

BRANDING FOR LOCAL COUNCILS

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INTRODUCTION

BRANDING: THE BASIS FOR EFFECTIVE
COMMUNICATIONS

WHAT IS BRANDING & WHY DO WE NEED IT?

- **‘A set of associations that a person or group of people makes with a company, product, service, individual or organization.’**
- **Your “brand” is what your audience thinks when he or she hears your brand name.**
- **It’s everything the public thinks it knows about your name brand offering—both factual and emotional.**
- **Your brand name exists objectively; it’s fixed. But your brand exists only in someone’s mind.**

**BRANDING IS WHO YOU
ARE**

**WHETHER THAT IS HOW
YOU POSITION YOURSELF
OR HOW OTHERS PERCEIVE
YOU**

**IN THE ABSENCE OF YOU
MAKING A CONCIOUS
DECISION TO DETERMINE
YOUR BRAND, AN OPINION
WILL BE FORMED
REGARDLESS**



COMMON MISCONCEPTIONS

- **BRANDING ISN'T NECESSARY**
- **BRANDING IS EXPENSIVE**
- **BRANDING IS A LOGO**
- **BRANDING IS ONLY FOR PRODUCTS**
- **BRANDING IS NOT POSSIBLE WITH POLITICAL MEMBERSHIP**



Shelter



THE POWER OF BRANDING

BRAND =
INFLUENCE



COMPONENTS OF BRANDING

TONE OF VOICE

- Messages you convey
- Feeling you invoke
- Response to situations

VISUAL IDENTITY

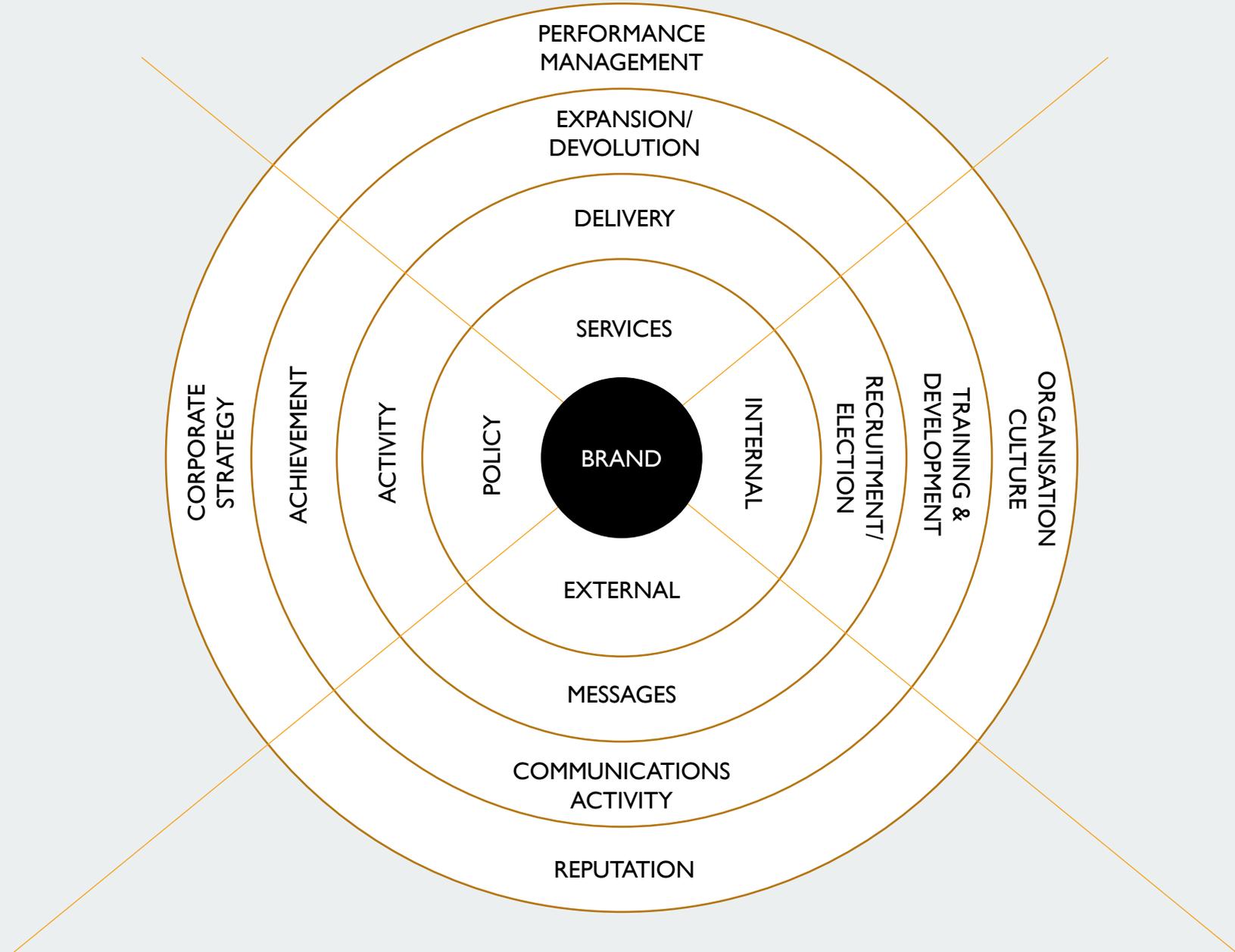
- Your logo
- Corporate Fonts
- Colour palettes



YOUR BRAND

VALUES

- Your actions & behaviour
- Your priorities
- What separates you from other councils



REASONS TO REVIEW BRANDING

- **To ensure your communications strategy reinforces your brand**
- **To ensure staff and members ascribe to a common set of values**
- **To reflect the changing role of the council**
- **To re-assert the organisation's purpose**
- **To address poor perceptions or reputational issues**

CURRENT CONTEXT

- **DEVOLUTION**
- **SUPER COUNCILS**
- **CLUSTERING**
- **DIGITAL**

BRANDING EXAMPLES



REBRAND FOR THE RIGHT REASONS

OLD LOGO



NEW LOGO



SO, WHO DO YOU THINK YOU ARE?

ROLLS ROYCE



VICAR OF DIBLEY



6
5
4
3
2
1
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USEFUL LINKS

- View this presentation and worksheets, and access further links, guidance and blog posts at www.jenniethomas.co.uk
- <http://www.designcouncil.org.uk/news-opinion/power-branding>
- <http://londonist.com/london/opinion/every-single-london-borough-logo-critiqued>