

Report on	Updated Branding Guidelines
Date of Meeting	4 March 2021
Reporting Officer	Ursula Mezza
Contact Officer	Ursula Mezza

Is this report restricted for confidential business?	Yes	
If 'Yes', confirm below the exempt information category relied upon	No	x

1.0	Purpose of Report
1.1	The report provides details of updated branding guidelines.
2.0	Background
2.1	The Council brand guidelines were introduced in April 2015 when the new Council became operational.
2.2.	One of the recommendations from the internal audit of the marketing and communications service recommended that the original guidelines be updated.
3.0	Main Report
3.1	The internal audit of the marketing and communications service recommended that the existing brand guidelines be updated to provide greater clarity on when the Council's brand mark should be used, its use by third parties and the associated approval process.
3.2	The guidelines have been updated accordingly and now present a complete visual guide to the 'brand in action'.
3.3	Specific and clearer guidance around brand usage by external organisations, including partners and stakeholders and funded organisations has been added, together with clarity on the internal sign-off arrangements where external design sources are used.
4.0	Other Considerations
4.1	Financial, Human Resources & Risk Implications
	Financial: N/A

	Human: N/A
	Risk Management: N/A
4.2	Screening & Impact Assessments
	Equality & Good Relations Implications: N/A
	Rural Needs Implications: N/A
5.0	Recommendation(s)
5.1	That the Committee notes the updated brand guidelines.
6.0	Documents Attached & References
	Brand Guidelines V2.0