

**ITEM** STCSC1(1)  
**SALISBURY TOWN CENTRE SUB-COMMITTEE**

**DATE** 14 May 2012

**HEADING** Salisbury Town Centre Branding Concept

**AUTHOR** Sarah Poppy; Marketing & Communications Officer; Community Development

**SUMMARY**

The following report presents a revised logo options for Salisbury City Centre.

**BACKGROUND**

At the last meeting on 10 April 2012, four logo options were presented including two logo options graphically designed incorporating the name, Salisbury City Centre. Two other options designed with the name, Salisbury City Centre.

At this meeting, Logo option 2 was endorsed as the logo for the revitalised town centre.

**REPORT**

As directed by the Salisbury Town Centre sub-committee, this report provides further logo options that incorporate the Logo from Option 2, the Typeface in Option 4 and the wording ‘the progressive heart of the north’ from Option 1.

These revised logo concepts are shown in Appendix 1. Note that it is common to adopt a logo in two configurations – stacked (vertical configuration) and long (horizontal configuration), provided the elements of the logo remain the same (e.g. 1a and 1a (2)). This assists with application of the logo in different environments.

The logos are presented as concepts and the chosen version will be finessed at final artwork stage. Brand standards will also be developed at this stage setting out rules and requirements in relation to its use.

**RECOMMENDATION**

1. That one of the attached variations of the logos (or logo pairs) be chosen.

**CO-ORDINATION**

Officer: GMCD  
Date: 02.05.12

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

1. Appendix 1