

City of London Corporation Committee Report

Committee(s): Communications and Corporate Affairs Sub-Committee	Dated: 29/05/2025
Subject: Strategic Branding Review update	Public report: For Information
This proposal: • delivers Corporate Plan 2024-29 outcomes	Supports the delivery of all the Corporate Plan outcomes.
Does this proposal require extra revenue and/or capital spending?	No
If so, how much?	N/A
What is the source of Funding?	N/A
Has this Funding Source been agreed with the Chamberlain's Department?	N/A
Report of: Dionne Corradine, Chief Strategy Officer	
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Summary

This report provides an update on continued work across the City of London Corporation on strategic branding, taking into consideration the comments and decisions made at the Court of Common Council meeting on the 6th March 2025 and the deferring of the decision to agree the Strategic Branding Review recommendations.

The action was to return to the Policy and Resources Committee with updated proposals.

For ease, the two recommendations in the original report were:

- The adoption of a co-branding model with City of London Corporation institutions, funded programmes and entities.
- Roll-out of a 'descriptive' logo that includes the City Corporation's full name.

Subsequently, further work has been undertaken as part of taking forward the recommendations in the Martin Review of the Destination City programme.

Part of this has focused on the visitor brands (City of LDN, City of London Corporation and One City) in place that currently support the City Corporation to deliver B2C content and marketing activity.

A review of these brands was carried out in late March 2025 to inform decisions around the following:

- Should the existing City of London place brand (which has been rolled out across the visitor facing channels @thecityofldn and www.thecityofldn.com) be developed further.
- What role does the City Corporation's crest and existing 'City of London' logo play in future B2B and B2C activity.

The recommendation from that review was to not continue to use the City of London place brand (cityofldn) and to utilise the City Corporation's crest in the development of future B2B and B2C activity. Further work is now underway, taking into account the strategic branding review proposals already considered at committee.

This will support a branding approach and strategy that acts as an engine of growth for the City Corporation, which will resonate most with our audiences, meet our stakeholders' needs and City of London Corporation's core objectives.

Recommendation

Members are asked to note the update.

Main Report

Background

1. As part of a project to develop the first brand strategy for the City of London Corporation, a short external strategic review was commissioned which ran from March to June 2024.
2. Post the Court of Common Council meeting on the 6th March 2025, a review was commissioned to analyse the impact and effectiveness of the visitor/destination brands. This is part of the work being carried out by the Destination City and Culture teams to take forward the recommendations in the Martin Review of the Destination City programme.
3. The brand review explored whether the existing City of London place brand (which has been rolled out across the visitor facing channels @thecityofldn and www.thecityofldn.com) be developed further and what role does the City Corporation's crest and existing 'City of London' logo play in future B2B and B2C activity.

Current Position

4. The strategic branding review involved comprehensive research and analysis of all existing City Corporation assets carrying the brand and logo and all associated and sub brands were explored.
5. This helped to build a picture of the current disparate nature of the application of the City Corporation brand, the significant proliferation of 'sub-brands' and the lack of guidelines, rules or oversight over how the City Corporation's brand or visual assets are used both internally and externally.
6. The review of the visitor/place based brands in March 2025 identified there was 100% recognition of the current City of London Corporation brand featuring the crest.

7. 94% agree that it is important for a geographical area (e.g. a place or district) to have its own brand/identity. 74% agree that a strong City of London identity/brand is important to achieve their organisation's goals.
8. The City Corporation brand is seen as an interesting combination of the safe and traditional (trust, guardianship) with more dynamic attributes (progressive, professional). The word 'City' can lead to confusion between the organisation and the geographic location.
9. There is further work underway to map out who our key external audiences are, which will also inform the use and future of the place based/visitor brand.
10. This will ensure the organisation can develop brand guidelines, architecture and a strategy that makes a clear distinction between activity that is 'badged' as place based and within the City of London geographical area, and activity generated and designed to promote and enhance the role and reputation of the City of London Corporation as an organisation.
11. The overarching branding recommendations will be presented for decision at the next Communications and Corporate Affairs Sub-Committee in July 2025.

Corporate & Strategic Implications

12. Financial implications – To be confirmed. The new brand and identity guidance will be rolled out digitally and signage and hard copy, printed products updated as they naturally come up for renewal. The place based/visitor brand work forms part of the Culture and Destination City programmes.
13. Resource implications - The roll out of the new brand guidelines and identity will require resource from the corporate communications and external affairs and communications and marketing, digital and employee engagement leads across the City Corporation to update digital assets and collateral as required and when they are renewed.
14. Legal implications - There has been ongoing discussions with the City Solicitor's team to ensure that the legal entity and contractual arrangements of the City Corporation's institutions and initiatives are correctly described. Any intellectual property decisions will also be agreed with the City Solicitor's team and are part of a separate piece of work being led by the Chamberlain.
15. Risk implications – None.
16. Equalities implications – This does not require an Equality Impact Assessment as the proposals comply with the City Corporation's public Sector Equality Duty 2010 and will not have any impact (positive or negative) on people protected by existing equality legislation.
17. Climate implications – None.
18. Security implications – None.

Conclusion

19. Members are asked to note the update.

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