

Report on	Dungannon Council Chamber: Branding
Reporting Officer	Ursula Mezza
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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 considers amendments to the application of the Council's brand in the chamber in the Dungannon offices.
2.0	Background
2.1	The existing brand application in the Council chamber consists solely of the 'shield' element of the Council's brand and the Council had requested a review of the brand with a view to including the full brand identity i.e. shield element and text.
3.0	Main Report
3.1	Several options have been explored in the review of the brand application in the Chamber and are detailed below.
3.2	<p>Option 1</p> <p>Remove the existing brand and replace with a full brand identity on the rear wall. The aluminium panel to which the logo would be fixed is approximately 120cm in width. This limits the size of the brand itself to 90cm x 38cm. In proportion to the size of the room, the brand is, therefore, likely to look quite small. For comparative purposes, the brand in the Magherafelt chamber measures 170cm x 90cm.</p>
3.3	<p>Option 2</p> <p>Remove the existing aluminium panel and replace with a wider panel to allow a larger brand to be applied.</p> <p>The largest aluminium panel available has a width of 150cm, which would allow the application of a slightly larger logo (110cm x 456cm). However, technically this option is problematic, as a new panel would cross over onto the existing wooden panels which are not flush (varying by up to 15mm). This means the panel cannot be applied directly to a smooth surface and would need to be built out slightly from the wall, encroaching onto the seating area directly in front.</p>
3.4	<p>Option 3</p> <p>Present the brand identity in a different location at the front of the 'top table'.</p> <p>This option presents no technical difficulties and allows the brand to be applied to the existing surface. At 120cm wide, it is the largest size and given its position, is in proportion with the room.</p>

	This option can include the retention of the 'shield' element on the rear wall of the Chamber. To remove it, may require the panel to be repaired or replaced.
4.0	Other Considerations
4.1	<u>Financial & Human Resources Implications</u> Financial: Approximately £500 to make and install. Human: N/A
4.2	<u>Equality and Good Relations Implications</u> N/A
4.3	<u>Risk Management Implications</u> None
5.0	Recommendation(s)
5.1	That the Committee considers the options available.
6.0	Documents Attached & References
	Visual representations of the brand applied in 2 locations.