

**ITEM** STCSC2 (1)  
**SALISBURY TOWN CENTRE SUB-COMMITTEE**

**DATE** 13 March 2012

**HEADING** Salisbury Town Centre Branding Concepts

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## **SUMMARY**

The following report presents the results of the competition held amongst staff and Elected Members to generate a new round of name ideas and logo concepts for the Salisbury Town Centre.

A competition was held amongst staff and Elected Members to generate new ideas for a logo and name that could become the Brand for the Salisbury Town Centre Redevelopment.

4 entries were received and will be evaluated with the original 3 designs by Adcorp using an evaluation tool developed for the process. On initial review and against the core concepts as outlined in the report 'STC Logo Evaluation' it is recommended that the name Central and either of two concepts designed by Adcorp are endorsed by the Salisbury Town Centre Sub Committee as they both best meet the needs of branding the redevelopment.

## **BACKGROUND**

Staff presented two name options and three logo options as designed by Adcorp to the Salisbury Town Centre sub-committee as choices for a brand which represented the town centre rejuvenation after its redevelopment.

The Salisbury Town Centre sub-committee resolved that a competition should be held amongst staff and Elected Members to generate further options to be considered when agreement on the current designs couldn't be made.

## **REPORT**

### **Competition**

As directed by the Salisbury Town Centre Sub-Committee, a competition was promoted to staff and Elected Members to generate additional alternative name ideas and logo concepts for the Salisbury Town Centre.

An email was sent to all staff and Elected Members on Wednesday 15 February, immediately following the sub-committee the preceding evening, which included a request for logo designs that incorporate local landmarks and natural features.

An item was also included in the Elected Members Bulletin.

### **Competition Results**

Two Elected Members and two staff responded to the competition within the established time frame.

### **Alternative Names**

One of the Elected Member submissions did not propose a name alternative to Salisbury Central as previously recommended to the sub-committee. (Appendix 1).

Appendix 2 show a further submission by an Elected Member which uses a name which is a reworking of the Councils name and is in conflict with the forth main core concept (d) as outlined in the report 'STC Logo Evaluation' that the brand should be distinct from the corporate identity.

The alternative names suggested by staff were:

- A) Salisbury Junction
- B) Salisbury Corner
- C) Salisbury Park
- D) Salisbury Green
- E) Salisbury Creek
- F) Salisbury Heart

Option A, Salisbury Junction, may be suitable for the retail and transit component, but does not seem suitable for a region that includes residential. Option B, Salisbury Corner would also seem more appropriate for a small retail development and geographically doesn't represent the area.

Options C is already in use as the name of a suburb, and options D and E (Green and Creek) are names that are more commonly associated with suburbs or residential developments.

While it is frequently used a descriptor, Option F, Heart, is not a word widely used as a place name. This uniqueness could be seen as advantageous, or could generate derision as being too unusual and not appropriate for the category. The word Heart is also used in a tag line suggested by an Elected Member in their design for the brand, reflecting that the area being recognised as the central hub of the region. (Appendix 5). Heart could similarly be incorporated in a tag line for the recommended logo option.

Below are the naming options that were considered as part of the original process:

TOWN CENTRE  
TOWN  
CENTRAL  
VILLAGE  
CIVIC  
CITY  
PRECINCT  
CIRCLE  
TOWNSHIP  
COMMON  
JUNCTION  
DISTRICT  
DOMINION  
DOMAIN  
WATER GARDEN  
ESTATE  
LIGHT  
HUB  
WATER TOWN  
AQUA VILLAGE  
BLIER  
POINT  
SQUARE  
PIVOT  
FOCUS  
LOCUS  
PARADE  
HOLM  
BURROUGH  
LAND  
PATCH  
DIRT  
GREEN  
CIRCUIT  
GREATER  
AQUILONIS  
MAIN  
SEPTENTRIO  
MERIDIEN  
PARK

A process of elimination followed in this instance that removed those already strongly associated with other areas (such as village which is recognised locally as Golden Grove, and Hub which is strongly associated with Aberfoyle Hub); and removed those that were clearly inappropriate or painted an inaccurate mental picture of Salisbury Town Centre. Also removed are those names that are either strongly retail associated, or strongly residential associated.

