

SOUTH WAIRARAPA DISTRICT COUNCIL

21 FEBRUARY 2018

AGENDA ITEM C1

ADOPTION OF LOGO AND BRANDING WORKING PARTY TERMS OF REFERENCE (TOR)

Purpose of Report

To present the draft Terms of Reference for the Logo and Branding Working Party to Council for adoption.

Recommendations

Officers recommend that the Council:

1. *Receive the Adoption of Logo and Branding Working Party Terms of Reference Report.*
2. *Adopt the Terms of Reference for the Council Logo and Branding Working Party.*

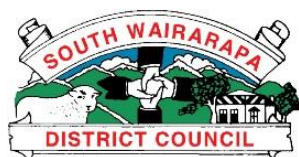
1. Executive Summary

At the 13 December 2017 Council meeting, Council agreed to create a Logo and Branding Working Party. Members were appointed and it was agreed that terms of reference for the working party be developed.

A draft terms of reference has been prepared and circulated to the Audit and Risk Working Party and members of the Logo and Branding Working Party for comment. Amendments from both Working Parties have been incorporated into the draft TOR and the reviewed document, attached in Appendix 1, is now being presented to Council for adoption.

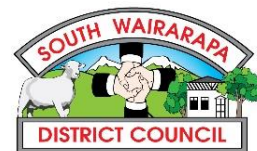
2. Background

In 1989, Featherston, Martinborough, Greytown Borough Councils and Featherston County Council were merged. The newly formed Council ran a competition and selected the following logo design as the corporate logo.



The winning design incorporated the four original councils, a sheep, mountains, two trees, one building and two surrounding banners.

In 2011 the logo was refreshed in a format specifically for use in websites, stationery, advertisements and other media. The revitalised logo contained the same elements as the original with the result being the logo we are currently using today.



Council frequently fields requests from ratepayers for a new logo. In response to this Mayor Napier proposed that a working party be formed and tasked with overseeing the development of a new logo for South Wairarapa District Council.

3. Discussion

3.1 Update from Working Party

The first meeting of the Working Party has been held and a draft TOR has been finalised. Leigh Hay (as a co-opted member) was appointed Chair of the Working Party.

A report on the strategy for the new logo will be ready for the 14th March 2018 Council meeting.

Future updates (excluding recommendations to Council), will be included under members' reports in the Council agenda.

3.2 Financial Considerations

The Terms of Reference can be adopted with no financial implications.

Budget will be set aside for the rebranding in the 18/28 Long Term Plan and the project will be conducted as business as usual.

4. Conclusion

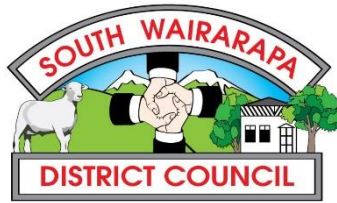
Council officers recommend that the Terms of Reference is adopted.

5. Appendices

Appendix 1 – Draft Logo and Branding Working Party Terms of Reference

Contact Officer: Paul Crimp, Chief Executive

Appendix 1 – Draft Logo and Branding Working Party Terms of Reference



SOUTH WAIRARAPA DISTRICT COUNCIL

COUNCIL LOGO AND BRANDING WORKING PARTY

TERMS OF REFERENCE

1. Purpose

To create a framework of essential elements that can be utilised to create an identity for South Wairarapa District Council by a design professional.

To review and provide guidance on work as provided by a design professional.

To make recommendations to Council.

2. Working Party Responsibilities

The responsibilities of the Working Party include, but are not limited to:

- Becoming familiar with branding, good logo design and what this encompasses.
- Packaging South Wairarapa culture, physical landmarks, history as well as Council values into a brief for a designer to consider when creating logo options/branding for SWDC.
- Ensure the council name is bi-lingual in design presented.
- Review shortlist of designers and their submissions and recommend final designer to council.
- To receive and consider design, complete brand guidelines, (including colour pallet and font advice) for incorporation into a logo from a designer. As part of the briefing consideration should be given to the wider use of these elements in Council's business and suitability for various uses (e.g. website, social media, email signature, letters, business cards, signage, clothing etc).
- To work within the budget as advised by the Chief Executive.

3. Membership

Membership to be as follows:

- One elected member from each ward (Cr Maynard, Cr Ammunson, Cr Carter).
- The Mayor.
- Co-opted members. The working party has the ability to co-opt members from time to time. GCB chair, L Hay is a permanent co-opted member of the branded working party.
- L.Hay(Chair)

Council officers and designers are not part of the working party but may attend meetings as required.

4. Accountability and Reporting

- The Chair will provide a written update on work undertaken for each Council meeting.

5. Operating Model

5.1 Meetings

5.1.1. Timing and Frequency

As and when required in order to progress the purpose in a timely manner.

5.1.2. Convening of Meetings

The chair will convene the meetings.

5.1.3. Location

The meeting location is to be agreed by the Working Party or will be the Council building, Martinborough by default.

5.1.4. Quorum

Three members will constitute a quorum.

5.1.5. Duration of the Working Party

The working party will be discharged once specific responsibilities have been achieved.