

Chairperson and Committee Members

ENVIRONMENT AND COMMUNITY DEVELOPMENT COMMITTEE

30 AUGUST 2012

Meeting Status: **Public**

Purpose of Report: For Decision

CORPORATE LOGO REFRESH

PURPOSE OF REPORT

- 1 To propose a new corporate logo for the Council based on the Kāpiti Welcome design.

SIGNIFICANCE OF DECISION

- 2 This report does not trigger Council's Significance Policy.

BACKGROUND

- 3 The current Council corporate logo is at least 10 years old and is a refinement of a design that has been in existence for an even greater period. That refinement was undertaken by The First Actual Design Company of Levin.
- 4 In mid 2011 a distinctive new 'Welcome to Kāpiti' sign was developed for SH1, based on a design by Mission Hall, a company owned by local residents. The design used modern fonts and featured a stylised Kāpiti Island and an outline of the mainland coast. The design generated considerable positive feedback.
- 5 The design was subsequently applied to new signage at the Kāpiti Coast Airport, and later to Council's Long Term Plan 2012-2032 documents. Again, the feedback was positive.
- 6 During discussions on signage for the Civic Administration Building redevelopment, questions were raised whether the existing corporate Council logo should be used, or refreshed to encapsulate the design theme of the new Welcome signs, airport signage and the Long Term Plan documentation.
- 7 Mission Hall was subsequently asked to take a low cost approach and develop a new corporate logo that reflected the Welcome sign design theme.

CONSIDERATIONS

Issues

- 8 Cutting through the plethora of messages that daily "clutter" our information landscapes is a challenge. Companies spend significant amounts of money to promote their name and "brand" and to consolidate their position in their respective markets. There are two crucial elements to this: name recognition and a consistent reinforcement of the message.

- 9 Kāpiti is fortunate. It has strong “name” recognition across the country, reinforced by the fact that we are mentioned every evening on television weather reports and known by high profile products, such as Kāpiti Cheese. The word Kāpiti carries a “value” in marketing terms and denotes not just a place, but a wide range of positive elements.
- 10 Council has a stake in how Kāpiti is perceived and a role to play as a “brand leader”. Economic development is one of Council’s top five priorities for this triennium. A strategic focus under this priority is innovation and positioning, creation and capture of added value, and growing the base. How we are perceived by others is important when it comes to attracting new investment, new business and new residents. How we present ourselves through our various forms of communications is therefore important. The golden rule is consistency. Mixed messages, whether they be visual or in text form, usually result in brand confusion and therefore, mixed results.
- 11 When erected, the new Welcome signage on SH1 generated considerable support and pride. The signs featured a modern, stylised Kāpiti Island with a clear design link to Maori (and partnership), a subtle blue brush stroke representing our prominent coastline, and a proud statement in a modern font that this is Kāpiti with no apologies. Since the signs were erected, the design has been used at the airport and also for Council’s Long Term Plan documents.
- 12 The redevelopment of the Civic Administration Building and Coastlands Aquatic Centre are now well underway and signage needs to be designed for both buildings. The question arises: should Council use its existing logo or pick up the design theme encapsulated in the SH1 signage and build on it?
- 13 Issues surrounding a refresh of a corporate logo normally come down to cost. Given this, Mission Hall has put forward a proposal where the cost of applying a new logo across Council products could be phased in over time as products run out. Priority, however, would be given to letterheads, business cards, the Kāpiti Update, e-mail signatures, and the website banner. The cost of the design work to date is \$3200. Further refinement would take this total to \$7125. Rolling in the above priority list would bring the total implementation cost of the first stage to just over \$13,000.
- 14 The advantages of a refresh of the corporate logo are as follows: the new logo would build on the popular design used for the SH1 welcome signs, the airport signage and Long Term Plan documents and so present a modern, single brand for Kāpiti; it would signal a strong partnership between Council (the community) and iwi; and it would provide a much more cost-effective logo for general Council use. The net gain of moving to a more streamlined corporate logo has not been worked through at this stage but there will be an overall saving.
- 15 The possibility of some form of Local Government Reform further down the track has been taken into account by Mission Hall. Kāpiti will continue to be a destination for visitors and home for passionate residents who are proud of their distinctive and beautiful area. The name Kāpiti will live on, irrespective of Local Government structural change. Given this, the proposed design is flexible and can easily be changed at little cost.

Financial Considerations

- 16 The work proposed can be completed within existing budgets.

Legal Considerations

- 17 There are no legal considerations.

Delegation

- 18 The Environment & Community Development Committee has:

7.1 Authority to develop (within any wider existing strategic framework) policies and work programmes that support the social, economic, environment and cultural wellbeing of the community. This authority encompasses the power to recommend to the Council for adoption policies related to district image and promotion and monitor public relations activities.

Consultation

- 19 Limited consultation was undertaken on the initial design work for the SH1 welcome signage. Subsequent discussions have included Elected Members.

Policy Implications

- 20 There are no policy implications but guidelines over the use of the corporate logo will be developed to ensure it is used in a consistent manner and to high professional standards.

Tāngata Whenua Considerations

- 21 The development of the stylised Kāpiti Island featured in the attached concepts involved designer Chris Gerretzen, a tutor at Te Wānanga o Raukawa. The design first appeared in the SH1 Welcome-to-Kāpiti signage. That design work was referred to Te Whakaminenga o Kāpiti and was seen as part of the material being developed for the Rugby World Cup. Feedback from Te Whakaminenga o Kāpiti resulted in some tweaking of the original design. The proposed corporate logo in Appendix 1 has not been referred to Te Whakaminenga o Kāpiti.

Publicity Considerations

- 22 A press statement will be released once Council has made a decision.

RECOMMENDATIONS

- 23 That the Environment and Community Development Committee recommends to Council that the current Council logo is refreshed, and
- 25.1 That the design is based on the Mission Hall concepts attached in Appendix 1, and
- 25.2 That priority use for the new logo are signage for the Civic Administration building, the Coastlands Aquatic Centre, the Council letterheads, business cards, Kāpiti Update, e-mail signatures and the website banner.

Report prepared by:

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ATTACHMENTS:

Appendix 1 attached