The resulting recommendations from this were Salisbury Central (preferred) or Salisbury Civic. Salisbury Central is the preferred option as it reflects the areas recognition as the central hub of the region.

### **Designs**

The four submissions received from staff and elected members were widely different in both symbolism and design but also from the original designs offered by Adcorp.

Two of the submissions (Appendix 1 and 3) clearly use the City of Salisbury logo within their design which doesn't make them 'distinct from the corporate identity' used by Council (d in the key proposed core concepts). These designs would not compliment the City of Salisbury logo when placed in situations where they need to coexist (on banners etc) and could in fact distract from the strong brand developed by the original logo and the award winning City of Salisbury identity.

One submission (Appendix 3) uses a leaf in a symbol combining a heart and a leaf graphic which is contemporary and does symbolise accessibility and inclusiveness. It also reflects a number of the regions desired characteristics – Clean, Safe, Proud, Modern, Friendly and Confident as outlined by the STC renewal community engagement process. However, the design proposed is impractical to implement with the leaf graphic being too fine for good reproduction in a range of mediums. The heart symbol also lacks uniqueness as a logo device.

A mixture of photos and words which offered strong impact depicting a wider Salisbury were used in one Elected Member's design (Appendix 4). Where as it did reflect the area's general locale it didn't offer a logo which as a device could be incorporated in the physical structure of the redevelopment or a brand that signaled change or looked forward for the renewal. Photos are not generally used in logos as they cannot be trademarked in the same way as a unique graphic device, and present a range of challenges in relation to reproduction. The symbols and messages of this logo are also similar to those of the corporate campaign, which has capacity to blur the distinction between the town centre and the Council region.

From the final submissions by one staff member (Appendix 2) there is a heavy use of the idea of water droplets and leaves reflecting the areas link to nature and the wetlands which are also incorporated in the colours and symbolism used by Adcorp in their original designs (Appendix 6 – show the two preferred Adcorp designs). One in particular depicts the flow of water to leaf using the S of Salisbury which shows again a reflection in desired characteristics identified through the STC renewal community engagement as well as being a design that could easily be incorporated in to physical structure whilst representing the area. However it lacks the need for a design to be contemporary and may fail to appeal to a range of markets whilst coexisting with the current COS logo.

The original designs from Adcorp meet the proposed core concepts more closely than those submitted by staff and elected members as they are very much separate from the corporate identity and offer a brand that both offers a modern look forward and could be incorporated in to physical structure as well as being easily applicable to signage and print materials. Appendix 7 shows one of the preferred Adcorp designs but with a slight amendment so that it moves away from a logo that already exists in the local area – Centro Hollywood Retail. It's also suggested that with a further amendment, a widening of the white lines, this logo will become more easily applicable when using on signage and print materials where resolution would be smaller. This design also offers the ability to be used with different colour options. The Adcorp designs also use more symbolism linked to the areas themes and the characteristics desired by the STC community but also in reflecting the key characteristics of Salisbury itself.

## CONCLUSION

In reviewing the submissions against the set core concepts and thematic considerations and to help evaluate the logos, a visual tool has been used to score the alternative concepts presented in this report against the original Adcorp designs. The results are listed in Appendix 8.

Clearly the results favour the designs by Adcorp in meeting 6 core competencies needed in the design with higher scores than those submitted by staff and Elected Members. Logo 6 scores the highest score with a result of 27/30 and the other Adcorp logo scoring just 1 less after a change to the design.

The evaluation tool is presented in STCSC1 report 'STC Branding Criteria'.

This report shows that after the advent of a competition in response to the STC sub committees request and the evaluation of the submitted designs; the two designs by Adcorp and the suggested name of Salisbury Central still hold the strength required in a strong brand and offer a concept that is contemporary, meets almost all desired characteristics and is adaptable to the needs that are required of it both now and in the future of the redevelopment.

## RECOMMENDATION

1. That Salisbury Central be endorsed as the name for the revitalised town centre.
2. That one of the two Adcorp designs shown in Appendices 6 and 7 be endorsed as the logo for the revitalised town centre.

## CO-ORDINATION

Officer:	GMCD	GMCiD	CEO
Date:	07.03.12	07.03.12	08.03.12

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

1. Appendices 1 - 8