

Transition Board – Shetland Merger Project

Committee	Transition Board – Shetland Merger Project
Subject	Branding
Action requested	<input type="checkbox"/> For information only <input checked="" type="checkbox"/> For discussion <input type="checkbox"/> For recommendation <input type="checkbox"/> For approval
Brief summary of the paper	To review statements to support branding exercise. To explore UHI brand development. To consider choice of a logo for the new college and agree process for this.
Resource implications [if yes, please provide detail]	Yes Branding will use UHI resources for development, this will be covered by the Phase 2 part 1 funding in hand.
Risk implications [if yes, please provide detail]	Yes Having a strong brand identity for the new college aligned to the wider UHI brand and supporting our aims is a key part of wider communications for the new college
Date paper prepared	25-Jul-20
Date of committee meeting	05-Aug-20
Author	Jane Lewis
Equality and diversity	No
Status	Non-confidential
Freedom of Information Can this paper be included in 'open' business?*	Yes
Status following the meeting	

Context

Developing a brand a key part of an organisation's identity. We have our context within UHI in which to set our brand. UHI is at present rolling out their new brand and this work will be used to inform work for the new college. However, like the name it is likely that establishment of a brand logo will occasion a great deal of interest from staff and students so it is important we have a clear process for this and sufficient time to allow the design process to take place.

Logo and collateral will be developed through UHI. For information and to inform the process the current logos across the partnership will be tabled at the meeting.

1. Image for new college

To inform the process it is helpful to understand our aspirations for the new college to be sure that our logo conveys the image we would wish.

We might summarise aspirations for the new college as

- Learning locally for all
- Working for Shetland
- Sustainability in all we do

The board is asked review and amend these ambitions to inform the brand development process

2. Process to develop logo

Given the likely interest in this part of our new identity, the following process is suggested for logo development:

- Seek suggestions from the Transition Board and staff and students
- Review suggestions at the Transition Board 9th September and select those to be worked up
- Seek feedback on mock ups from staff and students with an aim to bring to Transition Board on 7th October for a final decision

The board is asked review and approve this process for development of the logo