

Strategic Branding Project implementation stages		Start Date	Completion Date	Comments
Committee Governance				
1	Court of Common Council for final decision	06/03/2025	06/03/2025	Final sign off at CoCo following Policy and Resources Committee (13/02/25)
Institutions etc - Governance and Agreement				
2	Agree co-branding relationship descriptions	10/03/2025	06/06/25	Formal agreement of co-branding descriptions through individual institutions', open spaces and schools' committees/board meetings.
Development of brand and identity rules				
3	Draft brand and identity rules	10/03/25	10/04/25	Corporate Communications draft the rules in collaboration with the employee engagement network.
4	Draft style guide	10/03/25	10/04/25	Corporate Communications draft the rules in collaboration with the employee engagement network.
5	Agree brand and identity rules	10/04/2025	09/05/2025	Rules agreed by Chief Strategy Officer.
6	Agree style guide	09/05/2025	09/05/2025	Style Guide agreed by Chief Strategy Officer.
7	Produce new logos and co-branding collateral	10/03/2025	06/06/2025	Work with branding consultants and designer to develop suite of logos, templates and supporting collateral. Co-branding collateral developed in line with agreement at committees/boards.
Digital roll out of new brand and co-branding				
8	Adopt new brand and identity across corporate digital platforms	12/05/2025	30/05/2025	Branding and logo updated on the corporate website, intranet and social media platforms. Animated logo for video content.
9	Adopt new co-branding across institutions etc. digital platforms	12/05/2025	30/05/2025	Branding, logo and CoLC relationship description updated across all digital channels and platforms
10	Launch and publish brand and identity rules and style guide	12/05/2025	12/05/2025	Rules and style guide distributed across the City Corporation via the Employee Engagement Network and new section published on Colnet.
11	Distribute updated corporate templates	12/05/2025	19/05/2025	Templates to include letterheads, email signatures, powerpoint and internal communications products.