

SOUTH WAIRARAPA DISTRICT COUNCIL

8 AUGUST 2018

AGENDA ITEM B2

LOGO AND BRANDING WORKING PARTY

Purpose of Report

To inform Councillors of the progress on the new SWDC logo.

Recommendations

Officers recommend that the Council:

1. *Receive the Logo and Branding Working Party Report.*

1. Executive Summary

Advertisements for design studios, agencies and graphic designers to register their interest (EOI) in the development of the new council logo and request briefing documents have been placed in local Wairarapa papers, Council and Community Board Facebook pages and SWDC website.

To date (25/7/2018) we have received 15 requests from across the Wairarapa region (including all SW towns, rural areas and one design company based in Wellington who reside in Greytown). The cut-off date to register is 15th August and submission must be with SWDC by Tuesday 28th August. Finalists will be selected to present to committee in September and the successful applicant will be notified after these presentations. We anticipate we will select successful candidate by end September.

At that point a very specific more detailed brief will be given to the successful applicant to start work on the development of the new logo.

All logos will be bi-lingual. It has been agreed that rather than literal translation of SWDC we intend to have a USP (unique selling point) under our council logo. The words are "Te Waharoa o Wairārapa" which translates as "Gateway to the Wairarapa".

While it has taken slightly longer than anticipated to get to this point and for the successful applicant to be chosen we believe the process has been robust, transparent and above all very professional. We have confidence this will result in a better outcome for council and a level of transparency in our processes which will stand the council in good stead in the long term.

We recommend that Jennie Mitchell, Group Manager Corporate Support and the new Communications Manager (should they be appointed at that time)

be at these presentations as they will have a relationship with the agency after our work is finished.

2. Timeline

Initially we have called for expressions of interest (EOI) across the Wairarapa. For transparency ads asking for EOI have been placed in all Wairarapa local papers and in the Midweek News in the months of July and August. The Times Age was excluded as this was covered by the Mayor's column in the paper. Notices have been placed on official social media sites (SWDC and Community Board Facebook sites) and SWDC website.

The timing had to be spread across July/August because of the different local newspaper deadlines. We have asked SWDC and community boards to repost Facebooks ads.

Those expressing interest must contact council prior to Wednesday 15th August 2018 by 5pm and request a detailed EOI backgrounder document.

All information requested by SWDC must be returned by 5pm on Tuesday 28th August 2018 for consideration.

The Logo Working Party (which consists of 3 councillors, 1 community board chair and the Mayor) will consider all applications and develop a short list for consideration. It is anticipated that we will meet shortly after the 28th August. Cr Maynard and L Hay met on 25th July to look through current applicants, their background, websites etc.

Shortlisted candidates will be expected to present to the Logo Working Party at Council together with the Group Manager Corporate Support and/or the CEO and new Communications Manager.

The successful applicant will be notified one week after these presentations. At that point a very specific more detailed brief will be given to them to develop a new logo.

Further information on logo testing and adoption of a new logo will be provided once applications are accessed.

3. Budget and Timings for Advertising - Request for EOI

The budget for advertisements was agreed by the SWDC Logo and Branding Working Party to be no more than \$4,500 +GST. This was agreed by the CEO Paul Crimp. The response to Facebook has been very good and the call for EOI has been shared on this platform many times. This is a zero cost.

Subject to final costings this should come in under budget at \$2,170 +GST.

4. Bi-Lingual Logo

All logos will be bi-lingual. It has been agreed that rather than literal translation of SWDC we intend to have a USP (unique selling point) under

our Council logo. We felt this set us apart from other councils and made our district and council special and different. Both Cr Maynard and Cr Ammunson suggested and approved of this decision.

The words are “Te Waharoa o Wairārapa” which translates as “Gateway to the Wairarapa”. The font size and weighting in relationship to the words South Wairarapa District Council will be the same as the example give here.



5. Further market research

When considering our new logo we asked ourselves two questions.

- What unites us in South Wairarapa?
- What makes South Wairarapa special or different?

We have gone out to council staff, councillors, community boards, Maori standing committee and received considerable feedback. This report is being collated.

6. Communications

The chair of the working party has presented to council, all community boards and the Maori standing Committee on progress. In addition the presentation was sent to all council staff.

