

# Causeway Coast & Glens Borough Council



To: Corporate Policy and Resources Committee

**BRANDING**

**15<sup>th</sup> September 2015**

For information

<b>Linkage to Corporate Plan</b>	
<b>Strategic Theme</b>	Innovation and Transformation
<b>Lead Officer</b>	Director of Democratic and Customer Services
<b>Cost: (If applicable)</b>	£2,000 for professional design agreed.

## **1.0 BRANDING, the Causeway Coast and Glens Borough Council**

Further to Report, dated 18<sup>th</sup> August 2015, to Corporate Policy and Resources Committee, when assessment criteria was approved, committee is advised that a panel, appointed by the Senior Management Team, met and assessed the submissions.

A total of 20 submissions with 36 design concepts were considered. The top five scoring design concepts were reviewed by our design company and three selected to be worked up for consideration by Council. This will involve concept development, artwork for application of design to various items such as corporate stationery, signage, vehicles etc and development of brand guidelines.

It is intended that the design concepts will be available for committee, with a presentation to Council on 22<sup>nd</sup> September.