCIL'S PRIORITIES AND OBJECTIVES

- 2.1 The logo supports clear communications of all the Council's priorities and objectives, ensuring residents are aware these are official council messages.

### 3 RECOMMENDATION

- 3.1 It is proposed that Council **RESOLVES**

To endorse the use and roll out of the new corporate logo for the Council, as set out in Appendix 1.

### 4 INTRODUCTION

- 4.1 The Castle Point Borough Council corporate identity – our logo - requires a refresh on the grounds of digital compatibility & accessibility. Updating the logo is a strategic move to ensure our brand remains relevant and effective in today's digital age. The current logo, designed before the digital communication era, lacks the compatibility and accessibility required for modern platforms and, as such, does not meet accessibility requirements in terms of design, colourway, font and size. A refreshed logo will not only enhance our visual identity across various digital channels but also improve accessibility for all users, including those with disabilities.
- 4.2 This update will demonstrate our commitment to innovation and inclusivity, ultimately strengthening our connection with the community and enhancing our overall brand perception. As a champion of accessibility and accessible standards, the Council should lead and demonstrate the importance of accessible communications. As the way we all communicate has developed and changed, so our communications assets need to evolve to ensure we can respond to and adhere to new standards. Further development work will

follow over our digital platforms and social media channels to ensure we meet and comply with the latest accessible standards.

- 4.3 As this work is an evolution of the existing corporate identity to meet required standards, not a re-branding exercise, a consultation exercise is not required as whole-scale reform is not what is proposed. With this in mind, the cost associated with the refresh has been limited to minimum. Because the vast majority of applications are digital, other than a small amount of officer hours, the roll-out in digital settings will be a very low-cost exercise, involving only officer time. The further costs associated with other applications such as hard signage, vehicle livery and paper will only be considered, for instance, once signage/vehicle livery is life-expired, or when paper stock has been depleted and requires replacement.
- 4.4 This refresh process is one which is common to many organisations and businesses, and not just Local Authorities, and is driven by digital accessibility as they meet the imperatives of delivering accessible communications in the digital age.

## **5 IMPLEMENTATION**

- 5.1 The approach to deployment of the new logo is evolution not revolution and the Council is not proposing any extensive rebranding but will use the new logo in digital formats and any new commissioned signage.

## **6 RISK IMPLICATIONS**

- 6.1 Brand recognition is important to instil civic pride and promote recognition amongst businesses and residents.

## **7 CRIME AND DISORDER IMPLICATIONS**

- 7.1 None.

## **8 ENVIRONMENTAL IMPLICATIONS**

- 8.1 Roll out on existing hardware will only take place at the point of refresh to minimise cost.

## **9 FINANCIAL IMPLICATIONS**

- 9.1 The £2,250 cost of design has been absorbed from existing budgets and additional costs are not anticipated.

## **10 LEGAL IMPLICATIONS**

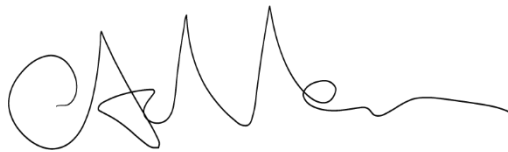
- 10.1 There are no legal implications arising from this report.

**11 HUMAN RESOURCES IMPLICATIONS**

11.1 None.

**12 EQUALITY AND DIVERSITY IMPLICATIONS**

12.1 An Equality Impact Assessment has not been completed as no decision is being made.



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**Background Papers:-**

None.

For further information please contact Caroline Adlem on:-

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## Appendix One – new Castle Point Borough Council logo roll out



Once endorsed the logo will be rolled out across a suite of corporate communications channels and documents, including (but not limited to) the website and intranet, letterheads, campaigns, cabinet reports, business cards, social media channels, email signatures, corporate documents, desktop wallpaper and Teams backgrounds.

While some changes will be implemented swiftly, others will not happen until the natural replacement of an asset (e.g. signage) is due.