7. Conclusion

We are on track with new logo development and are very pleased with the number positive responses to the call to participate in the new logo design.

8. Appendices

Appendix 1 – Call for Expressions of Interest advertisement

Appendix 2 – Agency Briefing Document

Written By: Leigh Hay, Chair Council Logo and Branding Party

Appendix 1 – Call for Expressions of Interest advertisement

Notice of a unique opportunity in South Wairarapa. Become part of our future!



Development of New South Wairarapa District Council Logo

This opportunity in a nutshell

We are looking for innovative clever Wairarapa designers to help create our new logo. You will have experience, a great track record, be client focussed, passionate about the Wairarapa and have the ability to deliver our vision.

Who we are

South Wairarapa District Council is proud to serve and support this special part of New Zealand with its true 'mountains to the sea' experience. South Wairarapa encompasses the three rural towns of Featherston, Greytown and Martinborough, each with their own charm and attributes. We have a vast area of rural hinterland home to many more small communities, edged by the Rimutaka/Tararua Ranges and cradled by kilometres of rugged coastline.

What we need

Our current logo was created in 1989 and while it was great then it does not reflect who we are now and the wonderfully diverse community that is South Wairarapa. Help us create a logo that reflects our personality.

What's important to us?

The South Wairarapa District council are looking for credible creative providers who have the capability, experience and know how to help us create a new logo that reflects who we are. You will be a great communicator, think laterally and be able to transform our vision into reality. You will be able to do all the normal stuff, market research, logo guidelines, know what works in multiple platforms. You know the drill.

Why should you bid?

This is a unique opportunity to be part of South Wairarapa's history and personality. Together we will create a visual representation of what it is to live in and love the South Wairarapa.

Interested? What's next?

If you are interested in this opportunity please get in touch with our contact person

Email: Barbara.Gavan@swdc.govt.nz

South Wairarapa District Council, 19 Kitchener Street, Martinborough 5711 PO Box 6, Martinborough 5741

Applications for an expression of interest close by 5pm on Wednesday 15th August 2018. Please contact us and we will send you a detailed information and briefing document.

Calling All Talented Graphic Designers, Ad Agencies in the Wairarapa.



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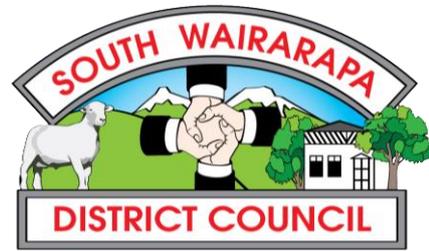
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Appendix 2 – Agency Briefing Document

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Briefing Document for companies or individuals seeking to submit an expression of interest (EOI) in the development of the new South Wairarapa District Council logo.

1. Name of Project

Development of new South Wairarapa District Council Logo

2. Background & About Us

Our Business

The South Wairarapa District Council (SWDC) is the territorial authority responsible for the area. For the purposes of local government, Wairarapa is divided into the Masterton district, the Carterton district, and the South Wairarapa district. For the purposes of regional government, Wairarapa is included in the Wellington region along with Kapiti, Porirua, the Hutt Valley, and Wellington, and governed by the Greater Wellington Regional Council.

The SWDC have 58 full, part time and casual staff, The Mayor (elected), 9 elected councillors, 3 community boards with 12 elected board members, The Maori Standing Committee with 10 representatives and 6,643 ratepayers.

SWDC serves both rural and urban communities. The three main towns are Featherston, Greytown and Martinborough.

Council's role is to enable democratic local decision-making and action by, and on behalf of, communities. To meet the current and future needs of communities for good-quality local infrastructure, local public services and performance of regulatory functions in a way that is most cost-effective for households and businesses. We prepare long-term financial strategies including funding, financial management and investment policies.

What is our community in South Wairarapa?

First settled by Māori in the 14th century, the Wairarapa later became a farming area, known for its meat and butter. Today this largely rural region also produces wine and olives. Locals and holidaymakers enjoy its quiet towns, rugged coastline, rivers, lakes and forested mountains.

The official population of the South Wairarapa District as of the 30th June 2017 is 10,250 with a population density of 0.04 persons per hectare. The population of the towns in South Wairarapa are: Featherston (2,420), Greytown (2,310) Martinborough (1,640). The land area is 245,692 hectares (2,457 Km²).

