

16.3 CITY OF KARRATHA BRANDING

File No:	ED.15.
Responsible Executive Officer:	Chief Executive Officer
Reporting Author:	Manager Marketing and Communications
Date of Report:	15 April 2014
Applicant/Proponent:	Chief Executive Officer
Disclosure of Interest:	Nil
Attachment(s)	1. Confidential - Logo Options

PURPOSE

To select a brand identity and logo for the City of Karratha to be launched in conjunction with the transition to City Status due to occur on 1 July 2014.

BACKGROUND

Council has been undertaking the process to change from a Shire to a City since late 2012. At the March Council meeting the following resolution was passed:

That Council by ABSOLUTE Majority pursuant to Section 2.4, 2.5 and Clause 5(c) of Schedule 2.2 of the Local Government Act 1995 RESOLVES to RESUBMIT the proposal to the Local Government Advisory Board to change the name of the district from the Shire of Roebourne to the "City of Karratha" with effect from 1 July 2014.

In order to reflect the change in name from Shire of Roebourne to City of Karratha, a replacement for the Shire's current branding is required.

Local governments have a range of different types of logos which can generally be categorised into three types:

- Traditional crests
- Literal logos (that represent a specific thing)
- Contemporary/stylised logos.

Consultation with Councillors revealed a preference for a contemporary/stylised type of logo to reflect the transformation from a Shire to a City. The logo was also required to reflect the community and landscape of our region. A graphic designer was engaged to provide a range of options in line with the brief from Councillors. Following further consultation with Councillors, logos have been refined and narrowed down to two options.

Officers have assessed the logos against the technical requirements for new branding being legibility, flexibility and messaging to make a recommendation. While both logos would be a suitable basis for new Shire branding and both meet the basic branding requirements option two is preferred by officers. In terms of legibility, option two is more unique and easier to identify when scaled up and down. Option two is also more flexible and can be applied to a broader range of marketing collateral (e.g. animated for tv) than option one. Furthermore, option two strongly meets the branding requirements of being contemporary, evoking growth and transformation as well as representing the diverse community. Further notes on the meanings of the respective options can be found in the attachments.

LEVEL OF SIGNIFICANCE

In accordance with Council Policy CE-8 Significant Decision Making Policy, this matter is considered to be of low significance in terms of Council's ability to perform its role.

COUNCILLOR/OFFICER CONSULTATION

Consultation has taken place with Councillors with three briefings given to discuss the logo process and to seek direction on the style and form of the branding. The Marketing and Communications team has been consulted for technical advice on legibility and flexibility of logo options.

COMMUNITY CONSULTATION

No community consultation is required.

STATUTORY IMPLICATIONS

There are no statutory implications.

POLICY IMPLICATIONS

There are no policy implications.

FINANCIAL IMPLICATIONS

Council has budgeted \$75,000 for graphic design work to implement the new branding, including developing the brand and producing new document and signage templates.

STRATEGIC IMPLICATIONS

There are no strategic implications.

RISK MANAGEMENT CONSIDERATIONS

There are no risk management considerations applicable.

IMPACT ON CAPACITY

There is no impact on capacity or resourcing to carry out the Officer's recommendation.

RELEVANT PRECEDENTS

There are no relevant precedents related to this matter.

VOTING REQUIREMENTS

Simple Majority

OPTIONS:

Option 1

As per Officer's recommendation.

Option 2

That Council by SIMPLE Majority pursuant to Section 5.8 of the Local Government Act 1995 RESOLVES to ENDORSE option one as the new logo for the City of Karratha.

Option 2

That Council by SIMPLE Majority pursuant to Section 5.8 of the Local Government Act 1995 RESOLVES:

1. To REJECT all options provided and REQUEST further options from a graphic design agency; and
2. To change the date for the City of Karratha launch to 1 August 2014.

CONCLUSION

The transition to City Status requires a new brand for the organisation that reflects our community, our new name and our status as a City of the North. Each of the options put forward fulfils these criteria and would provide a suitable visual identity for the organisation.

OFFICER'S RECOMMENDATION

That Council by SIMPLE Majority pursuant to Section 5.8 of the *Local Government Act 1995* RESOLVES to ENDORSE option two as the new logo for the City of Karratha.