ITEM   **STCSC1** (1)

SALISBURY TOWN CENTRE SUB-COMMITTEE

DATE   13 March 2012

HEADING   Salisbury Town Centre Branding Criteria

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                  Development

SUMMARY

This report sets out criteria for the development and evaluation of a new
brand for the Salisbury Town Centre.

REPORT

At the February meeting the Salisbury Town Centre Sub Committee resolved:

> *"That staff reconsider both the name and logo including consultation with all*
> *Councillors and staff before bringing back a further report to the next meeting of the*
> *Salisbury Town Centre Sub-Committee in March 2012."*

This included a request to run a competition amongst staff and elected members to generate
alternative name and logo options.

In order to evaluate name and logo alternatives for the re-brand of the Salisbury Town
Centre, is it necessary to agree on the core concepts on which they should be based, and the
principles against which they will be measured.

The following criteria were developed using a range of project related materials including the
project brief, town centre research study results and the community engagement report. They
were tested and confirmed with the STC Marketing and Community Engagement team, the
broader STC Project Team, and at a workshop with key stakeholders including
representatives of the Salisbury Town Centre Traders Association and DiMauro's.

The proposed core concepts are as follows:

a) The brand (including name and visual device) is intended to represent the geographic
   area identified as the revitalization study area. It is a 'place' brand.
b) While not the geographic centre of the Salisbury Council area, the area is recognised
   as the central hub of the region.
c) The brand should represent the area as being more than a retail destination. It should
   be applicable to the residential, entertainment, education and other components of the
   centre.
d) The brand should be distinct from the corporation identity – it is not a branch of
   Council.

e) The brand should ideally signal a change – by being different to existing brands/names.

f) In signalling change, the brand should be forward looking and not retrospective. (i.e. should not reflect current structures or positioning.)

g) The logo device should be able to be incorporated in the physical structure of the redevelopment to enhance the connection between place and identity, as well as being easily applicable to signage and print materials.

h) The brand should clearly identify the general locale – i.e. Salisbury – and distinguish it from other regional centres, particularly those in the north.

Thematic considerations:

i) While not a division of Council, the logo should ideally complement the corporate identity, as it will often coexist – for example on signage placed in close proximity.

j) While distinct from the corporate identity, the logo could reflect the key characteristic of Salisbury – identified as Sustainable, Attainable, Productive and Progressive.

k) It should also reflect the desired characteristics identified through the STC Renewal community engagement process: Clean; Safe; Proud; Modern; Friendly; Confident.

l) The brand should be contemporary (to reflect a future, rather than a historical perspective), but should feel accessible and inclusive.

m) The brand should be professional and polished, demonstrating competence and confidence – underpinning the investment attraction goals.

n) The brand should appeal to a range of markets – investors and developers as well as potential residents and consumers.

o) The brand should be credible. It should resonate with people's understandings and expectations of the region.

Other considerations:

- While brands (including the name and logo device) are important, they rarely convey extensive meaning at first glance. They give a sense of the character of a product (or place in this case), but it is the consistent use of names and visual devices in connection with certain messages over time that builds meaning in a brand.

- Brand names which are short and simple (in spoken and written form) have greater traction as they more easily become part of the vernacular.

- There will be limited resources to promote this brand, therefore it should be as accessible as possible. I.e. developing a brand that significantly repositions Salisbury Town Centre would require massive investment to gain acceptance – whereas a brand that builds upon and extends existing characteristics will gain traction much more quickly.

- Consideration should be given to the practicality of any visual identity. The more complex and intricate, the more difficult (and probably expensive) it will be to implement.

- Copyright – should one of the competition entries be the chosen option, consideration must be given to the negotiation of copyright ownership.

The attached evaluation tool provides a simple visual representation of the evaluation of each of the concepts put forward, against the priority criteria which have been summarised 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

RECOMMENDATION

1.   The proposed principles (a) to (o) be endorsed for the selection of the name and logo.

2.   The proposed evaluation tool to present the scoring of the alternative concepts be endorsed for the selection of the name and logo.
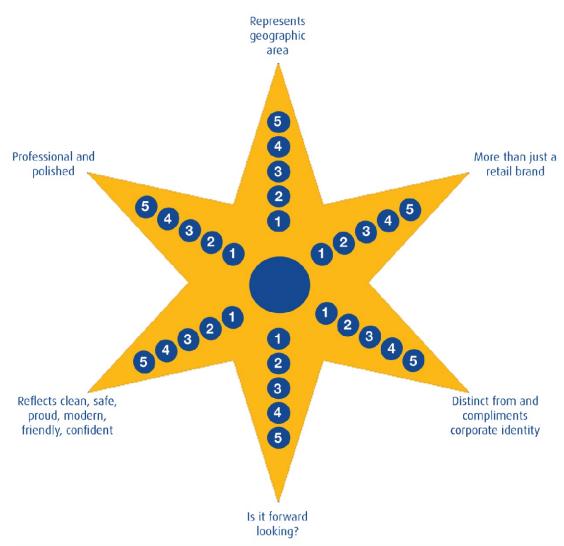
CO-ORDINATION

Officer: GMCiD   GMCD   CEO
Date: 07.03.12   07.03.12   08.03.12

This document should be read in conjunction with the following attachments:
  1.   Evaluation Tool

Represents geographic area

Professional and polished

More than just a retail brand

Reflects clean, safe, proud, modern, friendly, confident

Distinct from and compliments corporate identity

Is it forward looking?

Scale

5	**Fully meets**
4	**Nearly meets**
3	**Almost there**
2	**Needs to be better**
1	**Doesn't meet**

Results

Mostly 5's - Happy with design - Winner

Mostly 4's - It's a good design - Could be adopted

Mostly 3's - The design missed some points - Needs tweaking

Mostly 2's - The design is poor - Needs re-thinking

Mostly 1's - The design meets no objectives - Fail