A number of people have holiday homes in the region (predominately from Wellington) and the census figures may not reflect that.

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Only 71% of its people live in the urban areas, compared to 85% nationally. Agriculture is the largest single industry and employer. Previously, over-reliance on livestock farming exposed the region to a boom–bust trading cycle, and recently its economy has diversified. Once largely known for meat and butter, Wairarapa now produces quality wine and fine food. It is also promoted as a holiday and lifestyle destination.

Sheltered by the Tararua Range, the Wairarapa has a dry, warm climate. Winters are cool to mild and frosts are common.

3. **Our current Logo**

This was first created in 1989 after the merger of Featherston, Greytown and Martinborough Borough councils and the Featherston County Council into the South Wairarapa District council. The four hands represented the four councils and rural, town, land and hills were also depicted.

Since then our population has become larger and more diverse. Our economy, values and beliefs have changed. Post amalgamation vote when we had certainty around our future, we decided to look at the logo and see whether it was still appropriate and truly represented us as a council.

In addition the number of platforms where the logo is used has also dramatically increased and as a result the current logo is not appropriate or clear enough for all the current platforms we use.

Qualitative market research

In early 2018 we conducted qualitative market research to assess people's opinions on the current logo. People polled were simply asked what they thought of the logo (either positive or negative). 20% of those polled came from the Wellington region as they represent part time residents, future residents and visitors to the region. We also asked 4 leading advertising agencies their opinion of the logo.

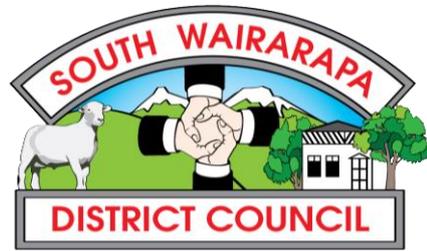
Results of Market Research

These were unprompted results of the market research. Some of it was repetitive.

Two white men shaking hands, looks like a weird religious cult, reminds me of Gloria vane & film The Handmaidens Tale, what is that building, freaky, no relationship to council, mono-cultural, lacks clarity, too busy, dated, irrelevant, not representative of SWDC, cluttered, too much going on, what's with the snow is it Mt Taranaki or South Island?, Design disaster, a messy blob of colour, President Putin, communist, never seen it before (in 20yrs), old fashioned, nice typeface, looks like a children's colouring competition, messy.

Based on this it was decided to proceed with new logo. The old logo had been the subject of some criticism for a number of years.

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4. Further Market research

When considering our new logo we asked ourselves two questions.

- What Unites Us in South Wairarapa?
- What makes South Wairarapa special or different?

We have gone out to council staff, councillors, community boards, Maori standing committee and received considerable feedback. This will be given to the shortlisted group. If, however you think it will add to your submission we are happy to send it to you.

5. The New Logo Process

Companies responding to EOI

We recognise that companies in the Wairarapa are small and do not have the capacity to develop a new logo for SWDC as part of the submission process. We are therefore happy to review your existing projects as the basis for our decision. Should you chose to make a more detailed submission that would be at your own cost.

Stages

Initially we are calling for expressions of interest (EOI) across the Wairarapa. For transparency ads asking for EOI have been placed in all Wairarapa local papers and in the Midweek and Times Age in the month of July. There will also be notices placed on official social media sites. Those expressing interest must contact council prior to Wednesday 15th August 2018 by 5pm and request a detailed EOI backgrounder document.

All information requested by SWDC must be returned by 5pm on Tuesday 28th August 2018 for consideration.

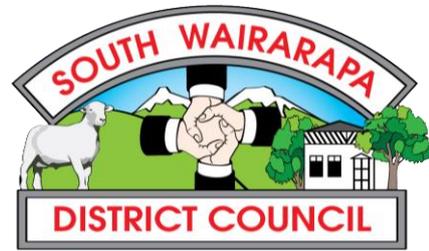
The Logo Working party committee (which consists of 3 councillors, 1 community board chair and the Mayor) will consider all applications and develop a short list for consideration. Shortlisted candidates will be expected to present to the logo working party at council together with Group Manager Corporate Support and/or the CEO.

