



City Councillors

Town Clerk & Chief Executive Communications Unit

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Dear Council Member

CARLISLE CORPORATE PLAN

At a meeting on 7 June which discussed the City Council's Corporate Plan, and the areas including CC1 Celebrating Carlisle objective, Corporate Resources Overview & Scrunity Committee resolved:

- (3) *That the Town Clerk and Chief Executive be asked to circulate a copy of Council Branding proposals to all Members of the Council for information, prior to the Special Meeting of the Council on the 27 June together with examples of proposed usage.*

The aim to these branding proposals are to fulfil the identified key priority in City Vision for

'one strong, clear identity which is properly communicated and consistent across all sectors..' (Carlisle City Vision 2002-12 document, page 21).

A partnership group, the City Marketing Forum, was established to take forward the aim of improving Carlisle's image as part of the Celebrating Carlisle theme. The Forum has representatives from Carlisle City Council, higher education, tourism, the media, and business among its membership.

Its key task has been to investigate a possible branding concept which would be able to be utilised by a wide range of partners in all different sectors, and would sit alongside and complement existing branding and identities.

This type of partnership branding to strengthen the identity of an area has been done successfully in other areas, two notable recent examples are that of the Merseyside Partnership and the Newcastle Gateshead Initiative.

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To progress the task, the City Marketing Forum asked a number of design companies to put forward proposals for a possible branding concept. As the branding is to be used by many different organisations and for many different audiences, it was agreed that it should be a concept based on typography and style rather than one single Carlisle image. Of the proposals which came back, it was agreed that one (examples attached) should be taken forward.

This concept was taken to the City Vision Partnership meeting on 28th May, where comments were fed back and there was general agreement that it should go out for further and wide consultation with a number of groups and organisations who may want to use it.

This consultation will begin shortly, comments and feedback will be taken into account, and the designers will be asked to develop the idea further before being taken back to the City Vision partnership for final decision.

In brief, the concept aims to:

- Have strong visual impact;
- Lend itself to straplines to be developed around the lettering (eg Confident Carlisle, C Carlisle, Come to Carlisle);
- Come to be instantly recognisable and associated with Carlisle;
- Be easily and cost effectively used on partners existing promotional material and alongside established identities;
- Be flexible in that it can be used with a strapline, or just the whole word, or just the single c emblem;
- Be used by a very wide variety of organisations promoting different aspects of Carlisle to very different audiences.

The attached examples are intended to give a feel for the concept; following consultation, further work will be done to firm up the designs and show how they could be used in a number of ways by different organisations.

As is documented in the Corporate Plan, the target is to have single identity branding agreed in the Autumn of this year. If you would like any further information please contact me.

Yours faithfully



S McKee
Head of Communications





