

|  |                     |
|--|---------------------|
| <b>Committee(s):</b>   | <b>Date(s):</b>     |
| Open Spaces Committee  | 25 November 2013    |
| <b>Subject:</b><br>Open Spaces identity – outcome of the Members’ Working Party and presentation of designs  | <b>Public</b>       |
| <b>Report of:</b><br>Director of Open Spaces   | <b>For Decision</b> |
| <b>Summary</b>   |                     |
| <p>To support the promotion of the City’s Open Spaces, a project was initiated to develop a visual identity for the sites. This committee in July agreed to form a Working Group to guide the work. A ‘tool kit’ is being created and the main elements of the design are appended to this report.</p> |                     |
| <b>Recommendations</b>   |                     |
| <p>Members are asked to:</p> <ul style="list-style-type: none"> <li>• Note the work of the Member Working Group</li> <li>• Approve the new visual identity for City of London Open Spaces</li> </ul>   |                     |

## **Main Report**

### **Background**

1. The Open Spaces sites have a range of design materials used in written and online publications, uniforms and vehicle liveries and information boards and signs located on sites. The design has begun to look dated and there is little uniformity in design. This can lead to confusion and represents a missed opportunity for City of London to effectively and proactively communicate its work in protecting and maintaining green spaces.
2. A project was initiated to develop a portfolio of identities for the City of London’s green spaces that fits within, and promotes, the City of London brand and charity status.
3. Following consultation with Members, through the Working Group, and Open Spaces members of staff, a new visual identity has been created.

### **Current Position**

4. A design agency, Evolve Design, was engaged to create an Identity toolkit for each open space, which meets their needs and promotes the City of London and the charitable status of some of the spaces.
5. Evolve presented several design proposals which were considered by the Working Group and Members of staff. Evolve suggested that pursuing individuals identities for each sites would not serve to best strengthen

understanding of the City of London's Open Spaces. They suggested a strong single identity. Proposals for different fonts, colours, images and graphics were considered by representatives of all Open Spaces stakeholders.

## **Proposals**

6. The final designs for the identity, presented in the Appendix, were felt by members of staff and the Member Working Group to best promote the Open Spaces, appropriately represent the spaces visually and offer the flexibility required to be used in literature, the website, liveries on vehicles and uniform and on signs at sites.

## **Corporate & Strategic Implications**

7. The purpose of the identity project is not to create a new brand. The brand for Open Spaces will remain the City of London Corporation and Open Spaces will continue to use the City's crest as its logo. The management of the City of London brand is carried out by the Public Relations Office (PRO), and members of staff in the PRO were consulted closely as the designs were developed.

## **Implications**

8. A budget of £38,000 has been committed to this work by the Superintendents of the sites. This budget does not include the cost of implementation, including producing new literature or installing new signs and infrastructure.
9. The implementation of the new design will be met from local risk budgets. It is planned that publications using the new identity will be produced when existing stocks are run down. Additionally changes to vehicle livery and uniform will occur only when new purchases are made or where low costs options are available and can be met from existing local risk budgets.

## **Conclusion**

10. The new identity for the Open Spaces will provide a consistent visual representation of our Open Spaces, with the full toolkit allowing for members of staff to easily produce leaflets, signs and other materials using templates.

## **Appendices**

- Appendix 1 – The Open Spaces Identity

## **Jennifer Allott**

Departmental Business Manager

T: 0207 3323517

E: [jennifer.allott@cityoflondon.gov.uk](mailto:jennifer.allott@cityoflondon.gov.uk)