

ITEM **STCSC1(1)**

SALISBURY TOWN CENTRE SUB-COMMITTEE

DATE 10 April 2012

HEADING Salisbury Town Centre Branding Concepts

AUTHOR Jane Miller; Manager Marketing & Customer Service; Community Development

SUMMARY

The following report presents four revised logo options to support the endorsed name for the revitalised town centre – Salisbury City Centre.

BACKGROUND

At the last meeting on 13 March 2012, the logo and name concepts from the staff competition along with concepts designed by Adcorp were presented to the Salisbury Town Centre sub-committee.

The name Salisbury City Centre was endorsed at the meeting.

The Salisbury Town Centre sub-committee asked for two logo options to be graphically designed incorporating the name, Salisbury City Centre. Two other options were asked to be designed with the name, Salisbury City Centre.

REPORT

As directed by the Salisbury Town Centre sub-committee, the following logo options have been graphically designed:

1. Amalgamation of logo options 3 and 5 as shown in Appendices 3 and 5 of item STCSC2, dated 13/3/2012.
2. logo option 3, as presented to the February (13/2/2012) Salisbury Town Centre Sub Committee meeting.
3. a logo option incorporating the City of Salisbury “swish” and effects applied to logo option 7 of item STCSC2, dated 13/3/2012.
4. professional representation of logo option 2 (Salisbury Park), as shown in Appendix 2 of item STCSC2, dated 13/3/2012, noting the need to amend the name applied within the logo.

These revised logo concepts are shown in Appendix 1.

ASSESSMENT

At its March meeting the Salisbury Town Centre sub-committee endorsed report number **STCSC1 (1)** which set out a range of criteria and considerations for the evaluation of a potential identity.

The logos in Appendix 1 are reviewed below against the criteria which were summarized as:

1. Represents geographic area
2. More than just a retail brand
3. Distinct from and complements corporate identity
4. Is forward looking
5. Reflects the characteristics: clean, safe, proud, modern, friendly and confident
6. Professional and polished

Logo 1

Criteria	1 Low	2	3	4	5 High
1. Represents geographic area			x		
2. More than just a retail brand				x	
3. Distinct from and complements corporate identity	x				
4. Is forward looking		x			
5. Reflects the characteristics: clean, safe, proud, modern, friendly and confident			x		
6. Professional and polished		x			

Score: 15

Commentary: The mark will be difficult to trade mark as it is a variation on a common symbol. The leaf pattern will be difficult to reproduce well in a range of mediums and at different scales. The use of the corporate colours and swish element from the corporate logo inappropriately connects it to the corporation's identity. It is not well constructed in a design sense and is more appropriate as a campaign icon (e.g. I 'heart' Salisbury), rather than a brand identity. As it was produced by a third party, we would need to negotiate ownership of the copyright.

Logo 2

Criteria	1 Low	2	3	4	5 High
1. Represents geographic area					x
2. More than just a retail brand				x	
3. Distinct from and complements corporate identity			x		
4. Is forward looking			x		
5. Reflects the characteristics: clean, safe, proud, modern, friendly and confident			x		
6. Professional and polished				x	

Score: 22

Commentary: The mark loosely combines the shape of an 's' with the notion of a junction and uses blues and greens to reflect colours in the local environment. Use of similar (but not the same) swish shapes, and complementary (but not the same) colours and fonts mean that it complements the corporate logo, without appearing to be directly related to Council. It is a clean, fresh design, but not necessarily the strongest, most contemporary or 'friendly' of the options presented by the design agency. It is the only logo in this set to have been presented to key stakeholders including representatives of the Salisbury Town Centre Traders Association, who endorsed it as their preferred option.

Logo 3 (and 3.1)

Criteria	1 Low	2	3	4	5 High
1. Represents geographic area			x		
2. More than just a retail brand			x		
3. Distinct from and complements corporate identity			x		
4. Is forward looking			x		
5. Reflects the characteristics: clean, safe, proud, modern, friendly and confident			x		
6. Professional and polished				x	

Score: 19

Commentary: The mark uses the swish of the corporate logo that represents 'water'. The colours and mosaic treatments make it distinct from the corporate logo and make it appear more contemporary and fresh, but give an overall impression of water which is not necessarily appropriate for a town centre brand identity. It would make an ideal swimming pool logo.

Logo 4

Criteria	1 Low	2	3	4	5 High
1. Represents geographic area		x			
2. More than just a retail brand			x		
3. Distinct from and complements corporate identity		x			
4. Is forward looking			x		
5. Reflects the characteristics: clean, safe, proud, modern, friendly and confident			x		
6. Professional and polished		x			

Score: 15

Commentary: The mark has a cartoon appearance, which imbues it with a sense of low credibility. (It has a vague similarity to the 'Shrek' logo.) While the colours are clean and fresh, the overall design does not represent the qualities of our town centre or represent 'community'.

RECOMMENDATION

1. That one of the logo options presented in this report be endorsed as the logo for the revitalised town centre.

CO-ORDINATION

Officer:	GMCD	GMCiD	CEO
Date:	02.04.12	04.04.12	02.04.12

This document should be read in conjunction with the following attachments:

1. Appendix 1