

Committee: Joint Regulatory Committee

Date: 4 October 2016

Wards: All

Subject: Regulatory Services Partnership Logo

Lead officer: Chris Lee, Director for Environment and Regeneration

Lead member: Cllr Ross Garrod, Cabinet Member for Street Cleanliness and Parking (LB Merton); Cllr Nick Draper, Cabinet Member for Community and Culture (LB Merton - Chair) , Cllr Pamela Fleming, Strategic Cabinet Member for Environment, Business and Community (LB Richmond); Cllr Rita Palmer (LB Richmond)

Forward Plan reference number:

Contact officer: Paul Foster, Head of the Regulatory Services Partnership

Recommendations:

- A. Members to note and comment on the proposal to create a Regulatory Services Partnership logo
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1 PURPOSE OF REPORT AND EXECUTIVE SUMMARY

- 1.1. To inform members of the perceived benefits of establishing a logo for the Regulatory Services Partnership (RSP) and seek their preference on a number of designs

2 DETAILS

- 2.1 Logos are a critical aspect of business marketing. As a service provider's major graphical representation, a logo anchors the service brand and becomes the single most visible manifestation of the service within the target market. For this reason, a well-designed logo is an essential part of any organisation's overall marketing strategy.
- 2.2 Corporate logos are intended to be the "face" of an organisation. They are graphical displays of a service provider's unique identity, and through colours, fonts and images they provide essential information about a company that allows customers to identify with the service provider's core brand. Logos are also a shorthand way of referring to the service in advertising and marketing materials; they also provide an anchor point for the various fonts, colours and design choices in all other business marketing materials.
- 2.3 Good logos should be unique and comprehensible to potential customers. Although there are myriad choices for colour, visual elements and typography, in general a logo should convey some information about the service, or be designed in a way that gives some sense of meaning about the service or the local authority as a whole. For example, cutting-edge firms and technological companies tend to have angular loops to convey speed, while service-oriented firms have rounded logos to provide a sense of service and trust.

2.4 The proposed logos for the RSP (Appendix 1) have taken colour inspiration from the existing borough logos of Merton and Richmond and linked them together.

2.5 The proposal to create a logo for the RSP is not a new idea and logos have been created (Appendix 2) for other local authority shared services most notably the South London Legal Partnership which is led by Merton and provides legal services on behalf of Kingston, Richmond and Sutton.

3 ALTERNATIVE OPTIONS

3.1 Continue to use the existing corporate letterheads

4 CONSULTATION UNDERTAKEN OR PROPOSED

4.1. None for the purposes of this report

5 TIMETABLE

5.1. None for the purposes of this report

6 FINANCIAL, RESOURCE AND PROPERTY IMPLICATIONS

6.1 Costs of design and printing will be met from existing budgets

7 LEGAL AND STATUTORY IMPLICATIONS

7.1. None for the purposes of this report

8 HUMAN RIGHTS, EQUALITIES AND COMMUNITY COHESION IMPLICATIONS

8.1. None for the purposes of this report

9 CRIME AND DISORDER IMPLICATIONS

9.1. None for the purposes of this report

10 RISK MANAGEMENT AND HEALTH AND SAFETY IMPLICATIONS

10.1. None for the purposes of this report

11 APPENDICES

11.1 Appendix 1 - Proposed RSP logos

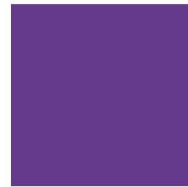
11.2 Appendix 2 – South London Legal Partnership Logo

12 BACKGROUND PAPERS

12.1 None for the purposes of this report

Appendix 1

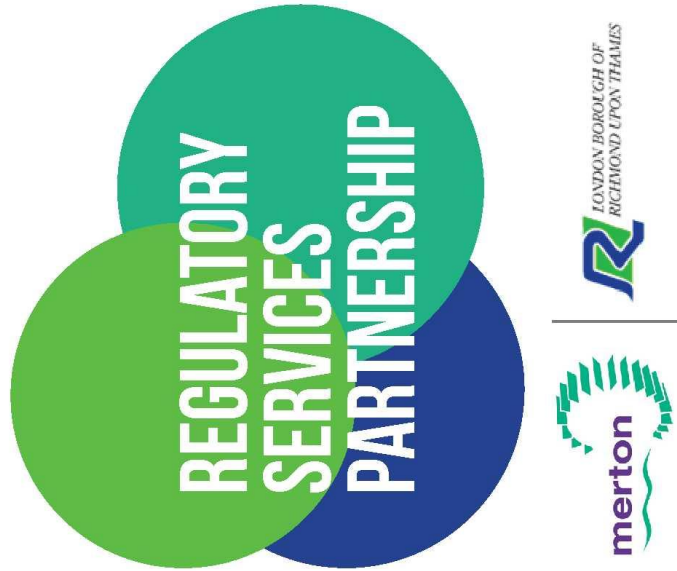
Colour



Taking colour inspiration from the borough logos, this helps link them together

Plus a fresher more friendly colour

Option 1



Option 2



Regulatory Services Partnership



Regulatory Services Partnership



Option 3



Regulatory Services Partnership



Regulatory Services Partnership



Option 4

RSP

Regulatory Services Partnership



RSP



APPENDIX 2



Gifford House
67c St Helier Avenue
Morden SM4 6HY
DX 161030 Morden 3

Direct Line: 020 8545 xxxx

Fax: 020 8545 xxxx

My Ref:

Your Ref:

Date:

Dear Sirs

Subject matter:

Yours faithfully

[name of sender]

for Assistant Director Corporate Governance

E-mail: xxxx.xxxx@merton.gov.uk

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