The successful applicant will be notified 1 week after these presentations. At that point a very specific more detailed brief will be given to you.

Completion dates

As soon as the successful applicant is appointed we wish to start work immediately on developing the new logo. We anticipate that we will make a recommendation to council on our preferred choice, after market research has been completed. The new logo will be formally adopted at the next council meeting.

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Rollout

Once the new logo has been ratified at a council meeting the rollout can precede immediately. We anticipate that this may take several months.

Applications for the New Logo.

- Website, email signature, letters, business cards, signage, cars & utes, clothing (jackets, tee-shirts, hats), newsletters, print advertising, name badges, promotional material, flags, banners, apps, rubbish bags, folders and covers for official documents.
- Social media- Facebook cover, Facebook profile, eventfinder, twitter, Instagram
- Look good in both colour & B&W & small & large sizes.
- All logos will be bi-lingual. It has been agreed that rather than literal translation of SWDC we intend to have a USP under our council logo. This is “Gateway to the Wairarapa” which translates as Te Waharoa o Wairārapa . The font size and weighting in relationship to the words South Wairarapa District Council will be the same as the example give here.
- In addition we will have further logos in the logo family for community boards and the Maori Standing committee (as per the example shown here). These will also be bi-lingual.

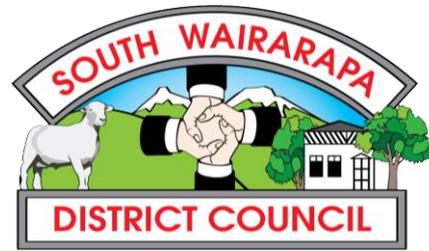


6. What we require from you with the EOI

In the first instance we wish to have an electronic copy of your full presentation emailed to Barbara.Gavan@swdc.govt.nz . At the same time we need TWO bound hard copies couriered to SWDC at South Wairarapa District Council, 19 Kitchener Street, Martinborough, 5711 for attn. Barbara Gavan. This should be a courier package requiring a signature.

The following should be included in your presentation:

- Show examples of your work developing a new logo which showcases your understanding of the brief and the result. Provide a summary of the brief given to you and how you interpreted that.
- Give us a sample copy of Logo Guidelines that you have developed. This should discuss a logo family where there are a wide range of applications and sizes.
- Give two references from companies you have worked with to develop a new logo.



- Discuss how you will approach market research on the logo. What is your preferred method? Who you will use for the market research. Please note a sample size of 100 including 20% in Wellington is required.
- Give timeframe for completion of work after your appointment. Please note we will give you priorities for different applications. Most urgent and easiest first.
- Give an estimate of budget to create all artwork and logo guidelines for all the different applications. These should be in all of the normally acceptable formats for print media, online applications, large signage, billboards and high and low res JPEG's and PDF's.
- The submitter will also provide budgets for logo refresh and updating brand guidelines
- An hourly rate/costings for further work (e.g. production of new ads, new collateral, annual reports etc.)
- Give a brief history of your company and your team.
- Provide a list of current clients
- Provide standard terms and conditions you operate under.
- You must be GST registered.

7. Conditions of EOI Process

- Applications will be assessed against the above criteria to identify suitable lead candidates
- You must include your full contact details together with mailing and physical address, GST number.
- Applications must be received by due date and time.
- Submission must contain information for 2 referees, which indicated your permission to ring them.
- Confidentiality responsibilities
All of the EOI project's discussions, meetings and material (written and electronic) are confidential and you must agree to keep this information safe. You will not give this information to anyone outside the immediate EOI team without prior approval from the Chair of the Logo Working Party Committee at SWDC. You agree not to reproduce SWDC documents or any part of them.
- Conflict of Interest Clause. You will be required to sign the attached conflict of interest and confidentiality clauses.
"In a small country like ours, conflicts of interest in our working lives are natural and unavoidable. The existence of a conflict of interest does not necessarily mean that someone has done something wrong, and it need not cause problems. It just needs to be identified and managed carefully." Controller & Auditor-General
- Submission documents become the property of SWDC
- Each Respondent will meet its own costs associated with the preparation and presentation of its EOI and any negotiations.

8. Attachments

- Conflict of interest and confidentiality form
- Cover letter for EOI (not mandatory but may be useful)