

APPENDIX B: Branding and Logo Designs

Branding

What success looks like (Why):

Success for the branding element of this project will be measured by creating a successfully recognisable brand for Huntingdonshire, which can not only incorporate the pilots we have created within the litter minimisation briefing, but other projects being undertaken by different departments.

The overall aim of this branding is to create a sense of connection for the residents and those visiting Huntingdonshire, to stimulate community spirit and pride for the district. This in turn will encourage the idea of responsibility, not only to reduce litter, but to improve the overall community and engage with the council and other community projects.

The measure for this will be based upon recognition of the brand in our sampling and survey activities, to identify whether they have seen the logo, whether they can identify what projects the logo is associated with and whether this project makes them feel a greater sense of pride in their community. This will also give a platform to the public to demonstrate the new projects which are being developed.

Overview (What):

This branding has been researched and designed based around what we would like to achieve from our pilots, and other projects throughout HDC, this being an improved sense of civic pride and responsibility for their local community. Similar branding materials have been created for other councils nationally, including a particularly successful campaign from 'Love Essex', which has instilled community pride and encouraged recycling throughout the county. With this in mind, we were inspired to create a similar scheme for Huntingdonshire, with the idea of being able to incorporate other projects within the overall theme of 'Love Huntingdonshire'.

Key Actions and Timescales (How):

Action	Timescales
Branding name- Love Huntingdonshire	<i>Complete</i>
Draft logo designs	Complete
Order logo Stickers for Cigarette bins	December 2019
Incorporate logo into Business litter reduction	December 2019
Create marketing materials/social media	January 2020
Incorporate logo into Highways anti-litter	January 2020
Incorporate 'love Huntingdonshire' logo into	TBC
Incorporate 'love Huntingdonshire' logo into further educational materials for community projects.	June 2019- incorporated into all further educational materials for the duration of the project timescale.

The litter minimisation pilot schemes are ready for implementation; we need to associate them with a clear and identifiable brand, in keeping with the aspirations of the Council.

This is extremely important in helping to market some of the projects initially and creating a positive identity for the pilots we are trialing.

The following designs have been designed to work alongside the projects, the following designs have been shortlisted by SLT:

A



B



*Logo designs still contain watermarks which will be removed once designs are confirmed. This will be at a cost of \$1-2 per logo for the use and image rights